

Research Project Plan Example

Purpose

The purpose of this study is to find out how our target group listens to music. When, where and how does music listening fit into their daily lives? We need to get an understanding of this so that we know what new features would be most relevant and helpful to our target group.

Method

We will do 8-10 contextual interviews with people from our target group and have them show us how and where they listen to music.

Participants

Participants will be people aged 18-35, who use a music service and listens to music at least 3 times a week. Since we only have two weeks to carry out the study we will recruit from the local area through our network and postings on social media.

Location

We will do the interviews in the participants' home. That way the participants feel at ease and they can show us where they listen to music in their home and what equipment they use.

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Script

Introduction

Hi. As you know my name is Ditte and I work on the user experience team in Awesome Music Service Company. We are really interested in learning more about the role that music plays in people's everyday life, so that's what I want to talk to you about today.

Interview Guide

- How often do you listen to music?
- How do you normally listen to music?
- Where do you normally listen to music?
- Can you describe the last time you listened to music?
- Etc.

Data and Analysis

We will record video during the interviews using a GoPro Hero 5 camera and an iPhone (as a backup).

We will do a thematic analysis identifying the main themes in the interviews.

Consent & NDA

We will send an email to the participants explaining the purpose of the study before the interviews. In the beginning of the interview session we will repeat the same information to ensure that the participant has understood and consents to participating.

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Email: Hi John. Thank you so much for participating in our study. The purpose of our visit is for Awesome Music Service Company learn more about the role that music plays in people's everyday life. With your permission, we would like to record video of the interview. Only people on the Awesome Music Service Company's user experience team will see the video material. We also want you to know that you can quit the interview at any time if you feel like it, no hard feelings.

Communication

We plan to bring a member of the design or project management team to observe each interview. At the end of the project we will host a workshop for the team to identify design opportunities based on the research. We will also write a report documenting the research process and the results.

Time plan

We will plan the study and recruit participants in week 11. The interview sessions will run in week 12 and we will carry out the analysis in week 13. We expect to do a workshop by the end of week 13.

About the Interaction Design Foundation



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