3.1.5 Analysing user research data

Analysing data

Affinity sorting help identifying common themes in your research

Create a wall of data

- Go through your notes or recordings and write post-it notes for each and every meaningful participant comment
  - Write in the users' voice - "I don't like package holidays because they're too expensive"
  - Write your own insights and questions in a different colour

- Writing all the relevant user comments by hand is the single best way to **get an real empathy for your users**
- After building the wall of data, **start grouping the post-its so that similar post-its are together.** Group by common **goals, behaviours, attitudes, activities,** etc.
- **Involve other people** in this analysis to check your assumptions

Analysing data from user research

Analyse:

- User outlook and perspective, their building blocks for a mental model
- Goals
- Behaviours
- Processes & tasks
- Social interactions
- Physical environment

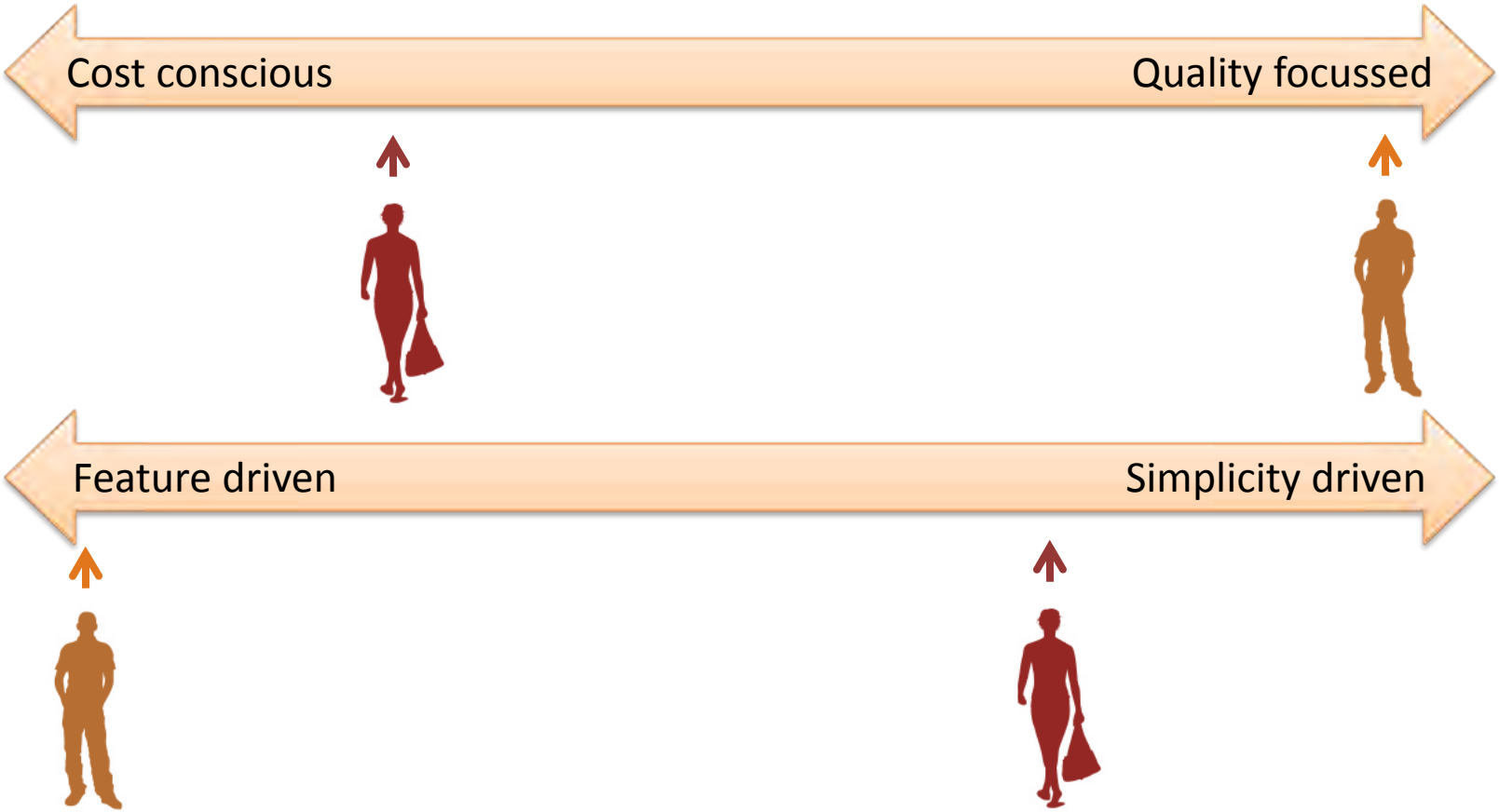
….and distill into **personas, scenarios, lists of requirements etc**

Personas

- **Personas** are a way to **sum up user research** into archetypical **user representatives,** describing **goals, attitudes, motivations** and **key design challenges**
- They **merge many sources of data** into a format that drives successful design
- **Build consensus** about who the target users are and **avoid self-referential design**
- Allow to quickly **explore or validate design decisions**

Personas – Behavioural variables

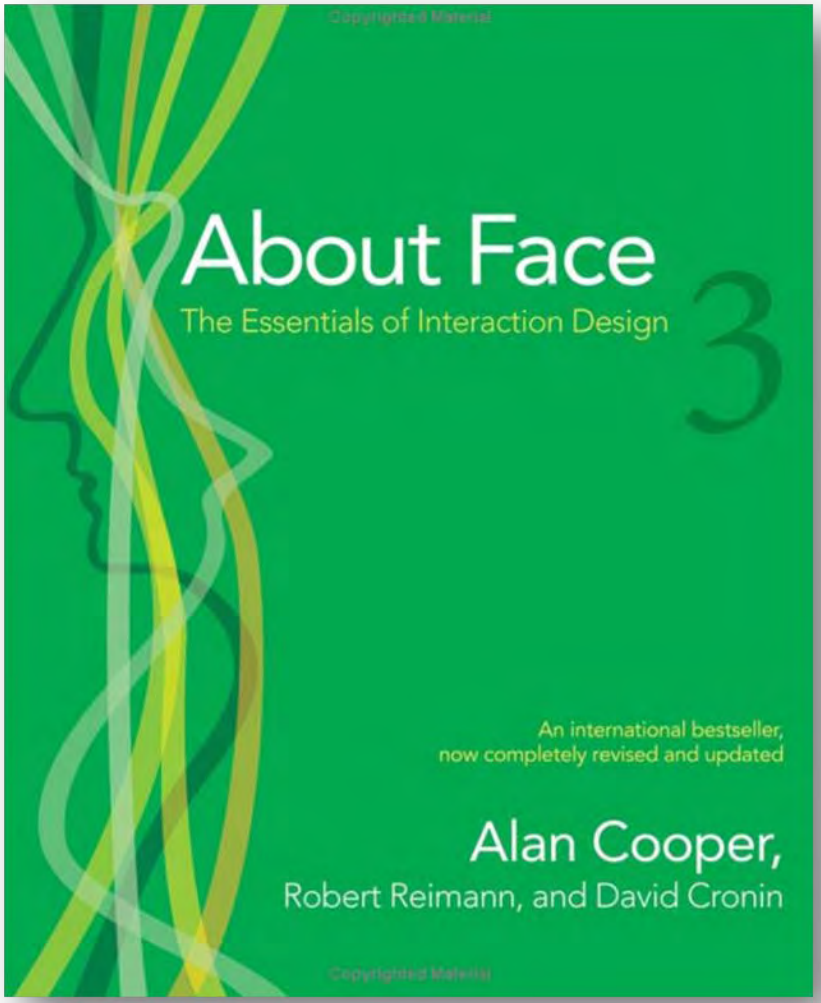
Map your personas to the behavioural variables identified in your research:



Personas – Goals, attitudes and motivations

Define the goals of your personas based on your users research:

- **End goals:** What outcomes they want to achieve
- **Experience goals:** How users want to experience your product or service
- **Life goals:** What users want to achieve in their life
- **Attitudes,** what **motivates** and what **annoys** them
- How they **relate to the organisation**
- What makes them a **design challenge**
- **Their outlook in a single sentence or metaphor**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Scenarios

Scenarios are user stories that describe the steps users go through to satisfy their goals:

- **Task scenarios** describe what users are doing currently
- **Use scenarios** describe how users will perform the same task using your product or service

- Task scenarios should contain information about **the user, his goals, actions, objects used** and **information needed,** set in **context.**

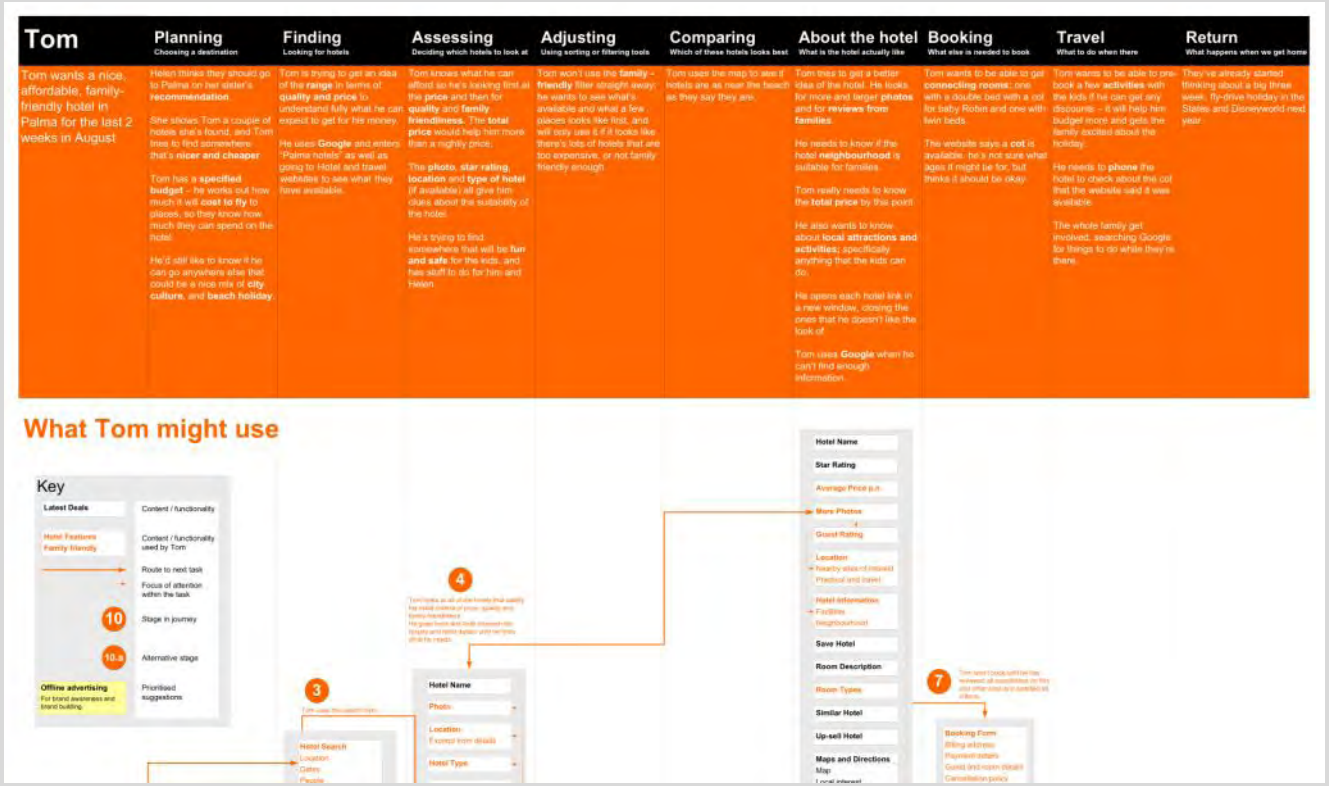
- Task scenarios help you to define functional requirements and to find gaps in the current offering

Documenting scenarios

- Use scenarios are effective to describe system requirements in a way that keeps the user at the heart

- Choose the right way to document your stories. There are a number of options:
  - Narrative stories
  - Flow diagrams
  - Use Cases

Gap analysis



Mapping a persona's scenario against site functionality help identifying gaps in the functions and information offering

Task analysis

Task analysis is the breakdown **of (complex) tasks into a sequence sub-tasks (actions).** Pay attention to:

- Frequency
- Level of skill required
- Knowledge required
- Environment
- Safety
- Switching with other tasks
- Social context

Task analysis allows you to:

- Diagnose problems or inefficiencies
- Gather requirements

Task: *Create a persona for your project*

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1. **Create some behavioural dimensions** based on your research to date. If you don't have any, use your best guess (Worksheet 1)
2. **Create a persona:** Goals, attitudes, motivations and some demographic data (Worksheet 2)

Under normal circumstances a persona should be based on thorough user research, but for today we can make some stuff up…

Requirements

Based on the business requirements gathered and user research conducted, you should be able to start thinking about:

Functional requirements: What your product must do

- Specifications of the system's functionality
- Actions that the system must take (verbs)
- Not a quality e.g. 'fast'

Non-functional requirements: a quality your product must have (look and feel, usability, performance, operational, maintainability & portability, security, cultural & political, legal)

Summary

We talked about:

- The importance of **user mental models** in user experience
- The need to understand **business requirements,** organisational factors such as **stakeholders** and the **market**
- User research methods: **Contextual inquiry, lab interviews and diary studies**
- Ways of summarising this research: **Personas, Storyboards, Task analysis** and **Scenarios**
- **Types of requirements**