User Research Matrix

- High Value
- Low Value
- High Effort
- Low Effort

**Attitudinal**
- Copy testing
- Heat maps
- Customer Survey
- User Testing
- Session Recordings

**Behavioural**
- A/B testing
- Analytics
- Live chat analysis
- On-site polls
- Heuristic Review

**Validation**
- Usability studies
- Card Sorting
- Customer interviews
- Tree testing
- Diary Studies

**Can be used for validation**
- Heat maps
- Customer Survey
- A/B testing
- Analytics
- Diary Studies

**User Research Matrix**

**Speero by CXL**