

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Using Focus Groups for Feedback

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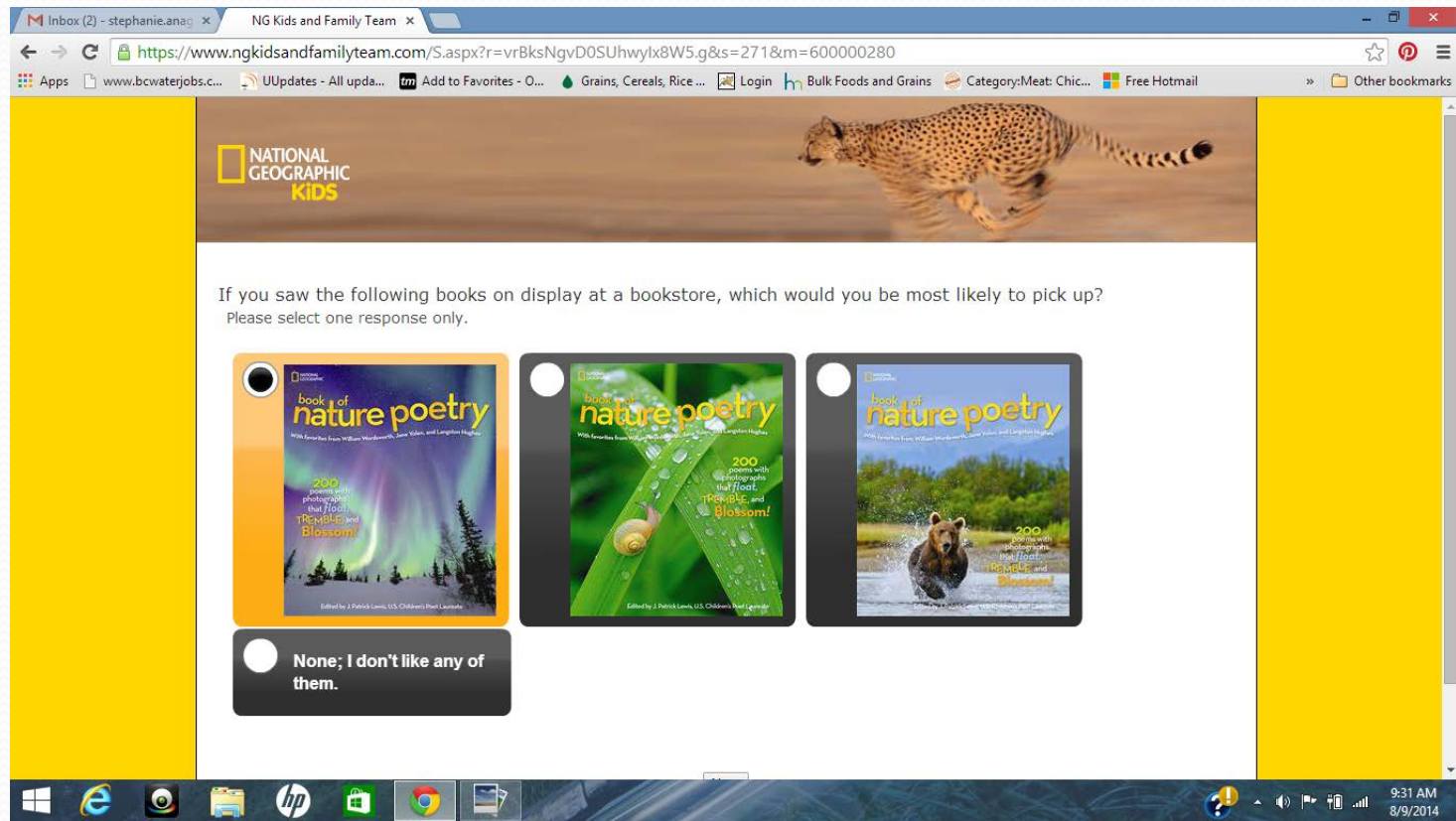
# Outline

- Types of Market Feedback
- Structure of a Focus Group
- CLWA Focus Groups
- Do's and Don'ts

# Types of Market Feedback

# On-line Survey

- Fastest, least expensive method
- Can show materials



# Intercepts

- Allows to target an audience
- Best Way to Reach Some Groups
- Expensive On a Per Survey Basis



# Telephone Survey

- Yields best data (in terms of a random sample)
- Difficult to show materials
- More expensive than on-line





# Focus Groups

- Identifies any challenges or hurdles
- Identifies the “right” language
- Tests an idea or a concept
- Not quantitative





# Structure of a Focus Group

# An Outline

- Moderator does introduction
- Moderator lays out ground rules
  - We need your help
  - We want honest feedback on x, y, and z
- Participants introduce themselves?
- Moderator identifies ways of giving feedback to the moderator
- Questions and discussion begin

# CLWA Focus Groups

# Focus Group – Water Use

- Challenges Identified:
  - That people did not know how much water they used
  - That people grossly underestimated their water use
  - That people didn't know where their water came
  - That people wanted the City to be a role model
  - That showers and baths were sacred

# Focus Group – TV Commercial

- Challenges Identified:
  - We suspected that a standard and smart controller needed to “look” different (but they look very similar)
  - What upset residents was that the lawn didn’t look better with the smart controller
- “Right Language”
  - Residents called their “controller” a “timer”
  - Residents could not remember our web site.

# Focus Group – TV Commercial

The grass should look better with a smart controller!





# Focus Group – TV Commercial Website was hard to remember!

The screenshot shows a web browser window with the address bar displaying [www.scvh2oprograms.com](http://www.scvh2oprograms.com). The browser's address bar also shows several bookmarks: [Apps](#), [www.bcwaterjobs.c...](#), [UUpdates - All upda...](#), [Grains, Cereals, Rice ...](#), [Login](#), [Bulk Foods and Grains](#), [Category:Meat: Chic...](#), [Free Hotmail](#), and [Select Image](#). The browser's status bar at the bottom shows the time as 12:31 PM and the date as 8/11/2014.

The website itself has a blue header with the SCV H2O Programs logo on the left and the text "SCV H2O Programs" in the center. Below the header is a navigation bar with four links: [Current SCV Family Programs](#), [Helpful Tips & Support](#), [Agency Information](#), and [User Discussion Forum](#).

On the left side of the main content area, there is a search box with the label "Search" and the text "Search this site:". Below the search box is a "Search" button.

The main content area features a large banner with the text "Welcome to SCV H2O Programs" and "We are in the middle of a serious drought. We need your help. We are currently offering the following programs". Below this banner is a promotional banner for a "FREE Weather Based Irrigation Controller" that "save an estimated 10% on outdoor water use". The banner includes a "Get Started Here" button and a small image of the controller. Below this is another banner for the "Lawn Replacement Program" with a "Get Started Here" button and a small image of a lawn. At the bottom of the page, there is a banner for a "High Efficiency Clothes Washer Rebate" with a "Get Started Here" button and a small image of a clothes washer.



# Focus Group – Turf Removal

- Challenges Identified
  - \$1.50 per square foot was not motivating
  - We need to show before and after in ads with big fistful of money in ads seemed appealing
- “Right Language: ”
  - Turf denoted “astro turf” or artificial turf
  - “Cash for grass” makes people giggle
  - “Lawn” seemed better to all groups

# LAWN REPLACEMENT PROGRAM

Use water-efficient groundcover, shrubs and trees!



**REBATE \$2 PER SQ. FT  
OF GRASS REMOVED UP TO 2,500 SQ.FT.**

BEFORE

Application required. Restrictions apply.  
For more information visit [lawnreplacement.clwa.org](http://lawnreplacement.clwa.org)



# Do's and Don'ts

# Things to Do at a Focus Group

- Screen participants.
- Make your own nametags (or name table tents)
- Feed the participants well.
- Create probing questions beforehand and a script.
- Call on people.
- Follow-up in your questioning.
- Stick to your time limit.
- Thank the participants afterwards.

# Things to Avoid at a Focus Group

- Cheap food.
- Ask only the questions on your list.
- Allow one person to take over the conversation.
- Allow people to be entirely silent.

# Questions?

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