Research Objectives

↳ Identify what kind of objectives can be reached by what kind of research technique
- In person
- Remote
- Customer services

Recruitment Screener

- Used to avoid exclusion of demographics.
- Ensure level of experience with software

Test Script

- Ask/drive users to explore parts of the site that they would usually not explore
- Give the user goals.

Depth Interview   → distinction between background and personal.

— A lot of background info.

— Do not bias answer through how I answer the question
   ⌊→ Neutral questions.

— Interview should be at a comfortable pace
   ⌊→ If you hear an interesting thing, pursue it.

— Problems in different areas can be relevant to each other.

Benchmarking

— Colour-code to indicate whether comment is positive or negative.