



Research Plan

Vision & Value

Research Goals

Methodology & Tasks

Participant Criteria

Timeline & Compensation



Cheat Sheet

This cheat sheet is just a jumping off point. Don't feel limited by these examples and spend time thinking about your unique project.

Values

Connection	Productivity	Health
Creativity	Consistency	Wellbeing
Learning	Solidarity	Enjoyment

Methods

User interviews	Competitive testing
Focus groups	Stakeholder interviews
Ethnography	Support interviews
Diary studies	Sales interviews

Criteria

Age	Product use	Education
Gender	Frequency of use	Interest
Job	Home environment	Experience
Income	Family life cycle	Religion
Location	Family size	Beliefs
Race	Use of free time	Values