

MODERATOR DISCUSSION GUIDE

I. WELCOME/PURPOSE OF DISCUSSION/INTRODUCTIONS: 00 to :10

Brief explanation of purpose of discussion: To gain an understanding of their drivers when selecting flooring products.

A. Explanation of process:

1. No right/wrong answers. Honest opinions encouraged
2. Room environment: Audio taping/mirror/observers
3. Okay to eat etc. during discussion, *Lets believe we are in a restaurant, having a discussion over dinner.*

B. Respondent introductions:

1. Name
2. Firm
3. Occupation/ Responsibility at Firm

II. OVERVIEW OF PRODUCT SELECTION DRIVERS: 10 to :25

- A. I'd like to start by talking a little bit about your experiences with flooring products you select for your clients. Lets list the consideration criteria for how you select a material on this chart board.
- B. Is brand an important consideration to you? To your client?
- C. Who makes the decision for which brand or product type is to be used? Client / You?
- F. Are you interested or curious about the role of new technologies or innovations in flooring materials?
- G. Lets list all the places you seek information about new products on the chart board. Where do you seek information? How do you stay current on the newest products?
- H. Is the Internet a good source of new product education?
 - I. **What is your favorite online resource?**
 - J. **Do you use online fabric catalogs?**
 - K. **What is the best way to reach you? (email, direct mail, etc.)**

Have participants list their most too least important information seeking methods on their pads. Chart top three on board.

III. PRODUCT REVEALED: 25 to 1:00

1. When you think about carpeting, and new innovations relative to carpeting, can you name any which are recent?
2. Can you name the brand(s)?

Moderator lists brands and innovations on board.

Next moderator introduces PRODUCT. – Do we want to have a discussion here about PRODUCT or just get into the ads etc.?—**move this to earlier in the discussion—we recruited them using the PRODUCT name**

- A. Now I am going to show you some advertising ideas and want you to think a bit differently about these than maybe you would otherwise. **Moderator hands out rating sheet.** As you look at the sheets in front of you, you will note a space for your name, and the topic. Also, a space is there for the meaning of the Ad. What is the main idea? Write down what the ad means to you, what is it saying to you? **Also, moderator explains appeal, uniqueness and believability scales.** After each idea has been presented you will fill in your charts before we have any talking about anything.
- B. When you think about the appealing scale, please also write down what is appealing or if you see anything that is unappealing, I would like you to write that down as well.
- C. When you have completed your chart, please put your pencil down so I know you are done.

Repeat for all items to be tested -

****WRAP****