

1. **What is the purpose of the study?**
The purpose of the study is to investigate the effects of a new educational program on student learning outcomes.

2. **What are the research questions?**
The research questions are:
- How does the new program affect student learning outcomes?
- What factors influence the effectiveness of the program?

3. **What is the significance of the study?**
The study is significant because it provides valuable insights into the effectiveness of the new educational program, which can inform future educational practices.

4. **What are the limitations of the study?**
The limitations of the study include:
- A small sample size.
- A short duration of the study.

5. **What are the conclusions of the study?**
The conclusions of the study are:
- The new program has a positive effect on student learning outcomes.
- The effectiveness of the program is influenced by several factors.

6. **What are the implications of the study?**
The implications of the study are:
- The findings can be used to improve the design and implementation of the new educational program.
- The study highlights the need for further research in this area.

7. **What are the future directions of the study?**
The future directions of the study include:
- Conducting a larger-scale study to confirm the findings.
- Investigating the long-term effects of the program.

8. **What are the acknowledgments?**
The authors would like to thank the following individuals and organizations for their support and assistance during the study:

9. **What are the references?**
The references are:
- Smith, J. (2018). The effectiveness of the new educational program. *Journal of Educational Research*, 121(3), 456-478.
- Jones, A. (2019). Factors influencing the effectiveness of educational programs. *Journal of Educational Psychology*, 111(2), 123-145.

10. **What are the appendices?**
The appendices include:
- Appendix A: Data collection instruments.
- Appendix B: Raw data.

Background:

Internal stakeholders:

Research objectives:

Business objectives (optional):

Methodology:

Metrics:

Participants:

Anticipated timeline:

Resources:

Sample Research Plan:

**Understanding customers'
reorder rate**

Background:

We (a platform for ordering takeaway) want to understand the reasons behind why certain customers are reordering at a higher frequency, as well as the barriers encountered by customers that prevent them from reordering on the platform. (Problem statement)

We will be using generative research techniques to explore the journey users take, both inside and outside of our platform, when they decide to order takeaway, in order to better understand the challenges and needs they face in these circumstances.

Internal stakeholders:

The stakeholders involved with the project are:

- Retention team: product owner(s), designer(s), developer(s)
- Acquisition team: product owner(s), designer(s), developer(s)

Research objectives:

Our objectives for the research project are as follows:

- Understand how and why users are currently reordering food on our website/app
- Discover users' motivations behind reordering, both inside and outside of the website/app
- Uncover other websites/apps customers are using to order takeaway
- Learn about any pain points users are encountering during their process, and what improvements they might make

Business objectives (optional):

The objectives for the company's goals are as follows:

- Increase reorder rates by 16%
- Increase the amount of customer referrals by 5%

Methodology:

For this study, we're using one-on-one generative research interviews. This method will enable us to dig deeper into understanding our customers, fostering a strong sense of empathy and enabling us to answer our objectives.

Metrics:

The metrics we'll be tracking are as follows:

- Decrease in the amount of bugs found in the product
- UX improvements for pain points, including potential prototypes which should be user tested
- JTBD statements and desired outcomes
- Personas and customer journey maps (even if wireframes)

Participants:

n=20

- 10 current users
- 10 non-users
- Male/female mix

Anticipated timeline:

Research start date: Monday, August 5th

Research plan creation and review: Wednesday, August 7th

Recruitment begins: Thursday, August 8th

Interviewing begins: Thursday, August 15th

Interviewing ends: Friday, August 23rd

Synthesis begins: Monday, August 26th

Synthesis ends: Wednesday, August 28th

Report presentation: Friday, August 30th

Interview guide:

Introduction:

Hi there, I'm Nikki, a user researcher at a takeaway delivery company. Thank you so much for talking with me today; I am really excited to have a conversation with you!

During this session, we are looking to better understand what makes you order food from our service. Imagine we are filming a small documentary on you, and are really trying to understand all your thoughts. There are no right or wrong answers, so please just talk freely, and I promise we will find it fascinating.

This session should take about 60 minutes. If you feel uncomfortable at any time or need to stop/take a break, just let me know. Everything you say here today will be completely confidential.

Would it be okay if we recorded today's session for internal notetaking purposes?

Do you have any questions for me?

Let's get started!

Questions:

Objective 1: Discover users' motivations behind reordering, both inside and outside of the website/app

- Think about the last time you ordered takeaway on our website/app. Walk me through the entire process, starting with what sparked the idea.
- Explain how you made the decision to reorder food on our particular website/app.
 - Who were you talking to?
 - What time of day was it?
 - How were you feeling?
 - Did you have other websites/apps open?
- Describe why you decided to reorder takeaway rather than cooking your own dinner and/or going out to eat.

Objective 2: Learn about any pain points users are encountering during their process, and what improvements they might make.

- Describe the last time you struggled with reordering food, what was that like?
 - How did you solve the problem?
- What would be the most ideal scenario for reordering takeaway from the website/app (crazy ideas included!)?
- How would you change or improve the process of reordering food outside of our website/app? Inside our website/app?

- **Objective 3:** Uncover other websites/apps customers are using to order takeaway.
 - Talk me through the other websites/apps you have used multiple to order takeaway (or even groceries).
 - Describe your experience with these other websites/apps.
 - What are the other websites/apps you use to help you make a decision about whether or not to order takeaway?

Wrap up:

Those are all the questions I have for you today. I really appreciate you taking the time. Your feedback was extremely helpful, and I am excited to share it with the team to see how we can improve.

Since your feedback was so useful, would you be willing to participate in another research session in the future?

You have my direct email, so if you have any problems with the compensation or any questions or feedback in the future, please feel free to email me at any time.

Do you have any other questions for me?

Again, thank you so much for your time and I hope you enjoy the rest of your day!

Resources:

For more information and context for the research project to understand the reorder rate, please refer to the resources below:

- [LINK]
- [LINK]
- [LINK]
- [LINK]

Research Plan:

Name of Project

Background:

Give a few sentences (2-3) on what your user research is about and why it is happening. Why is this research important for the user? How will this impact your company's goals?

This section should also include your problem statement, or the main question you're trying to answer with your findings. Overall, it's crucial to help your teams orient needs and expectations.

Internal stakeholders:

Who are the people and teams involved that have a vested interest in the project and its outcomes? List all of the relevant stakeholders as well as their associated role and project-specific responsibilities.

Research objectives:

Give 3-5 specific ideas for what you want to learn more about during research, and the questions you want answered.

They could be focused on:

- Understanding a users' thoughts, needs, and perceptions
- Exploring new ideas and concepts
- Improving a current experience
- Evaluating the performance of a product

Take your time with this section—it essentially drives the entire project. TIP: Refer back to your problem statement. It should already have the primary question you're trying to answer. Let it guide how you flesh this section out.

Business objectives (optional):

Give a brief overview (2-3 sentences) on how your user research project impacts the company as a whole. This might include revenue, lead generation, conversions, and more.

Methodology:

Give a brief overview of the methodology you'll employ for the project. Also, the reasons that particular methodology fits your project goals.

What methods are you going to use? Is this project more generative, calling for 1:1 interviews? Or is it more evaluative—like a usability test?

Metrics:

These are the hard numbers and measurements by which you'll determine success.

Choose metrics relevant to your methodology. For usability testing, these could be session-grounded metrics, like time on task, task success, ease of use, etc. For generative research it could focus more on the deliverables you're hoping to develop (ie. personas, jobs stories, a journey map, etc.)

Participants:

This is key. You need to talk to the right people in order to get the right kind of insights.

If you don't know exactly who your user might be, you can approximate your user—and include that approximation in your plan. This will optimize recruiting efforts to make sure you have the best participants you need in your study.

A few tactics to employ if you're stuck on this section:

- **Bring in internal stakeholders** that may have a good idea of what the target user will look like (such as marketing, sales, and customer support). Allot a day to sit in a room with them and define your target user. With these stakeholders you can create hypotheses about who your users are, which is a great starting point for who you should be talking to.
- **Look at competitors similar to you**, and recruit based on their audiences. You can even recruit people who use the competitor's product and, during the interview, ask them how they would make it better.
- **Write a great screener**, which will get you the participants you need. Is there a particular behavior you are looking for? Is it necessary they have used your product (or a competitor's product)? Do they need to be a certain age or hold a certain professional title? Make sure you include the right criteria in order to evaluate whether or not that person would be your target participant.

It's often useful to attach your screener questions to this part of the plan.

Anticipated timeline:

Give a rough timeline of the project. How long will the research take from recruiting through analysis share out? Break this down into as many steps as possible to allow your team a chance to alert you if something is unclear.

For moderated research, my interview guides consist of the following sections:

- **Introduction.** The details of what you'll say to the participant before you begin the session. It previews all the points you'll discuss. This gives the user the chance to clarify any lingering questions they might have and helps you acclimate if you're nervous about the session.
- **Questions.** These are open-ended questions you want to ask users during the session. These can be tricky to write. For most qual research, you won't have a long list of detailed questions since it's more of a conversation than an interview. But having a few open-ended questions on hand can help you follow up and serve as useful prep.
- **Wrap-up.** This is everything you'll want to mention at the end of an interview such as compensation, asking if they'd be interested in future research, and assuring them that you're grateful for their time.

Resources:

In this section, make sure it's easy for everyone to find links to the research sessions, any synthesis documents, notes, the presentation, any development/design tickets, prototypes or concepts, and any follow-up information which would give context to the study.

