

User research canvas

Project:

Created by:

Date:

BACKGROUND What is the background to the research? Why is the research being carried out?	GOALS What are the key goals of the research?	QUESTIONS Which key questions are trying to be answered?	ASSUMPTIONS Which assumptions need to be validated? Are there any hypotheses to be tested?	USERS Who should participate in the research? Who are the key users?
STAKEHOLDERS Who has a stake in the research? Who will the research findings need to be communicated to?	METHODS What is the best way to answer the research questions? Which research methods and tools are likely to be most effective?	OUTPUTS What should the research outputs be? How will the research be used?	RESEARCHERS Who should carry out the research? Who else should be involved in carrying out the research?	SCHEDULE When does the research need to be carried out?