



Task 2.3

User Research Analysis

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Research Goals

In the following charts, I executed the 4 stages of Research Analysis:

1. **Collect and organize data**

(i.e. research data obtained from the previous survey and user interviews conducted)

2. **Explore the data for Findings**

(A Finding is usually a fact that tells us “what” is happening, but it doesn’t tell us the “why” nor provide us with a way to find a meaningful solution.)

3. **Sort and map the data**

(i.e. create an Affinity Map)

4. **Identify user Insights**

(An insight, on the other hand, is something that describes an aspect of human behaviour/motivation and enables us to see how we might take actions to solve a problem.)

Collect and organize data

1. In the first step, I documented the results of the online survey focused on collecting the quantitative data.
2. Next, I documented each interview based on the notes for each participant.
3. The overview shows all the questions and user answers, plus their quotes.
4. Finally, I used color-coded sticky notes to record my interview partners.



5. From this picture, it is hard to read the data so decided to create digital copy of all sticky notes.

Explore the data for Findings

After organising the data, Identified behaviors/attitudes, needs/goals, pain points, and quotes from user interview.

Documented in digital copy, so that is easy to maintain for future references and without much efforts reading is possible with zoom option.

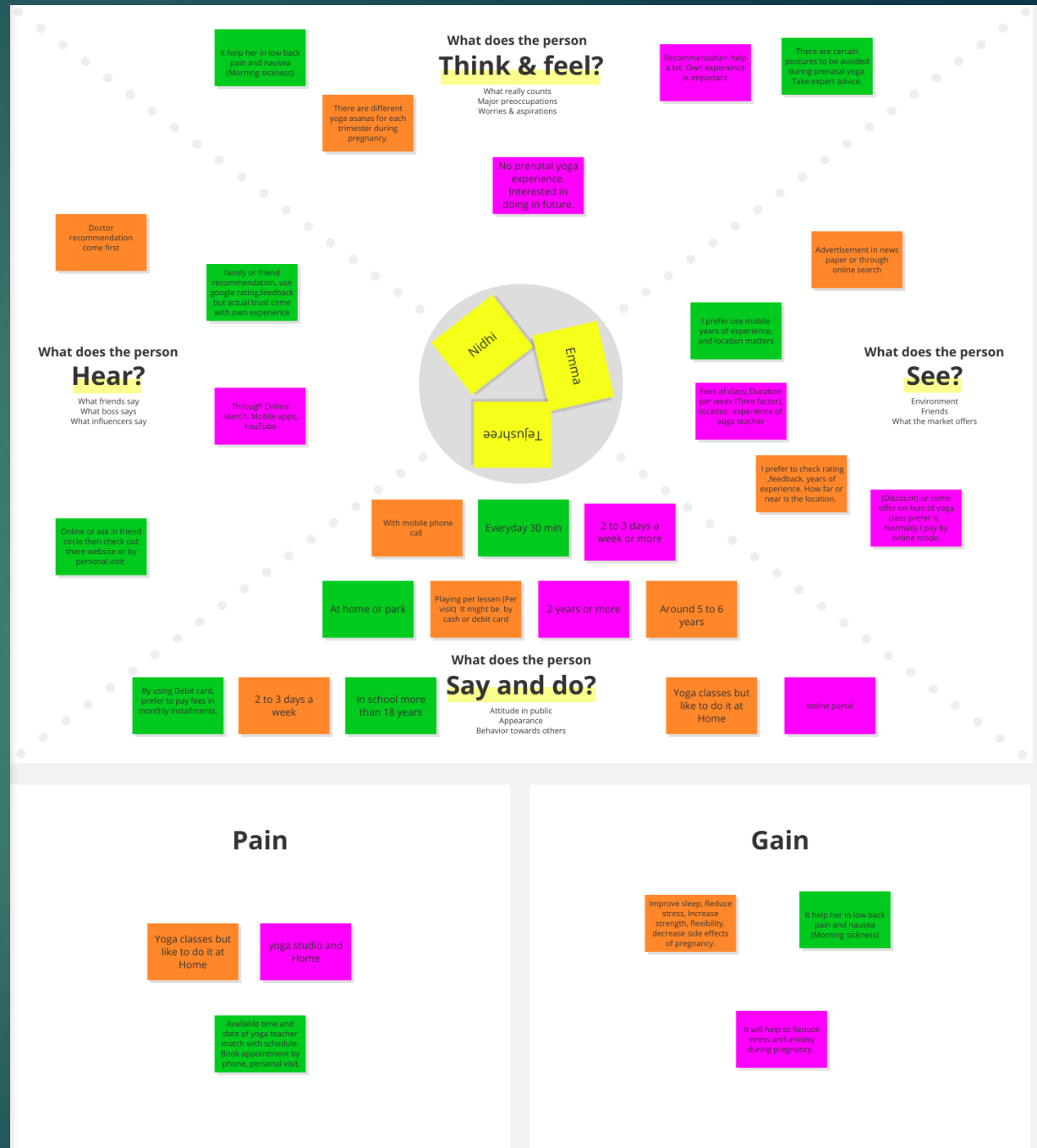
**** Click on image to view the digital copy of a board.**

	Nidhi	Emma	Tejushree
When did you start doing yoga?	In school more than 18 years	2 years or more	Around 5 to 6 years
Where you practice the yoga?	At home or park	yoga studio and Home	Yoga classes but like to do it at Home
How often would you practice yoga?	Everyday 30 min	2 to 3 days a week or more	2 to 3 days a week
How is prenatal yoga different from "regular" yoga?	There are certain postures to be avoided during prenatal yoga. Take expert advice.	No prenatal yoga experience. Interested in doing in future.	There are different yoga asanas for each trimester during pregnancy.
What are the benefits of prenatal yoga?	It help her in low back pain and nausea (Morning sickness)	It will help to Reduce stress and anxiety during pregnancy.	Improve sleep, Reduce stress, Increase strength, flexibility, decrease side effects of pregnancy.
How do you establish the trust on Yoga expert?	family or friend recommendation, use google rating, feedback but actual trust come with own experience	Recommendation help a bit. Own experience is important	Doctor recommendation come first
How do you find a suitable class or yoga teacher?	Online or ask in friend circle then check out there website or by personal visit	Through Online search, Mobile apps, YouTube	Advertisement in news paper or through online search
How you use a mobile /website to find a yoga class or yoga teacher?	I prefer use mobile years of experience, and location matters	Fees of class, Duration per week (Time factor), location, experience of yoga teacher	I prefer to check rating ,feedback, years of experience. How far or near is the location.
How you schedule an appointment with a yoga teacher?	available time and date of yoga teacher match with schedule. Book appointment by phone, personal visit.	online portal	With mobile phone call
How you schedule an appointment with a yoga teacher?	available time and date of yoga teacher match with schedule. Book appointment by phone, personal visit.	online portal	With mobile phone call
How you make payment to your yoga teacher?	By using Debit card, prefer to pay fees in monthly installments.	(Discount) or some offer on fees of yoga class prefer it. Normally I pay by online mode.	Playing per lessen (Per visit) It might be by cash or debit card

Sort and map the data

Ideas have been arranged in intuitive clusters and categorized to specific findings.

** Click on image to view the digital copy of a board.



Identify user Insights and finding

- When searching for the yoga expert, users often rely on their personal opinion and recommendations from their network.
- If their doctors recommend the prenatal yoga expert then users prefer to trust them.
- Users want to be sure, that yoga expert has a proven record of qualifications and years of an experience, good countable rating and feedback.
- Users like to practice the yoga at home but due to unavailability with the current system, they need to go to yoga classes or yoga studio.
- Users prefer paying per consultation or in a pre-defined package with discounts.

From the above data, It is clear that users need a way to find the yoga expert because they wish to learn from experts and it would be easily accessible in more convenient way.

**Thank you
for reviewing the report.**