



# Research Plan Checklist

This is a checklist for all the things you must consider in your research plan document. In other words, all the things you must consider before you start recruiting participants and doing actual user research.

- Define the purpose of your research project.
- Choose the most appropriate research method.
- Decide on what characteristics your participants should have and how to recruit them.
- Decide what data you will collect and how you are going to analyse it.
- Decide how you will communicate about your research and define what you need to do to make that happen
- Decide on a location that fits your purpose.
- Decide on what equipment you will need to run the study and define what you must do to get any equipment you don't already have.
- Write a script for your research session (e.g. introduction, tasks, questions, things you will demonstrate etc.)
- Decide how you will handle consent and, if relevant, NDAs. Prepare any written material you need.

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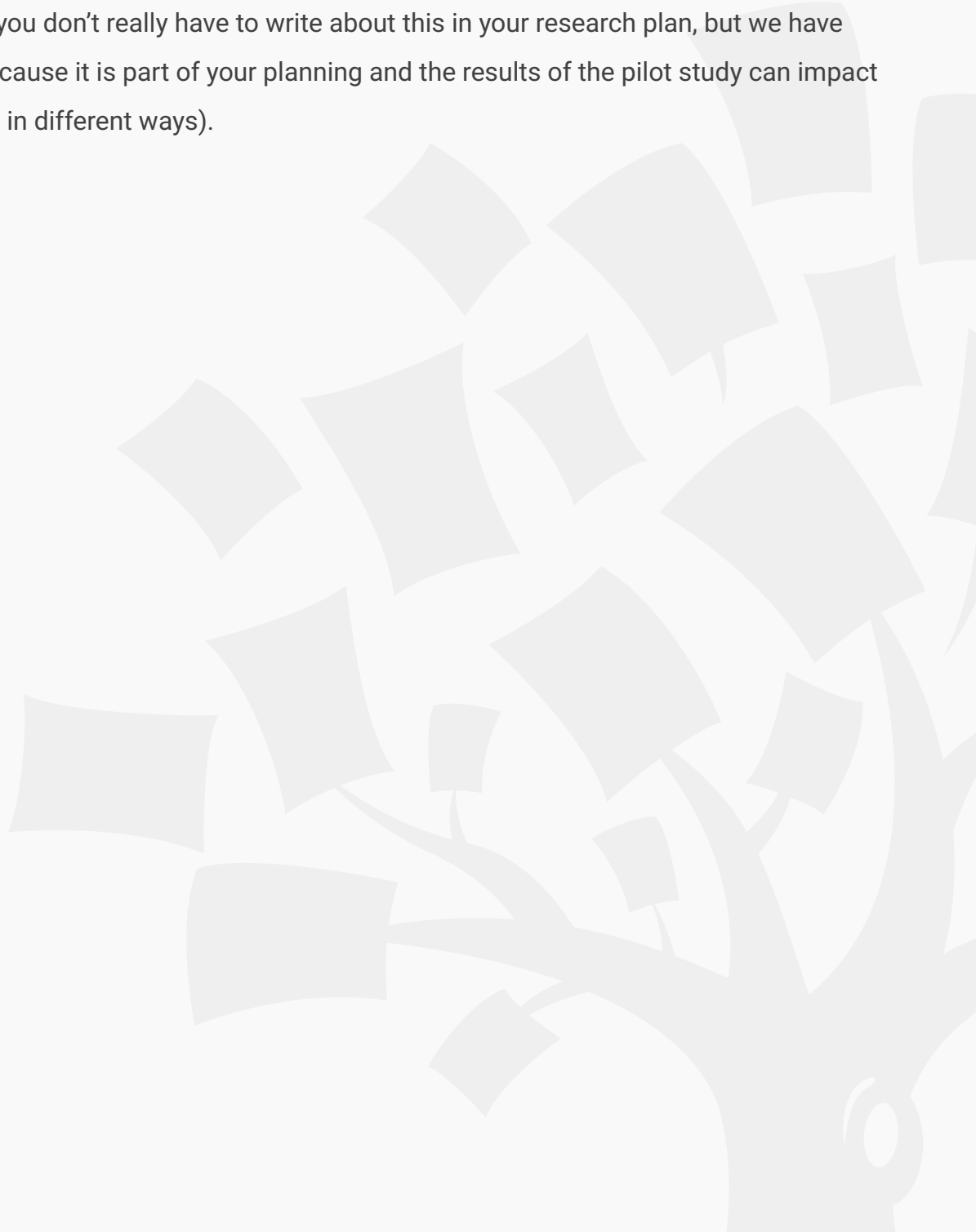
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Make two time plans:

An overall time plan that includes all steps in your research and when you can deliver results.

A time plan for your research sessions (once you start recruiting participants).

Run a pilot study (you don't really have to write about this in your research plan, but we have included it here because it is part of your planning and the results of the pilot study can impact your research plan in different ways).



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## User Research – Methods and Best Practices

### ■□□ Beginner course

User experience (UX) design requires you to understand the pains and pleasures of your users—and user research is the way in which to do just that. In that sense, it's actually the largest part of the field... meaning it's essential for you to have the relevant skills and knowledge if you want to be competing with the best. In our course [User Research – Methods and Best Practices](#), you'll learn the best practices for getting first-hand knowledge of your users, thus enabling you to design the optimal product—one that's truly relevant for your users and, subsequently, outperforms your competitors'. In the course you'll be equipped with templates that will give you pointers on how to effectively interview your users, conduct observations, and best present your findings to stakeholders. You've already downloaded one template, now take the next step and master the full range of user research techniques!

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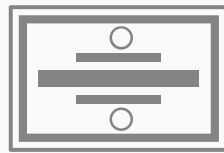
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