Activity Exemplar: Continue building your CoffeeHouse research plan: Methodology and participants

With a well-crafted methodology and your participants defined, your UX research study plan will give stakeholders confidence in your study's results, making them more likely to base design decisions on these results. It also helps you make sure the exact same study can be repeated in the future to verify that both the study and its data are reliable. These details will help your design team:

- Understand research deliverables
- Define user needs
- Ensure data and design quality

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the previous activity.

Exemplar

This is an exemplar using the CoffeeHouse scenario we have been following in this course.

Here is an example UX research study plan including filled in methodology and participants sections:

Assessment of exemplar

In this exemplar, the UX research study plan clearly identifies the methodology aspects:

- Procedures for the test
- Time and location
- Who will conduct the test (since it's unmoderated, no one will conduct the test, but this needs to be made clear in the plan)
- Method for conducting the test

With the methodology information clearly defined, the participants details could be decided. The participants section has:

- Primary characteristics of ideal participants
- Incentive for people to participate, and as a means to thank them

Now compare the exemplar above to your completed deliverable. Assess what you've done using each of the criteria used here to evaluate the exemplar.

Have you constructed a UX research study plan methodology that:

- Lists the procedures for conducting the usability test?
- Lists the time and location the test will occur?
- Identifies who will be conducting the test, whether it's moderated or unmoderated?
- Describes the way the test will be conducted?

From your methodology, were you able to decide:

- Your participants' primary characteristics that make them ideal for the test, and ensure you're gathering feedback from people with diverse perspectives and abilities?
- The incentive that makes them want to participate in the study and that thanks them for their time?

If you're able to answer "yes" to each of these questions, fantastic work! If there are questions you were unable to answer "yes" to, then these are areas where you can improve your UX research study plan methodology and the participants needed. Go back and rewrite those elements with these criteria in mind.

Mark as completed