# CS 798H : HUMAN COMPUTER INTERACTION

## Thematic Analysis of User Reviews: Motorola Edge 50 Fusion (256 GB)

**Team Mates**

| Krishna Kumar Bais | Divyanshu |
| 241110038 | 241110023 |

## 1. Introduction

We have selected the Motorola Edge 50 Fusion (256 GB) smartphone for this analysis to understand user feedback and experiences. By studying customer reviews, we aim to identify the key factors that contribute to both satisfaction and dissatisfaction among users. This report explores how various features, such as the display, battery life, camera, and performance, shape the overall user experience. Additionally, we investigate why many users consider this device a good value despite recurring concerns, such as heating issues.

**Product Link:** [Motorola Edge 50 Fusion (256 GB) Flipkart](Motorola Edge 50 Fusion (256 GB) Flipkart)

## 2. Research Questions

- What factors influence user satisfaction and dissatisfaction with the Motorola Edge 50 Fusion?
- How do specific features (e.g., display, battery, camera) shape the overall user experience?
- Why do users perceive the device as a value-for-money product despite recurring issues like heating?

# 3. Sampling Strategy

- **Strategy:** Stratified Purposive Sampling
- **Why?** To ensure a balanced representation of all star ratings (1–5) while prioritizing detailed reviews that provide meaningful insights.
- We used purposive sampling because we have specific research questions to answer about the product. This method helps us stay focused on our objectives and ensures that the reviews we analyze provide meaningful insights to draw accurate conclusions.
- **Number of Reviews:** 45
- **Process:**
  - We extracted all 45 reviews from the spreadsheet and categorized them by star rating.
  - We have selected reviews that provided detailed feedback rather than generic responses like "Good" or "Bad."
  - Final distribution of reviews:
    - **5-star:** 15 reviews
    - **4-star:** 12 reviews
    - **3-star:** 7 reviews
    - **2-star:** 6 reviews
    - **1-star:** 5 reviews

# 4. Spreadsheet Link

- **Google Sheets:** Motorola Edge 50 Fusion Reviews & Themes Spreadsheet Link
- **Contains:**
  - Raw reviews, star ratings, themes.
  - 12 Key Themes: Performance, Camera, Battery, Display, Design, Software, Heating Issues, Charging Speed, Value for Money, Customer Support, Build Quality, Connectivity

# 5. Thematic Analysis & Findings

## Identified Themes

- **Performance** (38 mentions, 80% positive)
  - **Positive:** "Snapdragon 7s Gen 2 handles daily tasks smoothly," "No lag in multitasking."
  - **Negative:** "Heats during gaming," "App crashes occasionally."
  - **Sub-themes:** Gaming performance, thermal throttling

- **Camera** (42 mentions, 65% mixed)
  - **Positive:** "50MP main sensor excels in daylight," "Portrait mode is stunning."
  - **Negative:** "Low-light photos are grainy," "Shutter lag before update."
  - **Sub-themes:** Daylight vs. low-light performance, video stabilization

- **Battery Life** (35 mentions, 75% positive)
  - **Positive:** "Lasts 1.5 days with moderate use," "68W fast charging (0–100% in 65 mins)."
  - **Negative:** "Drains quickly during gaming," "Requires optimization."

- **Display** (40 mentions, 95% positive)
  - **Positive:** "144Hz pOLED is vibrant and smooth," "Excellent outdoor visibility."
  - **Negative:** "Glare under direct sunlight."

- **Design** (28 mentions, 90% positive)
  - **Positive:** "Premium vegan leather finish," "Slim and lightweight."
  - **Negative:** "Slippery without a case."

- **Software** (25 mentions, 70% positive)
  - **Positive:** "Clean Android 14 with no bloatware," "Timely bug fixes post-update."
  - **Negative:** "Delayed security updates," "Initial software bugs."

- **Heating Issues** (25 mentions, 90% negative)
  - **Negative:** "Heats while charging/gaming," "Gets worse in summer."

- **Value for Money** (30 mentions, 85% positive)
  - **Positive:** "Flagship features at ₹25k," "IP68 rating and premium design."
  - **Negative:** "Competitors like Redmi offer better cameras."

- **Customer Support** (8 mentions, 100% negative)
  - **Negative:** "Slow service center response," "Unresolved mic distortion issues."

- **Charging Speed** (20 mentions, 70% positive)
  - **Positive:** "68W charger included," "Quick top-ups."
  - **Negative:** "Overheats during charging."

- **Build Quality** (15 mentions, 60% mixed)
  - **Positive:** "Gorilla Glass 5 protection," "IP68 waterproofing."
  - **Negative:** "Screen scratches easily," "Fragile back panel."

- **Connectivity** (10 mentions, 60% negative)
  - **Negative:** "5G network instability," "Bluetooth disconnections."

**<u>Key Insights</u>**

- **Drivers of Satisfaction**:
    - Display and Design are universally praised, with users highlighting the "vibrant 144Hz screen" and "luxurious vegan leather finish."
    - Battery Life and Clean Software are critical for casual users, contributing to the device's "value-for-money" perception.
    - Fast Charging mitigates battery drain concerns, with 68W charging seen as a premium feature.
- **Pain Points**:
    - Heating Issues dominate negative feedback, especially during gaming/charging.
    - Low-Light Camera Performance and Software Update Delays frustrate power users.
    - Customer Support is a significant weakness, with multiple complaints about unresolved hardware issues.
- **Surprises**:
    - Despite heating complaints, 70% of users still recommend the phone for its balanced performance and design.
    - The IP68 rating and vegan leather back are standout features in the mid-range segment.

# 7. Recommendations for Motorola

- **Optimize thermal management** via software updates to reduce heating issues during gaming and charging.
- **Improve low-light camera performance** by enhancing noise reduction and tuning night mode settings.
- **Increase software update frequency** to address security concerns and bug fixes more effectively.
- **Enhance customer support services** by reducing response time and improving issue resolution rates.
- **Include a free protective case** in the box to prevent slipping and improve the user experience.

# 8. Ethical Considerations

- **Anonymization:** No personal user data was included in the analysis.
- **Exclusion of Biased Reviews:** Reviews that seemed excessively promotional or vague were excluded.
- **Ensuring Review Authenticity:** Only verified Flipkart purchases were considered to ensure credibility.
- **Potential Bias acknowledgement :** Since most reviews were from online shoppers, rural consumers and offline buyers might be underrepresented.

# 9. Limitations

- Most reviews are from urban users, meaning rural network issues may not be fully represented.
- Some reviews lacked depth, limiting the analysis of niche concerns.

This analysis provides valuable insights into user experiences with the Motorola Edge 50 Fusion. Addressing the identified issues could significantly enhance future customer satisfaction.