Research Plan

Project Name

Background: Why is this research initiative important from the user's perspective? Will it help us uncover new mental models or journeys? Or pain points that lead to a more satisfactory user experience? Will it teach us how to iterate on current designs?

Internal stakeholders: List the stakeholders involved in this particular project and their associated role

Research objectives: You should have 3-5 objectives for your product, and they should be focused on:

- Understanding a user's thoughts, needs, and perceptions
- - Exploring new ideas/concepts
- Improving the current experience
- Evaluating the performance of a product.

Business objectives: Why is the business interested (or why should they be interested) in running this research project? What is the problem you are trying to understand? What financial KPIs could this impact (think acquisition, revenue, retention)?

Methodology: Based on the goals/objectives, what methods are we going to use? Is this project more generative, calling for 1x1 research interviews? Or more evaluative-focused, which would move towards usability testing? How long will the sessions be? How many will there be? Will they be remote or in-person? What tools will we use? What devices?

Metrics: Based on the methodology, decide on different metrics for sessions like usability testing, which would include time on task, task success, ease of use, etc.

Participants: Are there any participant qualifications that need to be met? For example, do they need to be a certain type of user? Is it necessary that they have browsed your

website or never have used your app? Is there a demographic mix (gender, location, income, age)?

Anticipated timeline: Give an anticipated timeline of how long the research will take, from recruiting through analysis sharing out

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The interview guide

Introduction:

Script:

Wrap-up:

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Resources:
- Additional links relevant to the project, such as Jira or previous studies
- Once complete, links to the videos and research summaries