


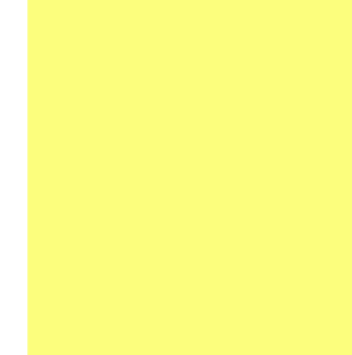
# User Research Planning Canvas

## 1. Can you give some background to the project?


About the company



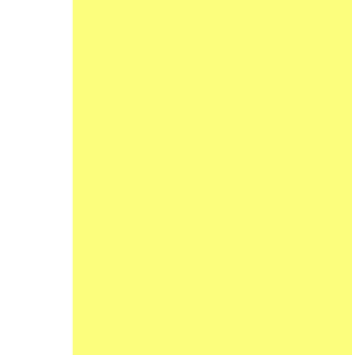
Core business goals



Your project/team goals




What metrics/KPIs are important?




## 2. What do we know about users?


What different types of user are there?



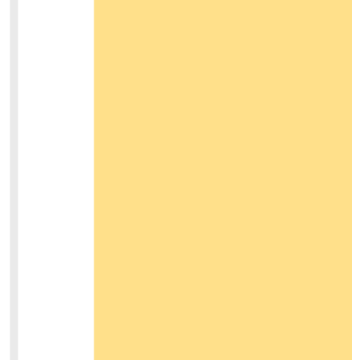
What is the context of use?



What are some core Tasks/Goals




What do we know about user behaviour?

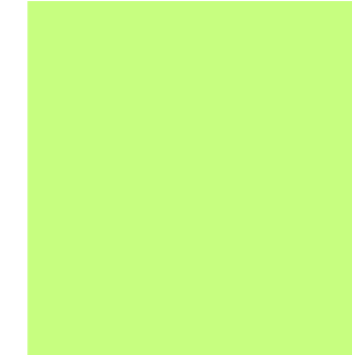


## 3. What do we need to know about users?


What assumptions have we been making?



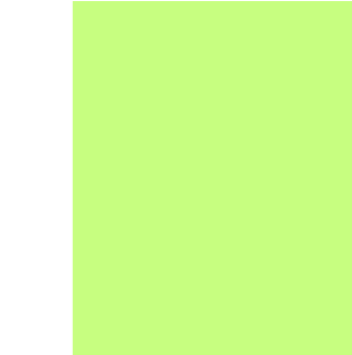
What don't we know?



What have we been debating about?




Why do we need to know these things?




## 4. What questions do we have?


About user attitudes




About user behaviour



About our product/service




About how users engage for the first time




## 5. What should the research focus on?


What areas of the product/service are most important?




What areas are causing concern right now?



What is the most important thing to understand?




What will we do differently when we know the answers?




## 6. Practical stuff


What stakeholders need to be involved?



Are there any methods we should consider?



What incentives can we offer?



What dates/timeline do we need to consider?

