PRACTICAL RESOURCE / UX DESIGN COACH

The research starter

1. Decision brief

Product / service:

Decision we need to make:

People affected:

What we know (source and date):

What we assume:

What would change our minds:

2. Study plan

Research question:

Method and why it fits:

Relevant participant criteria:

Recruitment approach and access needs:

Consent and note handling:

3. Neutral interview prompts

Tell me about the last time you [task].

What triggered that?

Walk me through what you did.

What was difficult or unexpected?

What did you do next?

What have I missed?

4. Evidence log

Source ID | Observation | Context | Interpretation | Contradiction | Next question

5. Decision

What we learned:

What remains uncertain:

Recommendation:

Next action and owner:

UX Design Coach · Free practical worksheet