

FOCUS GROUPS & MODERATION SKILLS FOR USABILITY PROFESSIONALS

Please join us for the March 24th NU UPA meeting and where RIVA-certified Master Moderator, **Kay Corry Aubrey**, will share her expertise on moderating focus groups.

Topic: *Focus Groups & Moderation Skills*

- When it's appropriate to run focus groups (dispelling some myths and showing when and how it can work)
- Where insights from focus groups fit into design research (capturing user trends, perceptions, beliefs, and attitudes on a product or service)
- How to plan a group (putting together the moderator guide, crafting questions, designing activities, strategic use of group process)
- What it takes to be a good moderator (and how being a good moderator also makes you a better interviewer)
- How to deal with issues (keeping people on topic, ensuring no one dominates)

What you can expect to learn:

- Gain an accurate understanding of the type of user insights focus groups produce
- Where focus groups fit into Usability and UI Design
- How to create hybrid studies that combine focus groups with usability testing, card sorts and other traditional research methods
- Skills you need to run them
- Where you can go to learn these (Kay will provide a bibliography of resources)

We will conclude with a mini-focus group! To help you absorb her talk and get a visceral experience of the power of focus groups, Kay will conclude her presentation with a mini-focus group with 8-12 volunteers from the audience. The group will discuss content ideas for the UPA NH Web site.

About the speaker: Kay has worked in usability research and user experience design for almost 2 decades. She specializes in usability research and focus group moderation for technology through her consulting business Usability Resources Inc. Kay has done usability research for a range of organizations that include AT&T, Raytheon, the Massachusetts Medical Society, the Mayo Clinic, Citrix, and Memento. She is delighted that her customers see how well-designed qualitative research impacts their bottom line.