Digital Journey Map (Miro)

📺 `https://youtu.be/-PeYwRwUl9A`

Power In Numbers or *Diminishing Returns*?

We've discussed in this course how certain stakeholders will be more impressed by numbers. If they have a statistics background, they may feel the need to have large robust studies with many respondents.

In design, we often don't need this kind of scale. Often in UX research, there is a magic number of respondents where we'll start to see repeating behaviors —usually this happens with about **5 users**.

The thinking is:

- The first user will be unique by definition.
- The second user might have a few similar behaviors or issues as the first.
- The third might have some overlapping behaviors as the first two.
- By the fifth user, we probably have seen most of the insightful behaviors.

With additional users, we may simply start to see the same issues coming up over and over; thus, we'll begin to get diminishing returns on the time we're investing.

If you're interested, you can read more about this concept on the [Invision Blog](#).