

# Key Research Methods for Strategy

	What is it?	In-person	Remote	Cost	Time	Evaluative	Generative	When to use?
<b>Heuristic Evaluation</b>	Expert review based on usability principles		●	\$		●		Evaluate existing products or prototypes
<b>Contextual Inquiry</b>	Observing people in context	●		\$\$		●	●	Understand the context of the user experience
<b>Interviews</b>	Structured conversations	●	●	\$\$\$		●	●	Get input based on individuals' unique perspectives
<b>Surveys</b>	Structured questions	●	●	\$		●	●	Get insights from a lot of people, across time and locations
<b>Focus Groups</b>	Gathering input from small groups	●	●	\$\$-\$\$\$\$			●	Have people work together to shape project vision and concepts
<b>World Café</b>	Gathering input from a large group	●		\$\$			●	Gather input quickly from a large group of people who would benefit from hearing other's perspectives
<b>Usability Testing</b>	One-on-one, tasked-based review of a product or service	●	●	\$-\$\$\$\$		●		Evaluate existing products or prototypes with representative users

**Evaluative** methods assess existing products or situations  
**Generative** methods generate ideas and establish constraints

