

FIND ME TECH: FOCUS GROUP MODERATOR GUIDE

Introduction

Thank you for coming. My name is [____]. I'm a moderator with Reynolds Research, Inc., an independent research firm hired by FindMe Technologies, Inc.

Today we're going to talk about a potential new pet-tech product and get your feedback on its functions and design.

Just to be clear, I don't have any stake in the outcome of this discussion. I don't work for the company that is developing this product, so please don't hold back your opinions. Also, it's important that I hear from everybody. If you have a differing opinion from the group, I want to hear it.

We are recording the session to help aid in our report development. But we will keep these recordings internal to our research firm. You won't find yourself in an advertisement or anything like that. We also have a couple observers from FindMe Technologies, Inc. They may want to interject some questions for follow-up. However, those questions will be passed on to me during the session, so they will not interrupt us.

Please turn off cell phones. Bathrooms are outside in the lobby. Hurry back if you must use the restrooms. We want you included in as much of the conversation as possible. You've been asked to participate today because you all have something in common: You have all indicated in our pre-survey that you are interested in purchasing some type of pet technology product in the next year. Looks like we have a good mix of pet lovers interested in the latest pet tech.

Ice Breaker Activity

I'd love to hear about your pets. Tell me:

What type of pets you have

Their names

Approximate ages

What type of pet-related technology you currently use, if any

[MODERATOR: write items on flip chart to aid in activity]

Okay, let's get started. [MODERATOR: call on first participant]

[MODERATOR: Probe for more detail on currently used pet tech. What made the participant decide to try the pet tech? Did it meet his or her expectations? Why or why not?]

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Question Bank

When you think of the term "pet wearable," what first comes to mind?

- [Probe for top-of-mind ideas: What do you envision such a product to look like? What types of things would it be used for on a daily basis? How would pet owners interact with the product?]

We all have heard about or own wearables for humans such as the FitBit and Apple Watch. They do things like communicate with others, monitor our activity and fitness levels, detect falls, let others know our locations, etc. Now, I want you to switch that thinking to a pet-wearable product. What type of features would make sense to include? Feel free to think outside of the box and let me know things you wish a pet wearable would include. Don't let what we know about current technology limit your ideas. This is a brainstorming exercise.

- [MODERATOR: Write ideas on a flip chart. Probe "what else" until ideas are exhausted.]

I'd like to get your feedback on potential pet-wearable features. For each, tell me if it would make you more or less interested in purchasing a wearable for your pet.

- Heart-rate monitor
- Licking monitor
- Panting monitor
- Scratching monitor
- Burned-calorie monitor
- Temperature monitor
- Food-intake monitor
- Daily step tracker
- GPS tracker
- Metrics sent directly to veterinarian
- Multiple features with shorter battery life
- Limited features with longer battery life

[Probe: Why do you feel that way? How much impact on your purchase decision would this feature have?]

I'm going to show you some sketches of possible pet-wearable designs. As I'm showing you each design, keep your initial thoughts to yourself by jotting down some notes. When I finish showing you each, we will discuss your first impressions.

- [MODERATOR: Show the following designs, assuring participants are labeling their notes correctly. Switch to a new design only when the majority has stopped taking notes]

- Blue cat collar
- Red cat collar
- Blue dog collar
- Red dog collar
- Blue skin tab for cats
- Red skin tab for cats
- Blue skin tab for dogs
- Red skin tab for dogs

- [Probe: Let's go back to the blue cat collar. Start telling me some of your initial reactions. Probe for similarities and differences among the group. Could you envision your cat wearing this product? Why or why not? What would make this design better or more appealing? What concerns, if any, would you have about your cat wearing this collar? Repeat sequence for each design.]

We've discussed a lot of different features today regarding a potential pet-wearable product. I'd like you to think about one of your pets (past or current) and describe a situation where one or more of these features would've been useful. Tell us: What was the situation? What features do you have in mind that relate to the situation? How would those features have made the situation better for you and your pet?

- [MODERATOR: Clarify any feature details. Probe for group agreement or disagreement on feature usefulness.]

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ACTIVITIES

STORYTELLING

WE'RE GOING TO DO A LITTLE STORYTELLING EXERCISE CALLED "A DAY IN YOUR LIFE WITH YOUR PET"! THINK ABOUT A TYPICAL DAY WITH YOUR PET, BUT ON THIS DAY, IMAGINE YOUR PET HAS A WEARABLE DEVICE. HOW WOULD THE DAY BE DIFFERENT? WHAT TYPES OF INFORMATION WOULD BE USEFUL FOR YOU TO GATHER FROM THE WEARABLE?

FIRST LET'S GO IN ORDER OF THE DAY.

- MORNING
- MID-MORNING
- AFTERNOON
- EVENING
- BEDTIME

NOW, LET'S SWITCH TO VARIOUS ACTIVITIES THROUGHOUT THE DAY.

- MEALTIMES
- WALKS AND PLAYTIME
- NAPS VET VISITS

[PROBE THROUGHOUT: HOW COULD A PET WEARABLE IMPROVE THIS PORTION OF THE DAY OR ACTIVITY? WHAT ALERTS WOULD BE MOST USEFUL DURING THIS TIME OR ACTIVITY? WHICH WEARABLE FEATURES WOULD BE MOST USEFUL DURING THIS TIME OR ACTIVITY?]

VOTING

A LIST OF PET-WEARABLE FEATURES WE TALKED ABOUT TODAY IS ON THE WHITEBOARD. I'D LIKE YOU TO TELL ME WHICH FEATURES ARE THE MOST IMPORTANT TO INCLUDE IN A PET-WEARABLE DEVICE. YOU EACH HAVE FIVE VOTES TO USE. YOU CAN USE THEM HOWEVER YOU SEE FIT. FOR INSTANCE, IF YOU REALLY LIKE THE HEART-RATE MONITOR, YOU COULD PLACE ALL FIVE VOTES ON THAT ONE IDEA IF YOU WISH.

- HEART-RATE MONITOR
- LICKING MONITOR
- PANTING MONITOR
- SCRATCHING MONITOR
- TEMPERATURE MONITOR
- FOOD-INTAKE MONITOR
- BURNED-CALORIE MONITOR
- DAILY STEP TRACKER
- GPS TRACKER
- METRICS SENT DIRECTLY TO VETERINARIAN
- MULTIPLE FEATURES WITH SHORTER BATTERY LIFE
- LIMITED FEATURES WITH LONGER BATTERY LIFE

[PROBE: ARE THE RESULTS SURPRISING TO YOU? WHY OR WHY NOT? LET'S GO OVER THE TOP FIVE. WHY ARE THESE DESIRABLE FEATURES? LET'S GO OVER THE BOTTOM FEW. WHY ARE THESE NOT DESIRABLE FEATURES?]