



## BEST PRACTICES

# Example Discussion Guide Outline

### Objective:

1. Discover how hand sanitizer habits have changed since the spread of COVID-19
2. Learn about what factors go into the decision-making process
3. Explore consumer feelings after using hand sanitizer
4. Understand how habits may change in the future

### Outline:

1. Frequency of using hand sanitizer
  - a. In the past (typical behavior)
  - b. Now during COVID-19
2. Situations or occasions for using hand sanitizer
  - a. In the past (typical behavior)
  - b. Now during COVID-19
3. Feelings after using hand sanitizer
  - a. Prompt on: clean, safe, healthy, germ-free, reassured, protected
  - b. What problems does it solve vs. what problems does it create
4. Factors considered
  - a. Prompt on: kills germs, keeps hands soft, trusted by doctors, fragrance/scent, product format, packaging
  - b. Why is the top factor so important
  - c. Probe on fragrance – what impact does it have on perception
5. Expectations for the future
  - a. Will usage stay the same, increase, or decrease
  - b. What features do consumers want