



User Research Plan

Comprehensive plan outlining the goals, methods, participants, and output of user experience research

User research provides the core of the Human Centered Design process and continues throughout the product life cycle. The primary phases of user research focus on the different questions and information needs as a product goes from idea to deployment:

Discovery – Understanding business goals and requirements, user pain points and needs, and defining a product vision and design principles.

Design and Validation – Creating and validating information architecture and user flows and designs based on personas. Validating a Minimal Viable Product (MVP) with users and stakeholders.

Continuous Measurement – Monitoring and analyzing user behavior on the deployed product/site and identifying needs and requirements for continuous improvement and development.

We planned, executed, and analyzed several user research activities, incorporating the output into the sprints we completed and into plans for future sprints. This plan documents the goals, methods, participants, output, and artifacts both of activities we completed and activities we anticipate conducting over the course of the product lifecycle.

User Research Plan – Discovery Phase



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Border Protection

The goal of the discovery phase is to explore the product space to develop a deep understanding of the business requirements, the current and intended users, and existing processes and workflows. The outcome of the discovery phase is a product vision that provides measurable improvements for the key users in the product space. In addition, the discovery phase identifies design goals and principles to support the product vision.

| Goal(s) | Method | Participants | Output | Artifacts |
|--|----------------------------------|---|---|--|
| Identify business goals Define current process flows Define/Confirm requirements, and user experience goals | Stakeholder Interviews | Product Owner Business Stakeholders | Current Process Workflows Personas Journey Maps Product Vision and Design Principles | Stakeholder Interview Script Affinity Diagramming Board |
| Identify key users Understand user goals and needs Understand current workflows Uncover user pain points and problems users are trying to solve | User Interviews | Existing and potential users | Future Process Workflows | User Interview Script Affinity Diagramming Board |
| Understand how competitive or comparative products or websites are trying to address problems and user needs in the same or a similar product space | Competitive/Comparative Analysis | User research and design team Broader development team | Findings and Recommendations Report | Research Plan |

Goals of the the Design and Validation phase are to create and validate the information architecture, user flows, and designs based on personas. In addition, this phase would validate the Minimal Viable Product (MVP) with users and stakeholders.

| Goal(s) | Method | Participants | Output | Artifacts |
|--|--|--|--------------------------------------|--|
| Validate user flows and low-fidelity designs Validate MVP | Stakeholder design walkthroughs User design walkthroughs | Stakeholders Existing and potential users | Findings and Recommendations Report | Design/User Flow Walkthrough Scripts |
| Validate high-fidelity designs to uncover usability issues and missing requirements prior to development | Usability Testing - Applicant Flow Usability Testing - Adjudicator Flow | Existing and potential applicant users Existing and potential adjudicator users | Findings and Recommendations Reports | Usability Session Research Plan Usability Test Script(s) Prototype |

The Continuous Measurement phase consists of monitoring and analyzing user behavior on the deployed product/site and identifying needs and requirements for continuous improvement and development.

| Goal(s) | Method(s) | Participants | Output | Artifacts |
|---|---|---|---|---|
| Observe and analyze user behavior in production to identify behavior patterns, demographics, and potential usability issues | Collect site analytics using Google Analytics or other tool | Data analysis team (configuring/collecting analytics) User research team (analyzing results) | Site analytics reports Findings and Recommendations Report | Site Analytics Collection Plan |
| Identify usability issues Prioritize features and stories for continuous development Gather user feedback on usability and user needs | Website Feedback Survey | Site users User research team | Findings and Recommendations Reports | Usability Survey Plan |
| | Usability Testing | Existing Users | Findings and Recommendations Report | User Research Plan Usability Test Script |