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

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Agenda

• Research Yin and Yang

• **Focused Guidance Groups Definition**

• When to conduct FGGs

• How to conduct a FGG

• 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**

<table>
<thead>
<tr>
<th>FG (YIN)</th>
<th>FGG</th>
<th>CLT (YANG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Smaller (n=16-40)</td>
<td>• Moderate (n=50-60)</td>
<td>• Larger (n=100 +)</td>
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<tr>
<td>• Non statistical analysis</td>
<td>• Mix</td>
<td>• Statistical Analysis</td>
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<tr>
<td>• Understand the POBA</td>
<td>• Understand &amp; Quantify</td>
<td>• Measure / Quantify</td>
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<tr>
<td>• Unstructured data collection (discussion)</td>
<td>• Both ballot &amp; discussion</td>
<td>• Formal data collection (ballot)</td>
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<tr>
<td>• Outcome: exploratory and/or investigative</td>
<td>• Recommendations backed by POBA</td>
<td>• Outcome: make recommendations</td>
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Why we LOVE 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’)

YIN
Qualitative Research

Use FGGs here as an alternative to focus groups

YANG
Quantitative Research
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=10 persons/session (total n=50-60)
- Very brief background discussion

Statistically Sound Sample size
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 Sequential Monadic:
  - Sample 1, 2 or 3
  - Taste, Rate
  - Sample 1, 2 or 3
  - Taste, Rate
  - Sample 1, 2 or 3
  - Taste, Rate
- Discuss all samples

Serving Order Bias Minimized
Respondent Bias Minimized
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)
   – (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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• 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
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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15 Min – Moderated Discussion about samples

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60 Minutes Total
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
• 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
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Likes</th>
<th>Dislikes</th>
<th>Suggested Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>______</td>
<td>______</td>
<td>______</td>
<td>______</td>
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</table>

- **Red**
- **Blue**
- **Yellow**
- **Green**
FGG Moderator Guide

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2 Min - Taste Evaluation Instructions

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15 Min – Moderated Discussion about samples

5 Min – Wrap Up Discussion

60 Minutes Total
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)

1 hour sessions

Discuss Results

Moderator

\[ x \times 5 = 50 \]
<table>
<thead>
<tr>
<th></th>
<th><strong>YELLOW</strong></th>
<th><strong>BLUE</strong></th>
<th><strong>General</strong></th>
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</table>
| **Positive Comments** | - Aftertaste not as strong  
- More subtle flavor  
- better blend of x and y taste  
- could finish the whole sample  
- tasted like Honey | - ‘aroma made me want to reach right in’  
- Flavor could stand up to cheese or dips  
- could taste cinnamon in this one | - 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** | - 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 | - Flavor might clash with other things (dip, cheese)  
- Reminded me of Brand X Seasoning and I don’t like Brand X  
- had Nutmeg taste | - 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 |

**FGG Report**  
N=50 respondents  
p-value Overall Liking <0.01  
7.2 c  
6.2 a  

% Top 3 Box  
<0.01  
81%  
46%  

% Bottom 3 Box  
0.185  
7%  
12%  

JAR Total flavor strength 0.013  
2.9 ab  
2.7 a  

% Too weak  
<0.01  
9%  
32%  

% Just About Right  
<0.01  
81%  
56%  

% Too strong  
0.728  
11%  
12%  

JAR Rice flavor 0.033  
3.0 b  
2.8 a  

% Too weak  
<0.01  
39%  
32%  

% Just About Right  
<0.01  
81%  
56%  

% Too strong  
0.728  
11%  
12%  

JAR Salty Taste 0.013  
2.8 c  
2.5 bc  

% Too weak  
<0.01  
25%  
39%  

% Just About Right  
<0.01  
72%  
60%  

% Too strong  
0.287  
4%  
2%  

JAR size of product 0.372  
2.8  
2.9  

RANKING 0.023  
151.0  
ab  
208.0  
d  

% Ranking 1st  
0.023  
26%  
bc  
11%  
ab  

% Ranking 2nd  
<0.01  
21%  
bc  
14%  
ab  

% Ranking 3rd  
0.603  
25%  
14%  

% Ranking 4th  
0.634  
18%  
23%  

% Ranking 5th  
<0.01  
11%  
a 39%  
b
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….