

Background

Yahoo! is an American multinational internet corporation, which is best known for its web portal and search engine (Yahoo! Search). It is one of the largest websites in the world.

Yahoo! Singapore's ranking has recently dropped to 5th place in terms of traffic. Thus, a focus group would be conducted to gain consumer insights for Yahoo! to help increase traffic for its search engine.

Objectives

1. To find out why less people are using Yahoo! Search
2. To find out what can be done to increase traffic for Yahoo! Search

Agenda

1. Gain insights on general internet/search engine usage
2. Purpose of visiting/Usage of Yahoo website
3. Perception of Yahoo and competitors
4. Reason for not using Yahoo Search/for using competitors'
5. How to reach out to TA effectively to increase traffic (find out current ad effectiveness)

Nature of Focus Group

- Users who use less of Yahoo search engine
Users whose preferred search engine is not Yahoo but have used Yahoo at least once within the past one year
- Between 20 – 25 years old
- 50% of males and 50% of females
- Medium to heavy internet users
- Leisure users
- Technology savvy and up-to-date people

Opening

First, we would like to thank all of you for participating in this focus group. The goal of this session is to obtain your feedback, both positive and negative. We encourage each participant to speak equally and contribute as much as possible to the discussion. We would like to suggest to speak up when you have different opinions rather than agreeing with everyone else's opinions and values. The valuable comments and suggestions you provide today will shed light on our future research on our project. In the next 1 – 1.5 hour, we will be taking notes and recording your discussion.

Introduction

Can you introduce yourselves by stating your name, occupation, age, interest?

What do you use the internet for?

*Agenda 1: Gain insights on general internet/search engine usage [mins]

***Question 1: On an average how many hours do spend on using the internet?**

Prompts:

- Name the top 3 websites you usually visit for leisure?
- What for? (Depending on response e.g. ?)

Question 2: When will you use a search engine?

Prompts:

- What do you usually search for?
- Search engines are useful in situations like _____

Agenda 2: Perception of Yahoo and its competitors [mins]

Add in brand mapping to define brand positioning

The moderator will give out a piece of paper...

Question 1: Can you rank the different search engines that you have in mind right now, 1 being your preferred search engine?

Prompts:

- Out of these few we have mentioned which of the following have you used before?
- Why do you choose ___ as your number 1 search engine?
 - Interface, applications, speed, choice of results, everyone else using
- What are the important factors in choosing a search engine?
 - images, journals, books, maps, videos, news, blogs, capability and effectiveness

Question 2: How do you feel about the different search engines?

Prompts:

- If dislike (Will you please tell me what is it that made you dislike it?)
- If like (Will you please tell me why do you like it?)
- If neutral (Do you think it can be improved to change your opinion for better? What can be improved?)
- Describe their experience with the search engine?
- Have you encountered problems?
- Anything in particular that frustrates you when using the search engine?
- Can you describe the current level of satisfaction?
- Compare satisfaction level across different search engines

The moderator will hand out a piece of paper with a list of adjectives and images on it, the audience will pick out the most suitable and describe...

Question 3: If Google/Yahoo/Bing was a person, what sort of person would Google/Yahoo/Bing be?

Prompts:

- *What are the differences between the 3 search engines?*
- *E.g. Sherlock Holmes*

Agenda 3: Purpose of visiting/Usage of Yahoo website [mins]

Question 1: When did you last visited Yahoo?

Prompts:

- *Purpose of visiting the site*
- *Yahoo mail/answers/movies/news/search*

Question 2: When did you last use yahoo search engine?

Prompts:

- *What did you search?*
- *Why did you choose to use Yahoo instead of other search engines?*

Agenda 4: Reasons for not using Yahoo Search [mins]

Question 1: What are the common frustrations you face while searching on a search engine?

Prompts:

- *not being able to fully utilise the search engine to find results?*
- *In terms of search results*
- *In terms of interface/layout*
- *Did you go to another search engine to complete the search?*

Question 2: When did you switch to using other search engine?

Prompts:

- *who are the past frequent yahoo search engine users*
- *what they are using now?*
- *why did they change?*
- *What factors made you change?*

Agenda 5: How to reach out to target audience effectively to increase traffic [mins]

Question 1: What do you think is lacking in the Yahoo search engine?

Prompts:

- *If you could customise/improve Yahoo Search, what would you change?*
- *Interface/Layout*
- *Search results*
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***Question 2: What do you think will increase traffic on Yahoo search engine?**

Prompts:

-functions vs lack branding/advertising? Or both?

-if you were the executive of Yahoo search engine what specifically would you focus on to improve traffic?

Closing

Before we wrap up we like your feedbacks you would like to say that wasn't cover in our questions.

I'd like to go around the room and have each person tell me what one or two things you will be able to take away from this discussion today. It can be anything relating to any of the topics we discussed over the last one hour.

Thank you very much for your participation it was really helpful for our project.