Primary Research Planning Form

Fill out this form about your interview or survey.

Are you doing an interview or a survey?  Interview  Survey

## Audience

|  |  |
| --- | --- |
| Who are you interviewing or survey? |  |
| Why did you pick this audience? |  |

## Dates and Goals

|  |  |
| --- | --- |
| When is the survey going out and what is its deadline or when is the interview happening? |  |
| What communication channel will you be using? (Team, Zoom, Microsoft Forms, etc.) Why have you picked that channel? |  |
| What is your goal for this interview? |  |

## Questions

Use the table below to draft your questions and provide your rationale for each one. Your rationale should include why you picked the question and what type of response you hope to get. Add as many rows as you need to for all your questions.

| Question | Rationale |
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