

1. CONTEXT AND EXISTING KNOWLEDGE

Briefly describe the overall project or strategy this research is part of. Is there existing research? Are there internal subject matter experts?

2. RESEARCH OBJECTIVE

What is the primary goal of this research for **the organisation**? What opportunity, problem or decision should this research help with?

3. MAIN RESEARCH QUESTION

What is the central question that the research needs to answer? This question should relate to the research objective but be **user-focused**.

4. SUB QUESTIONS

Which specific questions or hypothesis around user needs, wants, pains and behaviours should be answered or tested? These should relate to the main research question.

5. PARTICIPANTS

Who should participate in the research? Any specific characteristics or behaviours?

6. RECRUITMENT

Who is responsible for recruitment and how will it be handled?

7. AUDIENCE & FORMAT

Should the results be delivered in a particular format? Who will be the main audience(s)?

8. BUDGET & TIMING

Is there a set budget? Are there any deadlines to consider?

9. OUT OF SCOPE

What will not be covered in this research (e.g. certain audiences, topics or methods)