User Research Plan

Career Buddy

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**PURPOSE**

The purpose of this study is to find out how our target audience navigates their career/ professional development journey. The study will investigate challenges users face throughout their working life, and what tools, resources, and support could help benefit them in setting goals, finding purpose/ direction, and forming better habits.

**METHOD**

We will post a Google Form survey on a professional network site (i.e. LinkedIn) to reach our target audience. Questions will collect both qualitative and quantitative data. Respondents may opt in to be contacted for a follow-up virtual call.

**AUDIENCE**

Participants will be people aged 15 and over who are conscious about growing their career or improving their work-life. Participants will range from students, recent graduates, and young to seasoned professionals.

**QUESTIONS**

1. Are you currently studying in a college/university?
	1. Yes - full time
	2. Yes - part time
	3. No
2. What was your highest level of education completed?
	1. High school
	2. College/University
	3. Post grad (masters/PhD)
3. How much do you feel your education prepared you for your current role? What do you wish you knew/ experienced at the time?
4. What was the biggest challenge after finishing school or leaving your former job?
	1. Have not yet entered the work force
	2. Other (Please specify)
5. How do you leverage resources to advance your career/ professional development? How do you use these resources/ how do they help you?
6. Where do you start/ how do you determine what you should be focusing on related to your career?
7. How much time do you actively spend on a daily, weekly, or monthly basis for personal development?
	1. 1 hours or more daily (or more than 7 hrs/week)
	2. 1-7 hours weekly (or more than 4 hours monthly)
	3. 1-4 hours monthly (or more than 12 hours annually)
	4. 1-12 hours annually
	5. I do not spend any time on personal development
8. Are your efforts consistent and organized or random and unstructured?
	1. Consistent and organized
	2. Random and unstructured
9. Is there anything about your habits/ efforts you want to improve?
10. Do you use any productivity apps?
	1. Yes
	2. No
11. If you responded ‘yes’ to the previous question, what productivity app do you use most frequently?
12. How consistent are you with using this app?
	1. Use it multiple times daily
	2. Use at least once a day
	3. Use it several times a week
	4. Use it several times monthly
	5. Use it several times annually
13. What features are most important to you?
14. Do you have any routines?
	1. Yes
	2. No
15. Describe your current routines
16. What keeps you accountable to your routines? What best motivates you when thinking about a change?
17. How do you go about looking for work or planning your next career move? (i.e. do you write down your goals? Take online classes? Network?)
18. What is your current career status?
	1. Unemployed (not actively seeking)
	2. Unemployed and actively seeking
	3. Employed (part-time/ full-time/ contract) - not actively seeking new opportunity
	4. Employed and actively seeking new opportunity
19. What are you doing when you’re not working?
20. How often do you think about what you want to do in the future?
	1. Never
	2. Rarely (it has been a year or longer)
	3. Sometimes (several times a year)
	4. Often (every few weeks or so)
	5. Frequently (multiple times a week)
21. How confident are you in reaching your career goals/ aspirations?
	1. Not confident at all (pretty much certain I won't reach my goals)
	2. Not confident (reaching my goals will be very challenging)
	3. Neither confident or not confident
	4. Confident (though not certain)
	5. Very confident (pretty much certain)
22. Why do you think so?
23. How much time do you dedicate to job seeking?
	1. Less than an hour a week
	2. 1-7 hours per week
	3. More than 8 hours a week and less than 14 (roughly 1-2 hrs/day)
	4. More than 15 hours a week and less than 28 (roughly 3-4 hrs/day)
	5. More than 29 hours a week (4+ hours a day)
24. What is your process/ approach when job seeking?
25. What is the hardest part about your job search?
26. How do you feel during your job search?
27. How long have you been working at your current job?
	1. Less than a year
	2. 1-3 years
	3. 3-5 years
	4. 5-10 years
	5. 10+ years
28. Are you satisfied with where you are in your career? And why?
29. What would make you think about a job or career change?
30. What do you think is the next step in your career journey?
31. Why do you think so?
32. How long have you been working at your current job?
	1. Less than a year
	2. 1-3 years
	3. 3-5 years
	4. 5-10 years
	5. 10+ years
33. Are you thinking of just a change in jobs or a change in career as well? What made you start thinking about a career change?
34. Are there any additional thoughts you would want to share based on jobs, career and life that we haven't yet asked you about?
35. Would you be interested to share more about your thoughts on jobs, careers and life on a virtual call?
	1. Yes
	2. No