

Phone Screener for Focus Groups

Purpose

We are recruiting participants to participate in-person focus groups. The primary goal of the focus groups is to understand what concerns parents who have children living with them may have about smart speakers (e.g. Amazon Echo, Google Home, etc.), especially in regard to parental controls. Participants in the same focus group will have children that are close in age to other participants' children. We will schedule the focus groups after getting a list of recruits.

Target audience

- Technology-literate parent with child living with them that could potentially interact with smart speaker
- Not affiliated with market research industry recently

Focus group logistics

- October 24-28, 2016
- 90 minutes each
- 3 to 5 participants each

Recruitment quotas

We would like to recruit 7 participants for each child age range. If a participant has children of different ages, count them as half a recruit for each applicable age range for the purposes of recruiting.

Age range of child:

- Less than 2 years old
- 2 to 5 years old
- 6 to 9 years old
- 10 to 13 years old
- 14 to 16 years old

Introduction

Hi, I am [your name] from [company name]. We are looking for a few people to participate in a focus group to guide the features of a product you may find useful. This is not a sales call, and no sales or solicitation efforts will be made in this call or the focus group.

Would you like to know more?

- » Yes [Continue]
- » No [Terminate]

The focus group will be held next week during business hours at the University of Washington. It will last about 90 minutes. We can provide child-care if needed. If you participate, you will receive a cash stipend of \$150. The focus group is strictly for research, and all your comments will be confidential.

Are you interested in participating?

- » Yes [Continue]
- » No [Terminate]

Questions

1. Do you or any member of your household work in marketing, advertising, public relations, quality assurance, user interface design, or user experience?

- » Yes [Terminate]
- » No [Continue]

2. Do you have any children who currently live with you at least 2 days of the week?

- » Yes [Continue]
- » No [Terminate]

3. What are their ages?

- » 16 or younger [Record each child's age. If each age range already has 7 or more recruits, terminate. Otherwise, continue.]
- » Only older than 16 [Terminate]

4. Have any of your children been diagnosed with severe speech or hearing disorders? (Which ones?)

- » Yes [Eliminate children which have disorders. If each remaining age range already has 7 or more recruits, continue, but terminate right before the conclusion. Otherwise, continue.]
- » No [Continue]

That's fine. Are you alright with receiving phone calls about similar opportunities in the future?

- » Yes [Add to yes-call list]
- » No [Add to no-call list]

Thanks for your time. Have a wonderful rest of your day.

<END CALL>

Thanks for your response(s). Those are all the questions I have. We currently are not scheduling people with your profile right now. Are you alright with receiving phone calls about similar opportunities in the future?

- » Yes [Add to yes-call list]
- » No [Add to no-call list]

Thanks for your time. Have a wonderful rest of your day.

<END CALL>

5. Do you have Internet access in your home?

- » Yes [Continue]
- » No [Terminate]

6. Do you use a smartphone, tablet, or e-reader daily?

- » Yes [Continue]
- » No [Terminate]

7. Have you ever participated in a market research interview or discussion group?

- » Yes [Continue]
- » No [Skip to 9]

8. When was the last time?

- » Less than 6 months ago [Terminate]
- » More than 6 months ago [Continue]

9. Describe an activity your child enjoys, and why in particular they enjoy that activity.

- » Question not applicable [Continue]
- » Answer is long-winded and you have trouble interrupting/stopping them [Record attribute, terminate]
- » Answer is a short sentence [Record attribute, terminate]
- » Answer is unintelligible [Record attribute, terminate]
- » Otherwise [Skip to Conclusion]

10. What has been a challenge in parenting recently and why?

- » Answer is long-winded and you have trouble interrupting/stopping them [Record attribute, terminate]
- » Answer is a short sentence [Record attribute, terminate]
- » Answer is unintelligible [Record attribute, terminate]
- » Otherwise [Continue]

Conclusion

Thanks for your responses. Those are all the questions I have. May I have your name and email address to contact you about scheduling the focus group?

- » [Record name and email]

Thank you very much. We will send you an email shortly to schedule the focus group. Thanks for your time. Have a wonderful rest of your day.

- » [End call]

Thanks for your responses. Those are all the questions I have. We currently are not scheduling people with your profile right now. Are you alright with receiving phone calls about similar opportunities in the future?

- » Yes [Add to yes-call list]
- » No [Add to no-call list]

Thanks for your time. Have a wonderful rest of your day.

- » [End call]