User Research Plan

A user research plan outlines the goals, objectives, and

logistical considerations of a research project for your

stakeholders and team.

# What?

What decision do you have to make? What questions do you need answers to?

# why?

How did this opportunity come about? Is there any previous work that the team has already done that is

informing this work?

# Related Goals

Are there any related product objectives and key results (OKRs) that this work supports?

# Anticipated Outcomes

Do you have any anticipated outcomes (decisions, artifacts, etc) that you expect to have as a result of this

study?

💡 *TIP: Limit yourself to 2-3 core questions per study*

💡 *TIP: Do you need to gather evidence now about the usability and performance measures in order to compare against a future version of the product?*

# Baseline assumptions/hypotheses

Do you have any key assumptions or hypotheses around what you would like to learn?

# Approach

|  |  |
| --- | --- |
| **Method(s)**  Which research methods will you use to provide the evidence to answer your key questions?  💡 *TIP: Which one are appropriate for which challenges?* | * In-depth user interviews * Ethnography (observation) * Diary studies * Focus groups * Card sorting * Usability testing * Preference testing * Surveys * Tree testing * First click testing * Task analysis * A/B or multivariate testing * User analytics * User feedback surveys |
| **Study design** | * **Moderated** - allow for back and forth between the participant and facilitator * **Unmoderated -** completed alone by the participant |
| **Participants**  How many people do you want to connect with?  💡 *TIP: Make sure the evidence if thorough and complete enough to support the decisions you want to make, e.g. how big a response you need to a survey?* |  |
| **Incentives**  How (and how much) will you be compensating participants? |  |
| **Length**  How long will your sessions be? |  |
| **Stimuli**  Describe everything that will be tested (concept/images, link to prototype or live site). |  |

# overall approach & timeline

|  |  |
| --- | --- |
| **Date** | **Action items** |
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# Appendix

# Relevant resources

Add links to any relevant resources here