User Research Matrix

HIGH VALUE

ATTITUDINAL

BEHAVIOURAL

CAN BE USED FOR VALIDATION

A/B testing

Analytics

Diary Studies

Copy testing

Heat maps

Customer Survey

Usability studies

Card Sorting

Customer interviews

Tree testing

User Testing

Session Recordings

LOW EFFORT

HIGH EFFORT

Live chat analysis

On-site polls

Heuristic Review

LOW VALUE

speero by CXL