

Agenda for Kick-Off

Company Name UX Research, APRIL 2024

Introduction

- Brief review of our company's methodology
- Team member roles
- Deliverables
 - 10-15 moderated users in Phase one
 - Quick turnaround reporting
- Tests starting in May will be live recruited

Project Strategy

- **Goals & Objectives**
 - Business goals
 - Website goals
 - Testing goals & objectives
 - Target Audience
- Metrics for success
- Hopes & Dreams
- Internal audience for study results?
- Findings & Recommendations

Schedule

Next Steps

- Company - Goals & Objectives
- Company - Recruiting
- Weekly Meeting