

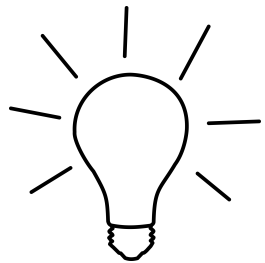
Practical guidance for using

“Would You Rather: A Focus Group Methodology”



WHY USE WYR?

- WYR is a co-design technique for scaffolding focus groups to surface design insights related to technology tradeoffs, dilemmas, tensions, and risks.
- Use this document as a starting point for running a WYR session.



GENERATING GOOD WYR SCENARIOS

- Brainstorm superset of scenarios, then pare down.
- Equip researchers with ideas for structuring WYR scenarios.
- Only ask participants to brainstorm after they are already familiar with WYR (could be after vote-discuss cycles).

VOTING



A voting mechanism should be chosen such that:

- Votes are not secret.
- The outcome is clear at a glance.
- Participants can be indecisive, reject both scenarios, or abstain from voting.

DISCUSSION



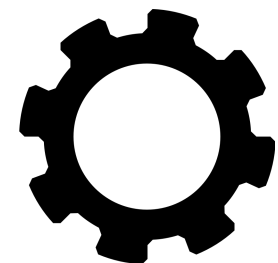
- Allow discussion to emerge organically.
- Invite contributions from quieter voices.
- Test emergent hypotheses by informally posing scenario variation.
- Let participants change their minds/votes.

VOTE-DISCUSS CYCLE

- Moderate a vote-discuss cycle where the group discusses each scenario before voting on the next one.
- Start with a simple scenario as an example.

ANALYSIS

- Prepare for analysis by recording and transcribing sessions.
- Focus on qualitative analysis of discussion.
- Approach quantitative analysis of votes with caution due to the potential for groupthink to affect votes.



Based on research in “Would You Rather: A Focus Group Method for Eliciting and Discussing Formative Design Insights with Children,” published in Interaction Design and Children conference 2021. Authors: Lucy Simko, Britnie Chin, Sungmin Na, Harkiran Kaur Saluja, Tian Qi Zhu, Tadayoshi Kohno, Jason Yip, Camille Cobb.