

How to prioritize your research

Question	High	Medium	Low	Assessment
Are the research objectives related to a KPI?	3 KPI is critical	2 KPI is important	1 KPI is not currently a focus	
Will the outcomes of this study impact a significant proportion of users?	3 Almost all users impacted	2 75% of customers impacted	1 Less than 50% of customers impacted	
Are the users that will be impacted by the outcomes of this work a high priority for the business?	3 Users are high value	2 Users are important	1 User group not a focus now	
Will decision-making be impacted by the findings of this study?	3 Strategic decisions will be made	2 Design decisions will be made	1 Decision-making has occurred	
Is the timeline flexible?	3 Decisions must be made soon	2 The timeline is somewhat flexible	1 There is no hard deadline	

Scoring

- Scores 21 - 30:** **High priority:** A combination of impact on key users and priority with the business makes it critical that these questions are answered quickly. This research might focus on understanding a problem space or whether or not a concept or design works. The bottom line is that business decision-making is depending on the outcome of this research in the short term.
- Scores 10 - 21:** **Medium priority:** You can schedule these projects for later based on the user needs or business priority or use an extended timeline to complete it. These projects and questions should be reassessed periodically as your organizational priorities change.
- Scores 5 - 9:** **Low priority:** This research helps support lower priority users or can be put off until the business priorities change in the future.