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Learn more about planning a UX research study

It's time for you to plan a UX research study focused on your high-fidelity prototype. If you've been taking the courses of this certificate program in order, then you've conducted usability studies to get feedback about prototypes before. You should remember how to plan a UX research study, and you're probably ready to get started.

If you're new to the certificate program or if you'd like a quick refresher, you can review these resources from an earlier course about planning a UX research study.

First, watch this video to get to know the seven elements of a research plan ⬀ at a high level.

Then, check out the following videos and readings that dive into each of the seven elements of a research plan, and build your own research plan as you go.

- **Project background, research goals, research questions** ⬀. Determine why you are conducting the study, the goals you hope to achieve, and the kinds of questions you'll be asking to test your product with real users.

- **Key Performance Indicators (KPIs)** ⬀. Dive deep into the different kinds of KPIs you can test throughout your study. If you want to learn more about KPIs, check out this reading about how to use key performance indicators (KPIs) ⬀ too.

- **Methodology** ⬀. Review the steps you'll take when conducting your usability study.

- **Participants** ⬀. Learn how and where to recruit participants for your study. If you want to learn more about participants, check out this reading about recruiting a diverse participant pool ⬀ too.

- **Script** ⬀. Understand how to organize, prepare, and properly phrase your interview questions.

Along with these resources, you can use the template for a UX research plan. To use the template, 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

This detailed template includes questions to ask your participants at each stage of your study. Print out the template and add your notes to each section as you watch the videos!

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