

Research Plan Canvas

Made for:

Made by:

Date:

Version:

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?

SUBJECTS

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

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.

RETURN

EFFORT

METHODS

What research methods will we use?

STAKEHOLDERS

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



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