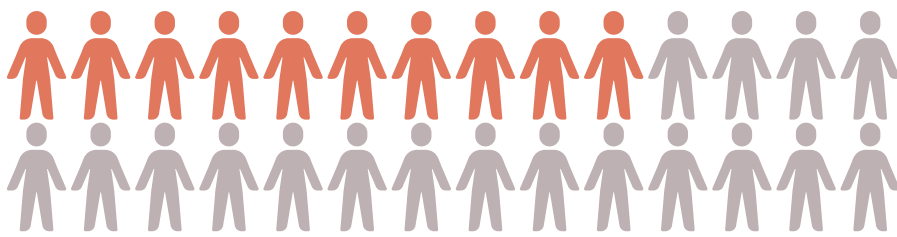
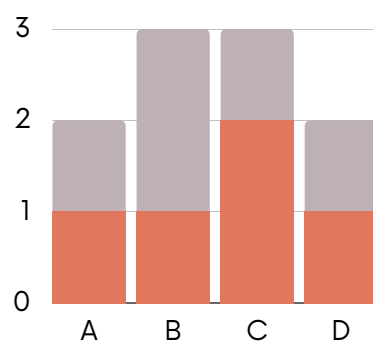
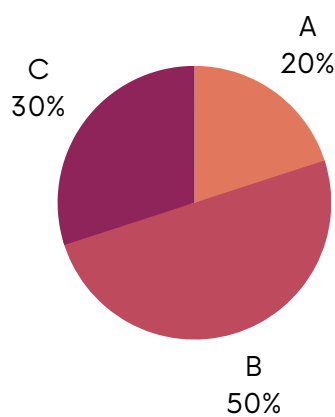


DATA GATHERING METHODS

INTERVIEWS

When you want to fully understand someone's impressions or experiences or learn more about their answers to issues.

QUESTIONNAIRES, SURVEYS & CHECKLISTS



LITERATURE REVIEW

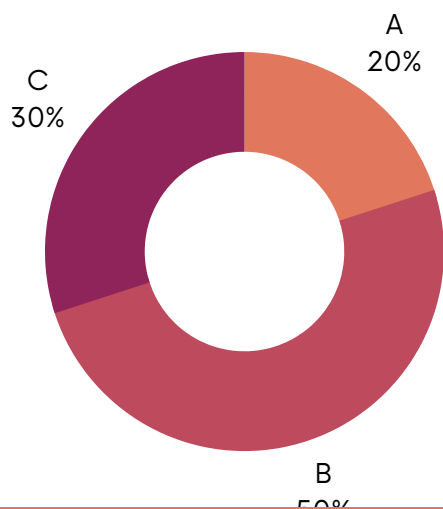
government & university data, journals, past studies & experiments

DOCUMENTATION PROGRAM, PRODUCT OR DESIGN REVIEW

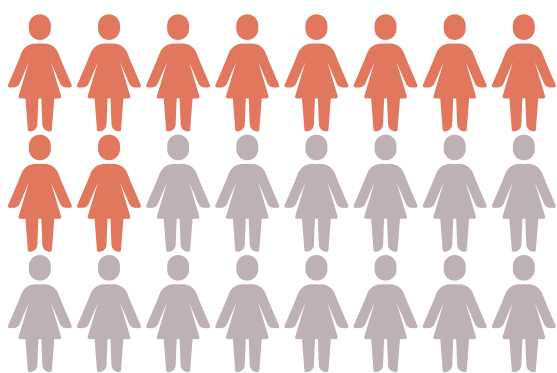
review of similar designs, products or programs

FOCUS GROUPS

group discussion, reactions to an experience or suggestion, common complaints, suggestions



SAMPLING



CASE STUDIES

