

RESEARCH

ANALYSIS

You’ve invested significant time and resources in your research efforts, gathered pages of notes, observations, testing responses, visual references—what’s next? How do you sort through all that information in an efficient manner? Distill the relevant findings? Make sense of disparate feedback?

TOPICS COVERED:

- Sample Framework to Help Structure (p122)
- Sample Framework to Help Empathize (p124)

RELATED:

- Person-First Philosophies (p14)
- Triangulation (p40)
- Managing the Design Process (p103)
- Research Summary Reports (p127)
- Creative Briefs (p128)

► **Analysis frameworks provide structure for research findings (cataloging related people, places, things, and activities), or documentation of a user's experience (illustrating timeline and associated activity).**

Frameworks allow team members to empathize with their audience. They provide a repository for information collected by multiple researchers, allowing the team to share and combine individual efforts.

The resulting visualizations provide prompts for group discussion. They can help designers connect concepts, find patterns, illustrate subject associations, demonstrate event sequences, compare and contrast, and more.

Using frameworks for analysis should feel familiar, because in many ways the process mirrors ideation exercises. Gather the standard ingredients: a pile of sticky notes, markers, an uncluttered work space, ample time for discussion, open-minded participants. Bring all the research findings you've collectively amassed.

Kick things off by writing the selected framework categories on whiteboard or wall. Start by placing your findings—or any new questions that may pop up—into the appropriate areas. One idea per sticky note—you know the drill. Look for patterns and clusters to emerge. Several

observations in one column or too few in another may reveal an opportunity for design intervention, or identify an area that needs further investigation.

This is a qualitative process, so don't be afraid to try several different options for organization—some people combine multiple frameworks to distill their research. Different patterns (and opportunities) may emerge when you look at the data through an alternate lens. Apply what you have learned about convergence and triangulation (see pages 40–41) to this process. If you keep coming back to similar conclusions, regardless of the framework you're using, those ideas are worth exploring through design.