

Setup Focus Group

Duration: ca. 60min

The following table outlines the structure of the focus groups. The questions are intended as guiding questions and may vary slightly depending on the flow of the discussion.

Phase	[min]	Content
Phase 0 	5	General Introduction - "Welcome! Thank you for joining us. Since some of you may already know each other, while others may not, we would like to use informal terms of address for this focus group." - Introductions - Briefly introduce the information sheet [it has already been sent via email beforehand] - The population of the Canton of Lucerne can only protect itself from risks posed by natural hazards if it is aware of them. The information provided by the Canton of Lucerne should therefore be as accessible and understandable as possible. The Canton of Lucerne has commissioned ETH Zurich to assist it in this endeavour. As part of this focus group, you will discuss prototypes that illustrate the risks of natural hazards. These will be revised based on your feedback and, in a subsequent step, tested with the public to assess their comprehensibility - Mention that audio recording is taking place so that the train of thought can be retraced later, and that an "OK" is required for this - For this purpose, have participants fill out a consent form to allow audio recording and the use of insights from the discussion. Any questions? - Have participants fill out the consent forms - AFTERWARDS: Start the audio recording - Present the objectives of the focus groups and the general agenda - Rules of the discussion (no right or wrong answers; feel free to think out loud, as this helps us greatly; all contributions are equally "valuable")
Phase 1 	5	Introductions Please introduce yourselves briefly by stating your name and answering the following question: What natural hazards can you think of that exist in Switzerland?
Phase 2 	25	Discovery Phase Materials: A3 map of the canton overview with and without explanations; A3 map sections; A3 map section showing individual processes <i>1) Introduction to the Risk Map</i> <i>[Show the A3 overview of the risk map for the canton without explanations]</i> - [Ask a participant]: Can you briefly describe in your own words what you see on the map?

		- [Other participants]: Do you have anything to add? Anything you understood differently? - What do you understand by "risk"? What do you look for when you look at a map on the topic of natural hazard risks? (If necessary, explain the difference from "hazard" afterward) <i>[Remove the map, place a new map, and give everyone the definition of risk]</i> - Here you have the same map with an explanation. Take a moment to read the explanation. 2) Story for the map <i>[Show the three maps: a cantonal overview with title and explanation, a general overview, and a detailed view]</i> - You want to buy a property in Kriens. Where are the good locations, and which ones do you consider less desirable? Are there specific areas within Kriens that pose a particularly high risk? What could that be? And what might be the reason for that? (Specific hazards or connections to buildings and human lives) - How do you assess the risk (also in comparison to other municipalities in the Canton of Lucerne)? <i>[After 5 minutes, add the cards showing individual processes]</i> - I've also included the individual processes here, so you have a slightly more detailed view of Kriens. Final question: - What is the main takeaway? Did the cards showing the individual processes help you answer the questions about a suitable real estate location, or not really?
Phase 3	10	Reflection Phase 1) Knowledge Gaps and Open Questions - Do you have any unanswered questions about this card? What questions would you like to ask an expert about these cards? - Are there things you don't understand? 2) Expansions - Are there any aspects you find unnecessary or confusing?



		- Conversely: Are there certain aspects or pieces of information missing? - What conclusions do you draw from this? 3) <i>Legend</i> - Have you looked at the legend? What stood out to you? 4) <i>Explanations</i> How helpful and understandable did you find the explanations for the map?
Phase 4 	5	Material Comparison <i>[Place 3 printed cards in the centre]</i> <i>Different card variations</i> We have several colour variations for the cards here. Take a quick look at them. They depict exactly the same thing as the card you were working with earlier. Is there a particular colour variation you prefer? Hand out the following stickers for this. <i>[Wait until they have finished evaluating]</i> Can you say what you particularly like or dislike about a specific version? Now, think again about what information you need to learn about a property's location. Is there a colour version that you find more helpful or less helpful? Re-evaluate which ones are your favourites.
Phase 5 	10	Conclusion Thank you very much for your active participation. To wrap things up, I'd like to go around one more time so that each person can summarize in one or two sentences the main takeaway from the discussion. What would you share with others at home or at work? <i>Next steps:</i> - We will now incorporate your feedback into the maps and improve them. - After that, we'll conduct a representative online survey with people from the canton of Lucerne to get broader feedback on the revised version. - The goal is to ultimately create a map that is as easy to understand as possible and can be made available to the general public. <i>[Short survey to assess the sociodemographic and personal factors of the participants]</i>