No. 6 Research Report: Results of Focus Groups

At the conclusion of the three focus group sessions, each IPD team will be required to prepare a short report for Copco management detailing the findings and results of this research activity.

The report should be approximately four (4) pages in length and should be primarily in a bullet point format making it easy for the readers to quickly learn about the results of your research (key learnings). Use direct quotes from your group participants to illustrate your findings whenever possible and/or appropriate. Attach your protocol list of discussion questions to your team’s report as an Appendix. Results of these focus groups (as well as your other research activities) should be included in your Mid-Term presentation to Copco on October 19th.

Project Requirements

1. Compile findings from focus groups.
2. Identify key learnings, organize by category and priority/importance.
3. Prepare report of findings, maximum four (4) pages typewritten, with 1” margin on all sides.
4. Submit hard copy to Prof. Page in class, and post electronic version to the class .ftp site.

Due Date Tuesday, October 26, 2004