



Why is research so important?

Adapt this guide and send to your stakeholders

You're about to embark on the [insert type of activity] of your [insert project here]. So let's talk about how we start things off on the right foot. Research. Just the right amount. *Why is research important?*

As your [insert type of service provide], we have two jobs:

1. Build the right thing
2. Build that thing the right way

Research allows us to be completely sure that the thing we think we should be building is the thing that actually supports your goals as a business. As stakeholders, we both naturally start with assumptions about your company, audience, goals, and behaviours that colour our perceptions. What if those perceptions are incorrect? Or what if we don't have enough information to make a good decision? What are you willing to sacrifice? The project cost? The happiness of your team? Business revenue? Something bigger?

Research lets us safely vet our assumptions together so we can make sure that we understand your business as well as you do. It protects your project, your schedule, and your investment.

Research is a valuable thing. We do just enough so we can refine your project outcomes and create clear targets for your company's sustainability. So you know what to do if your colleagues ask 'why research...?' Raise your eyebrows knowingly and ask them: ***what's the risk if we don't?***

What you get

- Clear definition of scope and expected number of sprints (aka updated budget and schedule)
- Project plan and any necessary strategy documentation
- Peace of mind that we have the right information to complete your project, and help you build your business
- A chance to see how your design team can support you

What's involved

- Kick off meeting to engage & align stakeholders and define your business and project goals
- Project and outcome research (aka questions to vet our assumptions)
- Site and user group audit (aka initial content/marketing/UX/design audit)
- Feature scoping and technical specifications
- Audience and goals research
- Competitive analysis
- Analysis of findings
- Discussion of results and anticipated process