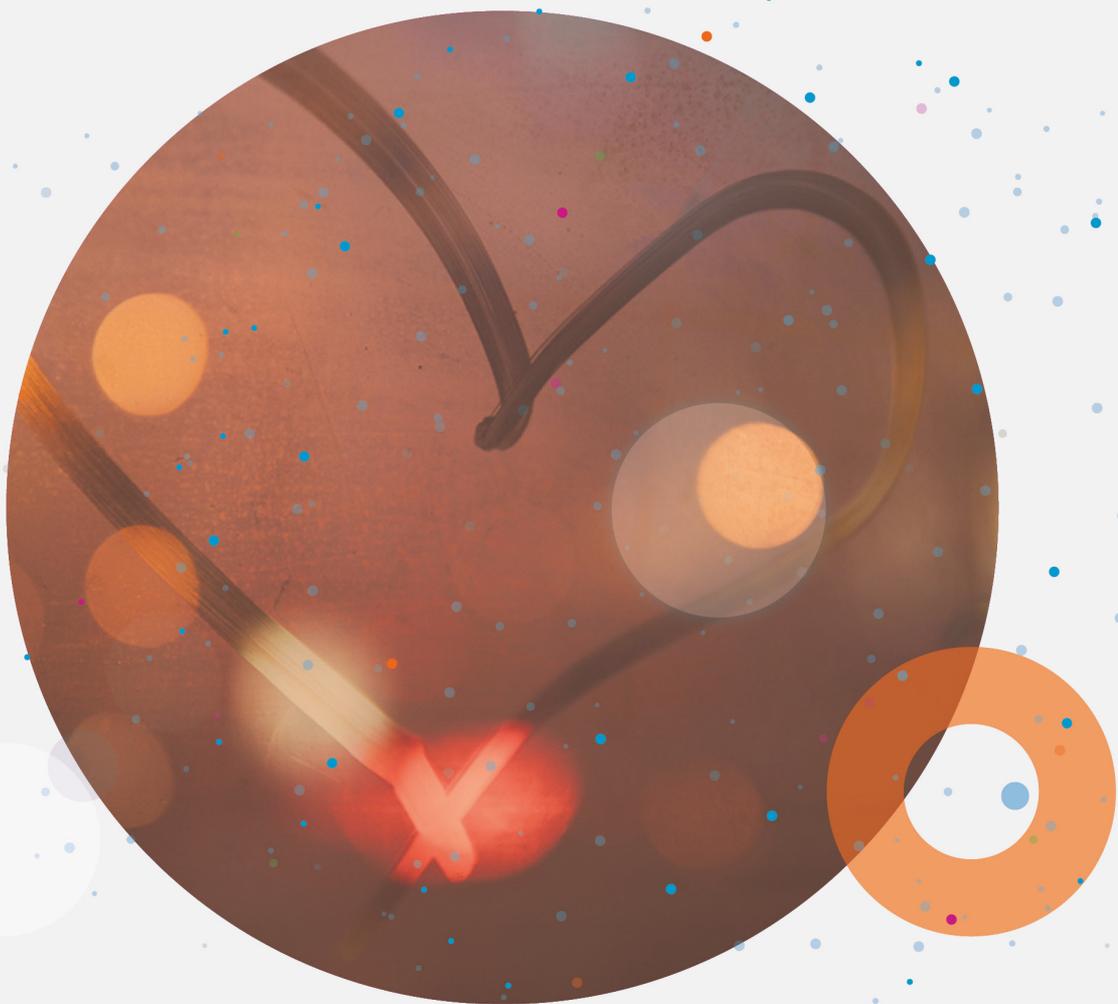


# Audience Research

## Briefing sheet



# Sharing the value of experience

## 1. Project outline

Create an overall outline of what the project is and how it will run.

**Project name:**

**Research type:**

**Project overview:**

## 2. Roles and responsibilities

Who is involved in the project, along with their roles and responsibilities?

### 2.1 Internal stakeholders

Who has a vested interest in the project from your side? What is their role and where will they be involved in the project?

Name	Contact	Project role/responsibility

### 2.2 Research team

Who is involved in undertaking the research? What is their role and where will they be involved in the project?

Name	Contact	Project role/responsibility

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### 3. Research background

Background details on what product the research is being undertaken on, and what the research aims to achieve.

#### 3.1 Product/service/area

What product/service/area is the research being run on? What is the purpose of this and what are its overall goals?

#### 3.2 Business goals

What are the benefits of the research to the business? What are the risks of not running the research?

#### 3.3 Research objectives

What are the goals of the research? What questions are we trying to answer? What hypothesis will be tested?

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### 4. Research details

Document detailed information about the type of research being run, and the participants taking part.

#### 4.1 Type of research

Is it interviews, surveys, focus groups etc? What format will it take; in-person, remote etc?

#### 4.2 Research dates and milestones

When will the research take place? What other milestones need to be considered?

#### 4.3 Participant information

What are their key characteristics? How many participants will be involved?

#### 4.4 Participant recruitment

How will they be recruited? What incentive is on offer?

### 5. Project considerations

Information relating to scope, constraints and challenges.

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### **5.1 Risk and Challenges**

What challenges may be faced as part of the research? What needs to be put in place to avoid these?

### **5.2 Constraints**

What barriers may be in place? What is out of scope?

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