Modeling Workshop

March 20, 2018

Single-case and Cross-case Analysis

- PREP: all research done so far…
  - Stakeholder notes
  - Marketing Requirements Document
  - Focus group notes
  - Interview raw notes/transcripts and artifacts
  - Other research results (raw)
- Chapter 10 (modeling), today
- Chapter 11 (personas), Thursday

Single-case → Cross-case

- Old school
  - sticky notes, pens, paper
  - white boards/windows
  - physical

- Snippets and "verbatims"
  - stakeholders
  - focus group participants
  - potential users
  - other research

- Generate a taxonomy
  - "comfort", "feels nice", "doesn't irritate"

- Create, as needed:
  - activity diagrams
  - decision trees
  - taxonomy lists
  - affinity diagrams
  - lists/tables

  …whatever it takes to "model" your data

- Then, SAVE whatever you come up with
  - take lots of pictures?
  - have someone "scribe"?