

[team name] Research Plan

Team Name	
Research plan owner name	
Date	

Research Plan Purpose

State the business purpose

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Research Objectives

Written as statements or questions. Be explicit. What will you test, why, and how (specific methods)? An objective must be singular & measurable.

Objective	Statement/question	Research Method(s)
Objective 1		
Objective 2		
Objective 3		
Objective 4		
Objective 5		

Screening Criteria

Describe the users you need to talk to for each phase of the research plan.

User Description	
Number of users per group	
Additional criteria*	

*e.g. geography, market, expertise, experience

Timeline

Outline the research phases needed and their estimated timelines. State the team members assigned to leading or assisting in each phase.

Phase	Work to be done	Dates	Team members
Phase 1			
Phase 2			
Phase 3			

Deliverables

State interim and final deliverables (e.g. Playbacks, workshops, etc.) There is no predefined medium.

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