




About this activity:

Planning design research is challenging. Organization, a strong focus and team alignment are crucial.

Before starting this activity:

**Required:** Participants must have a topic area defined for their research and a research team formed. Participants must also understand the scope of the program - primarily the time available to conduct research and the goal of the client.

Activity Details:

-  Is a group activity
-  Takes 0.5-1 hour
-  Materials required:
  - Scrap paper / White board
  - Pens
  - Post-It Notes

**1 Research Focus:** *What do you want to learn?*

A focus is a point of view that defines what you aim to learn in your research. It should be 1-2 sentences.

**2 Context:** *Where does your focus take place?*

Identify the primary context where you might observe the activities or have the conversations needed to address your focus.

**3 Participants:** *From whom do you want to learn?*

Finding the right people is critical to the outcome of your research. List the **key criteria that define the participants** you seek.

How do you plan to recruit them?

Friends & Family

Professional

Client-Assisted

Briefly **describe** your recruitment plan:

**4 Key Questions:** *What key questions do you want to answer?*

Within the focus statement, what questions need to be answered? What are you curious about?

1.
2.
3.

**5 Research Plan:** *What is your plan of action in the field?*

A research plan describes your **approach, methods, activities, interview structure and length** as they relate to the objectives and focus of the research.

- Things to consider:
- Do you need to **meet the participants beforehand**?
  - How** will the session/**inquiry** start?
  - What **specific activities** will you watch, and in **what order**? Will you need any **additional activities/conversations** to address your focus?
  - How** will you **wrap up** the session?
  - How long** will the session take?

**6 Iterate, Document & Create Discussion Guide**

Hold a **Question Generation Session** with your team. When your questions are in order, **refine your Research Plan**, develop a **screeners** and begin to **document everything digitally** and in a shareable format.