**INTERVIEW TEMPLATE**

|  |  |
| --- | --- |
| Focus group discription (short) – age, number, etc.  * 4 people in a group for approx 1 hour * 4 groups / focus group * you can choose 1 or 2 focus groups * make sure the choosen focus group is relevant for the value research |  |
| Place of the interview  * easy to access * make it personal not online * comfortable place * ”safe place” to be |  |
| Date of the interview  * month * period of the day |  |
| Responsible personmake sure the relevant person understand the value based research plan |  |
| Used ICT tools (phone, recorder, smart TV, pictures, videos, etc.)  * showing videos is a good idea * do not make notes during the interview – it can confuse you and the participants * you can record the interview |  |
| QUESTIONS per focus group  * write questions in advance * make a check list about what you would like to know |  |