

Research Plan Worksheet One-Pager

Taken and adapted from Smashing Magazine

> *Fill in each of the sections below to develop a research plan for your project.*

1. **Title** - This should reflect what you're researching, the methodology, or even the audience. For example, "Vacation app field study" or "General Assembly's interviews with repeat students"
2. **Authors and stakeholders** - Names, titles, and email addresses of those you're working with and those you might be working for.
3. **Date** - The date! This gets updated whenever the plan gets updated.
4. **Background** - Provide a brief description of the events that led to this study and any relevant recent history related to the idea or product development. Keep this to around a paragraph.
5. **Goals** - State the high-level reason (or reasons) for conducting this study - try to keep this to one sentence. If you can't keep it to one sentence, try to create a short list of goals (no more than 4!)
6. **Research questions** - This is where you get to the specifics of your plan. You're aiming for 5-10 questions you'd like to have answered by the end of this research (not necessarily the questions you'll be asking research participants). A great way to think of these is like they would be the headings in the study's summary.
7. **Methodology** - This section is meant to briefly inform readers of what will happen, for how long and where.
8. **Participants** - Who is your target audience? Write down some basic details about these people.
9. **Schedule** - Three dates go here: when participant recruiting starts, when the study will take place, and when there will be results.
10. **Script** - Write a list of five topics you want to learn about as your audience. Then, write one question that corresponds to each of those topics. Make sure you're not leading or biasing the questions. (Remember, these questions are not the same as your research objectives.)