

Study investment

#	Activity	Time	Notes
1	Define research question	½ week	
2	Define assumption and hypothesis	½ week	
3	Decide variables	½ week	
4	Decide measure	½ week	
5	Agree user profile and create screener	½ week	
6	Experiment design	½ week	
7	Recruit participants	3 weeks	Leave plenty of time to find and recruit participants.
8	Experiment procedure	½ week	
9	Experiment protocol	½ week	
10	Collect/create study material	2 week	Including data logging tools, the placebo and messages to be sent to the participants
11	Pilot test	6 weeks	Pilot the entire experiment including the break.
12	Make any necessary changes	1 week	
13	Prepare first stage of study	1 week	Allow enough time to ensure that the participants receive your posted study packs.

14	Conduct first stage of study	1 week	
15	Interview participants	½ week	Interview as soon as possible after the stage is complete so that the experience is still fresh in the participant's minds.
16	Analyse data	1 week	
	Break	3-12 weeks	Time permitting, leave as long as possible between study stages
17	Prepare second stage of study	1 week	
18	Conduct second stage of study	1 week	
19	Interview participants	½ week	Interview as soon as possible after the stage is complete so that the experience is still fresh in the participant's minds.
20	Analyse data – whole experiment	1.5 weeks	
21	Present findings	½ week	