

## Your quick guide to writing a user research plan

### Research Goal

*What outcomes are you aiming to achieve? To discover general user behavior about your city service? To test observe reactions to a specific tool?*

*Two to three sentences, max.*

### Research Questions

*What problems are you aiming to solve for? What outcomes are you aiming to achieve?*

*Three to five specific questions, max. (If you have more, you likely need another research plan).*

*Example:*

- 1) What, if anything, do users find confusing?*
- 2) What, if anything, do users find clear and easy to use?*
- 3) What usability improvements, if any, can we apply to the new [website, tool, app etc.]?*

### Methodology

*How will you conduct your research? Will it all be in English or other languages? How many people will you interview? What devices will they use?*

*Example:*

*We'll conduct in-person interviews with English and Spanish speakers who live in San Jose: 4 on mobile device; 4 on desktop device.*

### Script

*How will you talk the users through each task? What questions do you want to ask them? How will you measure feedback to their reactions? (This part varies depending on the nature of your research study)*

*Example:*

*"Please remember we're testing our ideas not you. There are no right or wrong answers. Please speak your thoughts out loud and be as honest as possible."*

*Follow-up questions:*

- On a scale from 1(very difficult) to 5(very easy) how difficult was it to perform the tasks described?*
- What, if anything, wasn't clear?*
- What, if anything, was clear?*