Research Plan

We suggest **60 minutes** for this activity. How much you spend is up to you!

Introduction

Define your goals and action steps to understand your users and address your team's unknowns.

Why do you use this activity?

A research plan allows you to define what you need to learn and how to find answers to your questions.

When do you use this activity?

A research plan is essential when starting a project. It fits in especially well right after you identify your team's Assumptions and Questions.

Sheridan Collab

Enterprise Design Thinking

Team Name	Cookie Dough	
Research plan owner name	Asiya, Drashya, Humaira, Peng, &	
Date	January 28, 2021	

Research Plan Purpose

Goal: To create a platform to connect professionals (donor, planner, thinker, doer) and generates a highly-effective team.

Research Question

How might a recruitment app deliver match accuracy and display real value in assessing person to project fit?

Hypothesis

Using match-making criteria built around specific professional roles (thinker, planner, doer, donor) will help uncover effective teams and increase the likelihood of project completion.

Assumptions

- Good person to project fit will result in greater project success (eg. delivered on time, all milestones met)
- Complementing skill sets create a foundation for a good team environment and work ethic
- Match-making is effective in pairing off couples and could also be useful in grouping employees.

Research Objectives

Objective	Statement / question	Research Method(s)
understand stakeholders	Who are the stakeholders? What are the needs of the certain stakeholders?	interviews
Competitive analysis	What else is out there?	SWOTs, horizon scans
Profile Category (types of projects, genres, etc.)	How are the users/audiences categorized? Any new industries? Roles needed?	Interviews, articles
Monetization	what cost structure best fits our product design?	Horizon scan
Essential Needs and features. Differentiation.	What are the essential components and features the community will value for networking and productivity purposes, while differentiating it from other sites?	Horizon scans, Usability Testing

Screening Criteria

Describe the users you need to talk to for each phase of the research plan.

User Description	Participants provided by client (donor, planner, thinker, doer)		
Number of users per group	2		
Additional criteria*	Geography : Worldwide Expertise/ Experience : 2 + yrs. Market: Design & Technology		

*e.g. geography, market, expertise, experience

Deliverables

Timeline

Outline the reserach phases needed and their estimated timelines. State the team members assigned to leading or assisting each phase.

Phase	Work to be done	Dates	Team members
Project 1 Submission	Research PlanAssessmentsSlide Deck	Jan 28 - feb 1 - research competition Feb 1 - Finish plan, finalize questions Feb 8 - submission	Asiya, Drashya, Humaira, Peng, & Vicky
Project 2 Submission	- Murals- Interview (sign forms) and sort data- Ideate- Prototype- Test	WK 5-6 - interviews Wk 6 - 8 - ideate and prototype Wk 8-9 - Test and create submission Wk 10 - Project due April 1	Asiya, Drashya, Humaira, Peng, & Vicky
Project 3 Submission	Give FeedbackGet Feedback and applyRefine	Wk 10-11 - Feedbacks wk 12 - Refine and document wk 13 - Due April 22	Asiya, Drashya, Humaira, Peng, & Vicky

Logistics & Budget

Logistics

- Collaborate on Mural boards
- Communicate on Microsoft Teams
- Store interview data on Sheridan VPN folder (group folder 7)
- Track project deadlines and tasks on Asana
- Interviews for participants over the phone or video

Budget = \$0

Recruitment: Participants provided by client

Recruitment Message:

Hello,

As students of Sheridan College's Digital Product Design program, we got your contact details from HelloXLab indicating that you are willing to take part in a research study for our class assignment. We are focusing on creating a platform to help professionals connect and create effective teams.

As part of this research, you will be asked to take part in a 20-30 minute virtual interview, where we will ask you questions about experiences in team building and project management.

To participate:

We will ask you to provide your consent and confidentiality in reviewing our participation forms, before we are able to conduct the interview.

Timeslots for Interviews

We want to work with you based on your availability for the week of February 15. Please give us a time that works for you and we'll be in touch.

Thank you for your consideration.

Sincerely,

Asiya, Drashya, Humaira, Peng, & Vicky

Sharing: Letter of Intent

Getting Consent: Participant Confidentiality Form and Consent forms signed by both parties before the interviews

Data: Audio recordings and their transcriptions, messages, and emails. Phone or computer to record audio from virtual interviews