

Referências Citadas em Sala de Aula (via Chat)
Aula 11 - Entrevistas - 14 de maio de 2021

Don't Report Numbers from Small UX Studies

<https://www.nngroup.com/videos/numbers-small-ux-studies/>

A checklist for conducting individual in-depth interviews

<https://uxdesign.cc/a-checklist-for-conducting-individual-in-depth-interviews-85099354ea6d>

THE SWEET SPOT – PARTICIPANT NUMBERS IN QUALITATIVE RESEARCH

<https://www.akendi.com/blog/the-sweet-spot-participant-numbers-in-qualitative-research/>

Pesquisa de Marketing

<https://www.amazon.com.br/Pesquisa-Marketing-Uma-Orienta%C3%A7%C3%A3o-Aplicada/dp/8582605099>