

Project Title

Provide a short, descriptive title for the research project.
e.g., "User Experience Evaluation for ABC Mobile App"

Date

Include the current date or the date when the research plan was finalized.

Prepared by

List the names and roles of the team members who prepared this research plan.

1**Executive summary**

Provide a concise summary of the research goals, including the strategic context and expected impact. This should give anyone not familiar with the project a clear understanding of what you hope to achieve.

2**Research objectives**

Outline the specific objectives of the research. What are the key questions you aim to answer?

Objective No.	Description
Objective 1	
Objective 2	
Objective 3	

3

Purpose of the research

Detail the purpose of this plan and the studies it encompasses. What are the expected outcomes?

4

Target audience

Describe the target audience for this research, including sample size, scope, and demographics.

Characteristic	Description
Age range	
Gender	
Geographic location	
Other relevant demographic info	

5**Expectations and deliverables**

List what is expected from this research, including deliverables, timings, and types of results.

Deliverable	Description	Deadline
Deliverable 1		
Deliverable 2		

6**Research methods**

Provide an overview of the test methods to be used and a brief explanation of why these methods were chosen.

Method	Reason
Method 1	
Method 2	

7**Analysis methods**

Provide details on how you plan to turn your data into actionable insights.

8**Research setup
and guidelines**

Outline everything that needs to happen before the study begins, including scenarios, screening questions, and the duration of pilot tests.

9**Research scripts
and questions**

Include any test scripts, questions to ask, or samples to follow. This section can be formatted as a script or a list of questions.

10**Budget and cost
estimations**

Provide a detailed estimation of costs involved, including any requests to go over the budget.

Item	Estimated costs	Notes
Item 1		
Item 2		
Item 3		