



# 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

**E Durkheim**



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