

## Focus Groups: Supporting Effective Product Development

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Focus Groups: Supporting Effective Product Development - CRC Press Book The focus group is widely used to as a tool for increasing the understanding of users and their requirements, and identifying potential solutions for these requirements.

An ideal book for the professional to the undergraduate student, Focus Groups: Supporting Effective Product Development is written for ergonomists, designers and anyone running product related focus groups or involved in product esgrimaperezghersi.com: Joe Langford. An ideal book for the professional to the undergraduate student, Focus Groups: Supporting Effective Product Development is written for ergonomists, designers and anyone running product related focus groups or involved in product research.

The focus group is widely used to as a tool for increasing the understanding of users and their requirements, and identifying potential solutions for these requirements. Its main value lies in the conveyance of less tangible information that cannot be obtained using more traditional methods. Eliciting user needs beyond the functional is crucial for effective product and system development.

"While most texts in product development cater to marketing, political and social science research, this book describes the way focus groups can be applied particularly to ergonomics (human factors) and design-related projects. Additional info for Focus groups: supporting effective product development Sample text Writing down the names also provides a suitable activity during the initial meeting period, whilst having a cup of tea and waiting for remaining participants. Focus groups: supporting effective product development. [Joseph D Langford; Deana McDonagh;] -- The focus group is widely used to as a tool for increasing the understanding of users and their requirements, and identifying potential solutions for these requirements.

Kindle Books Kindle Unlimited NEW! Prime Reading Bestsellers Kindle Daily Deal Kindle Monthly Deals Free Kindle Reading Apps Buy A Kindle Content and devices Kindle Support. Researchers often find it helpful to have the moderator pilot the questions or do a pre-test of the focus group discussion with a group of people to gain insight into effectiveness of the questions that were developed prior to the focus group interview. Organizations generally use focus groups in planning, marketing, or evaluation, either to improve some specific product or service or, more globally, during the development of .

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