

A LANDSCAPE OF USER RESEARCH

BEHAVIORAL

ATTITUDINAL

QUALITATIVE (DIRECT)

QUANTITATIVE (INDIRECT)

KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Natural use of product
- ▲ De-contextualized / not using product

- / ■ Eyetracking
- Usability Benchmarking (in lab)
- Usability Lab Studies
- Moderated Remote Usability Studies
- Unmoderated Remote Panel Studies
- Unmoderated UX Studies
- Ethnographic Field Studies
- True Intent Studies
- ◆ Participatory Design
- Diary/Camera Studies
- Customer Feedback
- ◆ ← Desirability Studies →
- Intercept Surveys
- ▲ ← Card Sorting →
- ▲ Email Surveys

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Tools: Morae, Surveys: SUS, SuperQ, SEQ, Services: AnswerLab, MeasuringU

Hardware: Tobii
Tools: SMIVision, Eyetools
Services: Eyetracking.com

Gotomeeting, WebEx, Join.me, Adobe Connect
Skype, Google Hangouts, LogMeIn, Loopback.io (mobile), Validately

Adobe Omniture
Tealeaf
Google Analyzer

Tools: Morae, Ovostudios, Silverback, Mobizen
Services: numerous

Adobe Test & Target
Optimizely
Google Optimizer

Tools: LiveScribe
Analysis tools: Trello, Nvivo, Atlas.ti, MaxQDA, Dedoose
CD Tools

Userzoom

Userzoom

Tools: Arts and Crafts;
Magnetic printouts

UserTesting.com, Userzoom, Loop11, YouEye, TryMyUi.com
No panel: Lookback.io

Research facilities

Intercept tools: Foresee, Ethnio

LiveScribe, Digital recording apps and cameras,

Email recruitment tools: Mailchimp, Zendesk

Prototyping: InVision, Keynote, PPT, Axure, Userzoom, UserTesting, etc.

Userzoom, Optimal Workshop, others

OpinionLab, Foresee, survey tools, web contact forms; forums, app store ratings, app feedback forms, social media mining

Survey tools: Qualtrics
Survey Monkey/Wufoo Etc.

Dscout, survey tools, twitter

Survey and Card sorting tools