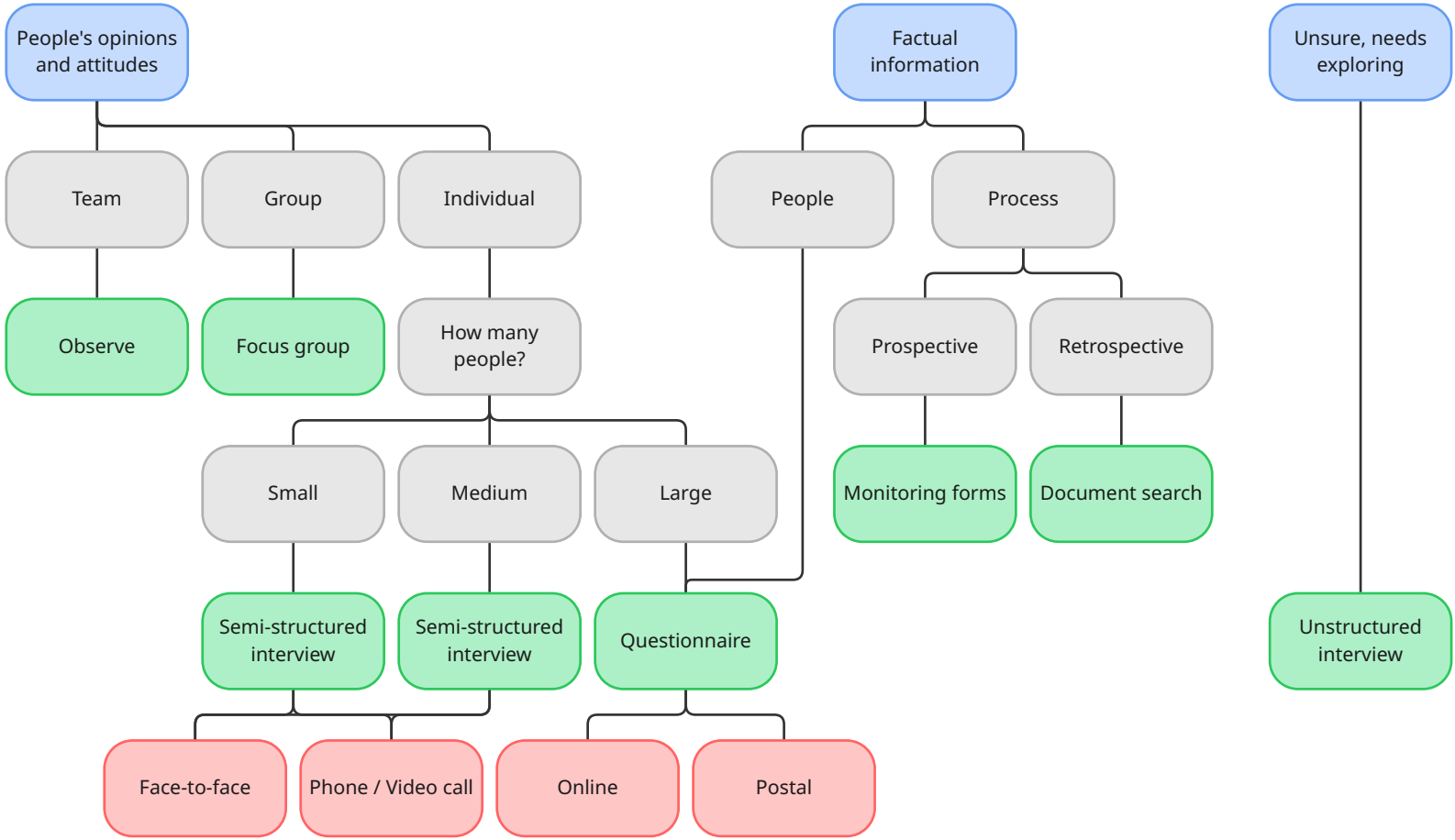

People's opinions and attitudes
Team
Group
Individual
Observe
Focus group
How many people?
Small
Medium
Large
Semi-structured interview
Semi-structured interview
Questionnaire
Face-to-face
Phone / Video call
Online
Postal
Factual information
People
Process
Prospective
Retrospective
Monitoring forms
Document search
Unsure, needs exploring
Unstructured interview