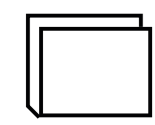


UX research plan

Authors [_____] Date [_____]



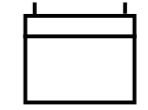
Project

What product does the research refer to? What are the goals of the product users? What's the phase of the project?



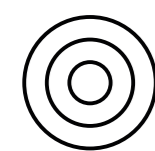
Threats

What can go wrong? What can cause problems?



Schedule

A list of tasks with people assigned.



Research objectives

What kind of information needs to be obtained through research? What questions need answers? What are the hypotheses?



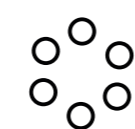
Respondents

What are their characteristics? What is their experience? How many will be invited?



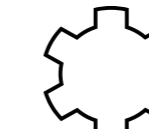
Recruitment

How will respondents be recruited, using what channels? What will be the incentive?



Research method

What method will reach the research objectives?



Tools

What tools/software will be needed?



TIPS

Think of the things you don't know in this project, at this stage; what do you want to learn about?

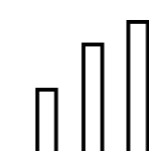
Avoid closed-ended questions (with yes/no answers). Open-ended questions will better outline the direction of your research.

Use precise, not too general questions or break them down into a few more detailed questions.

Think about which questions are most important and highlight them.

EXAMPLES

- ◆ How do people organize their tasks at work?
- ◆ What tools do people use to plan their tasks?
- ◆ How complex are the tasks of people working in small business?
- ◆ How long does a typical visit to a medical specialist last?
- ◆ What is the biggest issue in managing the tasks by people?
- ◆ How often do people use multimedia services?
- ◆ In what situations do people use Smart TV?
- ◆ Where do people look for information about events in their city?
- ◆ What does the occupational structure of users look like?
- ◆ What kind of mistakes do users make while filling out the form?
- ◆ Why do users cancel subscriptions on the website?



Analysis and report

How will the analysis be carried out? How will the insights be presented and shared?