UX Research Group Assignment

The Research plan document should have the following information :

1. **Background of the Problem** - This should be well articulated

2. **Clearly defined design challenge or problem statement** - "How Might We…"

3. **Research objectives** - What are the questions you are trying to answer? List at least 3 not more than 4

4. **Methodology** - These are the chosen research methods. Explain the research method and why it is the best method to answer the questions. Also state what kind of data you are hoping to get from each. Go back and study the chart : Qual vs Quant, Attitudinal vs behavioural.

5. **Research Participants** - List the criteria you are using to recruit participants for your research. How many people will participate in your research? Why did you choose these specific participants?

6. **Logistics** - What kind of equipment will you need? What is the location of your research? What will your research setup look like?

7. **Script** - Includes how you will introduce yourself, what the research is about, request for consent, the questions or tasks that you will have the participants do. Include how you will conduct a pilot study.

8. **Timeline** - Write a detailed breakdown of how much time it will take to complete the various activities.

9. **Analysis and Synthesis** - Your research method for this assignment will be a research report. Communicate what this will entail in your research plan document.

Submit your work
Use Google docs. Upload as PDF. Title the document as your group name.
Your document should have a Table of Contents.
Ensure your work is correctly formatted.

Upload your assignments to this link: Research Plan Assignment
All work should be submitted by **Thursday 3rd June 8 AM.**

Resources for further reading

https://stephaniewalter.design/blog/a-cheatsheet-for-user-interview-and-follow-ups-questions/

https://uxplanet.org/this-is-all-you-need-to-know-to-conduct-a-ux-survey-50400af45920

3. Check for bias

Bias can sneak into even the most carefully written survey. For example, you might ask, "How difficult to use is this product?" This phrasing subtly pushes the reader towards the idea of difficulty and is considered a leading question. Instead, you could ask, "Is this product easy or difficult to use?" and provide a range of options to choose from.

Here are just a few of the most common biases you should be aware of:

o **Confirmation bias**: Basically, this is when you only ask questions that confirm your own hypothesis.

o **Framing effect**: This refers to how framing your questions can influence responses.

o **Hindsight bias**: AKA the tendency for people to think events that have occurred are predictable than they actually were.

o **Serial position effect**: People tend to favor things that are at the beginning or end of a list.

o **Illusion of transparency**: This refers to how people overestimate the extent to which they know what the other person is thinking.

o **Clustering bias**: This means finding patterns among randomness when there aren't any.

o **Implicit bias**: This is a big one that's hard to check. It refers to how people have unspoken associations about different groups and their behavior.

o **Fundamental attribution error**: This is a cognitive bias where people assume a person's actions depend on what "kind" of person they are, rather than considering social and environmental elements to be a factor.