

UX Research Brief

The best products are built with research insights. Useful research starts with a clear brief. This template will help you outline your research plan.

Project Overview

- What is the project background?
- Has prior research been conducted on this topic, or are there any related products/features that this research will assist?
(What do you currently know?)
- What is the competitive context for this product?

Success

- How will we know the project is successful?
- How will the company benefit from this research?
- What is the benefit to the end customer for this research to be conducted?
- What is the benefit to the product for this research to be conducted?

Business Objective

- What is the specific business decision, challenge, or opportunity to address?
 - How does this link to the team's strategic priorities?
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Research Objective

- What are we looking to learn? Why?
 - What decisions will be made based on the research findings?
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User

- What is the customer need we are addressing?
(e.g., insight, tension, pain-point to solve for?)
 - Who do we want to speak with, and on what platform?
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Recruiting Details

- **If Known:**
Total number of participants:
(recommend $n=5$ or 6 per segment for usability)
- **Total number of floaters/alternates:**
(recommend roughly 30-50% of sample size)
- **Location of testing:**
- **Criteria:**
- **Recruitment Method:** (Customer List, Panel, Other Vendor)
- **Incentive Amount:** (if needed)

Research Materials

Describe materials to be used in research for users to react to and provide feedback on.

What stage of fidelity?

(wire-frames, paper, prototype, live stimuli)?

What devices? *(desktop, mobile)*

What, if anything, can be changed or modified from the research findings? Are there any limitations?

Other Considerations

Relevant timelines to consider:

Cost/Budget:

Stakeholder team:

AnswerLab offers insights and expertise to help create experiences people love. Our suite of user experience research solutions, consulting services, and flexible research engagement models enable companies to apply a human-centered design process to every product they launch. We help digital experience leaders scale their impact and influence across the organization and achieve key business goals.

