

CONVERSATION MINING

Analysis Information:

Project: _____

Conversation Analysis No.: _____

Researcher: _____

Date: _____

Researcher Notes (e.g. purpose of analysis, used tools)

Aspect	Sources				
	Source 1	Source 2	Source 3	Source 4	Source 5
e.g. opinions about brand voice					
e.g. Feature wishes					

Aspect	Sources				
	Source 1	Source 2	Source 3	Source 4	Source 5

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	Source 1	Source 2	Source 3	Source 4	Source 5