**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.*

|  |  |  |
| --- | --- | --- |
| **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 |