

## RUBRIC

Introduce a mock research plan with a project background, which:

Identifies the signals that indicated research was necessary

Describes any previous research that has been conducted or solutions that have been tried (if applicable)

Lists insights the research will generate.

☐ 0 pts  
No

☐ 1 pt  
Yes

Defines a research goal, which fits into one of the three parts of the product life cycle.

☐ 0 pts  
No

☐ 1 pt  
Yes

Identifies actionable research questions that contain specific tasks being tested, including one qualitative and one quantitative research question each.

☐ 0 pts  
No

☐ 1 pt  
Yes

Defines KPIs detailing the elements that should be measured with goals that results can be compared against.

☐ 0 pts  
No

☐ 1 pt  
Yes

Explains the methodology used to conduct the study.

☐ 0 pts  
No

☐ 1 pt  
Yes

Develops a participant recruitment plan with an incentive for participants.

☐ 0 pts  
No

☐ 1 pt  
Yes

Creates a sample session script, with tasks that:

Are based on specific research goals

Are specific

Make participants take direct action

Don't provide clues on how to complete them

☐ 0 pts  
No

☐ 1 pt  
Yes