**<Client Name>**

User Understanding Matrix



|  |  |  |  |
| --- | --- | --- | --- |
| We wonder… | We care because… | We assume… | We know… |
| In this column, list the questions you’d like to answer through user research activities.  **Delete this row before sharing.** | In this column describe how the answers to your research questions will inform the strategy and recommendations. **Delete this row before sharing.** | In this column, list the assumptions you’ve made related to each research question.  **Delete this row before sharing.** | In this column, list any related data or conclusions you’ve drawn based on data and user research. **Delete this row before sharing.** |
| Example: Are people likely to find a dentist for their family before a need arises? | Example: It affects whether we prioritize messaging about philosophy and credentials versus information about getting an appointment in an emergency or on short notice. | Example: A lot of people aren’t proactive about finding a dentist. | Example: Ten people called for emergency appointments in the first month we were open after finding us in their insurance providers’ online directory. |