

Research Plan

Research Needs

Background

Provide some background information on how the desire for research originated.

Primary Objective/Problem

What is the primary space you're trying to understand more.

Desired Outcome

What data do you want to receive? Insights? Metrics? What do you want to do with the data you find?

Outputs

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High-Level Questions

What the key high-level questions that would determine a successful research study?

Target Audience

Who are the users? If important, what are the specific qualities of the user segment?

Study Details

Date: XX.XX.XXXX

Methodology: [User Interview | Contextual Inquiry | Qualitative Survey | Quantitative Survey | Concept Evaluation | Usability Test]

Number of Participants:

Compensation:

Recruitment:

Study Team:

Moderators	Note Takers
?	?

Link to Script:

[[Add Google Doc link for script]]

Link to Observation Guide:

[[Add Google Doc link for observation guide]]