1.

Activity introduction

This activity will help you create a research plan for your portfolio project research study. A research plan is a step by step examination of a group of users and their needs. Research plans are created before a usability study to identify how the study will be conducted.
A complete research plan has seven steps:

. Project Background: What prompted the research and why is it necessary?

. Research Goals: What are the desired outcomes of the research?

. Research Questions: What questions is the study trying to answer?

. Key Performance Indicators or KPIs: How will progress towards the research goals be measured?

. Methodology: How will you conduct your research?

. Participants: Who will participate in your usability study?

. Script: What tasks and follow-up questions will you give to participants during the usability study?

In the activity, you'll fill out your own research plan for your portfolio project's research study by following these steps. You can revisit the Course 6 video on planning a research study ↗ and the follow-up reading that covers research studies in more detail ↗ to learn more about how they work.
After completing this activity, you'll have the opportunity to compare your work to an example of a completed exemplar to check your work. The exemplar will be provided in the following course activity.

Step-by-step instructions

To complete a research plan for your portfolio project, follow the instructions below:

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: UX Research Study - Plan [Template] ↗.

OR

If you don't have a Google account, you can download the template directly from the attachment below.

⌀ Google UX Design Certificate - UX Research Study Plan [Template]
DOCX File

Step 2: Write the project background
In the project background panel of your research plan template, write a short explanation of why you're doing this research. You can do this by answering each question in order. This puts your team on the same page at the beginning of the study and demonstrates that you understand why you're conducting the research.
Step 3: Identify research goals
Next, write down your research goals in the space provided. Your research goals should address what problems you're trying to solve by conducting this research, or what you expect the outcome of the research to be.

Step 4: Create research questions

Now, come up with research questions in the corresponding panel of the template. These questions should represent the questions you're trying to answer by conducting this research and should support your research goals. Write down a maximum of seven research questions. Keeping the number of questions manageable gives your research a clear focus.

Note that your research questions are not the same questions you'll ask your usability study participants directly. Research questions help you decide what you are trying to find out through your research.

Step 5: Choose KPIs to measure

Using the template, write down 2-3 KPIs that will help you measure your progress towards your research goal.

There are six types of KPIs that are typically used in UX research:

Time on task: How long it takes a user to complete a task. NOTE: Time on task may change depending on whether the user uses assistive technologies or has other accessibility needs

Use of navigation vs. search: The number of users who navigate casually compared to the number of users who navigate using the search function

User error rates: The frequency of mistakes made by users

Drop-off rates: The number of users who give up without accomplishing a goal

Conversion rates: The number of users who reach their goal successfully

System Usability Scale, or SUS: A series of 10 questions evaluating how easy your product is to use

Think about what feedback you want on parts of your design, and ask yourself what will help you evaluate progress made towards your research goals.

Step 6: Propose your methodology

Decide on the method for your usability study. Here, you'll address how your study will be conducted and what you'll do with the data once it's collected.

Your method should include:

Procedures for running the test

The time and location of the test

The person who will be conducting the test

The way the test will be conducted

The method you choose should clearly demonstrate what you did, how you did it, and why you did it so that stakeholders and other designers can understand how you conducted the research.

Step 7: Choose your participants

When recruiting participants for your usability study, you want to have a small group of participants in your study that represent your key user group, as well as user groups that are often marginalized.

The participants section of your UX research study plan should have:

Primary characteristics of people you'll recruit to participate

Justification for why you chose your target group

Step 8: Write a script

In the last panel of your research plan template, write a script that you will use during the usability study. These are the tasks and follow-up questions you will present to your participants. They will complete each task, then respond to your follow-up questions. You will gather your data by following the script, so keep your script aligned with the goals and ideas in the rest of the research plan.

Your script should include:

An introduction

Specific tasks related to your research goals

Follow-up questions for your tasks

When you're finished, you should have all seven panels of the research plan template filled out.