



Market Research vs UX: Is there a divide?



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—*—
Hello!

I AM MARY REUSH

I like to tell stories...

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Methodologies

Let's start with the similarities...

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Methodology

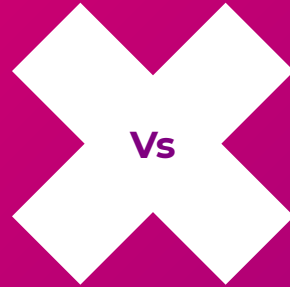
- Surveys
- Analytics
- Observations
- Interviews

But the application and weight given to these methods differs because the underlying motivation differs...

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Key Differences

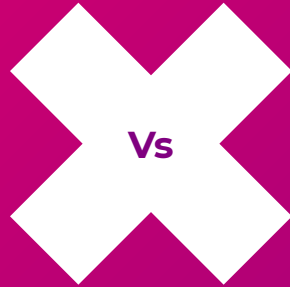


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Key Differences

What



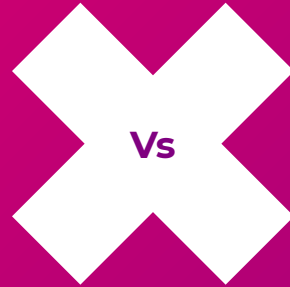
Why

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Key Differences

Quantitative



Qualitative

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— x —



Focus on the human
need...

9
—x—



**There are not more than five
musical notes, yet the
combination of these five give
rise to more melodies than can
ever be heard**

-Sun Tzu