Internal-Employee Research Plan (Versatile Focus)

Section	Details
Objectives	• Validate whether the new onboardIQ product truly removes today's e-mail/Excel pain. • Uncover hidden workflows ("sidecar" tools, shadow IT) that must be supported at MVP. • Identify accessibility, speed-to-competency, and error-recovery issues before build starts.
Methods	• **Semi-Structured Interviews** (60 min each) • **Contextual Inquiry / Shadowing** (30 min optional follow-along for 3 participants) • **Card Sort or White-board Sorting** for terminology & IA sanity check (10 min within each interview)
Participants	8-10 total internal employees: • 2 Super Admins (Bill K., Shianne) • 3 Config Users (Amanda + 2 peers) • 2 Customer-Service reps (Alexandria, Alexandra) • 1 Finance (Max) • 2 Sales user (Eric B. or Chris H.) • 2 QA (Jordyn/Marlee) [backups - ?]
Timeline	• **Prep & scheduling:** 3 days (incl. script finalization) • **Fieldwork:** 1 week (block 2 hrs/day for interviews) • **Synthesis & deck:** 3 days
Success Metrics (for the study itself)	• ≥ 80 % session attendance. • Thematic saturation by participant. • Clear, ranked backlog items mapped to sprint timeline.
Data-Capture Setup	• Google/Gemini • Dedicated Figjam board for affinity mapping.

	• Spreadsheet template for task timings / error notes (if you add usability tasks).
Privacy & Consent	Internal employees—use a 1-paragraph "light consent" e-mail (participation voluntary; sessions recorded for internal use only).
Post-Study Deliverables	1. Synthesis report (Confluence page) 2. Exec deck (Google Slides, Figma) 3. Jira tickets: each high-/med-impact finding → user story with AC & trace-back to research.