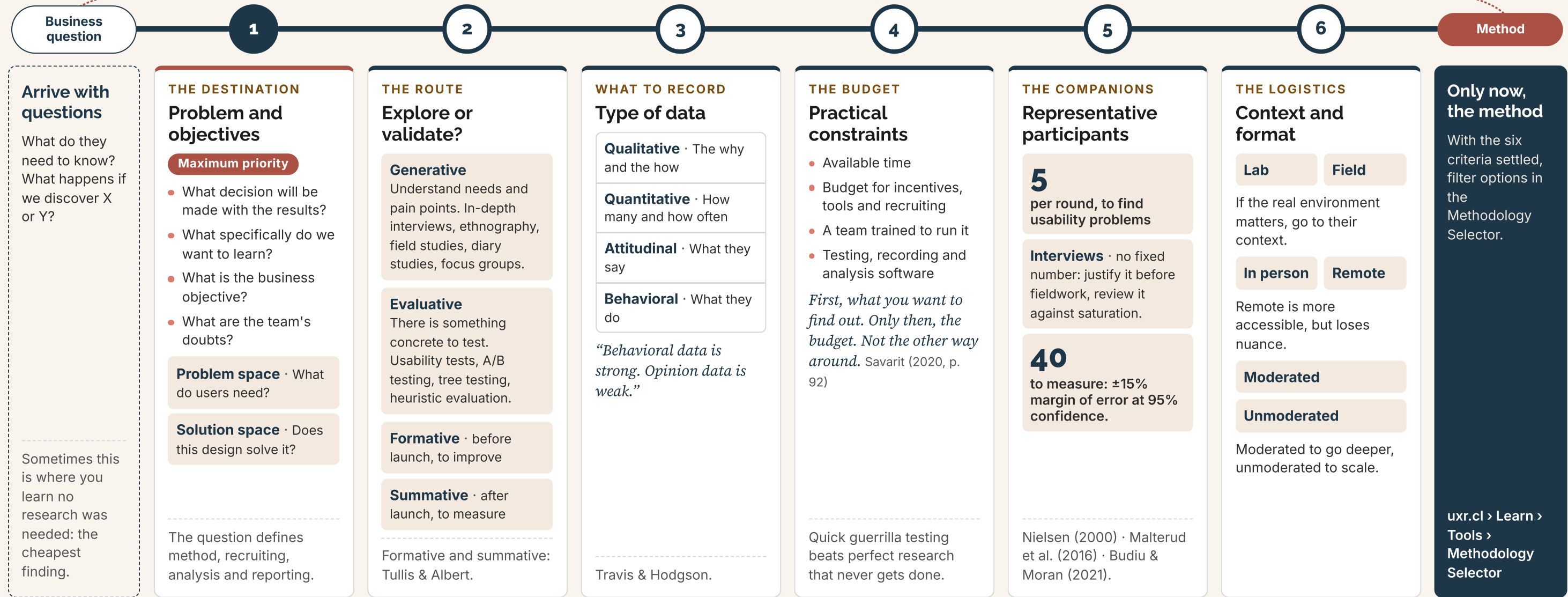


How to choose a UX research method

Six criteria, in the order the literature prioritizes them. The method comes last, not first.

Like planning a trip. First the destination, then the route, what you will record, the budget and who comes along. If you don't know where you're going, it doesn't matter which bus you take.

THE MOST COMMON MISTAKE: JUMPING STRAIGHT TO THE METHOD



By product stage

Stage	Type of research	Typical methods
Concept / ideation	Generative	Interviews, ethnography, desk research
Design / prototype	Formative evaluative	Usability tests, card sorting
Development / pre-launch	Formative evaluative	Tests with working prototypes
Post-launch	Summative evaluative	Analytics, surveys, A/B testing

Combine methods

- Benchmark + interviews.** What the competition does, and what users care about.
- Survey + usability test.** The what at scale, and the why in depth.
- Analytics + interviews.** Where they drop off, and why.

One quantitative or behavioral method + one qualitative or attitudinal: breadth and depth.

Before proposing a method, answer

- What specific question are we trying to answer?
- What decision will be made with this information?
- Are we exploring or validating?
- Do we need to know what users do or what they think?