

# Creating a Group Research Plan + Interview Guide

This week I will be putting you all into the groups that you will work with throughout the rest of the semester. Your first goal, as a group, will be to fill in the Sample Team Charter document together to help you get organized and then select a topic to research. My recommendation is to pick a topic broad enough that it is easy to find research participants that you can work with remotely. Do not worry about what it will be like to design a solution yet. In fact, please try not to solutionize anything ahead of time. Our goal is to go problem-finding first!

As a group, we will then create a research plan, draft a set of semi-structured interview questions, and create an informed consent document for our group project. I will provide you with a workflow for understanding how to methodologically understand what it takes to tackle a research project. While I recommend being as diligent as possible when putting your research plan together, it is a document that will evolve over time and that is ok.

Your group research plan will be an ever changing document that helps keep everyone on the same page of what the purpose of your research is as well as its progress and evolution. When you get stuck in the research process, this is the document you will turn to to help realign the group and get you moving forward. This is also the document I will refer back to when assessing your group research project, so you will want to make sure to keep it updated through versioning. Along with your research plan, please make sure your group creates their own copy of the Team Charter. You will find it along with the other documents for Week 1.

In order to build out your research plan, you will need some basic understanding of what it takes to carry out user research. To assist with that, I've created both a User Research Workflow and a primer document titled Using the User Research Workflow to help you step through it and get the most out of it.

## PART 1: Research Plan

After you have worked through the first 7 boxes of the User Research Workflow, you should have enough information to put together an initial version of your research plan that you will submit as a group for review. Your research plan will need to include all of the main bullet points below as section headers. Utilize the sub-bullets to help guide you on what you need to complete the assignment. Name your documents like so: W02GroupName-ResearchPlan (where 'GroupName' is the name of your group)

[Name of Study] Conducted by [Name of Team]

- Name your study something appropriate for the problem you're going to research
- Give your team a fun name!

List of Stakeholders & Research Team

- Though your stakeholders may be fictional for this project, consider who they would be if it were real. Are there investors? Is there a product/project manager? Is it an external company?
- List all of the members of the research team (your fellow students in this class)

#### Study Background

- Why has this topic been chosen (problem statement)? Utilize the User Research Workflow
- What are the initial assumptions? Utilize the User Research Workflow

#### Goals and Objectives

- What is the purpose of the study? Utilize the User Research Workflow

#### Hypotheses

- Utilizing the User Research Workflow, these should be based on the assumptions, which were based on the whys.

#### Research Questions

- These should be based on the Hypothesis. What major questions will you need to focus on to test your hypotheses?

#### Implications

- How will the results of this study be utilized? To what end?

#### Methodology

- Only after you have worked through all of the above should you choose a methodology. For this class, we will use semi-structured interviews, surveys, and usability testing. There are many other, less common, research methods.

#### Target Population, Recruitment, & Sampling

- Target Population: Who are the people you need to interview to answer your research questions? Why are you focusing on this group of people? What makes them distinct from the rest of the population? How are you going to account for diversity amongst them in order to be inclusive in your research?
- Recruitment: How are you going to recruit people from your target population? What are the benefits or drawbacks of this type of recruitment? How does it affect diversity?
- Sampling: What considerations are you making for your chosen sampling method? What are you doing to make sure you include diverse perspectives?

#### Research Schedule and Budget

- Consider 2 weeks for 2 interviews + transcriptions per person, 1 week to analyze/synthesize interview data, 1 week for a survey, 1 week to analyze/synthesize survey data (in an actual study this may all be condensed down to 2 weeks or less)
- Though this mentions budget here and you can hypothesize one considering money, time, and people, it will not be necessary for this class. That said, you should understand it is a basic requirement of a research plan.

## PART 2: Interview Guide

- Interview questions should be related to your research questions, but they should NOT be research questions. See related reading for the difference.
- Review the How to write good Interview Questions document for help.

## PART 3: Informed Consent

You will also need to create a group informed consent document based on this research plan. Feel free to utilize the work you did last week and the critique you received on it to create a new and improved group version.

### Turning it All In

These are all group assignments, thus only one set of documents need to be turned in for the entire group. Please choose one person in your group who will submit these documents for the team. All documents are due by Tuesday at 11:59PM.

Group Research Plan:

W02GroupName-ResearchPlan

Group Interview Guide:

W02GroupName-InterviewGuide

Group Informed Consent:

W02GroupName-InformedConsent

Group Charter

W02GroupName-GroupCharter