BAE Google Design Sprint Research Plan

Introduction	**Stakeholders:** Analysts **Date:** M/DD/YYYY **Project background:** [Redacted for sensitivity] **Research Goal:** Learn more about the emotional impressions of our users and the value that our initial concepts provide
Research Questions	Concept Testing - What are the users' initial impressions of the concepts presented? - Are there key aspects missing that would help in the users' work? - How do these concepts compare to what you're using now? - How often do you/would you use this type of product? - What are potential changes we could make to help improve the user experience? Participatory Design Testing - Where do users experience friction, frustration, or uncertainty? - What features, tools, interactions would help solve the problem? - How would users organize and structure information? - What ideas do users prioritize in their designs? - What would make the experience feel successful or empowering?
Key Performance Indications (KPIs)	**Scale or survey for concept testing:** On a scale of 1-5 (5=easiest), - Focusing mainly on the structure, how difficult or hard would you rate using a system like this? - I feel very confident about the product concepts - I think that I would like to use this product frequently - Additional comments *See survey below for full set of questions*
Methodology	**Location:** Remote (participants will participate on a Microsoft Teams call with 1 moderator from the UX Team) **Date:** Sessions will take place on the first day and third day of the GDS **Length:** Each session will last 1 hour which includes questions for discussion from the moderator as well as a short questionnaire at the end 32 participants will be broken into 4 session groups, comprising of a mix of analysts of various levels. There will be a few returners from the first day who will be at the sessions on the third day. [Details of time breakdowns here]
Participants	Participants consist of 32 individuals, who are a mix of varying levels of end users

| **Script** | **Before the unmoderated research study:**

Greet participants as they arrive. Get their names and take note of who joined/who didn't.

Intro:

Welcome and thank you for coming today. My name is _____ , [description of who you are]. This focus group is being carried out to support our mission in building an intuitive and user-friendly tool. I am [Identify yourself and research team are here to gather your feedback, take notes, to address your needs.

We are conducting this focus group as part of our "Learn" phase where we gather information from our users to provide the UX Design team and research team the information we need to make sound decisions about how the tool should be designed to address the problems you are all facing today.

I will be leading today's discussion. My most important role is to ask questions, keep to the timeframe, and make sure that you all have the chance to share your knowledge and experiences. We will be recording the session to ensure that we don't miss any of your answers. The discussion session today will take about 1 hour.

Confidentiality:
All the information we collect here today is confidential. We will use the information you provide, but we will not identify any of you in anything we do related to this meeting. For example, we will not use your name or any other identifying information in reports or other materials related to this user study.

Guidelines:

Let me begin our discussion by reviewing a few things about the user study. We will be focusing on some specific topics. We are interested in what everyone has to say about them. If someone throws out an idea that you want to expand on, or if you have a different point
of view, please speak up. Sometimes I may have to interrupt the discussion to bring us back to the topic or to move on to another question or topic, to make sure that we cover everything on our agenda.

We will follow several practical guidelines during this session:
        • We want everyone to express your opinions about the discussion topics. We are interested in different points of view. There are no right or wrong answers, and we are not here to resolve any issues you may bring up or to reach agreement. We just want to understand your views.
        • If you know each other, we ask that you agree to keep information confidential – if you discuss the things people said here, do not identify the people who said them.
        • Feel free to agree or disagree with what other people say, while respecting their views.
        • Please wait to be recognized by the moderator before speaking.
        • Sometimes we will go around the room to share views on a topic. You can always "pass" if you prefer not to comment on that particular topic.
        • Because we are also recording the session, it would really help us if you could speak up.
        •Do you have any questions so far?" |
|---|---|

Let's start with some participant introductions: Now, let's go around the room and have each of you introduce yourselves; give your first name or a nickname, and share what your primary role is. (After intros)

Share screen and ask questions about each concept:

• What are the users' initial impressions of the concepts presented?
• Are there key aspects missing that would help in the users' work?
• How do these concepts compare to what you're using now?
• How often do you/would you use this type of product?
• What are potential changes we could make to help improve the user experience?

After user study

The participants will complete a SUS-like questionnaire:
Participants will score the following statements by selecting one of five responses ranging from "Strongly Disagree" to "Strongly Agree"

- focusing mainly on the structure, how difficult or hard would you rate using a system like this?
- I feel very confident about the product concepts
- I think that I would like to use this product frequently
- Additional comments

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GDS Day 1 User Session Research Feedback Survey

The responses to this survey form will be collected anonymously. Please answer truthfully as your honest feedback will play a crucial role in shaping the designs.

1) Please state your role: _____ and please **circle** if you are (Session 1, 10AM-11AM EST) or (Session 2, 1PM- 2PM EST)

Part 1 – [Concept Name]

2) Which area would you perform X?
   a) From A _____   b) From B _____   c) From C _____   d) Depends _____

3) Please elaborate on your selection above in a few sentences or bullet points.

4) Based on the experience you saw to perform X, please rate the following from 1-5:
   i. Rate how difficult or easy it would be to perform X.

Very Difficult	Somewhat Difficult	Neither difficult nor easy	Somewhat easy	Very easy
1	2	3	4	5

   ii. Overall, this captures all the necessary info to perform X I commonly see in my work.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1	2	3	4	5

   iii. Rate your level of satisfaction with visualization A after performing X.

Very Dissatisfied	Somewhat Dissatisfied	Neither dissatisfied nor satisfied	Somewhat satisfied	Very satisfied
1	2	3	4	5

   iv. Rate your level of satisfaction with visualization B after performing X.

Very Dissatisfied	Somewhat Dissatisfied	Neither dissatisfied nor satisfied	Somewhat satisfied	Very satisfied
1	2	3	4	5

   v. Rate your level of satisfaction with visualization C after performing X.

Very Dissatisfied	Somewhat Dissatisfied	Neither dissatisfied nor satisfied	Somewhat satisfied	Very satisfied
1	2	3	4	5

5) What is this design missing that would improve performing X?

6) What is this design missing that would improve the visual after performing X?

Repeat questions above for the different concepts

7) Please provide any additional comments that you'd like the UX team to know regarding the **performing X**.

8) We'd love additional feedback. If you're ok with us following up, please provide your name and email. (Optional)

GDS Day 3 User Session Research Feedback Survey

The responses to this survey form will be collected anonymously. Please answer truthfully as your honest feedback will play a crucial role in shaping the designs.

1) Please state your role: _____ and please **circle** if you are (Session 1, 10AM-11AM EST) or (Session 2, 1PM- 2PM EST)

Part 1 – Concept A

9) Which area would you perform X?
  e) From A _____   f) From B _____   g) From C _____   h) Depends _____

2) Please elaborate on your selection above in a few sentences or bullet points.

3) If your response to your creation approach was "Other", please elaborate in a few sentences or bullet points.

4) Based on the experience you saw to perform X, please rate the following from 1-5:
  i. Rate how difficult or easy it would be to perform X.

Very Difficult	Somewhat Difficult	Neither difficult nor easy	Somewhat easy	Very easy
1	2	3	4	5

  ii. Overall, this captures all the necessary info to perform X I commonly see in my work.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1	2	3	4	5

  iii. Rate your level of satisfaction with visualization A after performing X.

Very Dissatisfied	Somewhat Dissatisfied	Neither dissatisfied nor satisfied	Somewhat satisfied	Very satisfied
1	2	3	4	5

  iv. Rate your level of satisfaction with visualization B after performing X.

Very Dissatisfied	Somewhat Dissatisfied	Neither dissatisfied nor satisfied	Somewhat satisfied	Very satisfied
1	2	3	4	5

  v. Rate your level of satisfaction with visualization C after performing X.

Very Dissatisfied	Somewhat Dissatisfied	Neither dissatisfied nor satisfied	Somewhat satisfied	Very satisfied
1	2	3	4	5

5) What is this design missing that would improve performing X?

6) What is this design missing that would improve visuals after performing X?

Part II- Repeat above for however many concepts team is sharing

7) Please provide any additional comments that you'd like the UX team to know regarding the **performing X**

8) We'd love additional feedback. If you're ok with us following up, please provide your name and email. (Optional)