



Focused Guidance Groups: A Qualitative / Quantitative Approach For Product Development Guidance

Annette Hottenstein, Danielle Creighton, Silvia King
McCormick & Company, Inc.

Society for Sensory Professionals

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Agenda



- Research Yin and Yang
- Focused Guidance Groups Definition
- When to conduct FGGS
- How to conduct a FGGS
- Data/Reporting Examples

Research Yin and Yang....



**YIN:
Qualitative**

**YANG:
Quantitative**

Focused Guidance Groups


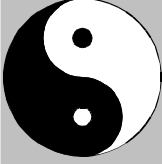




- Focused Guidance Groups (FGG)

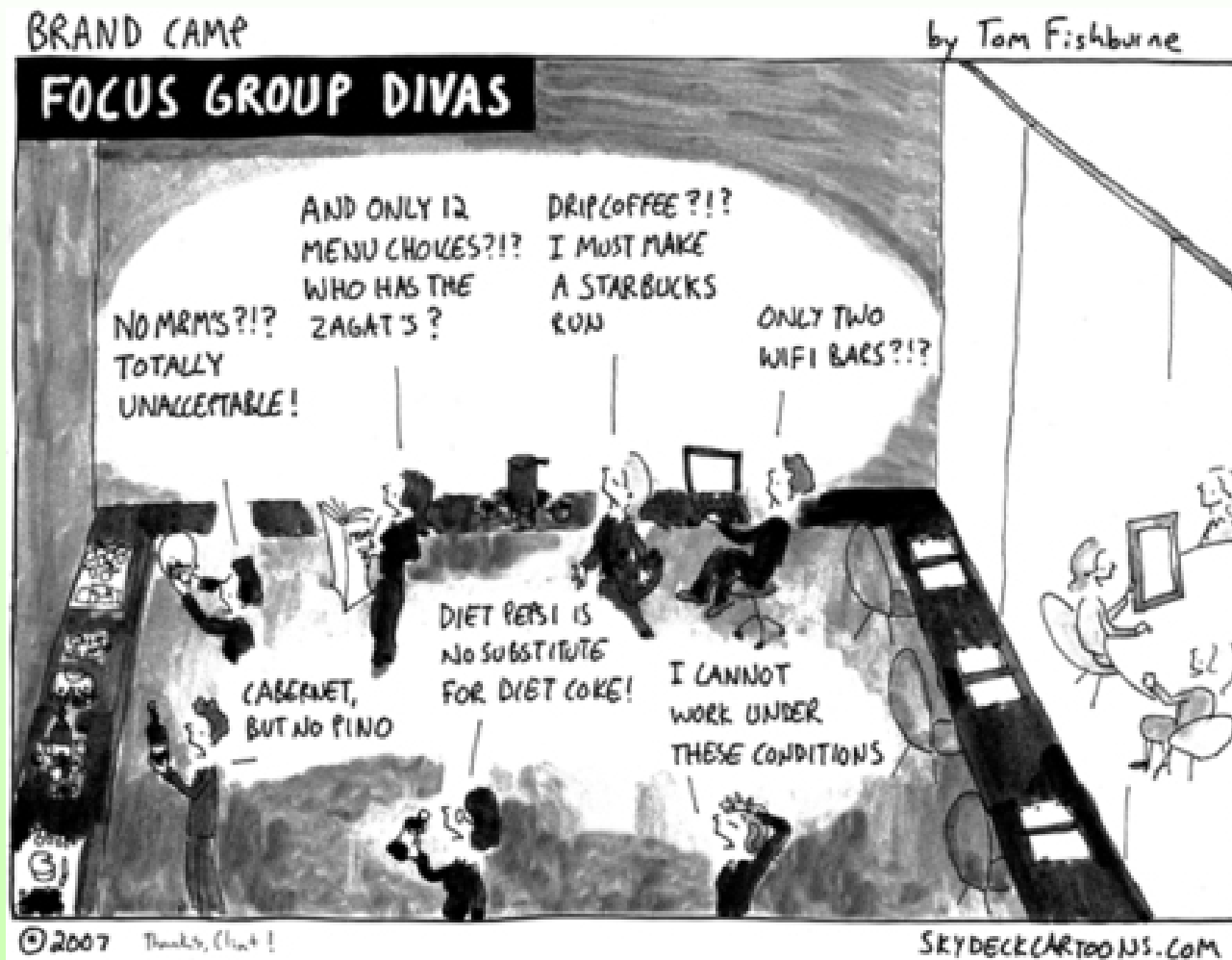
A qualitative/quantitative approach that utilizes consumers to explore and quantify consumer liking for a product, service or concept

FGG – The Best of Both Worlds



 FG (YIN)	 FGG 	CLT (YANG) 
<ul style="list-style-type: none"> • Smaller (n=16-40) 	<ul style="list-style-type: none"> • Moderate (n=50-60) 	<ul style="list-style-type: none"> • Larger (n=100 +)
<ul style="list-style-type: none"> • Non statistical analysis 	<ul style="list-style-type: none"> • Mix 	<ul style="list-style-type: none"> • Statistical Analysis
<ul style="list-style-type: none"> • Understand the POBA 	<ul style="list-style-type: none"> • Understand & Quantify 	<ul style="list-style-type: none"> • Measure / Quantify
<ul style="list-style-type: none"> • Unstructured data collection (discussion) 	<ul style="list-style-type: none"> • Both ballot & discussion 	<ul style="list-style-type: none"> • Formal data collection (ballot)
<ul style="list-style-type: none"> • Outcome: exploratory and/or investigative 	<ul style="list-style-type: none"> • Recommendations backed by POBA 	<ul style="list-style-type: none"> • Outcome: make recommendations

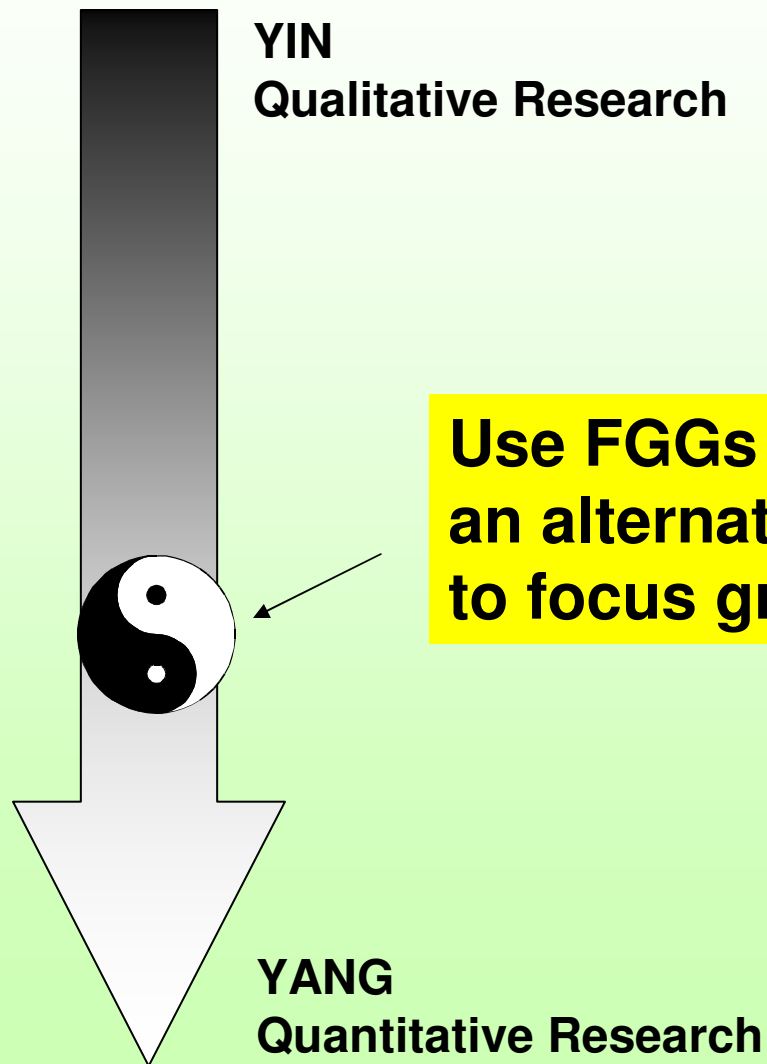
Why we L♥VE focus groups...



Consumer Testing Objectives



- **Front end Innovation / Ideation**
- **Ballot Development**
- **PD guidance on several flavor variations of a product**
- **PD guidance on variations of the same flavored product ('tweaks')**

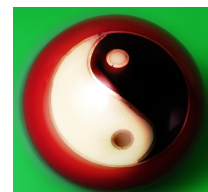


Use FGGs here as an alternative to focus groups

Have you ever been in a series of focus groups where different sessions come up with different conclusions?



FG vs FGG



FG

- 2 hour sessions
- 2-4 sessions
- n=8-10 persons/session (total n = 16-40)
- Lengthy background discussion

FGG

- 1 hour sessions
- 5-6 sessions
- n= (total) Statistically Sound Sample size n
- Very brief background discussion



Respondent Bios

Demos: Metro Philadelphia, 48, married, 2 athletic teen sons, \$100K+

Lifestyle: Full-time employee with Head-Start, travels Mon-Fri every other month

Priorities: Raising a household, keep everybody healthy and pay bills

Cooking Style: “Rushed”, Quick and Easy, big crock pot cooker...come home and it’s done, ‘Boring’, “don’t experiment”, “No variety” – “Stay with what’s familiar, not going to make something with wine sauce – they won’t eat it” Value conscious: meal deals

Health: Proactively health conscious: “health conscious with my boys being athletes....stay away from pre-cooked, prepared stuff like Hamburger Helper...has lots of fat / fillers”, “healthy take out (grocery)

Quantity: Feed ‘50’ people every night (son’s friends)

Role of Cooking: “Cooking is a necessity to eat”. “When kids move away from home, plan to ‘got out more’ to restaurants.” Husband shares cooking responsibilities: “whoever gets home first....he is a little creative...he makes a marinade....really good meatloaf” “After dinner, I can have a glass of wine”

Cooking Information Source: “my neighbor, I watch her”

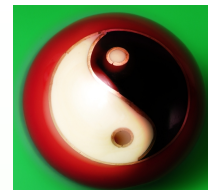
Planning: “I don’t do it for the week...I am not that thought out” “Don’t shop with a list....chicken was on sale, bought 7 of them” “When I wake up, I look in the freezer”

Dinner Examples:

“Home made, quick” – Broiled chicken with seasoning salt (‘very boring), fresh green beans boiled and sautéed in butter (better for you than margarine), salad, ‘plain brown rice’

Made ½ of broiled chicken into ‘healthy version of Parmesan’” pre-grated mozzarella cheese, baked with Ragu sauce

FG vs FGG



FG

- Sequential Monadic:
- Sample 1
 - Taste, Rate, Discuss
- Sample 2
 - Taste, Rate, Discuss
- Sample 3
 - Taste, Rate, Discuss
- Ranking / Overall Discussion

FGG

- Randomized
- Serving Order Bias Minimized
- Monadic
- Sample 1, 2 Group
- Taste, Rate
- Respondent Bias Minimized
- Sample 1, 2 Group
- Taste, Rate
- Discuss all samples

FGG Moderator Guide



5 Min – Guidelines & Introductions

- 5 Min - Product Concept Grounding
- 2 Min - Taste Evaluation Instructions

TASTE TEST SEQUENCE

- 5 min – Try & Rate sample #1
 - 2 min – Break, jot down notes for discussion
- 5 min – Try & Rate sample #2
 - 2 min – Break, jot down notes for discussion
- 5 min – Try & Rate sample #3
 - 2 min – Break, jot down notes for discussion
- 5 min – Try & Rate sample #4
 - 2 min – Break, jot down notes for discussion

15 Min – Moderated Discussion about samples

5 Min – Wrap Up Discussion

60 Minutes Total

GUIDELINES FOR FOCUS GROUP PARTICIPANTS



Welcome!

1. Please talk one at a time.
 - (Session is video recorded)
2. Talk in a voice as loud as mine.
 - (So that all may hear)
3. Avoid side conversations with your neighbors.
 - (All comments are important to research)
4. Work for equal 'air time'.
 - (No one talks too little or too much)
5. Allow for different points of view.
 - (There are no wrong answers)
6. Say what YOU believe.
 - (Whether or not anyone else agrees with you)
7. Only one person up or out of the room at one time.
8. Turn off all cell-phones, pagers, blackberries, etc.
 - (No texting allowed)

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Product Concept Grounding



I'm handing out a concept sheet that has a description of _____. Please follow along as I read the description out loud.

Please take a moment to review the description once more and **CIRCLE** the words that you find appealing and **CROSS OUT** the words that don't like or those that you have questions about. Write your name somewhere on this sheet

- What about this concept is appealing to you?
- What about this concept don't like?
- What about this concept is unclear?

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Taste Evaluation Instructions



Taste Test Instructions:

- ✓ Rinse your mouth with water and crackers
(Before tasting and in between each sample)
- ✓ Keep your opinion to yourself while evaluating samples
(This includes body language)
- ✓ Take at least 3 bites of each sample:
 - Bite #1: Introduction to your taste buds
 - Bite #2: A chance to explore the taste
 - Bite #3: A confirmation of what you tasted*(After bite #3 – you can have more of the sample as long as you pace yourself for the other samples that you will be tasting today.)*



FGG Moderator Guide



- 5 Min – Guidelines & Introductions
- 5 Min - Product Concept Grounding
- 2 Min - Taste Evaluation Instructions

TASTE TEST SEQUENCE (28 minutes)

- 5 min – Try & Rate sample #1
 - 2 min – Break, jot down notes for discussion
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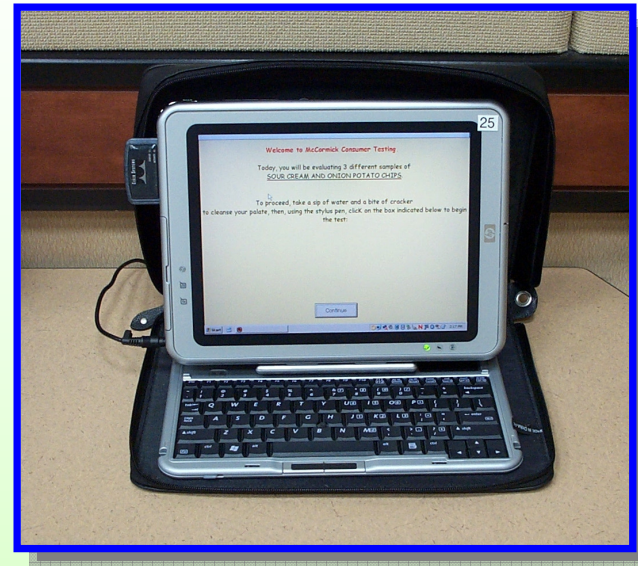
5 Min – Wrap Up Discussion

60 Minutes Total

Taste Test Sequence



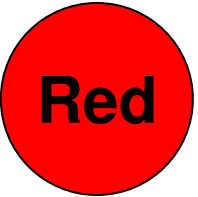
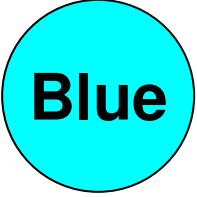
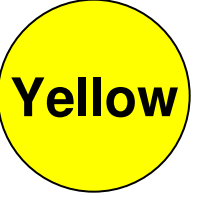
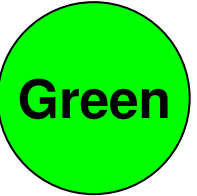
- Typical CLT questions:
 - Overall Liking
 - JAR attributes
 - Ranking/Preference
 - Demographics



- 2 minute time delay between samples
 - Prompted to jot down notes on note taking sheet

Note Taking Sheet



Name _____	Likes	Dislikes	Suggested Improvements
 Red			
 Blue			
 Yellow			
 Green			

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Moderated Discussion

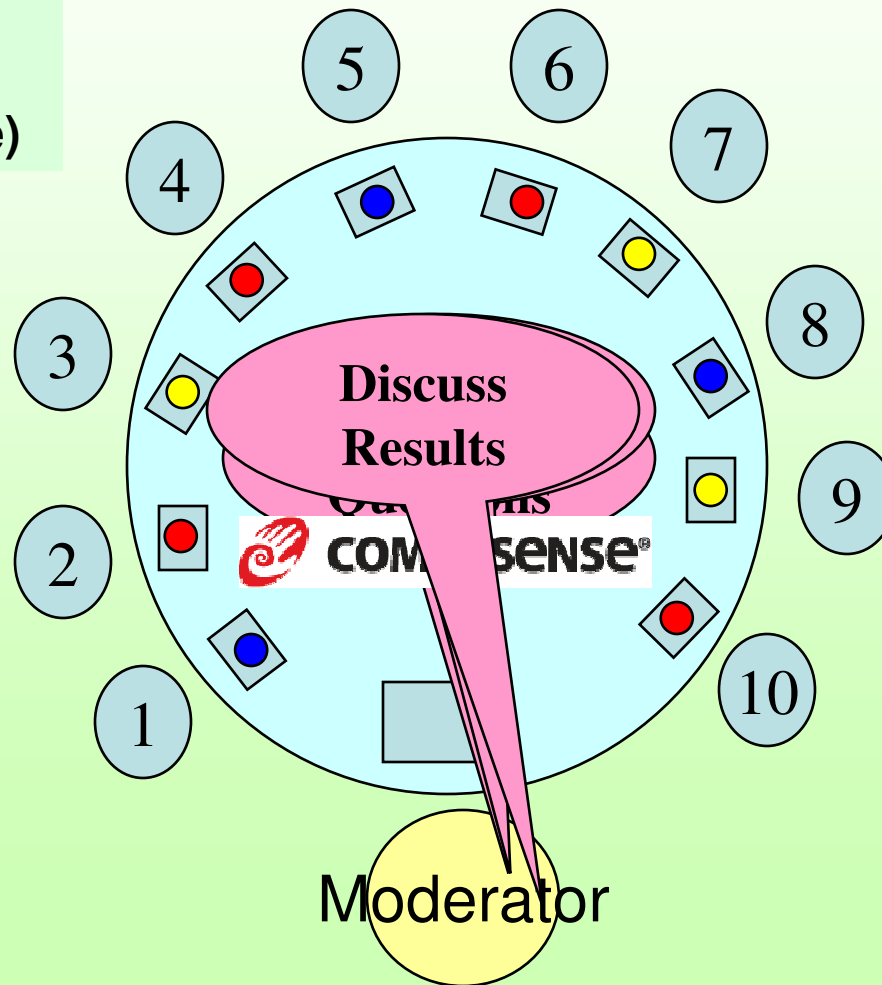


- Spend 3-5 minutes on each:
 - In general, how well or not did this sample ‘live up to your expectation’?
 - What specific flavors/components could be improved?
 - What did you like about this sample?
 - What did you dislike about this sample?
 - How would you improve this sample?
 - (probe on specific attributes or numbers from Compusense report)
- Wrap Up Discussion
 - Which was your favorite, top reason why?
 - Which was your least favorite, top reason why?
 - How do these samples compare to flavored rice blends available in the grocery store?

Focused Guidance Group (FGG)



Background
Information
(collected on-line)



x 5

=

50

1 hour
sessions

	YELLOW	BLUE	General
Positive Comments	<ul style="list-style-type: none"> - Aftertaste not as strong - More subtle flavor - better blend of x and y taste - could finish the whole sample - tasted like Honey 	<ul style="list-style-type: none"> - 'aroma made me want to reach right in' - Flavor could stand up to cheese or dips - could taste cinnamon in this one 	<ul style="list-style-type: none"> - Liked how the spices are baked in - Looks healthy; not covered in powder - Size and shape are cute - Remind me of product Y - Filling for the number of kcals provided - 'I don't want to be thin anymore I just want to be full' (and this filled me up) - No stuff on top is good
Negative Comments	<ul style="list-style-type: none"> - X flavor too weak - reminded me of a brand x flavored cracker that I do not like - couldn't identify a specific type of spice 	<ul style="list-style-type: none"> - Flavor might clash with other things (dip, cheese) - Reminded me of Brand X Seasoning and I don't like Brand X - had Nutmeg taste 	<ul style="list-style-type: none"> - The X was dry and crumbly in mouth - Left a film, coating in my mouth - X could be larger - too sweet for a X - X Flavor may not fit with Y brand

Summary



- Focus guidance groups (FGGs) are an additional tool to provide guidance for product development, especially when product differences are small
- FGGs provide rich consumer feedback to support quantitative data

Acknowledgments



RIVA Training Institute

– Naomi Henderson

McCormick Consumer Testing

Thank You!



- Questions/Comments....

