



WHICH UX RESEARCH WHEN

Picking methodology
from the **research** of
research

From Book: Just Enough Research

In the
simplest form,

THERE ARE 2 TYPES OF UX RESEARCH

// Based on
purpose of
research

1

EXPLORATIVE

- Explore new opportunities
- Look for new features
- Generate Ideas
- Seek gaps in market/competitors

2

EVALUATIVE

- Evaluate existing/new designs
- Analysing features
- Testing ideas
- Seeking gaps in own product

In the
simplest form,

**THERE ARE 4
TARGET AREAS**

// Based on what
we want to question
and understand

1

USERS

2

PRODUCT

3

COMPETITION

4

ORGANIZATION

Here are a few
simple and effective

UX RESEARCH ACTIVITIES

1. A/B Testing
2. Brand Audit
3. Competitive Analysis
4. Contextual inquiry
5. Heuristic Analysis
6. Interviews
7. Literature Review
8. SWOT Analysis
9. Usability Testing

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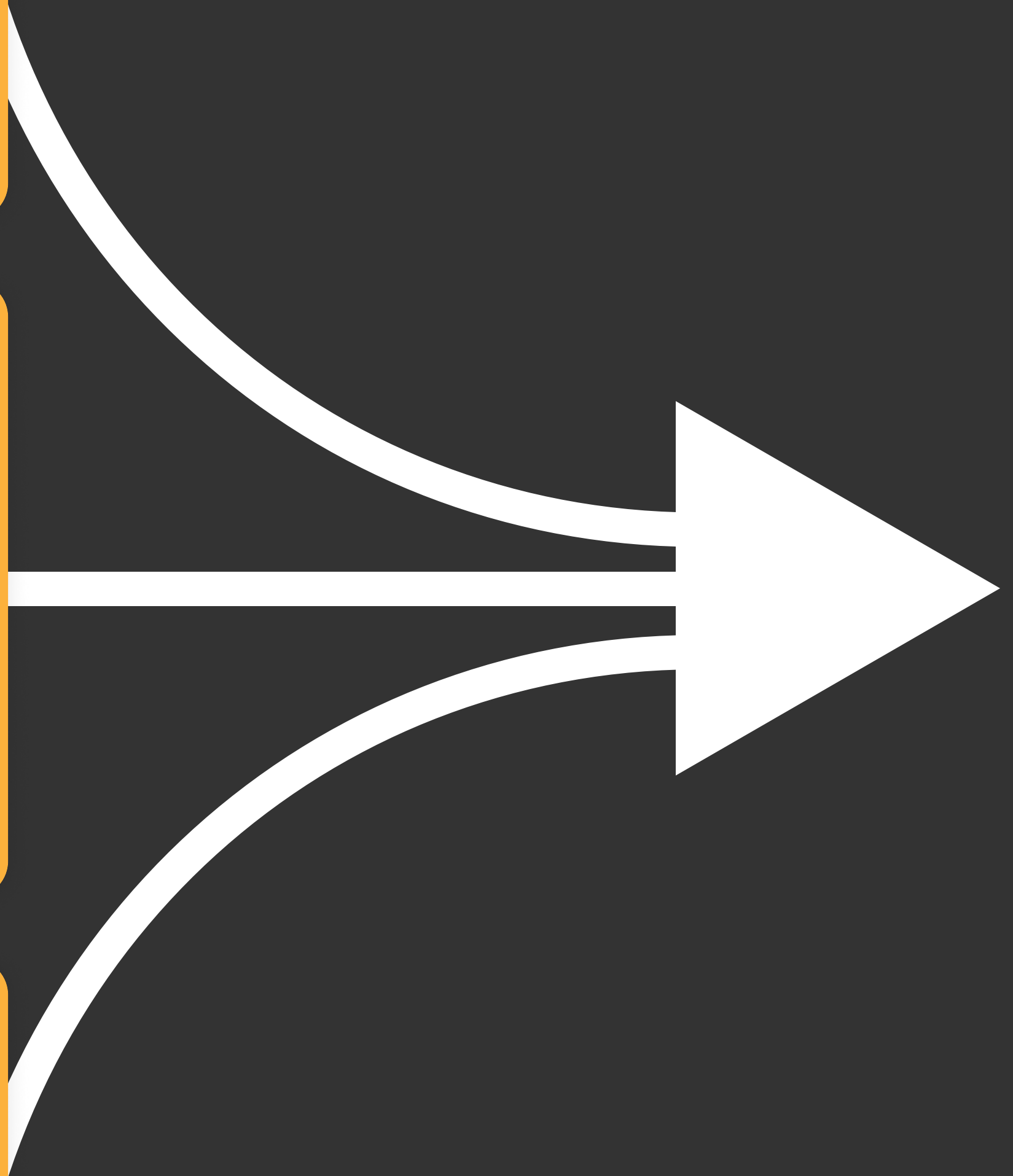
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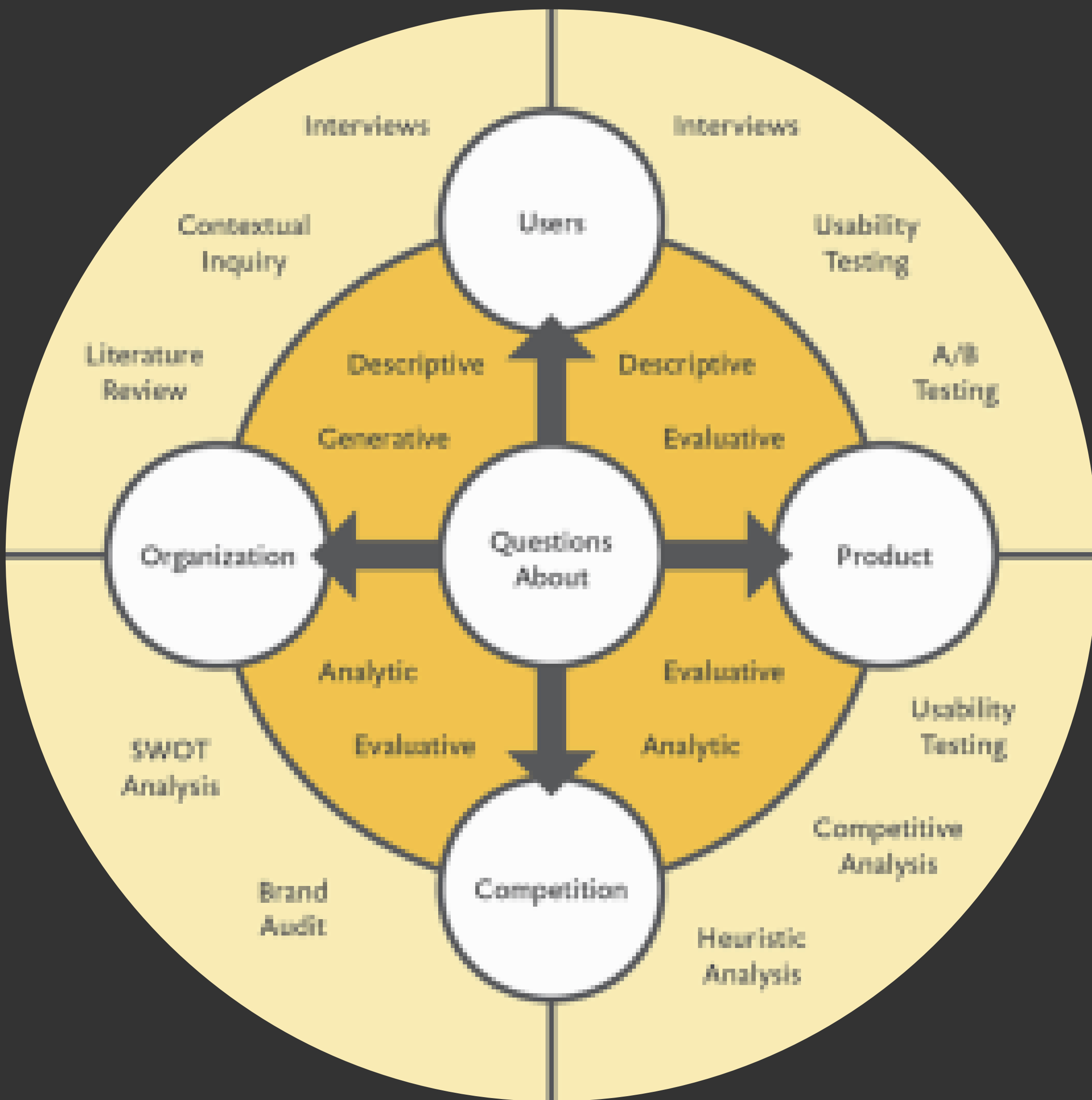
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Source: Just Enough Research
by Erika Hall

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