

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 consumer 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

1. Analyse:

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

....and distil into **personas, scenarios, lists of requirements etc.**

Presenting user research data

Personas

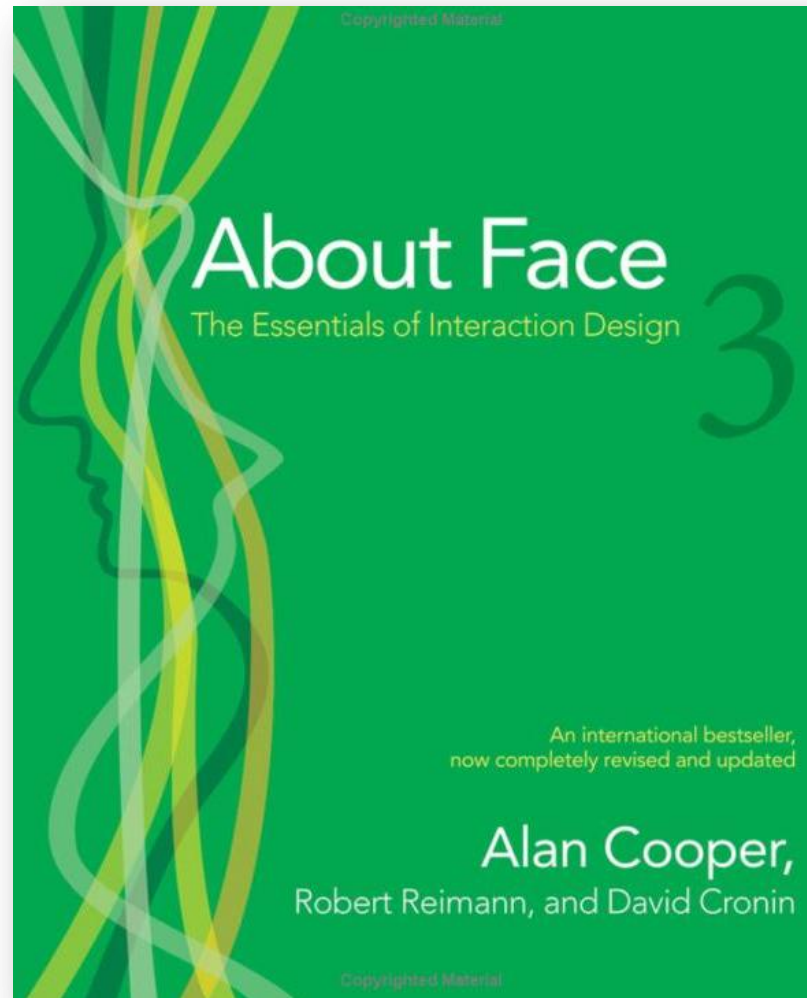
- **Personas** are a way to **sum up user research** into archetypical **user representatives**, describing **goals, attitudes and motivations**
- They **merge many sources of data** into a format that drives **successful design**
- **Build consensus** about who the target users are and **avoid self-referential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



Personas – 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**



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

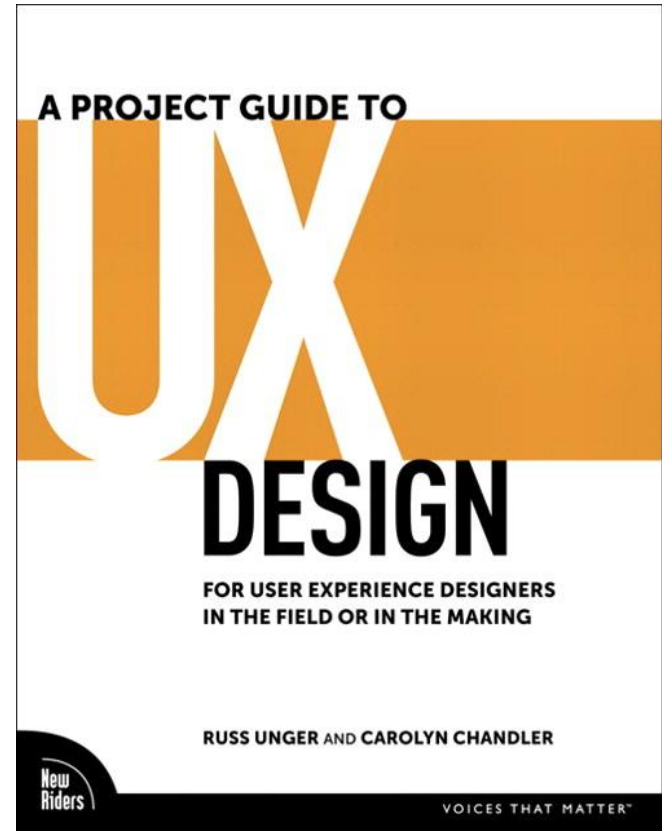
Further reading...

Chapter 4: Project objectives

Chapter 5: Business Requirements

Chapter 6: User Research

Chapter 7: Personas



Further reading...

