Thematic Analysis

CS 5140/6140: Human Factors in Computing

Spotlight

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Step 1: Coding

P1-Interview:

Interview Comments	Codes
I liked the feed and the idea of seeing posts from nearby people.	Likes local feed
It helps me feel more connected because I saw local connections.	Sense of community
I liked seeing people with similar hobbies.	Shared interests
Navigating back home was confusing.	Navigation confusion
Aside from the home button, everything felt streamlined.	Generally easy navigation
The hardest part was understanding the context of the app at first.	Unclear app purpose
A short walkthrough when joining would help.	Wants onboarding tutorial
I could learn the app through friends or repetition.	Learnability through repetition
I liked the color scheme.	Positive visual impression
I liked the simplicity.	Likes simplicity
I felt safe. The privacy felt good.	Feels privacy is adequate
I hesitate to share sometimes, but here it felt okay.	Reduced sharing hesitation
Compared to other apps, there is more user control over negative content.	Control over content exposure
I loved having a choice in what I see.	Enjoys customization
I would recommend it to a friend.	Would recommend
Storyboards covered the main use cases.	Use cases adequate
Recommendation: make it more colorful.	Wants more color

P2-Interview

Interview Comments	Codes
I can see what others are doing… makes it feel like a community thing.	Community awareness
Categories looked like things I'd be interested in.	Interest-matching
It would be easy to find people to connect with.	Ease of connecting
Finding communities was a little confusing.	Difficulty finding communities

Interview Comments	Codes
The messaging icon made me think it was only messaging.	Misleading icon (messaging)
With time it would become normal.	Learnable over time
The glasses icon confused me — thought it was a viewing thing.	Confusing icon (glasses)
I was looking for settings instead.	Expected settings label
Predetermined categories helped a lot for new users.	Good onboarding cue
The design seems monotone now but will have more color with images.	Monotone visuals
The design felt understandable and fluid.	Good visual clarity
Privacy felt good because I could make posts private.	Likes privacy controls
I don't post often — but private options help.	Prefers selective sharing
I'd feel comfortable connecting with people.	Comfortable connecting
Categories made me excited.	Positive emotional response
Creating a post: would like more details.	Wants clearer posting process
Overall well designed and mostly easy to understand.	Overall positive usability

P3-Interview

Interview Comments	Codes
I like that I could create a community and share things.	Likes community creation
Better than huge group chats where notifications overwhelm.	Less notification overload
Having a dedicated place for groups was cool.	Appreciates dedicated group space
Viewing posts — needed a way to go back.	Missing back button
Got lost clicking around.	Disorientation during navigation
Icons felt familiar due to existing design patterns.	Familiar iconography
Communities being under the message icon is confusing.	Misleading community access point
They would like another way to access communities.	Wants alternate navigation paths
Walkthroughs are helpful but most people skip them.	Onboarding skepticism
Most things are straightforward and usable.	Overall easy to use

Interview Comments	Codes
Looks visually appealing and accessible.	Positive visual impression
Green color is nice.	Likes color choice
A limited, controllable view makes me feel safer.	Control reduces privacy concerns
Creating a community was fun.	Enjoyed community creation
Maybe invite people from contacts.	Suggests contacts integration
Issues already covered.	No extra concerns

Step 2: Categorization

1. Navigation & Wayfinding Issues
   a. Navigation confusion
   b. Missing back button
   c. Disorientation during navigation
   d. Difficulty finding communities
   e. Misleading icon (messaging)
   f. Confusing icon (glasses)
   g. Misleading community access point
   h. Expected settings label
   i. Generally easy navigation
   j. Familiar iconography
   k. Wants alternate navigation paths
2. Visual Design & Aesthetics
   a. Positive visual impression
   b. Likes simplicity
   c. Monotone visuals
   d. Positive visual impression (P3)
   e. Likes color choice
   f. Wants more color
   g. Good visual clarity
3. Community & Social Connection
   a. Sense of community
   b. Shared interests
   c. Enjoyed community creation
   d. Likes community creation
   e. Community awareness
   f. Ease of connecting

       g.   Comfortable connecting
       h.   Less notification overload
       i.   Appreciates dedicated group space
       j.   Suggests contacts integration
       k.   No extra concerns
       l.   Likes local feed

4. **Privacy, Control & Safety**
       a.   Feels privacy is adequate
       b.   Reduced sharing hesitation
       c.   Prefers selective sharing
       d.   Likes privacy controls
       e.   Control over content exposure
       f.   Control reduces privacy concerns

5. **Onboarding, Learnability, and Ease of Understanding**
       a.   Unclear app purpose
       b.   Wants onboarding tutorial
       c.   Learnability through repetition
       d.   Good onboarding cue
       e.   Learnable over time
       f.   Onboarding skepticism

6. **Customization & Personal Control**
       a.   Enjoys customization
       b.   Positive emotional response
       c.   Interest-matching
       d.   Wants clearer posting process
       e.   Use cases adequate

7. **Overall Usability & Positive Impressions**
       a.   Overall easy to use
       b.   Overall positive usability
       c.   Would recommend
       d.   Says design is understandable

Step 3: Themes

Theme 1: Navigation & Wayfinding Challenges
Rationale: Users struggle to orient themselves, interpret navigation cues, and find key features.

1. Sub-theme 1A: Orientation & Flow Breakdown
       a.   Navigation confusion
       b.   Disorientation during navigation
       c.   Difficulty finding communities

2. Sub-theme 1B: Navigation Controls & Missing Actions
    a. Missing back button
    b. Wants alternate navigation paths
    c. Expected settings label
3. Sub-theme 1C: Misleading or Unclear Iconography
    a. Misleading icon (messaging)
    b. Confusing icon (glasses)
    c. Misleading community access point
4. Sub-theme 1D: General Navigation Experience
    a. Generally easy navigation
    b. Familiar iconography

Theme 2: Visual Appeal & Aesthetic Impressions
Rationale: Users respond strongly to visual cues, simplicity, and overall aesthetic identity.

1. Sub-theme 2A: Positive Aesthetic Impact
    a. Positive visual impression
    b. Positive visual impression (P3)
    c. Good visual clarity
2. Sub-theme 2B: Style, Simplicity & Recall
    a. Likes simplicity
    b. Monotone visuals
3. Sub-theme 2C: Color Preferences
    a. Likes color choice
    b. Wants more color

Theme 3: Community & Social Interaction
Rationale: Users value meaningful interaction, shared interests, and collaborative spaces.

1. Sub-theme 3A: Social Belonging & Community Identity
    a. Sense of community
    b. Shared interests
    c. Community awareness
    d. Likes local feed
2. Sub-theme 3B: Engagement & Participation Enjoyment
    a. Enjoyed community creation
    b. Likes community creation
3. Sub-theme 3C: Social Connectivity & Contacts
    a. Suggests contacts integration

Theme 4: Privacy, Control & Safety
Rationale: Users discuss comfort, control, and selective visibility.

1. Sub-theme 4A: Perceived Safety & Trust
   a. Feels privacy is adequate
   b. Reduced sharing hesitation
   c. Control reduces privacy concerns
2. Sub-theme 4B: Sharing Boundaries & Control
   a. Prefers selective sharing
   b. Likes privacy controls
   c. Control over content exposure

Theme 5: Learning Curve, Onboarding & Understandability
Rationale: Users reflect on how well the system teaches itself.

1. Sub-theme 5A: Onboarding Clarity
   a. Unclear app purpose
   b. Wants onboarding tutorial
   c. Good onboarding cue
   d. Onboarding skepticism
2. Sub-theme 5B: Learnability Over Time
   a. Learnability through repetition
   b. Learnable over time

Theme 6: Personalization & User Empowerment
Rationale: Users value customization and emotional resonance.

1. Sub-theme 6A: Customization Preferences
   a. Enjoys customization
   b. Interest-matching
2. Sub-theme 6B: Emotional Reactions & User Satisfaction
   a. Positive emotional response
3. Sub-theme 6C: Control Over Posting & Use Cases
   a. Wants clearer posting process
   b. Use cases adequate

Theme 7: Overall Usability & Positive Impressions
Rationale: General satisfaction and perception of the app's ease and value.

1. Sub-theme 7A: Ease of Use & Accessibility
   a. Overall easy to use
   b. Overall positive usability
2. Sub-theme 7B: Positive Recommendation & Trust
   a. Would recommend

3. Sub-theme 7C: Design Understandability
   a. Says design is understandable

Step 4: Affinity Diagrams

Navigation & Wayfinding Challenges

1A: Orientation & Flow Breakdown

Navigation confusion

Disorientation during navigation

Difficulty finding communities

1C: Misleading or Unclear Iconography

Misleading icon (messaging)

Confusing icon (glasses)

Misleading community access point

1B: Navigation Controls & Missing Actions

Missing back button

Wants alternate navigation paths

Expected settings label

1D: General Navigation Experience

Generally easy navigation

Familiar iconography

Visual Appeal & Aesthetic Impressions

2A: Positive Aesthetic Impact

Positive visual impression

Positive visual impression (P3)

Good visual clarity

2B: Style, Simplicity & Recall

Likes simplicity

Monotone visuals

2C: Color Preferences

Likes color choice
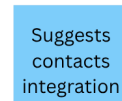
Wants more color

Community & Social Interaction

3A: Social Belonging & Community Identity

Sense of community

Shared interests

Community awarenes

Likes local feed

3B: Engagement & Participation Enjoyment

Enjoyed community creation

Likes community creation

3C: Social Connectivity & Contacts

Suggests contacts integration

Privacy, Control & Safety

4A: Perceived Safety & Trust

Feels privacy is adequate

Reduced sharing hesitation

Control reduces privacy concerns

4B: Sharing Boundaries & Control

Prefers selective sharing

Likes privacy controls

Control over content exposure
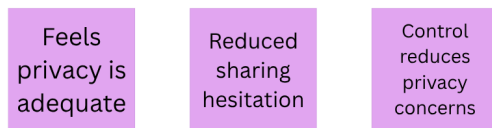
Learning Curve, Onboarding & Understandability

5A: Onboarding Clarity

Unclear app purpose

Wants onboarding tutorial

Good onboarding cue

Onboarding skepticism

5B: Learnability Over Time

Learnability through repetition

Learnable over time

Personalization & User Empowerment

6A: Customization Preferences

Enjoys customization

Interest-matching

6B: Emotional Reactions & User Satisfaction

Positive emotional response

6C: Control Over Posting & Use Cases

Wants clearer posting process

Use cases adequate

Overall Usability & Positive Impressions

7A: Ease of Use & Accessibility

Overall easy to use

Overall positive usability

7B: Positive Recommendation & Trust

Would recommend

7C: Design Understandability

Says design is understandable