

User Research Plan Template

Project Name

Version xx (Date)

1. Background

- What is this project about?
- What's the purpose of this research? What insights will this research generate?

2. Objectives

Business Objective & KPIs

Objectives	KPIs
E.g. Increase operational efficiency/ employee productivity	Time on task Error rate Adoption rate of new tool

Research Success Criteria

- What qualitative and quantitative information about users will be collected?
- What documents or artifacts need to be created?
- What decisions need to be made with the research insights?

3. Research Methods

Note: Include one to two sentences explain what the method is and its purpose if your stakeholders aren't familiar with user research.

Primary research

- Ethnography (observation)
- User interview
- Contextual inquiry
- Usability test
- Post-session survey

4. Research Scope & Focus Areas

Question themes

1 high-level topics of questions

-

Design focus components

Choose main focus areas and delete the rest.

- Utility: Is the content or functionality useful to intended users?
- Learnability: How easy is it for users to accomplish basic tasks the first time they encounter the design?
- Efficiency: Once users have learned the design, how quickly can they perform tasks?
- Memorability: When users return to the design after a period of not using it, how easily can they reestablish proficiency?
- Errors: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
- Satisfaction: How pleasant is it to use the design?
- Persuasiveness: Are desired actions supported and motivated?

5. (Personal) Experience in this field

¿Cual es tu experiencia con este tipo de aplicaciones y productos?

5.1. As a stakeholder

(I was part of one experience as....)

-

5.2. As a designer

-

5.3. As a observer

(I saw one day...)

-

5.4. User says

(someone tell me...)

-

6. Participant Recruiting

¿quiénes pueden ser usuarios de esta aplicación y este negocio (añade al menos 3 perfiles y explica)

- 1
- 2
- 3

Basado en <https://uxdesign.cc/user-research-plan-template-d7e263ebee79>
<https://taylornguyen.ca/ux-research-templates>