Research to Decision Canvas

DESN2003: Research for Innovation

Research to Decision Canvas — Blank Template

Your Name: _____ **Date:** _____

Product/Feature Idea: _____

1. Scientific Foundation

What does behavioral science / existing research say about this problem?

Source	Key Finding	Mechanism

One-sentence summary: Research suggests that _____

2. Your Primary Data

What did your own research (interviews, surveys, observations) reveal?

Method	Key Finding	Strength of Evidence
		[ ] Strong [ ] Moderate [ ] Weak
		[ ] Strong [ ] Moderate [ ] Weak

Pattern summary: Our data shows that _____

3. Product Hypothesis

Fill in the blanks:

If we build _____

then _____

because _____

4. Expected Effect

Metric	Current Baseline	Target After Launch

How confident are you? [ ] High (strong evidence) [ ] Medium (directional evidence) [ ] Low (hypothesis only)

5. Success Metrics

Metric Type	What You'll Measure	How You'll Measure It
Primary		
Secondary		
Qualitative		

6. Risk Assessment

If our hypothesis is wrong, what happens?

Risk	Likelihood	Impact	Mitigation
	[ ] High [ ] Med [ ] Low	[ ] High [ ] Med [ ] Low	
	[ ] High [ ] Med [ ] Low	[ ] High [ ] Med [ ] Low	

7. Validation Plan

Before full launch, how will you test?

Phase	Method	Sample Size	Duration	Decision Criteria

8. Recommendation

Based on your research, what should the team do?

[ ] **Build it** — Strong evidence supports the hypothesis

[ ] **Test first** — Promising but needs validation before full investment

[ ] **Don't build** — Research suggests this won't work (document why)

[ ] **Pivot** — Research revealed a better opportunity: _____

One-paragraph justification:

Research to Decision Canvas — Worked Example

Your Name: Alex Chen **Date:** Week 9

Product/Feature Idea: Hide Instagram like counts from public view (users can still see their own)

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1. Scientific Foundation

Source	Key Finding	Mechanism
Festinger (1954)	Social comparison theory — people evaluate themselves by comparing to others	Visible likes enable comparison → comparison triggers anxiety
Vogel et al. (2014)	Facebook social comparison linked to lower self-esteem	Upward comparison (to "better" performers) is particularly harmful
Verduyn et al. (2017)	Passive social media use (scrolling, comparing) → negative well-being	Active use (posting, commenting) is less harmful than passive comparison

One-sentence summary: Research suggests that visible engagement metrics enable social comparison, which drives anxiety and lower self-esteem, particularly among young users.

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2. Your Primary Data

Method	Key Finding	Strength of Evidence
12 interviews	9/12 participants explicitly mentioned comparing likes to friends; described as "automatic"	[x] Strong [ ] Moderate [ ] Weak
127 survey responses	67% selected "comparing to others" as motivation for checking likes	[x] Strong [ ] Moderate [ ] Weak
Diary study (8 participants)	Comparison behavior highest immediately after posting	[ ] Strong [x] Moderate [ ] Weak

Pattern summary: Our data shows that comparison is a primary driver of like-checking behavior, and users are aware this comparison harms them but feel unable to stop.

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3. Product Hypothesis

If we build a feature that hides like counts from viewers (only the poster sees their own counts)

then users will experience less comparison-driven anxiety and report higher well-being

because removing visible metrics eliminates the primary trigger for social comparison (you can't compare if you can't see)

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4. Expected Effect

Metric	Current Baseline	Target After Launch
% reporting "I check to compare"	67%	<40%
Average GAD-7 anxiety score	8.4 (moderate)	<7.0 (mild)
Like-checking frequency	4.2x/day	<3.0x/day

How confident are you? [ ] High [x] Medium (directional evidence) [ ] Low

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5. Success Metrics

Metric Type	What You'll Measure	How You'll Measure It
Primary	Self-reported comparison frequency	Pre/post survey question
Secondary	Anxiety levels (GAD-7)	Validated scale at baseline and 4 weeks
Qualitative	User sentiment about the change	10 exit interviews

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6. Risk Assessment

Risk	Likelihood	Impact	Mitigation
Users feel less validated, post less	[x] High [ ] Med [ ] Low	[ ] High [x] Med [ ] Low	Users still see their own likes; focus messaging on privacy
Creators/influencers revolt (need public validation)	[x] High [ ] Med [ ] Low	[x] High [ ] Med [ ] Low	Optional toggle for creator accounts
Engagement metrics drop, affecting ad revenue	[ ] High [x] Med [ ] Low	[x] High [ ] Med [ ] Low	Monitor closely; prepare rollback plan

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7. Validation Plan

Phase	Method	Sample Size	Duration	Decision Criteria
Phase 1	A/B test (hidden vs. visible)	10,000 users	4 weeks	Comparison reports <50% AND engagement doesn't drop >10%
Phase 2	Expand to 25% of users	~50M users	8 weeks	No major creator backlash; anxiety metrics improve
Phase 3	Full rollout with opt-out	All users	Ongoing	Monitor long-term retention and sentiment

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8. Recommendation

Based on your research, what should the team do?

[ ] **Build it**

[x] **Test first** — Promising but needs validation before full investment

[ ] **Don't build**

[ ] **Pivot**

One-paragraph justification:

The behavioral science literature strongly supports the hypothesis that hiding likes will reduce comparison-driven anxiety. Our qualitative and quantitative data confirms that HKU students experience this comparison-anxiety loop. However, the risks (creator backlash, engagement drop) are significant enough that a phased A/B test is warranted before full commitment. Instagram's own 2019 hidden-likes test in Canada provides a precedent, but their results weren't publicly conclusive. We recommend a 4-week A/B test with 10,000 users, measuring both well-being outcomes (our goal) and engagement metrics (business risk). If comparison reports drop below 50% without engagement dropping more than 10%, proceed to broader rollout.