

User Research Analysis Plan Template

The portions of this template marked in **pink** can be customized/expanded to fit your specific needs and processes. Underlined pink portions should be hyperlinks to relevant resources.

RESEARCH PLAN | **SCREENER** | **SCRIPT**

PROJECT NAME

Author:
[Name]

Team:
[Team]

Status:
Not Started ▾

Last updated:
Jan 5, 2023

Reviewers		
Function	Name	Reviewed
UXR Lead		In progress ▾
Design Lead		Not started ▾
PM Lead		Not started ▾

BACKGROUND

Describe the problem you're trying to understand. Why is this important? What business needs drive the prioritization of this project? How does this tie back to OKRs?

DESIGNS | **PRD**

GOAL(S)

At a high-level what do you hope to achieve by conducting this research?

Questions

More specifically, what are the questions we wish to answer?

DESIRED IMPACT

What impact will this research have on business or product decisions? What metrics are you measuring?

METHOD(S)

What research method(s) will be used to answer the research questions?

AUDIENCE

Who are the participants that will be recruited for this study? What cohorts? How many participants (in each cohort)?

Screening Criteria

How will you determine if a participant belongs to a given cohort? This section may also link to a query or screener.

LOCATION(S)

Where will this research be conducted?

TIMELINE

What are the dates of the research?

DELIVERABLES

What are the outputs of this research? E.g. a research report

ACTION ITEMS

To do	Owner	Due Date

NOTES

DD/MM/YY

Include meeting notes related to the planning of the research study.

Attendees:

Add people at the meeting