Quadrant 1: Audience and goals

Who is the audience for your research? E.g.,

- Scientific peers: …
- Funding agencies: …
- Policy makers: …
- The general public: …
- "Users": …
- You yourself: …
- …

Why are you doing this research?
What are you trying to accomplish? E.g.,

- Curiosity/finding out new things: …
- Peer recognition and career advancement: …
- Financial income: …
- Societal impact: …
- …

Quadrant 2: Current approach

How do you usually perform this stage of a research project (e.g., identify research questions, collect data, etc.)?

- (Example options shown in chapters 4 – 11)

Quadrant 3: Pains

In light of your answers to Q1 and Q2:

What do you or your audience find "negative" about the **results** you usually generate in this stage?

- (Example options shown in chapters 4 – 11)

What do you or your audience find "negative" about the **process** you usually use in this stage?

- (Example options shown in chapters 4 – 11)

Quadrant 4: Gains

In light of your answers to Q1 and Q2:

What do you or your audience expect or are positively surprised by with respect to the **results** you usually generate in this stage?

- (Example options shown in chapters 4 – 11)

What do you or your audience expect or are positively surprised by with respect to the **process** you usually use in this stage?

- (Example options shown in chapters 4 – 11)