

User experience data collection methods matrix

UX methods are not supposed to be proscriptive so the table below is intended only as rough guidance. If you can think of a way to apply one of these techniques in a new situation, go for it and let us know how it went!

Data collection methods	Suitable for...				
	individuals	small groups	larger groups	physical spaces	digital spaces
A ____ in the life of	✓	✓	✓	✓	✓
Behavioural observation	x	x	✓	✓	x
Cognitive mapping	✓	✓	✓	✓	✓
Customer journey mapping	✓	✓	x	✓	✓
Directed storytelling	✓	x	x	✓	✓
Love & break-up letters	✓	✓	✓	✓	✓
Photo studies	x	✓	✓	✓	x
Retrospective process interviews	✓	x	x	✓	✓
Semi-structured interviews	✓	x	x	✓	✓
Touchstone tours	✓	✓	x	✓	✓

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Usability testing	✓	✓	x	x	✓
User journey mapping	✓	x	x	✓	✓

Have you used any other methods? Can you think of another column we should add here? Please email ALN-UX-COP@JISCMAIL.CO.UK with your ideas.