



Assignment

Thematic Analysis of User Reviews

Due on: Feb 21, 2025, 23:59

System Instructions

- You are given an extra 10 minutes after due time to submit this assignment. However, please note that any submissions made after the due time are marked as late submissions.

Assignment Question and Instructions

- Work in pairs.
- Select a digital product or app with publicly available user reviews (e.g., Play Store, App Store, Trustpilot, Amazon, Reddit, etc.).
- Think about what you want to look for in the reviews (
- Sample at least **30 user reviews** for the selected product from Amazon, play store, app store, as needed. Make sure the reviews are meaningful ("ok", "good", "useless" are not useful reviews). Use an appropriate sampling strategy and describe why you chose it.
- Conduct **thematic analysis** by identifying key themes in the reviews.
- Perform analysis on the themes (most frequent, no. of instances, priorities for them, etc.).
- Document findings and summarize insights in a structured report.

Your report should contain:

- Teammate names, roll numbers, product.
- What question(s) you want to answer about the product from the reviews (e.g., "What makes ProductX whacky?"). This should be a question (not a statement). Use words such as "what", "why", "how" rather than ones that give binary (yes/no) answers.
- Sampling strategy, no. of reviews, how you gathered them.
- A link to a spreadsheet containing all reviews and your themes.
- Analysis of the themes and your findings from the reviews.
- Anything else relevant to the assignment.
- SUBMIT ONLY ONE REPORT PER TEAM / PAIR. If there are multiple submissions, there will be a penalty.
- Late submissions will not be evaluated. Submit ahead of deadline to avoid technical reasons.

Due date is over.

