

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)

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.

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.

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)

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

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

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

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

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.