

*Add, remove, or edit content from this template as needed to fit the context or organizational needs.

'Research Brief' Template

Purpose of the Research Brief

This document is designed to align the [Product, UX, and Design] teams on key details before the initial intake meeting with the Research team. By completing this brief, you will:

- Clarify the goals of the research for your team.
 - Provide context about the [product or experience] being evaluated.
 - Ensure alignment on the end users and research objectives.
 - Streamline the planning process to maximize the effectiveness of the research effort.
-

General Information

- **Product/Experience Name:**
(Provide the name or a brief description of the product, feature, or experience under consideration.)
- **Point of Contact(s):**
(List the primary stakeholders or team members leading this effort. Include names, roles, and contact information.)
- **Desired Project Timeline/Delivery:**
(Specify the desired timeline for the research, including key dates such as deadlines for findings or deliverables.)

Product or Experience Context

- **Current Stage of Development:**
(e.g., Exploratory, early-stage development, late-stage development, enhancements, full production/live)
- **Brief Description of the Product/Experience:**
(Summarize what this product/experience does, its purpose, and any unique features, etc.)
- **Current Challenges or Known Issues:**
(List any challenges or areas of uncertainty related to the product/experience.)

End User Information

- **Primary End Users:**
(Describe who the target users are. Include relevant demographics, behaviors, and contexts of use.)
- **Known Key User Needs or Pain Points:**
(What needs or problems is this product/experience aiming to address?)
- **Recruitment Criteria for Research Participants:**
(Provide details about who should participate in the research. Include specific characteristics, user types, or exclusions.)

Research Goals and Objectives

- **Primary Objectives:**
(What are the key outcomes you hope to achieve with this research? Example: Validate a design concept, identify usability issues, etc.)
- **Research Questions:**
(List the key questions you want answered through this research. Examples: How easily can users complete [specific task]? What are users' perceptions of [specific feature]?)
- **Success Criteria or Desired Outcomes:**
(How will you measure the success of this research? Example: Users complete tasks within X time or express a satisfaction rating of Y.)

Additional Context or Considerations

- **Past Research or Insights:**
(Summarize any relevant research findings or insights that should inform this effort.)
 - **Business or Technical Constraints:**
(List any known limitations, such as budget, timeline, platform capabilities, or regulatory considerations.)
 - **Stakeholder Priorities or Concerns:**
(Highlight any specific areas of focus or concern for stakeholders.)
-

Attachments or Supporting Materials

(List any supporting documents or links that provide additional context, such as design files, user flows, or competitive analysis reports.)

Thank you for completing this brief.

Please share it with the Research team at least [X days] prior to the intake meeting to ensure adequate preparation.