



User Research Analysis

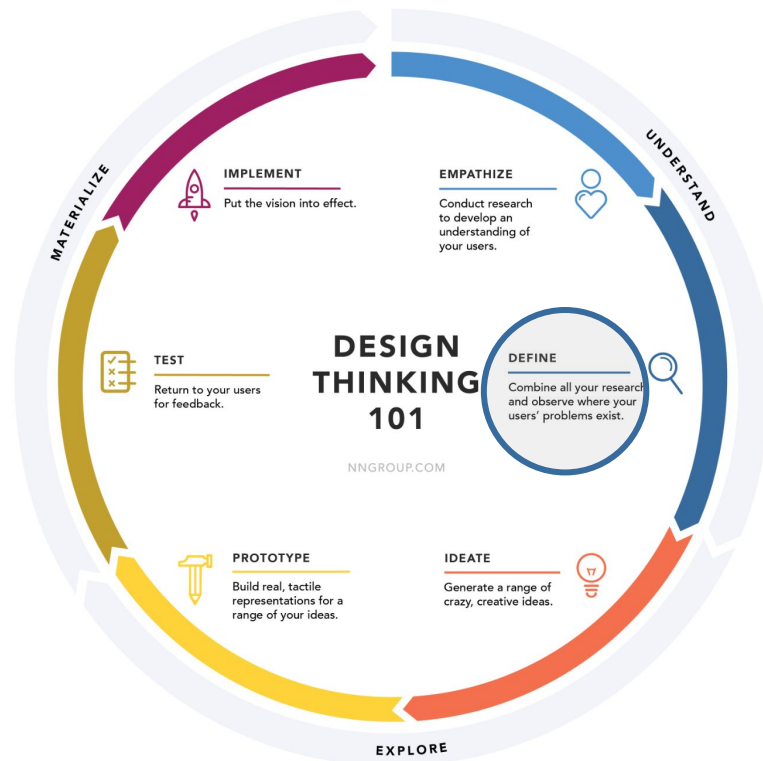
MAD9034



UX Design Process

User research analysis and problem definition

- **Empathize**
- **Analyse and Define**
 - Make sense of the research data
 - Thematic analysis
 - Define problems to solve
 - Persona
 - Information Architecture
- **Design/Ideate**
- **Prototype**
- **Test**
- **Implement + Measure**



User Research Analysis

Definition and Goals

User research analysis is about making sense of the data that you collected during your study.

Goals

- Avoid being influenced by your own bias or interests
- Ensure opportunities aren't overlooked
- Be able to share with other people (product stakeholders) how you reached your conclusions
- Know what you don't know

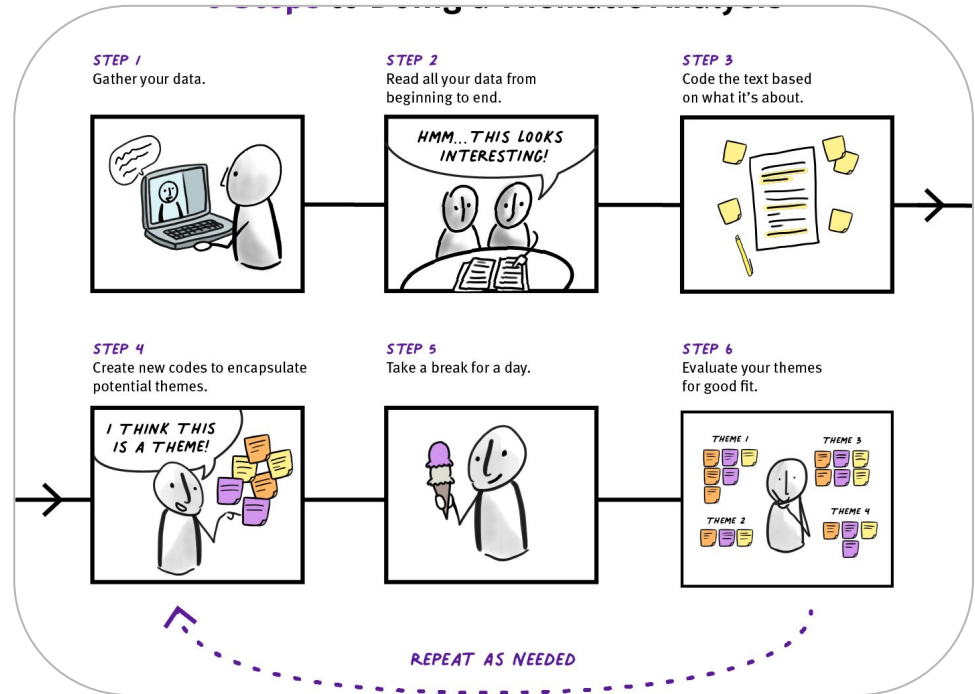
Don't skip this step!

User Research Analysis

Thematic Analysis

A systematic method of breaking down and organizing rich data from qualitative research by tagging individual observations and quotations with appropriate codes, to facilitate the discovery of significant themes.

[How to Analyze Qualitative Data from UX Research: Thematic Analysis](#)



[Nielsen Norman](#)

User Research Analysis

Affinity Diagramming

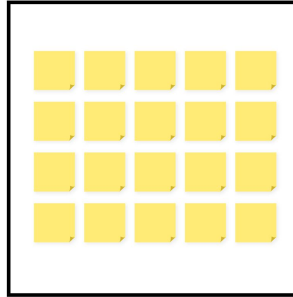
A method of clustering information collected from user research, or design ideas, into logical themes. It is used to analyze data from user research findings and to organize ideas in an ideation workshop.

[Affinity Diagramming for Collaboratively Sorting UX Findings and Design Ideas](#)

3 Steps to Affinity Diagramming

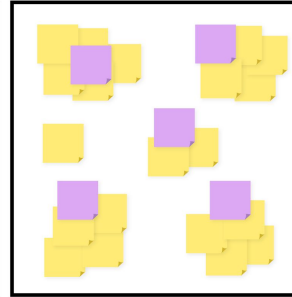
STEP 1

Generate ideas as sticky notes.



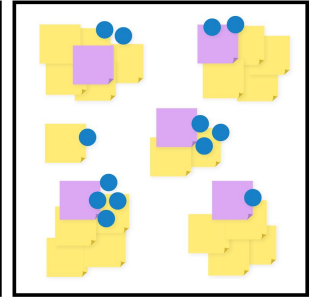
STEP 2

Organize notes into clusters.



STEP 3

Prioritize clusters and next steps.



NN/GROUP.COM NN/g

[Nielsen Norman](#)

User Research Analysis

Affinity Diagramming method

STEP 1: Familiarize yourself with your data.

STEP 2: Write each pain point or user need on an individual sticky note.

STEP 3: Identify preliminary themes

STEP 4: Review themes

STEP 5: Name and define themes

[Affinity diagramming](#)



User Research Analysis

Tips

- Watch your bias!
- Interpret the data as honestly as you can
- Stay focused on analyzing data that is relevant to the goals of your project: opportunities to improve a fitness application

Warm-up project

Apple Watch fitness application
Synthesizing user research results

Fitness Application Design

Work breakdown

Week 2.1	Form groups. Prepare to learn about your user, context of usage and the problems to solve. Conduct user interviews to "know your user."
Week 2.2 (today)	Map out the problem and select a place to focus.
Week 3.1	Sketch ideas and choose the one to proceed with.
Week 3.2	Create a prototype
Week 4.1	Test the prototype with real people

[The Design Sprint](#)



Today in class

Affinity Diagramming

1. Write each pain point or user need on a post-it
2. Read them out loud to the group
3. Look for patterns > start organizing in themes
4. Refine
5. Chose one theme to work on as a group



Image source

Today in class

Affinity Diagramming: Step 1

- Write each pain point or user need on a post-it.
- One post-it or more per interview question.

Individual work - 10-15 minutes



Image source

Today in class

Affinity Diagramming: Step 2, 3

- Read them to your group
- Look for patterns or themes that emerge
- Group post-it notes that belong together

Group work - 20 minutes



[Image source](#)

Today in class

Affinity Diagramming: Step 4, 5

- Refine and adjust your groupings
- Identify 3 major themes that you can solve with a digital product (fitness app)
- Name these 3 themes for everyone to understand them

Group work - 10 minutes



Image source

Today in class

Choose and define the problem to solve

- Choose one problem
- Write it as a problem statement

Group work - 10 minutes

We spoke to *(participant name)* *(describe generic, persona details)*

We noticed *(describe the challenge or opportunity)*

We would like to design a solution *(describe specifically what your product will solve)*

We spoke to Anna, a single woman in her mid 20s who works night shifts.

We noticed that Anna often works so late that she misses her last bus home.

We would like to design a solution to help Anna feel safe and comfortable using our ride service.

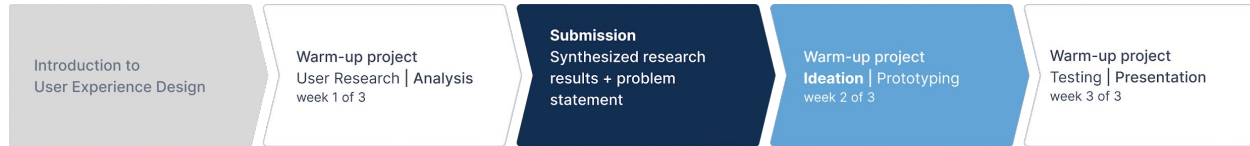
Exercise 2

Synthesizing user research results

[Details on the course website: Exercise 2](#)

Coming up

Ideation



Mandatory: Exercise 2 submission