**INTERVIEW TEMPLATE**

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| 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
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| Place of the interview* easy to access
* make it personal not online
* comfortable place
* ”safe place” to be
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| Date of the interview* month
* period of the day
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| Responsible person make 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
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| QUESTIONS per focus group* write questions in advance
* make a check list about what you would like to know
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