

UX Research Plan Template

Organise your UX Research project with
the help of this Notion template

The plan

This is where you highlight the research phase briefly before going into details with regard to your research questions and methods. (before design vs after design etc.)

Methods

 In this section, you will detail the methods you will use to find answers to your research questions and prove your hypothesis. Specify the method, type of research and which questions from above will be answered by this method. Also, specify why you choose this method as that comes in handy when presenting your research plan to stakeholders.

ID	Method	Type	Related question	Why
[short code]	Method 1 (for example: Pendo/Analytics)	What is the type of research? (Exploratory, evaluative or generative)	Which question will you answer with this method	Why have you chosen this method?

 In this next section fill in your timeline for the project. Use the IDs created above to identify which method is linked to the task. This way, if you want to track the progress of the project, you can easily see which methods are used in which phase.

Project goals

 In these 2 sections, you will highlight the goals/objectives of the project, the hypothesis (if they exist), link them to the goals, and then create research questions to prove your hypotheses. Its always a good idea to talk to the product team & stakeholders to identify the project goals and any hypotheses they might have.

[insert the goals as provided to you during the kickoff]

- Research Goal 1
- Research Goal 2
- etc.

The user

 List your users in the table below. Who do you plan on contacting? What is their user type? You can also link personas here to make it easier to determine the right user group.

	Target