



## Research Brief Template

RESEARCH OVERVIEW											
Business question:											
Research goals	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>										
Deliverables:											
Stakeholders:											
PROJECT SCOPE											
Budget:	\$										
Survey Specifications:	Total number of questions: Screening questions:										
Target Audience:	Sample size: Targeting: Qualification rate:										
Timeline:	<table border="1"><thead><tr><th>MILESTONE</th><th>DUE DATE</th></tr></thead><tbody><tr><td>Survey design</td><td>/ /</td></tr><tr><td>Fielding</td><td>/ / Frequency:</td></tr><tr><td>Analysis</td><td>/ /</td></tr><tr><td><b>Final project delivery</b></td><td><b>/ /</b></td></tr></tbody></table>	MILESTONE	DUE DATE	Survey design	/ /	Fielding	/ / Frequency:	Analysis	/ /	<b>Final project delivery</b>	<b>/ /</b>
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