**Customer Focus Group**

**Topic**Describe your research topic and objective for the focus group session.

**Guide & agenda***Below is a sample agenda and discussion guide with example questions.*

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| **Section** | **Questions and discussion items** | **Duration** |
| **Introduction** | * Introduce your product team.
* Ask participants to introduce themselves.
* Review goals and session format.
 | 5 minutes |
| **Customer goals** | * What are your main goals?
* How do you plan for those goals today?
* Where do you capture your progress on goals?
 | 5 minutes |
| **Feature preferences** | * What metrics matter most to you?
* How do you analyze your data?
* What are the main challenges with capturing and analyzing this data?
* What other applications have you tried using?
 | 10 minutes |
| **Feature review** | * Preview or describe new upcoming features.
* Would you use a feature like this?
* What capabilities are most important to you?
 | 10 minutes |
| **Wrap-up** | * Recap main learnings.
* Is there anything else you would like to share?
* Thank participants for their time.
* Outline next steps or follow-up activities.
 | 5 minutes |