

# Focus group guide

## Notes

- Make sure all results of the workshop are visible to all participants during the focus group.
- A focus group discussion can be relatively unstructured. But be sure to cover the points below in some depth.
- The discussion duration should be around 30–60 minutes.

## Set-up

- Recap what we just did (the concept design workshop), and why (to apply the visual explanation to a real-world case).
- Introduce the focus group's purpose: to explore the group's experiences with the visual explanation.
- Go over the ground rules:
  - Put your phones on silent
  - If you need to leave (to take a call, go to the bathroom, etc.) do so quietly
  - Talk to each other, not just the moderator
  - There are no right or wrong answers
  - Feel free to disagree, but in a respectful manner
  - Try not to talk over each other, because this makes it harder to transcribe the recording later
  - The moderator can always interrupt to remind people of the rules
- Final questions before we begin?

☐ START RECORDING

## Starting questions

- Do you use visual explanations in your practice (as a process tool)? Can you give any examples?
- What would you say makes a good visual explanation, or other design tool for inspiration, in general?
- How do you feel about the results of your concept design work just now in general? Are you satisfied? Why/why not?

## **The concept designs**

- How do the design concepts compare to the properties of contestable AI systems described by the framework?
  - Interactive controls?
  - Intervention requests (incl. explanations)?
  - Tools for scrutiny?
  - Monitoring?
  - Participatory policy-making and systems development?
- Do the concept designs propose features that are not described in the framework and/or the visual explanation?

## **Working with the visual explanation**

(Note: The questions below mirror the evaluation criteria from the form that the participants have completed individually before this focus group.)

- Did the visual explanation support your task? Why/why not?
- Was using the visual explanation easy to learn? Was it quick to use? Why/why not?
- Did the visual explanation contain all necessary information? If not, what was missing?
- Was the visual explanation adaptable to your process? Why/why not?
- Did the visual explanation inspire new ideas? Did it have the right level of abstraction? Why/why not?
- Was the visual explanation pleasant to use? Do you consider it attractive to look at? Why/why not?
- Are there any other strengths or weaknesses of the visual explanation that we did not cover?

## **Closing**

- Why did you choose to join the workshop?
- What was it like to participate?
- Any other questions or comments?