Research Cycle Plan

Timeframe for this iteration of research (e.g., June 2020)

# Background

In a few sentences, describe what the overall project is about a high level. Explain the project as you would to a small child or a golden retriever.

# Goals

As part of the next phase of the project, these are the goals we’re aiming for:

* Project Goal 1
* Project Goal 2

# Research questions

List the particular questions you’re trying to answer with this particular study:

* Who are our primary users?
* What user needs will this service address?
* Why does the user want or need this service?
* Which people will have the most difficulty with the service?

# Methods

To help answer the research questions, select design research methods taken from the [Bixal Methods Toolkit](https://bixal.github.io/methods/) and other sources.

## [Method 1](https://www.bixal.com/)

* What is this method?
* Why are we using it?

## [Method 2](https://www.bixal.com/)

* What is this method?
* Why are we using it?

## [Method 3](https://www.bixal.com/)

* What is this method?
* Why are we using it?

# Research roles

Who will be participating in this research iteration and what will their roles be?

|  |  |
| --- | --- |
| **Person** | **Role** |
|  |  |
|  |  |
|  |  |
|  |  |

# Timeline

What is a rough estimate of the time it will take to complete the methods? Describe it in terms of sprint cycles.

|  |  |
| --- | --- |
| **Method** | **Number of sprints** |
|  |  |
|  |  |
|  |  |
| Total | X weeks (Y sprints x Z sprint length) |

# Participants

Who do you need to participate in the planned methods? Be as specific as possible.

* Participant characteristic 1
* Participant characteristic 2
* Participant characteristic 3

# Expected outcomes

Describe what you expect to result from the planned activities and how they will help guide the next phase of the project. For example:

* Articulated goals and assumptions from stakeholders so we understand what the project drivers are.
* Representations of the audiences we’re trying to serve, along with their goals and needs, so we know who we’re building something for.
* Understanding of all the stakeholders involved (including customers) and how they’re connected, so we can prioritize decisions and consider their impacts.
* Crystal-clear “north star” capturing what this project is about and why it’s important, so we can get aligned on the big picture and keep that in focus as the project progresses.