

QUEST FOCUS GROUP INTERVIEW GUIDE

Session Introduction

Wait until all participants have arrived and are seated, then read the following.:

Thank you for being here. We appreciate your time and feedback. My name is [facilitator name] and I am here with the K20 Center's GEAR UP program. Today we are going to look at an application called QUEST that is being developed at the K20 Center. We are developing QUEST to help parents and guardians, such as yourselves, to learn the college-going process and other options your kids might have after high school. When it is published, QUEST will be free for anyone to use, but the content will be tailored specifically to parents of GEAR UP students.

We are going to start by having you use the application for [XX] minutes. After that, we'll discuss the app and the topics it is trying to teach. We will be recording audio during the discussion. The audio recording will only be shared with our research and development team to help improve the application and the lessons.

Everything you say here today will be completely anonymous. The whole process will take no more than 45 minutes. Based on the purpose of the study, I am going to pass around consent forms for you to read, consider, and sign if you agree to participate in today's focus group. Does that sound okay to everyone?

Pause for confirmation. Pass out copies of the QUEST Focus Group Consent Form. After collecting the signed consent forms, pass out the K20 phones and read the following script:

Please open the application called "QUEST" in the phone we have provided. There are three lessons that will take around 5 minutes each to complete. Please go through these lessons. The lessons contain videos with sound, so please use your headphones so as not to disturb the other participants. If you need help adjusting the volume, please let us know. If you have any technical difficulties, please let me know and I'll assist you.

Discussion Introduction

After providing time for participants to explore QUEST, read the following script as in introduction to the discussion portion of the session:

Now that everyone has had a chance to use QUEST, let's talk about your experience. I'm going to ask some questions to facilitate a conversation.

Please keep in mind that there are no right or wrong answers. The purpose is to have a conversation and hear the opinions of everyone in the room. I hope you will be comfortable speaking honestly and sharing your ideas with us. I'd like to start with some quick introductions. Going around the circle, please share your name and a little about what conversations you've had with your student about their plans after high school.

Questionnaire

After all participants have had an opportunity to answer the icebreaker question, begin asking the following questions in order. Remember, the goal is not to reach a consensus but to provide data about the application's functionality and the user experience. Read the following questions as written, but feel free to ask follow-up questions when necessary.

Initial Impressions

- What are your initial thoughts about the QUEST app?
 - What aspects stood out to you within the app?

User Experience

- What was your experience like navigating through the app and finding information?
- How easy or difficult was it for you to navigate the app?
- What, if any, features did you find particularly helpful?
 - How did they enhance your app experience?
- What, if any, features did you find particularly confusing?
 - How did they limit your app experience?
- How could QUEST be like other apps that you use often?

Feedback on Design

- How do you feel about the overall design and look of the app?
- How appealing and user-friendly does the app feel?
- What improvements would increase how user-friendly the app is for you and other parents/families?

Motivation to Use

- What would motivate you to use this app regularly?
- What features in the app would encourage you to keep coming back for more information and to engage with the app?

Support and Resources

- What additional resources and/or tools you would like to see integrated into the app to assist you as a parent?

Suggestions for Improvement

- What suggestions do you have for enhancing the QUEST app for you and other parents/families?

Discussion Conclusion

After asking all the questions, or a few minutes before the end of the session ask

Is there anything else we missed that you'd like to bring up?

Session Conclusion

At the end of the session read the following statement

Thank you all for your assistance today. We'd like to give you a small gift to say thank you for your help today. Please, take one on your way out.