Focus Group Planning Template

Focus Group Planning Steps

| **Component or Issue** | **Decision/Description** |
| --- | --- |
| Purpose and Key Topics |  |
| Total Timeline (from planning to report) |  |
| Number of Focus Groups |  |
| Expected Composition of Each Group |  |
| Size and Composition of Focus Group Team (e.g. moderator, note taker, logistics coordinator) |  |
| Locations or Platforms |  |
| Recruitment Strategies/Sources/Partners |  |
| Type/Size of Incentive for Participants |  |
| Reimbursements for Participants (e.g. for travel, parking) |  |
| Costs/Budget |  |
| Required Contracting (If any) |  |

Work Plan and Timeline

| **Task** | **Timeline – Start & End Dates** | **Person(s) Responsible** | **Progress/Decision/Completion** |
| --- | --- | --- | --- |
| 1. Do initial planning |  |  |  |
| 2. Determine desired participant mix and composition |  |  |  |
| 3. Develop a strategy for recruiting and screening participants |  |  |  |
| 4. Select the moderator/facilitator and team |  |  |  |
| 5. Develop focus group “script(s)” or guide(s) |  |  |  |
| 7. Arrange logistics (e.g. location or platform, supplies, forms, refreshments) |  |  |  |
| 8. Conduct the focus group(s) |  |  |  |
| 9. Debrief |  |  |  |
| 10. Prepare reports |  |  |  |