Practical guidance for using

“Would You Rather: A Focus Group Methodology”

**WHY USE WYR?**

- WYR is a co-design technique for scaffolding focus groups to surface design insights related to technology tradeoffs, dilemmas, tensions, and risks.
- Use this document as a starting point for running a WYR session.

**GENERATING GOOD WYR SCENARIOS**

- Brainstorm superset of scenarios, then pare down.
- Equip researchers with ideas for structuring WYR scenarios.
- Only ask participants to brainstorm after they are already familiar with WYR (could be after vote-discuss cycles).

**VOTING**

A voting mechanism should be chosen such that:

- Votes are not secret.
- The outcome is clear at a glance.
- Participants can be indecisive, reject both scenarios, or abstain from voting.

**DISCUSSION**

- Allow discussion to emerge organically.
- Invite contributions from quieter voices.
- Test emergent hypotheses by informally posing scenario variation.
- Let participants change their minds/votes.

**VOTE-DISCUSS CYCLE**

- Moderate a vote-discuss cycle where the group discusses each scenario before voting on the next one.
- Start with a simple scenario as an example.

**ANALYSIS**

- Prepare for analysis by recording and transcribing sessions.
- Focus on qualitative analysis of discussion.
- Approach quantitative analysis of votes with caution due to the potential for groupthink to affect votes.


Clip art from https://openclipart.org