A/B testing
Comparing two versions of a product against each other to determine which performs better or is preferred by users (AKA split testing or bucket testing)

Analytics data
Analytics is the discovery, interpretation, and communication of meaningful patterns in data; often provided by services such as Google Analytics

Card sorting
Used to design or evaluate information architecture (IA) of a product; participants help build and label IA in a way that makes sense to them

Design workshops
Workshop where developers/designers and users work together to design a solution to a problem, especially visual or space related (AKA design charrette or participatory design)

Ethnography
Study of a group’s customs and cultures utilizing a number of qualitative research methods

Focus Groups
Guided discussion on the perceptions, opinions, beliefs, and attitudes among a demographically diverse small group of people

Free listing
Gather data about a specific domain or topic by asking people to list all the responses they can think of that relate to the topic/question in a few minutes; useful for gathering information in large groups, one-on-one interviews, or "person on the street" data gathering

Instantaneous Behavior Sampling
Observation of individuals at predetermined time periods (such as every hour) recording the actions of the individual at the time of observation

Surveys, General and Targeted
Instruments or procedures that ask one or more questions that may, or may not, be answered; may be designed to make statistical inferences, gather qualitative feedback, or both

Usability
Task based scenario testing with real users to determine how easy a product is to use

Usage stats
Statistical data related to the use of a product or service including (but not limited to) page views, downloads, gate counts, circulation numbers, question transactions; this data is often found in analytics packages