# Research project brief: *<Insert project name>*

|  |  |
| --- | --- |
| Date | *<Insert date>* |
| Primary contact | *<Insert primary contact>* |
| Secondary contact | *<Insert secondary contact>* |

## Background

*<Insert background of the project>*

## Business need

*<Insert why the research needs to be conducted>*

## Insight requirements

*<Insert what the research aims to accomplish>*

## Target audience

*<Insert target audience/s of the research>*

## Methodology

*<Insert the approach to conducting the research e.g., qualitative in-depth interviews with customers, number of participants, approach to engage them etc.>*

## Outputs

*<Insert what will be developed post the research e.g., insights report, presentation, journey maps, personas etc.>*

## Schedule

<*Insert timings of the research project activities>*

| **Activity (examples)** | **Timing** | **Who** |
| --- | --- | --- |
| Proposal available |  |  |
| Proposal approved |  |  |
| Recruitment |  |  |
| Discussion guide drafted |  |  |
| Discussion guide approved |  |  |
| Interviews / research sessions |  |  |
| Analysis and reporting |  |  |
| Report draft available |  |  |
| Report approved |  |  |

## Roles, responsibilities and project team

| **Role name** | **Responsibility** | **Who** |
| --- | --- | --- |
| Business Owner/s | <*examples>*   * Sign off documents and approaches * Supply names and contact details * Participate in feedback and report sessions | *<Insert business owner>* |
| Project Champion/s | <*examples>*   * Send out comms, champion and encourage participation * Supply names and contact details | *<Insert project champion>* |
| Research Lead | <*examples>*   * Develop interview guide and supervise research and analysis | *<Insert research lead>* |
| Researcher/s | <*examples>*   * Conduct interviews/survey/testing * Report analysis * Write final report | *<Insert researchers>* |
| Project Manager | <*examples>*   * Assist with meeting bookings * Report progress to governance | *<Insert project manager>* |
| Stakeholders | <*examples>*   * Participate in feedback and report sessions | *<Insert stakeholders>* |

## Project costs

*<Insert outline of project costs e.g., participant recruitment, incentives, vendor costs>*