

# Phân tích dữ liệu nghiên cứu



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- Giải thích và phân tích dữ liệu liên quan đến quá trình thiết kế
- Giúp hình dung được cái nhìn sâu sắc về người dùng
- Nó sẽ trở thành tài liệu đi cùng bạn trong suốt quá trình làm thiết kế
- Giúp chia sẻ sự hiểu biết của bạn cho những người trong nhóm, các bên có liên quan.



# Diagram and Map

## MOST COMMON FEARS

### Changes in the relationship

"we used to go shopping every month, but I just can't take her out anymore"

"I can't tell her about problems at work, she doesn't seem as interested as she used to be"

"I feel like I'm the parent now"

### A constant feeling of worrying

"I check in with her every evening, just to see how her day was"

"What if she takes the wrong medication?"

"I always have my phone within reach during work, in case something's wrong"

### A lack of personal time

"I haven't seen my friends in a long time"

"I'd rather rest at home than go out and ride by bike like I used to"

"I feel like I get snappy with my kids, while I really just want to enjoy the time we spend together"

### A lack of competencies

"I don't really know what these medicines do"

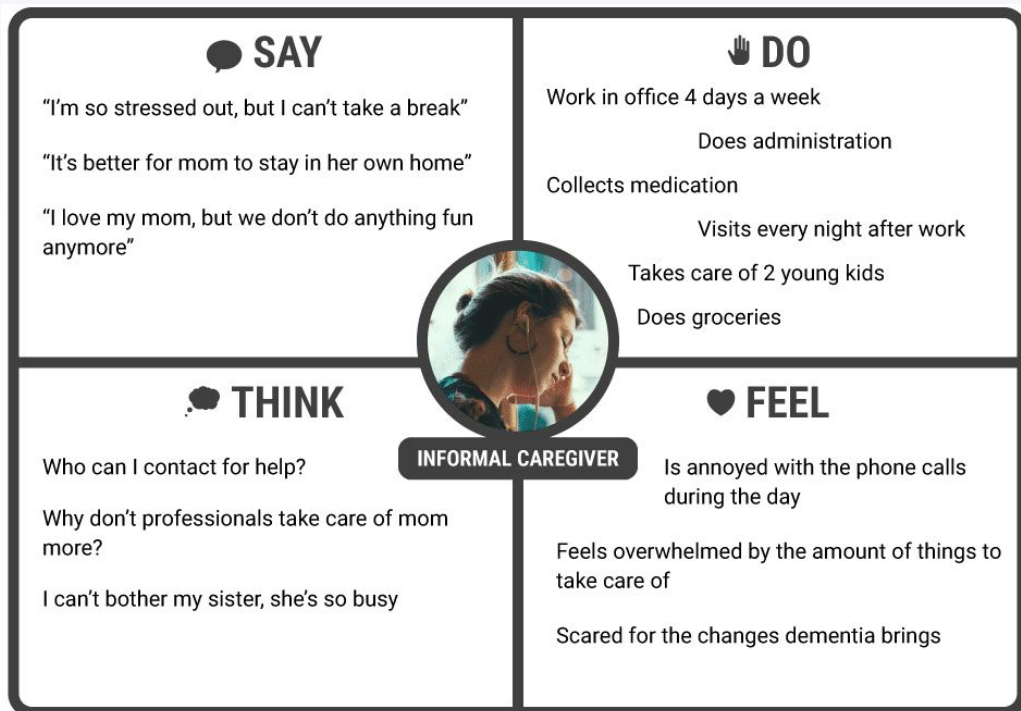
"I can help her now, but what if she becomes depressed or aggressive? How do I deal with that?"

"Dementia is so complex, I don't even know where to start when I want to learn more"

## ◆ Affinity Diagram

- ▶ Tìm ra Bốn danh mục về nỗi sợ hãi chính của người dùng.

# Diagram and Map

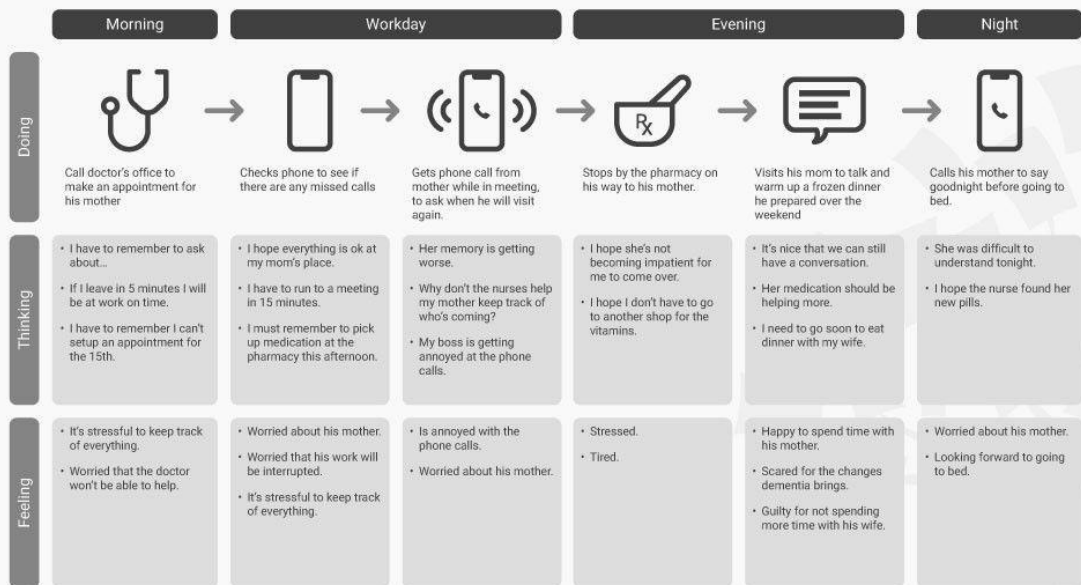


## Empathy map

- ▶ Giúp nhà thiết kế có sự đồng cảm với người dùng.

# Diagram and Map

## User Journey Map: Example



## User Journey map

- ▶ Thể hiện trải nghiệm của người dùng theo thời gian.
- ▶ Giúp xác định các điểm khó khăn và thách thức khác nhau.

# Personas



## Rachel

Cooking foodie

**Age** 28  
**Occupation** Government policy advisor  
**Education** Bachelor degree  
**Family status** Defacto  
**Location** Surry Hills, NSW  
**Challenges** Mildly dyslexic

**Online locations:** Work, Mobile  
**Computer type:** Windows desktop, iPhone  
**Connection type:** ADSL2, 3G mobile  
**Internet usage:** 5–6 hrs

**Top five bookmarked websites:**

- Twitter
- Gmail
- Facebook
- Food blogs (various)
- Epicurious



Food is central to Rachel's enjoyment in life. If she's not talking about it, she's thinking about it.

### What is getting in the way?

- Forgetting, or lacking time, to plan food for the week ahead
- Eating out
- Lack of time to cook more complex meals

How will Rachel interact with FlavourCrusader?

**Referrer** Twitter mention  
**Introduction touchpoint** iTunes page

### Questions

- What produce is currently in season?
- When is a specific ingredient come into season?
- What can I do with a specific ingredient? What goes with it? How do I prepare/cook it?
- What can I do with the food I have in the fridge?
- Where is a specific ingredient grown in Australia?

### Reasons to return

- Checking what's in season when planning the week's meals
- Finding when something comes into season to know when a recipe can be made
- Finding recipes for a specific ingredient
- Post a photo of a cooked meal from a listed recipe
- Post own recipe (via website)
- Post a photo of interesting produce found at a market

Who influences Rachel?



## Rachel's situation

### Goals/Motivation

- Enjoy great food to share with friends and family
- Find new ingredients or techniques (to share with other foodies)
- Increase knowledge about food — cooking, preparation, seasonality, provenance etc.

### Frustrations and pain points

- Not being able to find good quality, locally-sourced and affordable produce between market days
- The "cult of organic" — people who don't really "get it"
- Friends not being interested in food as much
- Online recipes and sites (like Epicurious) so American-centric

### Key words

chefs, restaurants, recipes, cookbooks, ingredients, seasonal, local, farmers' markets

## Rachel's story

Food was always a big part of family activities — a chance each day to meet around the table — and I'm continuing in that tradition. On weekends I'll often spend the whole day going to the markets, preparing then cooking in the afternoon to host a dinner with friends.

My friends were getting sick of me talking about food, so I was really glad to connect with food bloggers and people on Twitter who share my passion for food. I love the stories behind food — whether from food bloggers or the producers at my local farmers' market. That direct connection to producers is much more important to me than if something is 'certified' or not. I learn so much from them about seasonality, techniques and tips on preparing and cooking food, and just what's involved in getting the food on my plate. I appreciate their efforts so much more since I've got to know some of them better.

I really enjoy simple, produce-driven recipes and I get excited finding new ingredients and flavours and trying new techniques. I'm always learning. I have so many cookbooks, but I don't really get into them as much as I'd like.

I don't like buying fresh fruit and veg from supermarkets because I find the quality and taste of the produce is pretty poor. I try to stock up at the farmers' markets on the weekends instead. It's a bit more expensive, but it tastes sooooo much better, and lasts longer anyway. I try to get to the local greengrocer instead of Coles or Woolies for the things I can't get elsewhere or if I've not been able to get to the markets for the week — but I wish there were more options.

- ▶ Là bản báo cáo thể hiện về người dùng được nghiên cứu
- ▶ Giúp bạn có cảm giác người dùng đang tồn tại

# Các thành phần của Personas

- ▶ Tên, tuổi, giới tính và hình ảnh của nhân vật
- ▶ Nói về nghề nghiệp hoặc việc gì đó mà họ làm có liên quan đến cuộc sống của họ
- ▶ Kinh nghiệm và các kỹ năng liên quan trong lĩnh vực sản phẩm hoặc dịch vụ bạn sẽ phát triển
- ▶ Một số ngữ cảnh để chỉ ra cách họ sẽ tương tác với sản phẩm hoặc dịch vụ của bạn.
- ▶ Bất kỳ mục tiêu, thái độ và mối quan tâm nào mà họ sẽ có khi sử dụng sản phẩm hoặc dịch vụ.
- ▶ Trích dẫn hoặc kịch bản ngắn gọn cho thấy thái độ của nhân vật với sản phẩm và dịch vụ.

# ► Luyện tập

Hãy tập thực hiện

1. Affinity diagram
2. Empathy map
3. User journey map
4. Personas.