

RESEARCH OBJECTIVES WE WANT TO...

What do you want to find out, prove, or investigate?

BUSINESS OBJECTIVES SO THAT...

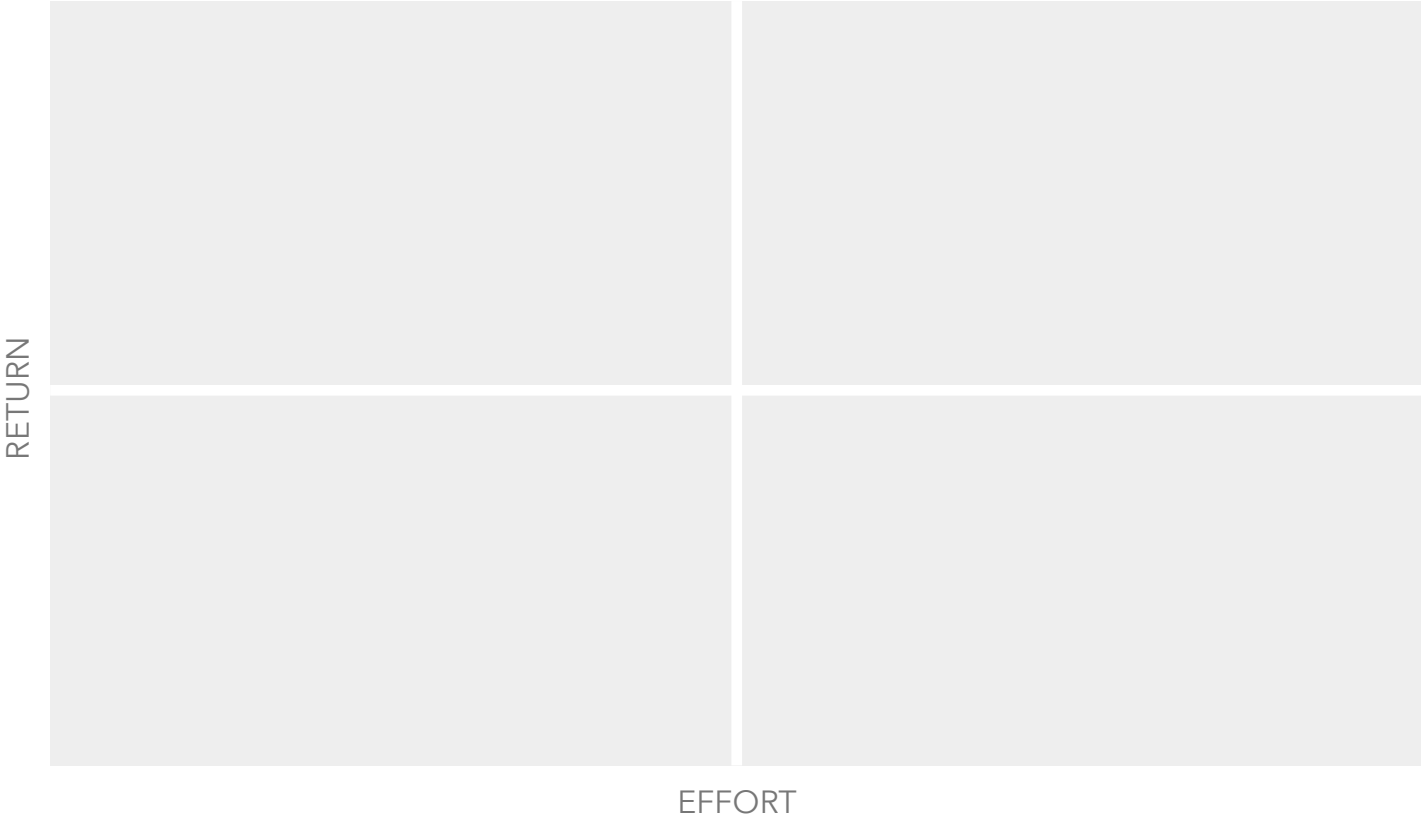
What decisions or confidence will the research results help with?

AMBIGUITIES

What questions do we have? What are we uncertain about, or have assumptions about? Where is the risk?

RETURN VS. EFFORT PROFILE

Plot each method and subject on this 2x2 to help you prioritise where best to invest your research time and effort, for the return of results you'll receive.



SUBJECTS

Who and/or what will we involve in our research activities?

METHODS

What research methods will we use?

STAKEHOLDERS

Who will we share the results of the research with? How and when?