



QUALITATIVE VS QUANTITATIVE Analysis

While analyzing your app you'll meet two different types of analysis.

QUALITATIVE

...focuses on subjective information like user behavior, emotions and experiences.

WHY

QUANTITATIVE

...describes objective information that can be expressed with numbers, graphs, charts etc.

WHAT

METHODS

- Usability testing
- Heatmaps
- Focus groups
- Diary Studies
- Session Recording
- User Feedback

Which methods you choose depends on your needs and your budget.

- Web Analytics
- Form Analytics
- A/B Testing
- Click Testing

TOOLS

- UXCam (mobile only)
- Hotjar (desktop only)
- Sessioncam (desktop only)

- Mixpanel
- Google Analytics
- Amplitude

WHAT IS THE BEST FOR YOU?



**User
behavior
based
analysis**

**The
perfect
combination**

**Number
based
analysis**



To analyze your app successfully you shouldn't limit your research to one analysis technique. A combination of both allows you to get the best insights for your app and make confident decisions.

Quantitative And Qualitative Data Analysis Issues And

RM Cervero



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