

<p>Research Context Why are we doing this? What impact do we hope to achieve?</p>	<p>Research Objectives What do we want to learn?</p>																
<p>Assumptions What do we think we know?</p>	<p>Hypotheses What do we think will happen? How will we know when it's proven?</p>																
<p>Existing Evidence What current research exists? E.g. analytics, market research, past insights.</p>	<p>Target Audience Who is our target audience for this research?</p>																
<p>Methodology</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="152 1050 875 1070">Which research method do we use?</th> <th data-bbox="875 1050 1518 1070">What does this prove or validate?</th> <th data-bbox="1518 1050 2078 1070">Which are relevant participant profiles?</th> </tr> </thead> <tbody> <tr> <td data-bbox="152 1070 875 1134"> </td> <td data-bbox="875 1070 1518 1134"> </td> <td data-bbox="1518 1070 2078 1134"> </td> </tr> <tr> <td data-bbox="152 1134 875 1214"> </td> <td data-bbox="875 1134 1518 1214"> </td> <td data-bbox="1518 1134 2078 1214"> </td> </tr> <tr> <td data-bbox="152 1214 875 1294"> </td> <td data-bbox="875 1214 1518 1294"> </td> <td data-bbox="1518 1214 2078 1294"> </td> </tr> <tr> <td data-bbox="152 1294 875 1374"> </td> <td data-bbox="875 1294 1518 1374"> </td> <td data-bbox="1518 1294 2078 1374"> </td> </tr> </tbody> </table>			Which research method do we use?	What does this prove or validate?	Which are relevant participant profiles?												
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