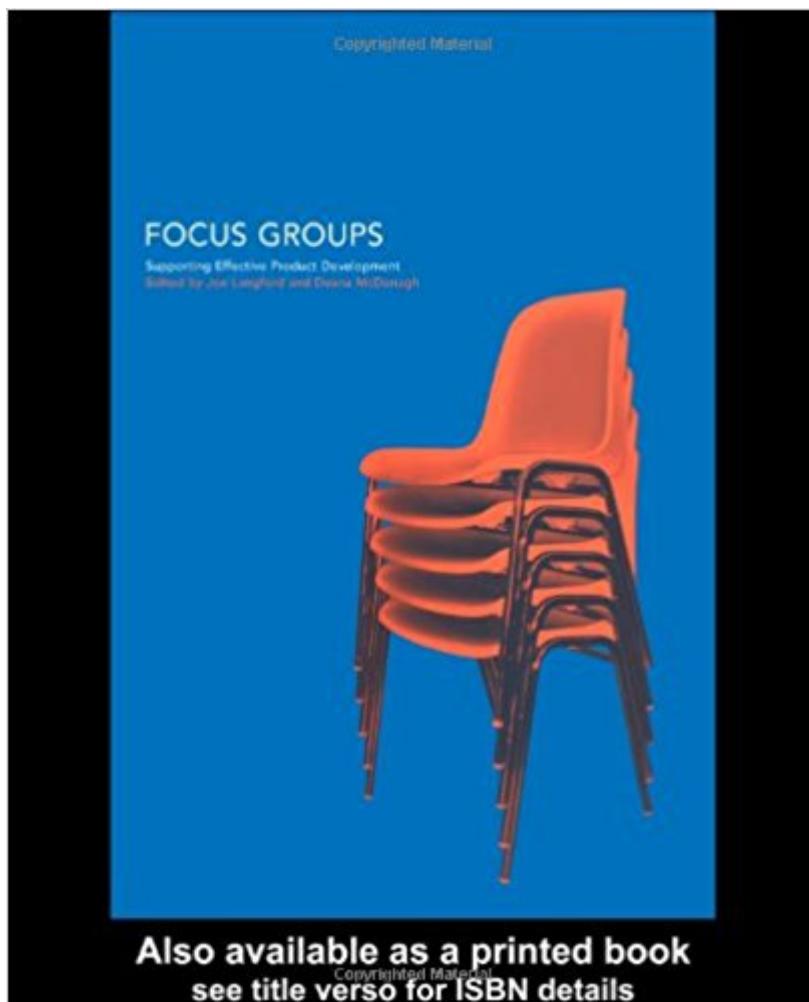The book was found

Focus Groups: Supporting Effective Product Development

Synopsis

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. This approach offers one way in which such needs may be elicited. 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. The book demystifies the subject and includes practical guidance for setting up and running focus group sessions to enable the professional (and novice) to employ these techniques usefully and with confidence. 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.

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