

The Research Study Design Canvas

Project Name:

Canvas Creator:

7 Research Team Who are the team members? How will they contribute?	1 Objectives What are the objectives of the study? What are the research hypotheses? What descriptive results will be included?	3 Value Proposition Why would the findings be important? What are the costs of not knowing? What are the benefits?	6 Data What data will you need? Where will you get it? Do you have the required permissions?	2 Audience Who is the target audience? How will you reach them?
	4 Background Why do you believe the hypothesis? What is the mechanism? Summarize important literature.		5 Analysis Which study design will you choose? Randomized Experiments Quasi Experimental Designs Prospective Observational Studies Retrospective Observational Studies Retrospective Cohort Case-Control Non-Experimental Designs Cross-Sectional Enumerative Expert Opinion Delphi Method Expert Panels Describe the statistical plan.	
8 Costs What are costs of the study?		9 Revenue List actual and potential funding sources.		

Date:

Version: