

ATTACHMENT A: Customer Project Plan

WISS Behavior Laboratory Customer Project Plan

1. Project Information

- a. Project Name: Click here to enter text.
- b. Project Number: Click here to enter text.
- c. Project Customer: Click here to enter text.
- d. Project Overview: *<Provide a brief description of the project>* Click here to enter text.
- e. Estimated Start Date: Click here to enter text.
- f. Estimated End Date: Click here to enter text.

2. Background

Click here to enter text.

3. Research Goals/Objectives

- a. Objective 1: *<Develop research objectives to address customer's needs>* Click here to enter text.
- b. Objective 2: Click here to enter text.
- c. Objective 3: Click here to enter text.

4. Research Questions

- a. Research Question 1: *<Develop research questions to address each research objective>* Click here to enter text.
- b. Research Question 2: Click here to enter text.
- c. Research Question 3: Click here to enter text.

5. Methodology

- a. Type of Testing (chose type of testing and remove other options prior to releasing document to the customer for approval):
 - Comprehension: This type of testing evaluates participants' understanding of the communication goals of the notice or product.
 - Usability: This type of testing evaluates participants' ability to use a product or service.
 - Focus Group: This type of testing gathers participant feelings, attitudes, and ideas on a product/service/topic.
 - Other (please specify): Click here to enter text.
- b. Participants:
 - i. Total Number of Participants: Click here to enter text.

- ii. Demographic Data Recorded: Click here to enter text.
 - iii. Additional Participant Criteria (Project Specific): Click here to enter text.
 - iv. Participant Recruitment Strategy: Click here to enter text.
 - v. Data Sources Utilized for Recruitment (if none indicate n/a): Click here to enter text.
- c. Overview of Testing Methodology: Click here to enter text.
- i. Total Testing Sessions: Click here to enter text.
Click here to enter text.
- d. Advantages and Limitations:
- i. Sample Size: Due to the total number of participants being tested (insert number here), testing results may not reflect the opinions and attitudes of all taxpayers.
 - ii. Qualitative Data: <Insert testing type> provides data that is typically descriptive in nature and testing results may not reflect the opinions and attitudes of all taxpayers.
- e. How the data will be utilized: Click here to enter text.

6. Staffing Point(s) of Contact

- a. Customer Point(s) of Contact
 - i. Name: Click here to enter text.
 - ii. Email: Click here to enter text.
 - iii. Phone Number: Click here to enter text.

- b. WIRA Project Point(s) of Contact <Project Lead(s)>
 - i. Name: Click here to enter text.
 - ii. Email: Click here to enter text.
 - iii. Phone Number: Click here to enter text.

7. Project Timelines

Milestone	Responsible Function	Testing Start Date	Estimated Due Date
Project Kick-off Meeting	WISS		
Preliminary Analysis Results	WISS		
Final Analysis Results	WISS		