

Qualitative Research Plan

By the Experience Design (XD) team

	Full name	Department	Date started
Started by	Hyoungil Choi + Justin Chong	Delivery; Economy Squad	3/02/22

	Full name	Date
Accepted by	Justin Chong + Tricia Teo	3/02/22
Reviewed by		

Purpose of research

Objective

Why do you need user research assistance with your project?

The current verbiage used for badges ('awarded' and 'unawarded') is not optimal. There is a need to validate new language to replace the current proposal. The comms team has made recommendations and as a result will need validation from external users.

Goal

What will the result of this research affect? Which business, product, or user experience objectives are related to your project?

There will be three key outcomes from this test:

1. Validate/invalidate suggested wording from economy and comms teams.
2. Recommend key words to replace 'awarded' and 'unawarded' for badges.
3. Ensure that replaced verbiage can be clearly and intuitively understood.

Hypotheses & assumptions

What are the current statements or positions that you wish to validate?

- Language needs to be simple and void of jargon.
- Language needs to be intuitive and complement the UI experience.
 - Fully visible / Greyed out badge
 - Two separate sections (one for 'awarded' one for 'unawarded')
- As Aaqua will be a global platform, we need to ensure verbiage scales and is understood globally across different geographies and languages.

Immediate questions

List down any questions you have in mind that you wish to ask the study participants. The researcher will work on these with you when it is time to write the script.

Two sections in the test:

First section

- Present an interface with a badge layout, to contextualise what we would like feedback on. Have participant put their own wording in

Second section

- Present a range of different options for feedback

Context and target participants

Who are the people you are trying to learn more about? List down all relevant demographic information and required experience of the target segment(s).

- Age: 18-25
- Diverse geographic spread
- Prior experience with community-based social networks [FB, Instagram, Reddit] (to ask their level during the testing too)

Asset requirements

What additional assets do you think will be needed to show the testers during the study? Type 'Y' next to the items that you need.

Low-fidelity wireframes and flows	
High-fidelity interface visualisations	Y
Other:	<ol style="list-style-type: none">1. List of words to be asked during the research2. Open-ended question to get participant's suggested words

Expected deliverables

What do you need to receive from the researcher? A Powerpoint (.ppt) report on the findings will be provided by default. Type 'Y' next to the items that you need.

Report as a Word document (.doc)	
Excel sheet of raw tester data (.xls)	Y
Video extracts of significant tester feedback	
Audio extracts of significant tester feedback	
Other:	

Expected deadline

When is the latest date that you need to receive the results?

Complete in next week (11th Feb)

Links to prior user research

List all the information you have so far, so that the researcher can plan the study better to uncover new insights. Write 'NA' if you do not have any.

NA

Relevant stakeholders

List all the stakeholders who can contribute or benefit from this research study. The researcher will consult them to help improve the study.

Aaquaonomy – Hyounil Choi