

**KeepPushin.org | Focus Groups
Outcomes Report**
Prepared for VisionMoore Concepts

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Focus Group Description: A series of several focus groups were used to survey potential users' responsiveness to the keeppushin.org website. There were three categories of groups surveyed, 1. *Students* ages 11-18 (grouped by age), 2. *Parents* over age 25, *Educators* over age 25. These potential users discussed their initial interest in using the website, were engaged in dialogue relevant to substance abuse prevention, and were asked to complete the focus group workbook (questionnaires), designed to elicit feedback on their reaction to site attractiveness, general user-ability, and site content. The results below are meant to provide guidance on further development on the www.keeppushin.org website.

Description of Participants: A total of 60 potential users in the following categories provided feedback during a focus group discussion and completed a workbook:

- **Students**
 - 38 total
 - *Age group A- (11-14)*
 - 6 students
 - *Age group B- (15-18)*
 - 28 students
 - *Age group C- (19-24)*
 - 4 students
- **Parents**
 - 12 Total
 - *Age Group D- (over 25)*
- **Educators**
 - 10 Total
 - *Age Group D-(over 25)*

Description of Workbook Questionnaire: Participants were given a nine-page workbook that served as a guide to navigating the site. Questions contained in the workbook solicited feedback in the following categories:

SITE MENU: Participants were asked if they would be likely to access the following links and be interested in learning about the content when visiting the website:

Site Menu Website Info
Site Membership Info
Site Administration Info
Site Privacy Policy Info
Other Site Info

SITE HELP: Participants were asked what kind of help they'd be looking for when visiting the website:

Help using the website
Substance abuse Help for Me
Where to Find Substance abuse help
Help for Family

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Help for a Friend

How Can I Help

Other

URL: Participants were asked if remembering the *URL* (www.keppushin.org) would be easy.

ACCESS: Participants were asked *how* they would most likely *access* the website

BACKGROUND CONTENT UNERSTANDING: Participants were asked to demonstrate an *understanding of substance abuse* by identifying its definition from a list of definitions.

BACKGROUND CONTENT INTEREST: Participants were asked whether or not substance abuse was a topic they would usually be *interested* in.

AFFECTED BY: Participants were asked if they themselves, or if someone they knew had been *negatively affected* by substance abuse.

SUBSTANCE ABUSE OVERVIEW PAGE: Participants were asked to indicate whether or not the page was *attractive* if the content would clear up any outstanding questions they may have had regarding the topic (*clarity*).

BLOG PAGE: Participants were asked to indicate whether or not the page was *attractive* and who they would most like to see *featured* in this section:

(Who would you most like read a feature blog by?)

Blog Myself

Blog Professional

Blog Celebrities

Blog Friends

Blog Doctors

Blog Local Leaders

Blog Other

MUSIC WORLD PAGE: Participants were asked to indicate whether or not the page was *attractive* and who they would most like to see *featured* in this section:

Music Feature Celebrities

Music Feature Local Artists

Music Feature Poets

Music Feature Other

LIBRARY PAGE: Participants were asked whether or not the page was *attractive* and what *content* topic, from the following list, would they be interested in learning more about:

Library Content Alcohol

Library Content Tobacco

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Library Content Marijuana
Library Content Global Views
Library Content Other

LIBRARY SEARCH PAGE: Participants were asked whether or not the page was *attractive* and if this would be a feature they would likely be *interested* in using.

HEALTH OVERVIEW PAGE: Participants were asked whether or not the page was *attractive* and if this would be a feature they would likely be interested in using.

OVERALL RESPONSE: Participants were asked to rate on a scale from 1-5 ((5) indicating *very interested*, and (1) indicating *not at all interested*) their *overall interest* in the site and whether or not the site seemed *fun* to use.

OTHER INTRESTS: Participants were asked to indicate whether or not they were interested in the following categories:

Games Interest
Chat Interest
Live Video Interest
Other Interest

ADDITIONAL FEEDBACK: Participants were asked to provide additional comments in this section of the workbook.

Description of Analysis| Focus Group Response Data: Data was compiled and analyzed by group based on percentage of positive answers. For example, in categories where participants were asked to indicate *yes* or *no* the data was recorded for the percentage of those who answered *yes*. In categories where participants were asked to rate their response from 1-5, the *average* score (1 being a low score and 5 being the highest) was tabulated and recorded. Notes were recorded in cases where additional comments were given.

The below report provides a detailed analysis of the data outcomes by category.

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Data Outcomes by Category:

Categories	Age Category	A Notes
Total Students	6	
Categories		
Background & Site Info		
Site Menu Website Info	33%	
Site Membership Info	50%	
Site Administration Info	33%	
Site Privacy Policy Info	33%	
Other Site Info	17%	
Help using this website	33%	
Substance abuse help for me	17%	
Where to Find Help	17%	
Help for Family	33%	
Help for a Friend	17%	
How Can I Help	50%	
Other	0%	
URL Easy to Remember	100%	
Personal Computer Access	83%	
Cell Phone Access	17%	
Background Content Understanding	83%	
Background Content Interest	67%	
Affected by	83%	
Site Overview Page		
Overview attractiveness	100%	
Page Content Clarity	100%	
Blog Page & Preferred Authors		
Blog Page Attractiveness	50%	
Myself	67%	
My Friends	33%	
Celebrities	50%	
Doctors	17%	
Local Leaders	67%	
A Prevention Professional	0%	
Other	0%	
World Music Page		
Music World Attractiveness	67%	
Who would you like to see featured?		
Celebrities	67%	
Local Artists	33%	
Poets	50%	
Other	17%	Upcoming Student Artists
Library Page		
Library Attractiveness	83%	

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Would you prefer facts about		
Alcohol	67%	
Tobacco	67%	
Marijuana	67%	
Global Views	67%	
Other	0%	
Library Search Page		
Library Search Attractiveness	100%	
Library Search Interest	100%	
Health Overview Page		
Health Overview Attractiveness	100%	
Health Overview Interest	100%	
Overall Interest-Rate 1-5		
Overall Interest	3.67	
Overall Fun	4.33	
Other		
Games Interest	67%	
Chat Interest	33%	
Live Video Interest	50%	
Other Interest	0%	
Additional Comments	Who is that man on the blog?/I like the iPod/this is not something I normally talk about	

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Categories Total Students	Age Category B 28	B Notes
Background & Site Info		
Site Menu Website Info	71%	
Site Membership Info	39%	
Site Administration Info	18%	
Site Privacy Policy Info	18%	
Other Site Info	0%	
Help using this website	11%	
Substance abuse help for me	18%	
Where to Find Help	0%	
Help for Family	25%	
Help for a Friend	39%	
How Can I Help	32%	
Other	0%	
URL Easy to Remember	82%	
Personal Computer Access	46%	
Cell Phone Access	54%	
Background Content Understanding	100%	
Background Content Interest	57%	
Affected by	93%	
Site Overview Page		
Overview attractiveness	93%	
Page Content Clarity	100%	
Blog Page & Preferred Authors		
Blog Page Attractiveness	54%	
Myself	57%	
My Friends	50%	
Celebrities	75%	
Doctors	36%	
Local Leaders	36%	
A Prevention Professional	50%	
Other	14%	
World Music Page		
Music World Attractiveness	93%	
Who would you like to see featured?		
Celebrities	75%	
Local Artists	61%	
Poets	50%	
Other	3.57%	Real Stories
Library Page		
Library Attractiveness	89%	
Would you prefer facts about		
Alcohol	54%	
Tobacco	46%	

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Marijuana	68%	
Global Views	43%	
Other	7%	Street Drugs/Prescriptions
Library Search Page		
Library Search Attractiveness	82%	
Library Search Interest	71%	
Health Overview Page		
Health Overview Attractiveness	36%	
Health Overview Interest	50%	
Overall Interest-Rate 1-5		
Overall Interest	3.60	
Overall Fun	3.21	
Other		
Games Interest	43%	
Chat Interest	29%	
Live Video Interest	39%	
Other Interest	7%	Real Stories
	I enjoy smoking weed with my friends/I smoked on the way to school/My friends all smoke and drink/ I don't think it has affected them negatively	
Additional Comments		

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Categories	Age Category	C Notes
Total Students	C	4
Categories		
Background & Site Info		
Site Menu Website Info		0%
Site Membership Info		0%
Site Administration Info		50%
Site Privacy Policy Info		25%
Other Site Info		0%
Help using this website		0%
Substance abuse help for me		0%
Where to Find Help		0%
Help for Family		25%
Help for a Friend		50%
How Can I Help		50%
Other		0%
URL Easy to Remember		75%
Personal Computer Access		50%
Cell Phone Access		50%
Background Content Understanding		100%
Background Content Interest		25%
Affected by		25%
Site Overview Page		
Overview attractiveness		75%
Page Content Clarity		100%
Blog Page & Preferred Authors		
Blog Page Attractiveness		25%
Myself		50%
My Friends		0%
Celebrities		100%
Doctors		0%
Local Leaders		25%
A Prevention Professional		25%
Other		25%
World Music Page		
Music World Attractiveness		100%
Who would you like to see featured?		
Celebrities		75%
Local Artists		50%
Poets		0%
Other		0%
Library Page		
Library Attractiveness		75%
Would you prefer facts about		
Alcohol		25%
Tobacco		25%

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Marijuana	25%	
Global Views	75%	
Other	25%	Local News
Library Search Page		
Library Search Attractiveness	75%	
Library Search Interest	75%	
Health Overview Page		
Health Overview Attractiveness	75%	
Health Overview Interest	75%	
Overall Interest-Rate 1-5		
Overall Interest	2.50	
Overall Fun	3.25	
Other		
Games Interest	25%	
Chat Interest	0%	
Live Video Interest	25%	
Other Interest	0%	
Additional Comments		

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Age Category D	Educator	Educator Notes
Total Adults	10	
Categories		
Background & Site Info		
Site Menu Website Info	50%	
Site Membership Info	50%	
Site Administration Info	70%	
Site Privacy Policy Info	70%	
Other Site Info	20%	
Help using this website	70%	
Substance abuse help for me	40%	
Where to Find Help	50%	
Help for Family	60%	
Help for a Friend	60%	
How Can I Help	80%	
Other	20%	
URL Easy to Remember	90%	
Personal Computer Access	60%	
Cell Phone Access	40%	
Background Content Understanding	100%	
Background Content Interest	90%	
Affected by	90%	
Site Overview Page		
Overview attractiveness	100%	
Page Content Clarity	100%	
Blog Page & Preferred Authors		
Blog Page Attractiveness	50%	
Myself	70%	
My Friends	40%	
Celebrities	50%	
Doctors	60%	
Local Leaders	60%	
A Prevention Professional	40%	
Other	0%	
World Music Page		
Music World Attractiveness	100%	
Who would you like to see featured?		
Celebrities	70%	
Local Artists	80%	
Poets	100%	
Other	0%	
Library Page		
Library Attractiveness	90%	
Would you prefer facts about		
Alcohol	70%	
Tobacco	60%	
Marijuana	50%	

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Age Category D	Parent	Parent Notes
Total Adults	12	
Categories		
Background & Site Info		
Site Menu Website Info	67%	
Site Membership Info	58%	
Site Administration Info	67%	
Site Privacy Policy Info	67%	
Other Site Info	75%	
Help using this website	50%	
Substance abuse help for me	67%	
Where to Find Help	50%	
Help for Family	50%	
Help for a Friend	58%	
How Can I Help	75%	
Other	42%	
URL Easy to Remember	92%	
Personal Computer Access	58%	
Cell Phone Access	42%	
Background Content Understanding	100%	
Background Content Interest	92%	
Affected by	92%	
Site Overview Page		
Overview attractiveness	100%	
Page Content Clarity	100%	
Blog Page & Preferred Authors		
Blog Page Attractiveness	58%	
Myself	67%	
My Friends	33%	
Celebrities	50%	
Doctors	67%	
Local Leaders	75%	
A Prevention Professional	58%	
Other	8%	
World Music Page		
Music World Attractiveness	92%	
Who would you like to see featured?		
Celebrities	67%	
Local Artists	75%	
Poets	92%	
Other	17%	Jazz Artists
Library Page		
Library Attractiveness	92%	
Would you prefer facts about		
Alcohol	58%	
Tobacco	50%	
Marijuana	50%	

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Global Views	67%	Hard Drugs, Trendy Drugs, Sexually Active Stats, Pills
Other	33%	
Library Search Page		
Library Search Attractiveness	92%	
Library Search Interest	75%	
Health Overview Page		
Health Overview Attractiveness	92%	
Health Overview Interest	100%	
Overall Interest-Rate 1-5		
Overall Interest	4.16	
Overall Fun	3.83	
Other		
Games Interest	17%	
Chat Interest	83%	
Live Video Interest	67%	
Other Interest	17%	
		add information on sexual activity and gateway drugs/tips on how parents can talk to their kids about sex and drugs/make menu bigger, more pronounced
Additional Comments	17%	

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Side-by-Side Comparison by Group

	Age Category A	Age Category B	Age Category C	Age Category D- Educator	Age Category D-Parent
Background & Site Info					
Site Menu Website Info	33%	71%	0%	50%	67%
Site Membership Info	50%	39%	0%	50%	58%
Site Administration Info	33%	18%	50%	70%	67%
Site Privacy Policy Info	33%	18%	25%	70%	67%
Other Site Info	17%	0%	0%	20%	75%
Help using this website	33%	11%	0%	70%	50%
Substance abuse help for me	17%	18%	0%	40%	67%
Where to Find Help	17%	0%	0%	50%	50%
Help for Family	33%	25%	25%	60%	50%
Help for a Friend	17%	39%	50%	60%	58%
How Can I Help	50%	32%	50%	80%	75%
Other	0%	0%	0%	20%	42%
URL Easy to Remember	100%	82%	75%	90%	92%
Personal Computer Access	83%	46%	50%	60%	58%
Cell Phone Access	17%	54%	50%	40%	42%
Background Content Understanding	83%	100%	100%	100%	100%
Background Content Interest	67%	57%	25%	90%	92%
Affected by	83%	93%	25%	90%	92%
Site Overview Page					
Overview attractiveness	100%	93%	75%	100%	100%
Page Content Clarity	100%	100%	100%	100%	100%

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Blog Page & Preferred Authors					
Blog Page Attractiveness	50%	54%	25%	50%	58%
Myself	67%	57%	50%	70%	67%
My Friends	33%	50%	0%	40%	33%
Celebrities	50%	75%	100%	50%	50%
Doctors	17%	36%	0%	60%	67%
Local Leaders	67%	36%	25%	60%	75%
A Prevention Professional	0%	50%	25%	40%	58%
Other	0%	14%	25%	0%	8%
World Music Page					
Music World Attractiveness	67%	93%	100%	100%	92%
Who would you like to see featured?					
Celebrities	67%	75%	75%	70%	67%
Local Artists	33%	61%	50%	80%	75%
Poets	50%	50%	0%	100%	92%
Other	17%	3.57%	0%	0%	17%
Library Page					
Library Attractiveness	83%	89%	75%	90%	92%
Would you prefer facts about					
Alcohol	67%	54%	25%	70%	58%
Tobacco	67%	46%	25%	60%	50%
Marijuana	67%	68%	25%	50%	50%
Global Views	67%	43%	75%	80%	67%
Other	0%	7%	25%	10%	33%
Library Search Page					
Library Search	100%	82%	75%	90%	92%

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Attractiveness					
Library Search Interest	100%	71%	75%	70%	75%
Health Overview Page					
Health Overview Attractiveness	100%	36%	75%	90%	92%
Health Overview Interest	100%	50%	75%	70%	100%
Other					
Games Interest	67%	43%	25%	30%	17%
Chat Interest	33%	29%	0%	70%	83%
Live Video Interest	50%	39%	25%	70%	67%
Other Interest	0%	7%	0%	20%	17%
Additional Comments	Who is that man on the blog?/I like the ipod/	I enjoy smoking weed with my friends/I smoked on the way to school/My friends all smoke and drink/ I don't think it has affected them negatively		10%	17%
Overall Rate 1-5					
Overall Interest	3.67	3.60	2.50	4.21	4.16
Overall Fun	4.33	3.21	3.25	3.9	3.83

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Overall Averages by Category (lowest to highest)

Categories	Overall Averages
Background & Site Info	
Other	12%
Other Site Info	22%
Where to Find Help	23%
Substance abuse help for me	28%
Help using this website	33%
Help for Family	39%
Site Membership Info	40%
Cell Phone Access	40%
Site Privacy Policy Info	43%
Site Menu Website Info	44%
Help for a Friend	45%
Site Administration Info	48%
How Can I Help	57%
Personal Computer Access	60%
Background Content Interest	66%
Affected by	73%
URL Easy to Remember	88%
Background Content Understanding	97%
Site Overview Page	
Overview attractiveness	94%
Page Content Clarity	100%
Blog Page & Preferred Authors	
Other	10%
My Friends	31%
A Prevention Professional	35%

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Doctors	36%
Blog Page Attractiveness	47%
Local Leaders	52%
Myself	62%
Celebrities	65%
World Music Page	
Music World Attractiveness	90%
<i>Who would you like to see featured?</i>	
Other	7%
Poets	58%
Local Artists	60%
Celebrities	71%
Library Page	
Library Attractiveness	86%
Would you prefer facts about	
Other	15%
Tobacco	50%
Marijuana	52%
Alcohol	55%
Global Views	66%
Library Search Page	
Library Search Interest	78%
Library Search Attractiveness	88%
Health Overview Page	
Health Overview Attractiveness	78%
Health Overview Interest	79%
Other	
Other Interest	9%

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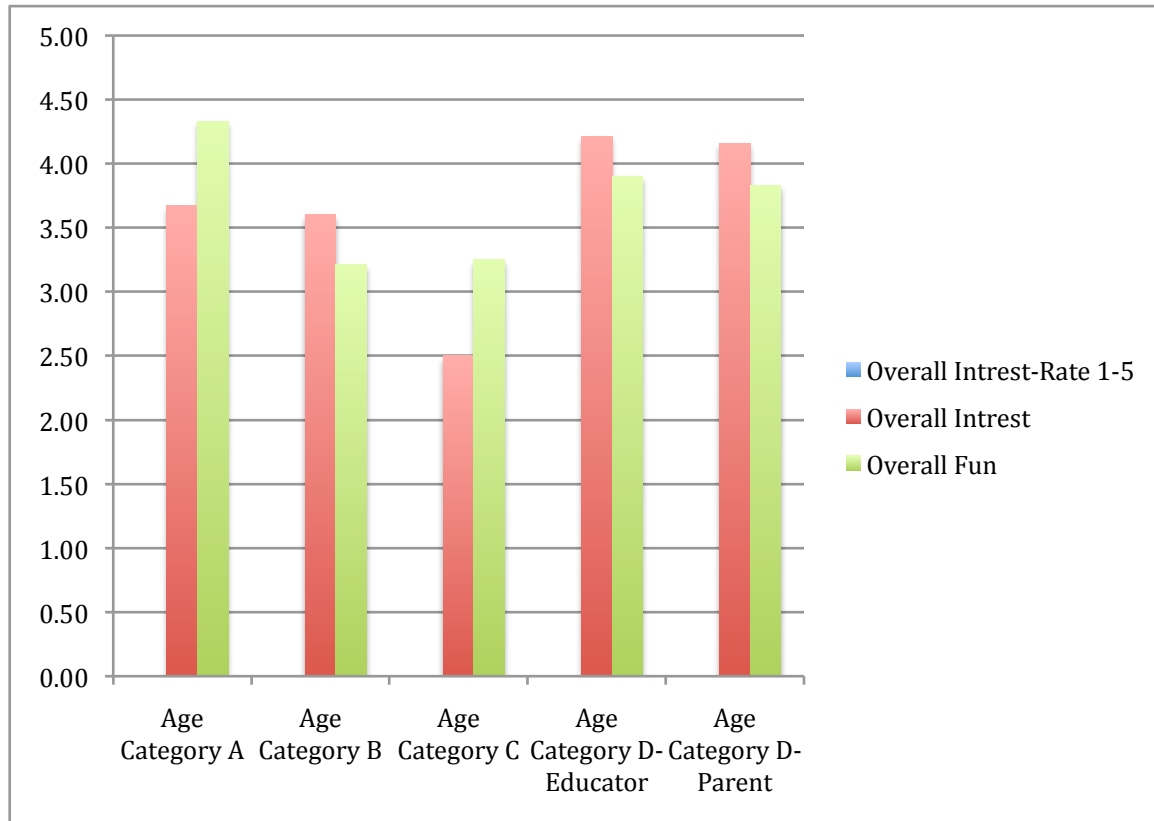
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Additional Comments	12%
Games Interest	36%
Chat Interest	43%
Live Video Interest	50%

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Overall Interest Chart & Data Summary



Data Summary

Average overall interest rate in the site on a scale from 1-5, with 5 being the most interesting, was 3.6 for all groups. The average fun perception rate, with 5 being lots of fun, was 3.7. The site rated lowest overall in age category C, with a 2.5 overall interest and a 3.25 overall fun perception. Age category D-Parents felt the site was most interesting. Age category A felt the site was most fun. Age categories A and C both felt the site was more fun than interesting, and conversely, both parents and educators felt the site was more interesting than fun. Generally, the site was deemed *attractive* and having and the *url* seemed easy to remember.

Site Help

Most participants wanted to learn more about how *they could help* with the issue.

Blog Page

Most groups felt the blog page was *unattractive* generally because of *Jeffery Miller*. They were only interested in creating a blog *themselves* or hearing from *celebrities, local leaders, or people they knew*.

Other Interests & Additional Comments

This category scored consistently low, which indicates most people felt site was comprehensive in content, attractive, and there were not many more features

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needing to be added. Additional comments included issues with *font size* being too small, the desire to see *information* on how *parents* can discuss *sex and drugs* with their children, and *annual statistics* on how this topic affects people negatively and or positively.

Age category C

Age category C felt the site was least interesting, however, they felt the *world music section* was very attracting and interesting. This group was most candid about their use of controlled substances and their disinterest in the topic. Many of their comments included things about how much fun they and their friends were having using drugs and alcohol, and how they were not likely to change this behavior. This group can most be engaged through *celebrities, music, and global views* related to substance abuse as these were the categories they were most interested in.

Other Issues with Site Navigation & Content Clarity

Upon further review of the site navigation, the following items were observed:

- ✓ The actual website site and site links are both extremely **slow** to load
- ✓ The ***use of acronyms*** such as BSAPTR, SPF SIG etc. are neither explained nor widely understood
- ✓ Additionally, there were several ***grammatical errors***, which indicates all language contained on the website should be proofread for accuracy before actual launch.
- ✓ When uploading an image to the social network profile for individual, the required ***image size*** is not specified.
- ✓ When uploading an ***invalid image*** (most likely because of size) the ***invalid image*** message shows at the top of the screen causing the user to have to scroll up to view it.
- ✓ Site ***social terms and conditions*** are not posted anywhere of noticeable significance.
- ✓