

ADROIT SNAPSOLUTIONS SERVICE PACKAGE

Focus Group Discussions (Moderated Community/Stakeholder Sessions)

NGOs, researchers, and donors seeking community insights for program learning, behavior change, or conflict analysis rely on participatory, in-person discussions to gather rich perspectives.

What You Gain

- Rich, contextualized insights directly from communities and stakeholders.
- Culturally sensitive facilitation using local languages and participatory tools.
- High-quality thematic summaries and direct quotes to enhance reports or proposals.
- Logistics-managed sessions including recruitment, venue, and recording.
- Optional audio transcripts and visual documentation for archiving and review.

Service Category	Monitoring, Evaluation, and Learning (MEL)
Delivery Format	On-site (Field-based, In-person Discussions)
Ideal Use Cases	• Social behavior and community feedback loops • Conflict or gender-based assessments • Cash/in-kind assistance impact analysis • Project feedback & perception tracking • Exploratory qualitative assessments
Scope of Work	• Develop FGD guides tailored to project goals and participant context. • Brief facilitators and notetakers; conduct dry runs to ensure readiness. • Recruit participants and arrange venues with informed consent. • Record audio and take detailed notes during each session. • Transcribe and translate discussions into the target language. • Code transcripts and summarize key themes and insights. • Supervisors spot-check and debrief teams post-session for quality. • Thematic coding and summary reporting
Tools Used	• MS Word • MS Excel • NVivo • Atlas.ti (optional)

Delivery Process	1. Tool development 2. Logistics coordination and FGD execution 3. Participatory techniques (e.g., proportional piling, problem tree, Venn diagram) are integrated into FGD sessions where applicable, based on research objectives 4. Transcription and thematic analysis 5. Final reporting with quotes
Deliverables	• Raw & translated transcripts (MS Word) • Audio files (if recorded) • Coded quote matrix by theme/demographic (Optional) • Thematic report highlighting participant narratives (10–14 pages)
Add-On Services	• Visual documentation (photo consent permitting) • Quote banks for proposal use • Debrief memos for internal learning
Sample Size	Each FGD with 8–12 participants
Duration	Varies by number of FGDs (typically 2 per day)
Staff Time	~3 hours per FGD (prep + facilitation + debrief)
Geographic Coverage	• Local • Sub-national • National (based on community selection)
Pricing Structure (Individual)	Range Cost: \$72–108 per FGD
Pricing Structure (Organization)	Range Cost: \$88–132 per FGD
Pricing Logic	Price variation is driven by geographic location, language needs, number of sessions per day, and translation requirements.
Team Composition	• Facilitator • Notetaker • Qualitative Analyst

Key Considerations	• Can be bundled with KIs or surveys • Requires informed consent for recording • FGDs are planned in accordance with do-no-harm principles • Sessions are gender-segregated or supported with gender-matched facilitation. • Best for projects needing direct voices and quotes
Lead Consultant Profile	Led by a Senior Qualitative Researcher with experience conducting FGDs in humanitarian and post-conflict settings across Afghanistan. Skilled in community facilitation, gender-sensitive approaches, and thematic analysis.

Past Experience

FAO's Cash & Voucher Assistance (CVA) Assessment	Conducted 12 FGDs across Badakhshan and Samangan, exploring the effects of cash assistance on household resilience. Delivered audio transcripts, translated summaries, and thematic insights for donor reporting. Learn More
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Contact

Email	snapsolutions@adroitassociates.org; info@adroitassociates.org; centralasia@adroitassociates.org; sfeleke@adroitassociates.org
Phone	+1 314 885 2555; +1 647 562 2441; +93 78 784 8998; +25 192 2590 728