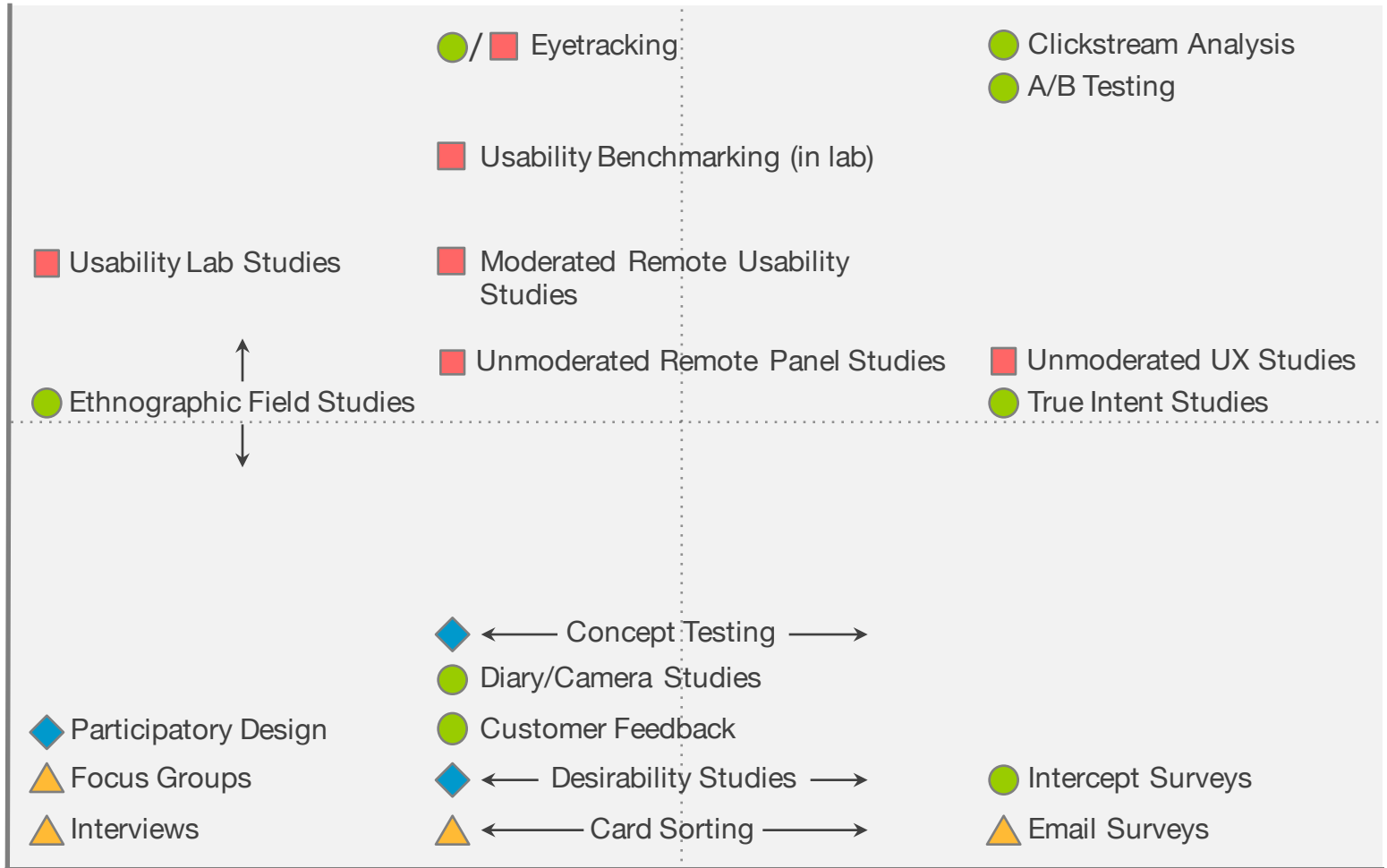


A LANDSCAPE OF USER RESEARCH METHODS

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

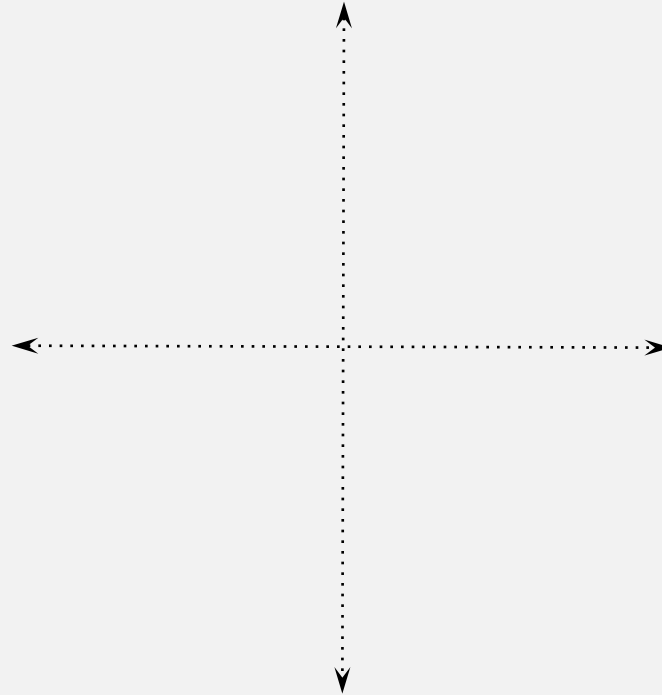
QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE

BEHAVIORAL

WHAT PEOPLE DO

WHY &
HOW TO FIX

HOW MANY &
HOW MUCH



ATTITUDINAL

WHAT PEOPLE SAY

QUALITATIVE (DIRECT)

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QUANTITATIVE (INDIRECT)