Useful Probes in Focus Groups

- Give me a (picture, description) of...
- I'd like you all to (discuss, decide)...
- Tell me what goes on when you...
- Describe what it’s like to...
- Tell me about... Tell me more about that...
- Somebody sum this all up...
- Give me an example.
- Explain to me...
- Let me pose a problem...
- I'm wondering what would you do if...
- What I'd like to hear about is how you are dealing with...
- Ask each other to find out...
- I don't think I'm getting it all. Here's what I've got so far, tell me what I am missing or not getting correctly...
- So it sounds like you’re saying...
- That's helpful. Now let's hear some different thoughts...
- How might someone do that?
- I'd like you to word it as an “I wish” or a “How to”
- How important is that concern?
- So, the message you want me to get from that story is...
- I can't seem to read the groups’ reaction to that. Help me out.
- Let's hear a different perspective on this.
- Say more.
- Keep talking.
- Just say anything that comes to mind.
- Can someone turn that (wish, dream, request) into a reality? Does anyone know how to do it/
- Let’s see, I haven’t heard from...
- Before we move on, let’s hear burning thoughts that you have to get out.
- Let’s turn this complain into a problem... How can we solve it?
- (I see in your face... I hear in your voice) something important, but I don’t know what it is...
- Who can build on this last idea?
- What am I not asking?
- Think about a situation in which you... Tell me about it.
- You seem to have a lot of excitement and energy around that. Talk to me about it.

Taken from: Market Navigation, Inc. “Beneath the Surface in Focus Groups”
http://www.mnav.com/bensurf.htm