

Research Canvas

Project..... Date.....

Research Context

Why are we doing this? What impact do we hope to achieve?

Research Objectives

What do we want to learn?

Assumptions

What do we think we know?

Hypotheses

What do we think will happen?

How will we know when it's proven?

Existing Evidence

What current research exists? E.g. analytics, market research, past insights.

Target Audience

What is our target audience for this research?

Methodology

Which research method do we use?

What does this prove or validate?

Which are relevant participant profiles?