



PLANNING A USER RESEARCH PROJECT



THE FOCUS

- ✗ How to make the research project fit into your overall work and development processes in a way that maximizes impact
- ✗ The steps involved in planning the research project itself.



CREATE A RESEARCH PLAN DOCUMENT

- ✗ Details the purpose of your research and how you will carry out the research
- ✗ Describes step by step, what you're going to do and why

This helps you think through all the steps you need to go through in your planning and means that you can share your plan with your research stakeholders to get feedback.

It is created at the start and is adapted to reflect how you are actually carrying out the research. From manual to documentation.



RESEARCH PLAN DOCUMENT CONTENTS

- ✗ Purpose of the research : what is the overall question you are trying to answer?
- ✗ Chosen research Methods : what is the best way to answer this question? – Choose the best method considering time and financial constraints, briefly describe the method and why it is best
- ✗ Demographics of who will participate in the study and how you will recruit them, equipment needed, location, research setup
- ✗ Note down the data you will collect and how you will analyse it



RESEARCH PLAN DOCUMENT CONTENTS

- ✗ Is there a Prototype or product being tested? Is it discovery or exploratory research?
- ✗ Write a script for how you will run the study
 - Introduce yourself
 - What the research study is about
 - Ask for consent for recordings, photos
 - Inform participants that participation is voluntary, they can quit at any time and they will be kept anonymous – Consent forms
 - Write down the questions or tasks you will ask the users to carry out
 - NDAs



RESEARCH PLAN DOCUMENT CONTENTS

- ✕ Identify the method you will choose to communicate your research
 - Analysis and Synthesis workshop
 - Written report
- ✕ It's important to figure out who needs to be involved at what point in the process



RESEARCH PLAN DOCUMENT BEST PRACTICES

- ✗ Run a pilot study to test your script, equipment etc
- ✗ Include it in your time plan
- ✗ Ensure you have gone through all the activities and create a realistic time frame
- ✗ Ensure there is buffer time between participant sessions in case a user is late or the session takes longer than expected



CONDUCTING ETHICAL RESEARCH



BE HONEST

- ✗ Be truthful about the purpose of your research, whom you are doing it for, and how you are going to use the results.
- ✗ It should be noted that users can try to influence the research results especially if they know the company you work for or the purpose of the research



BE SENSITIVE

- ✗ Participants might be nervous, put them at ease. Let them know you aren't testing their intelligence and there are no right or wrong answers.
- ✗ Be aware of cultural norms eg. gender norms, status
- ✗ If there is sensitive information being shared, have fewer researchers participate



REPRESENT YOUR PARTICIPANTS ACCURATELY

- ✗ Represent how users acted and spoke honestly not according to preconceived notions
- ✗ When communicating the research, be clear on what the results are based on
- ✗ Participants should recognise themselves in the way you represent them
- ✗ Use direct quotes as much as possible followed by stats on number of people who share similar sentiments



OBTAIN CONSENT AND PERMISSION

- ✗ Get informed consent in written or verbally or both (in some cases).
- ✗ Different countries might have different regulations.



DO NO HARM

- ✗ Risks for your participants shouldn't outweigh any benefits they can get from your results.
- ✗ Don't pressure participants to give sensitive information. You aren't a psychologist or detective
- ✗ Don't reveal information that could make someone lose their job.



MAKE SURE PARTICIPANT'S DATA IS SAFE

- ✗ Ensure the respondents are kept anonymous at all stages: analysis and reporting
- ✗ Ensure you have consent to share participant photos of their belongings or home
- ✗ Do not store sensitive information that is no longer relevant to the project



DON'T WASTE YOUR PARTICIPANTS' TIME

- ✗ Don't make the participant wait for you
- ✗ Don't make unreasonable demands on participant's time or endurance