

Project Name Research Plan

OVERVIEW

Context: [Brief high-level overview of the project and its purpose. Include information about the product, service, or experience being studied and the ultimate goal, desired outcome, or next steps.]

Study Method:

Research Method: [1:1 In-depth Interview]

Sample Size: n=#

Segment(s):

Session Length: [60 minutes]

Business Objectives:

[List the high-level business goals this research aims to support.]

Research Objectives:

[Detail the specific questions you aim to answer or outcomes you hope to achieve through this research.]

RESEARCH QUESTIONS

[List the core 2-3 questions that will guide this research. Example questions might include:]

- [Research Question 1]
 - [Research Question 2]
 - [Research Question 3]
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DISCUSSION GUIDE

Introduction: [5 min]

- [Welcome and thank participant]
- [Provide a brief introduction to yourself and the research]
- [Confirm the participant has signed and submitted their consent form/NDA]
- [Set expectations: session length, no right/wrong answers, can stop anytime, etc.]

Warm-Up/Background Questions: [5 min]

- “Just to get things started, tell me a little about...xxx”
- [Question 2]
- [Question 3]

Core Questions or Tasks: [45 min]

Part / Time	Section / Content Area	Example Questions
Part 1 [x min]	[Section 1] [Section 2]	<i>Example Structure</i> <ul style="list-style-type: none"> ● Main question 1 <ul style="list-style-type: none"> ○ Sub-question ○ Sub-question <ul style="list-style-type: none"> ■ Probe ● Main question 2 <ul style="list-style-type: none"> ○ Sub-question ○ Sub-question <ul style="list-style-type: none"> ■ Probe
Part 2 [x min]	[Section 1] [Section 2]	<i>Example Structure</i> <ul style="list-style-type: none"> ● Main question 1 <ul style="list-style-type: none"> ○ Sub-question ○ Sub-question <ul style="list-style-type: none"> ■ Probe ● Main question 2 <ul style="list-style-type: none"> ○ Sub-question ○ Sub-question <ul style="list-style-type: none"> ■ Probe
Part 3 [x min]	[Section 1] [Section 2]	<i>Example Structure</i> <ul style="list-style-type: none"> ● Main question 1 <ul style="list-style-type: none"> ○ Sub-question ○ Sub-question <ul style="list-style-type: none"> ■ Probe ● Main question 2 <ul style="list-style-type: none"> ○ Sub-question ○ Sub-question <ul style="list-style-type: none"> ■ Probe
Part 4 [x min]	[Section 1] [Section 2]	<i>Example Structure</i> <ul style="list-style-type: none"> ● Main question 1 <ul style="list-style-type: none"> ○ Sub-question ○ Sub-question <ul style="list-style-type: none"> ■ Probe ● Main question 2 <ul style="list-style-type: none"> ○ Sub-question ○ Sub-question <ul style="list-style-type: none"> ■ Probe

Wrap Up Questions: [5 min]

- Is there anything else you would like to share about our discussion today before we conclude our session?
- Question 2
- Question 3

DELIVERABLES

- Final Research Report: [e.g., 15-20 slide deck to be delivered on x/x/x]
- Session Recordings: [e.g., To be delivered on x/x/x with the Final Report.]
- Additional Deliverables: [e.g., xxx]

APPENDIX

References:

[List any relevant documents, studies, or references.]

Glossary:

[Define any terms or acronyms used in the plan.]

Interview Guide/Survey Questions (if applicable):

[Include the draft questions or guide as an appendix.]