

<p><b>Research Context</b> Why are we doing this? What impact do we hope to achieve?</p>	<p><b>Research Objectives</b> What do we want to learn?</p>
<p><b>Assumptions</b> What do we think we know?</p>	<p><b>Hypotheses</b> What do we think will happen?  How will we know when it's proven?</p>
<p><b>Existing Evidence</b> What current research exists? E.g. analytics, market research, past insights.</p>	<p><b>Target Audience</b> Who is our target audience for this research?</p>
<p><b>Methodology</b> Which research method do we use?  What does this prove or validate?  Which are relevant participant profiles?</p>	