




About this activity:

Planning design research is challenging. Organization, a strong focus and team alignment are crucial.

Before starting this activity:

Required: Participants must have a topic area defined for their research and a research team formed. Participants must also understand the scope of the program - primarily the time available to conduct research and the goal of the client.

Activity Details:

-  Is a group activity
-  Takes 0.5-1 hour
-  Materials required:
 - Scrap paper / White board
 - Pens
 - Post-It Notes

1 Research Focus: What do you want to learn?

A focus is a point of view that defines what you aim to learn in your research. It should be 1-2 sentences.

2 Context: Where does your focus take place?

Identify the primary context where you might observe the activities or have the conversations needed to address your focus.

3 Participants: From whom do you want to learn?

Finding the right people is critical to the outcome of your research. List the key criteria that define the participants you seek.

How do you plan to recruit them? Friends & Family Professional Client-Assisted

Briefly describe your recruitment plan:

4 Key Questions: What key questions do you want to answer?

Within the focus statement, what questions need to be answered? What are you curious about?

- 1.
- 2.
- 3.

5 Research Plan: What is your plan of action in the field?

A research plan describes your approach, methods, activities, interview structure and length as they relate to the objectives and focus of the research.

- Things to consider:
- Do you need to meet the participants beforehand?
 - How will the session/inquiry start?
 - What specific activities will you watch, and in what order? Will you need any additional activities/conversations to address your focus?
 - How will you wrap up the session?
 - How long will the session take?

6 Iterate, Document & Create Discussion Guide

Hold a Question Generation Session with your team. When your questions are in order, refine your Research Plan, develop a screener and begin to document everything digitally and in a shareable format.