

## Totally incomplete scheme of User Research

Research cycle,  
an ongoing  
process

## One specific study

The choice of the research method depends on how statistically significant the results should be, how deeply we want to study each case (each user) and our physical capabilities

Most often, it is impossible to answer all the questions with one study, due to the limitations of data collection methods

To study an object from all sides, it is often necessary to conduct several studies using different data collection methods. This is how triangulation, mixed mode research and a grounded theory are born

The choice of the analysis method depends on what data we have collected

Depending on the insights received, we can present them in one way or another

When we have enough insights after several studies, we need to accumulate them in one place

And the whole research process in a product could be organized with one of this framerowks

