

## Template - Project Planning

### Research Topic

*What are the high-level details of your study?*

<b>Interview type</b>	<input type="checkbox"/> Standard AI Interview <input type="checkbox"/> Usability testing
<b>Use case</b>	<input type="checkbox"/> Concept testing <input type="checkbox"/> Market strategy/ Competitive research <input type="checkbox"/> User experience & Usability <input type="checkbox"/> Brand research <input type="checkbox"/> Creative testing (e.g., ads/ marketing) <input type="checkbox"/> Customer experience <input type="checkbox"/> Segments & personas <input type="checkbox"/> Other
<b>Research objectives</b>	1. XXX  2. XXX  3. XXX
<b>Study length</b>	<b>Planned length (minutes):</b>  <b>Planned length (questions):</b>

### Recruiting Plan

*Who do you plan to recruit, and how do you plan to recruit them? What potential recruiting challenges can be solved for in advance?*

<b>Target audience</b>	<i>What requirements do you have for your audience?</i>
<b>Number of interviews</b>	<b>Total number of interviews:</b>  <i>Will this be split across certain subgroups (e.g., half men, half women?)</i>
<b>Recruiting plan</b>	<input type="checkbox"/> <b>Recruit with Outset's integrated panels</b>

	<p><i>(Prolific or User Interviews)</i></p> <p><input type="checkbox"/> <b>Recruit externally</b> <i>(with other panel)</i></p> <p><input type="checkbox"/> <b>Recruit externally</b> <i>(customer database or other contact list you have sourced)</i></p>
<b>Incidence rate</b>	<p><i>What is your expected incidence rate for your target audience?</i></p> <p><i>What if any characteristics could make this audience more difficult to source?</i></p>
<b>Geographies</b>	
<b>Language needs</b>	
<b>Planned recruiting budget</b>	<p><i>What is your planned budget per participant, and in total?</i></p> <p><i>Do you have room for additional incentive if needed, if recruitment is lagging?</i></p>

### Planned Timeline

*What is your planned timeline for research? Are there any key dates or deadlines?*

	<b>Planned completion date</b>
<b>Guide written and finalized</b>	
<b>Guide added to Outset and tested by team</b>	
<b>“Soft launch” of study</b>	<i>Recommended if your timeline permits</i>
<b>Full launch - Interviews begin</b>	
<b>Interviews complete</b>	
<b>Analysis begins</b>	
<b>Analysis ends</b>	
<b>Presentation of results</b>	