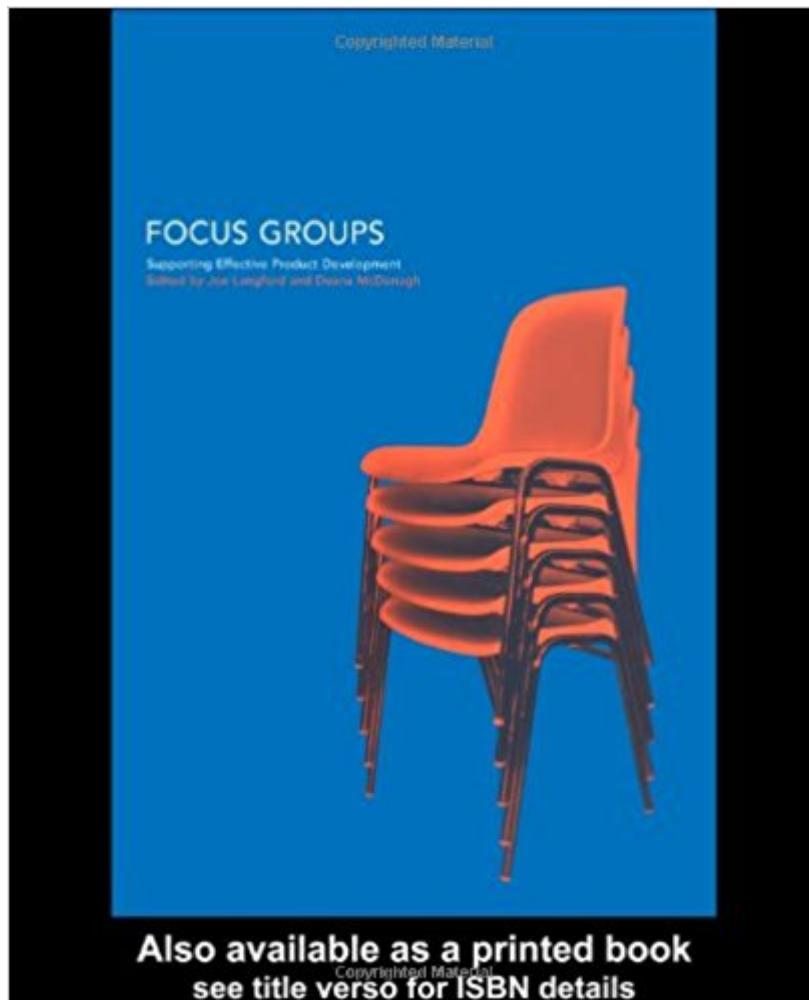




The book was found

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.

Book Information

Paperback: 240 pages

Publisher: CRC Press (November 16, 2002)

Language: English

ISBN-10: 0415262089

ISBN-13: 978-0415262088

Product Dimensions: 7.4 x 0.5 x 9.1 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #738,250 in Books (See Top 100 in Books) #86 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Ergonomics #146 in Books > Textbooks > Business & Finance > Sales #300 in Books > Business & Money > Management & Leadership > Industrial

Customer Reviews

Joe Langford is with Human Factors Solutions, UK Deana McDonagh is with the Department of Design and Technology, Loughborough University, UK

[Download to continue reading...](#)

Focus Groups: Supporting Effective Product Development Agile Product Management: Product

Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) The Principles of Product Development Flow: Second Generation Lean Product Development Groups and Symmetries: From Finite Groups to Lie Groups (Universitext) The Vegan Diet as Chronic Disease Prevention: Evidence Supporting the New Four Food Groups Medicine Ball Workouts: Strengthen Major and Supporting Muscle Groups for Increased Power, Coordination, and Core Stability Bolivia in Focus: A Guide to the People, Politics, and Culture (In Focus Guides) (The in Focus Guides) Focus On Lighting Photos: Focus on the Fundamentals (Focus On Series) Effective Supervision: Supporting the Art and Science of Teaching Product Leadership: How Top Product Managers Launch Awesome Products and Build Successful Teams Drawing for Product Designers (Portfolio Skills: Product Design) Hair Care Product and Ingredients Dictionary (Milady's Hair Care Product Ingredients Dictionary) PRODUCT LISTING FORMULA (FOR YOUR E-COMMERCE BUSINESS): How to Write Amazing Product Listing That Converts Into Paying Customers â “ Watch ... Finish (E-Commerce from Aâ “Z Series Book 3) Product Manager Interview: A Step by Step Approach to Ace the Product Manager Interview at The Product Book: How to Become a Great Product Manager Strategize: Product Strategy and Product Roadmap Practices for the Digital Age The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager (Business Books) The Product Manager's Field Guide : Practical Tools, Exercises, and Resources for Improved Product Management Take Charge Product Management: Time-Tested Tips, Tactics, and Tools for the New or Improved Product Manager FBA: Private Label Product Sourcing: Finding Manufacturers and Understanding Product Regulations, Standards, Customs and Import Tax Rates. (Mastermind Roadmap to Selling on with FBA Book 2)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)