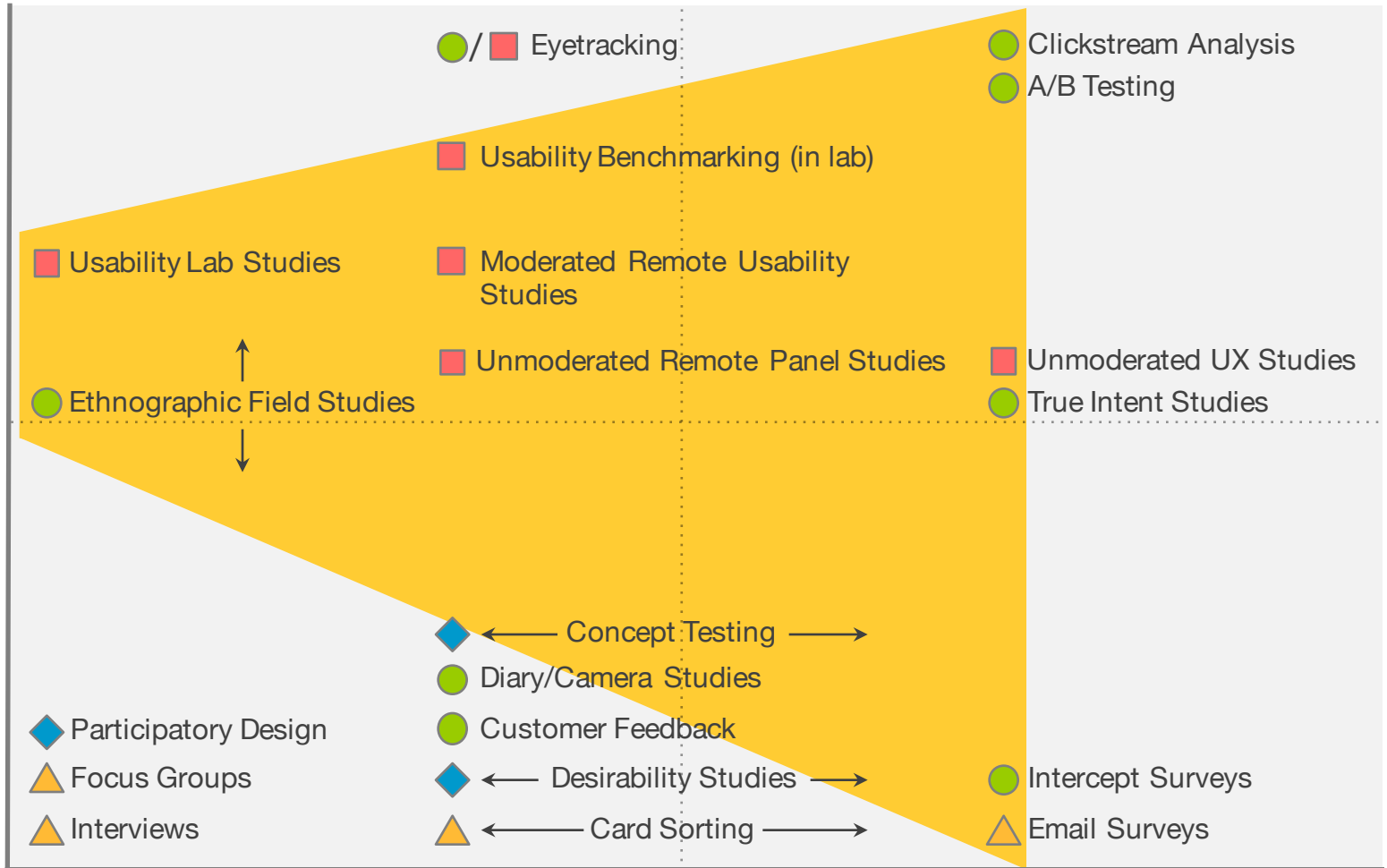


A LANDSCAPE OF USER RESEARCH METHODS: THE GOLDEN TRAPEZOID

BEHAVIORAL



QUALITATIVE (DIRECT)

QUANTITATIVE (INDIRECT)

KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

● Natural use of product

▲ De-contextualized / not using product

■ Scripted (often lab-based) use of product

◆ Combination / hybrid