

THE ONLINE FOCUS GROUP

And what we learned about our magazine

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- ▶ Online discussion works like Facebook
- ▶ We recruited a dozen participants from our audience groups
- ▶ Asked them to log on twice a day for two days – total 90 minutes
- ▶ Posted questions twice a day
- ▶ Participants answered questions and discussed them
- ▶ Moderator encouraged discussion
- ▶ Text-based discussion created an instant transcript
- ▶ This research will guide our upcoming survey
- ▶ <https://www.2020research.com/qualboard-discussion-boards/>

QUALBOARD SERVICE

- ▶ In general, they like our print magazine
- ▶ And the online content is very important
- ▶ Our readers are skimmers: make it easy with headlines/photos
- ▶ They want to forward articles: make them easy to find online
- ▶ They like the technical level of our articles
- ▶ They want more schematics to see how things work
- ▶ They consider our artistic illustrations a waste if they don't inform
- ▶ Our section names ("Front Office") confuse our readers
- ▶ Why don't we have our TOC where everybody else has it?
- ▶ "Glossary" is a waste of space at back of the book

WHAT WE LEARNED