

The 2021 UX Research Tools Map

BROUGHT TO YOU BY **USER INTERVIEWS**

Subway Lines

ACTIVE RESEARCH

- A Surveys
- B Specialized Tests
- C Video Interviews
- D Usability Testing

RECRUITMENT & RESEARCH OPS

- H Participant Panel
- I Incentive Payments
- J Scheduling
- K Research CRM

DESIGN

- P Brainstorming
- Q Wireframing
- R Prototyping

INSIGHT MANAGEMENT

- E Research Repository
- F Notetaking + Qualitative Analysis
- G Transcription

PASSIVE INSIGHTS

- L Quantitative Analytics
- M Heatmaps, Eye Tracking, Session Recording
- N Automated Feedback

Symbols

- Bus Line - Multifunctional tools with dedicated routes
- Private Shuttles - Offers recruiting for native tests *only*
- Interchange Station - Multifunctional tools
- Station - Tools with a single function

Stations Diagram

Station —  **USER INTERVIEWS**

Logo | Name

