

Name of the service: Research name

Public Beta User Research Plan

Month 2021

**Contents**

[**Background**](#_heading=h.3znysh7) **2**

[Why are we doing this work?](#_heading=h.2et92p0) 6

[Who are our users?](#_heading=h.tyjcwt) 7

[What problem will it solve for them?](#_heading=h.3dy6vkm) 7

[How will you measure success?](#_heading=h.1t3h5sf) 7

[**Planning the research**](#_heading=h.4d34og8) **8**

[What are your research questions](#_heading=h.2s8eyo1) 8

[What will you do with the findings?](#_heading=h.17dp8vu) 10

[Why is this research needed now?](#_heading=h.3rdcrjn) 11

[How will you mitigate for ‘Covid bias’?](#_heading=h.lnxbz9) 12

[**Conducting the research**](#_heading=h.1ksv4uv) **12**

[How will you conduct this research?](#_heading=h.44sinio) 12

[Research plan](#_heading=h.2jxsxqh) 12

[Who will you conduct this research with?](#_heading=h.z337ya) 14

[**Managing the research**](#_heading=h.3j2qqm3) **15**

[How are you managing your backlog?](#_heading=h.1y810tw) 15

[How are you documenting your findings?](#_heading=h.4i7ojhp) 15

[How are you storing and cleansing data?](#_heading=h.2xcytpi) 15

[How will you involve the team?](#_heading=h.1ci93xb) 15

[How are you ensuring the research is ethical?](#_heading=h.3whwml4) 15

[How are you looking after your participants?](#_heading=h.2bn6wsx) 16

[How are you looking after yourself and your team?](#_heading=h.qsh70q) 16

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# Background

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## Why are we doing this work?

*The problem:*

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## Who are our users?

For this piece of research, our target users are:

## What problem will it solve for them?

We..

## How will you measure success?

On research completion, the research team will be able to deliver the following:

# Planning the research

## What are your research questions

High-level research questions are mapped out below against the three overarching objectives listed above.

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| --- | --- |
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## What will you do with the findings?

The findings of this research will be shared with the wider...

## Why is this research needed now?

There are three key reasons as to why this research is timely...

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## How will you mitigate for ‘Covid bias’?

The interviewer and observers (s) will discuss potential COVID bias after each interview and include a short summary in the notes.

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# Conducting the research

## How will you conduct this research?

## Research plan

We are proposing to divide this research into two main phases: qualitative and desk-based (phase 1) and quantitative (phase 2).

**Phase 1 (July-mid-August 2021): Qualitative - 60-min remote interviews and desk-based research**

We are initially aiming to speak to approximately

**How:**  Remote 60 minute sessions

* 60 minute interviews sessions...

**Phase 2: (mid-August - end of September): Quantitative - Google survey**

We will..

**How:**

A detailed research plan is set out below:

| **Month** | **Key activities** | **Key dates/ deliverables** | **Key interdependencies** |
| --- | --- | --- | --- |
| **July - PHASE ONE (qualitative and desk-based)** | | | |
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## Who will you conduct this research with?

The research...

# Managing the research

## How are you managing your backlog?

The backlog will be managed...

## How are you documenting your findings?

Findings

## How are you storing and cleansing data?

Recordings

## How will you involve the team?

* Product and policy teams...

## How are you ensuring the research is ethical?

* Consent forms and information sheets will be shared with participants prior to research and testing. Participants should read and sign before testing. During the interview, participants will be asked if they understand the consent and reminded that they can withdraw that consent at any time.
* Participants will be advised that the researcher is not an expert on the topics under discussion. Rather the researcher wants to learn from the participant, and constructive critique and feedback is encouraged.
* Researchers and note observers will have sufficient downtime in between interviews to reduce cognitive load and stress.
* Researchers are aware of potential stressors associated with COVID and home working, and these possible issues are to be taken into account when speaking to users. Participants will be told that they are welcome to have breaks during the sessions should they wish, and reassured that - if they need to end the research early for any reason - that is not a problem.
* All data will be handled in accordance with GDPR regulations and deleted as appropriate. Participation will be fully informed about data handling policies.

## How are you looking after your participants?

Given the subject of the research, we do not expect this work to impact the psychological wellbeing of participants. However, in the event that difficult issues or conversations arise during the course of the research, the researchers will be able to signpost participants to information and support in case they should require this.

The research will be taking place remotely, so participants will be encouraged to take part from a location that is comfortable and safe.

Recruitment and scheduling emails will make clear that we appreciate the current challenges facing the school sector and - more broadly - the ways in which the pandemic is currently affecting people’s personal lives. We will inform participants that they do not need to reply to our invitation, to reduce any additional stress or burden.

Through the use of clear information sheets and consent forms, participants will be given details about what to expect from the research and instructions about how to quickly and appropriately access the technology. Information will include activities to expect, and how their contribution will support the Teaching Vacancies service. It will also outline key information about how their information will be stored as well as their personal rights under GDPR (including right to withdraw).

Participants will be emailed on the day before their session to confirm that they are still happy to take part in the research. The email will make it clear that they can withdraw if they have other professional and personal commitments.

## How are you looking after yourself and your team?

Observers will be made aware of what to expect from the research session, which will include an information guide. Like users, they will be allowed to leave a session early if they feel under additional stress or discomfort (though it is not expected that difficult topics will arise during this research).

A short post-session discussion will always be scheduled after an interview, during which the user researcher will check in with observers about their experience and enable them to discuss new considerations that have arisen.

The researcher will take a short break after each session to reduce cognitive burden and seek to engage the team in the analysis to help foster discussions of difficult topics should any arise.