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OUTLINE OF WEEK 10

- **Please log into Teams and SOL/Moodle (for attendance tracking):**

Moodle: https://learn.solent.ac.uk/course/view.php?id=44075 **Account:** https://tinyurl.com/Solent-COM621 AM session: https://tinyurl.com/COM621am PM session: https://tinyurl.com/COM621pm

- **Please wear masks – Windows & doors open / *See Teams on module feedback***
  https://staff.solent.ac.uk/news/new-covid-19-guidance-for-the-winter-term
- **Figma demo – Nuno**
- **Discuss the video recording on 9 & 16 Dec. (Need 2 from each group) NB: part of my R&D study. See consent form:**
- **Qualitative Data: 7 stages & Grounded Theory**
  https://courses.delvetool.com/courses/introqualitative/753433-1-welcome-how-learning-qualitative-coding-will-help-you-with-your-research/2199919-welcome

https://docs.google.com/forms/d/e/1FAIpQLSew0pb1OwOnZJLbBnp_APymjLHXY9LvXMePbM2FmooEJb4YRg/viewform?usp=sf_link

- **Research:** Gantt chart & https://www.mrs.org.uk/
- **1 Minute Essay**
- **Review Tag cloud**

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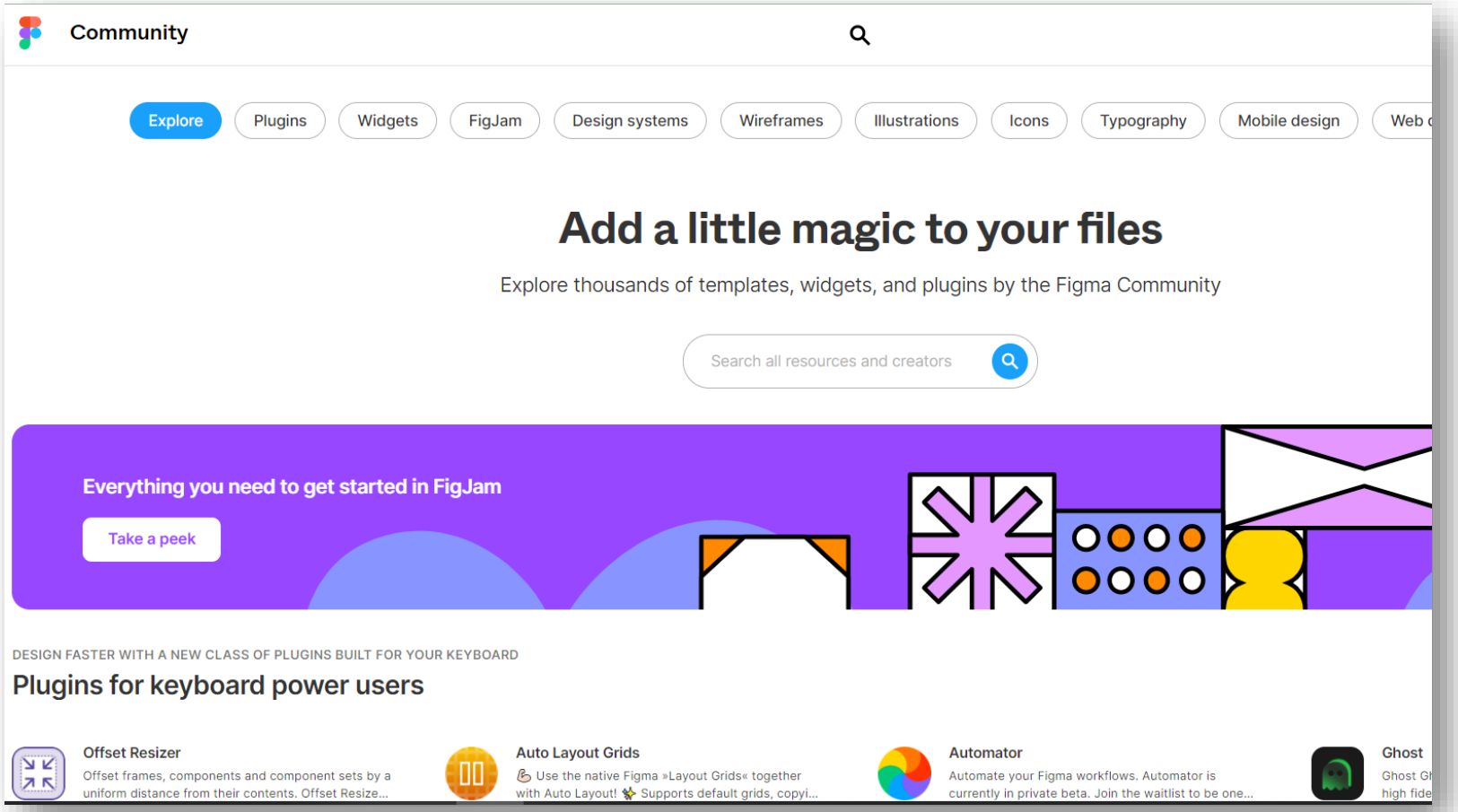
FIGMA DEMO

Nuno presentation

https://www.youtube.com/watch?v=TYhp4s-vjK4



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Part 2 – User Research Analysis Deliverable 1k Words

In UX, it is important to understand who the users are and what are their needs. In order to do that you should utilise a variety of UX methods, minimum required:

•Contextual Interviews - Enable you to observe users in their natural environment, giving you a better understanding of the way users work.

•Surveys - A series of questions asked to multiple users of your idea.

You should produce a valid list of user groups (Demographics, Geographic, Psychographic and behavioural) attributes table. **You must also produce a list of user needs in a form of a table.**

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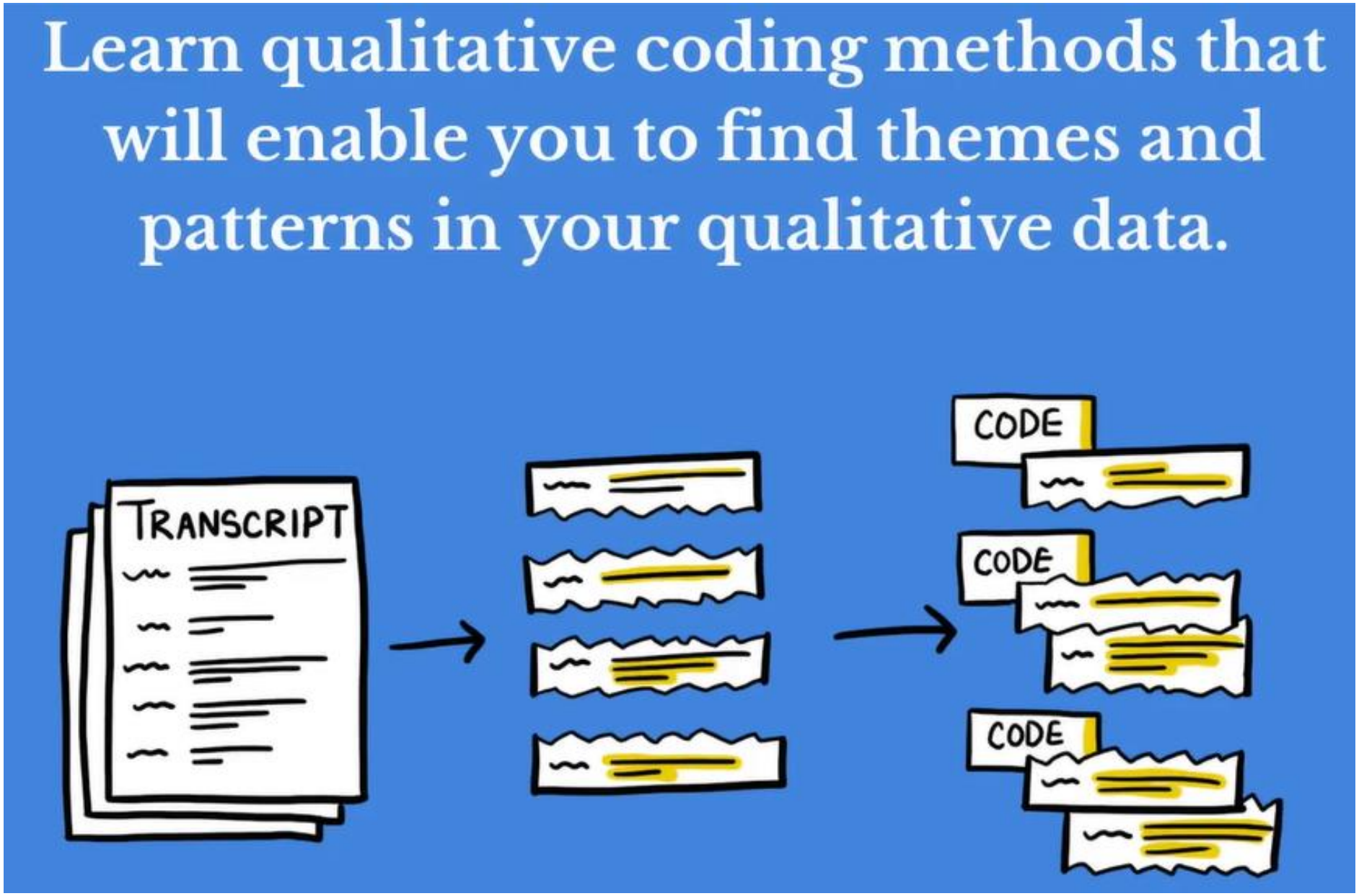
Interview analysis

https://courses.delvetool.com/courses/introqualitative/753433-1-welcome-how-learning-qualitative-coding-will-help-you-with-your-research/2199919-welcome



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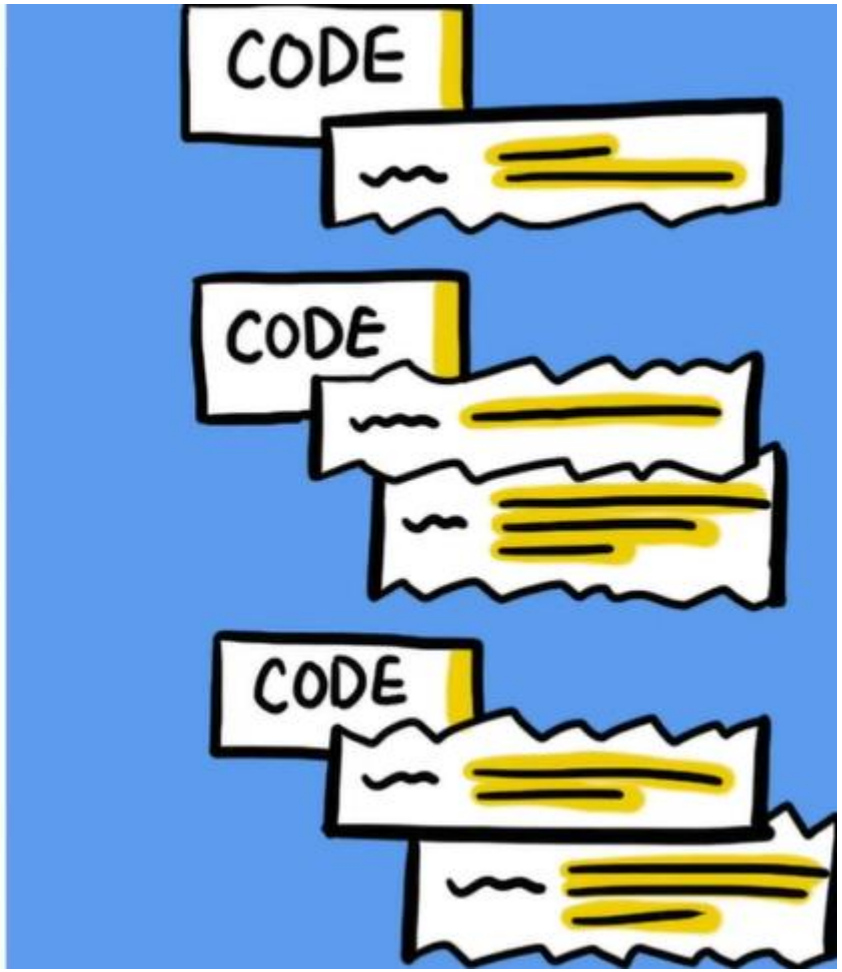
Interview analysis

Start with the SMART objectives –
all data needs to inform these answers and design decisions

- ✔ How to turn your research questions into your initial set of qualitative codes
- ✔ How to use qualitative coding to find themes and patterns in your data
- ✔ How to turn your qualitative coding into your final research report
- ✔ How to use the tools required to conduct qualitative data analysis



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Interview transcript:

What could be a theme?

Coding example

"I wake up around 8, and I'll eat breakfast in the kitchen. I always make tea and eat yogurt and a banana while catching up on the news on my phone."

>

>

>

>

>

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Interview transcript:

Other themes or sub-topics?

Coding example

"I wake up around 8, and I'll eat breakfast in the kitchen. I always make tea and eat yogurt and a banana while catching up on the news on my phone."

Breakfast routine

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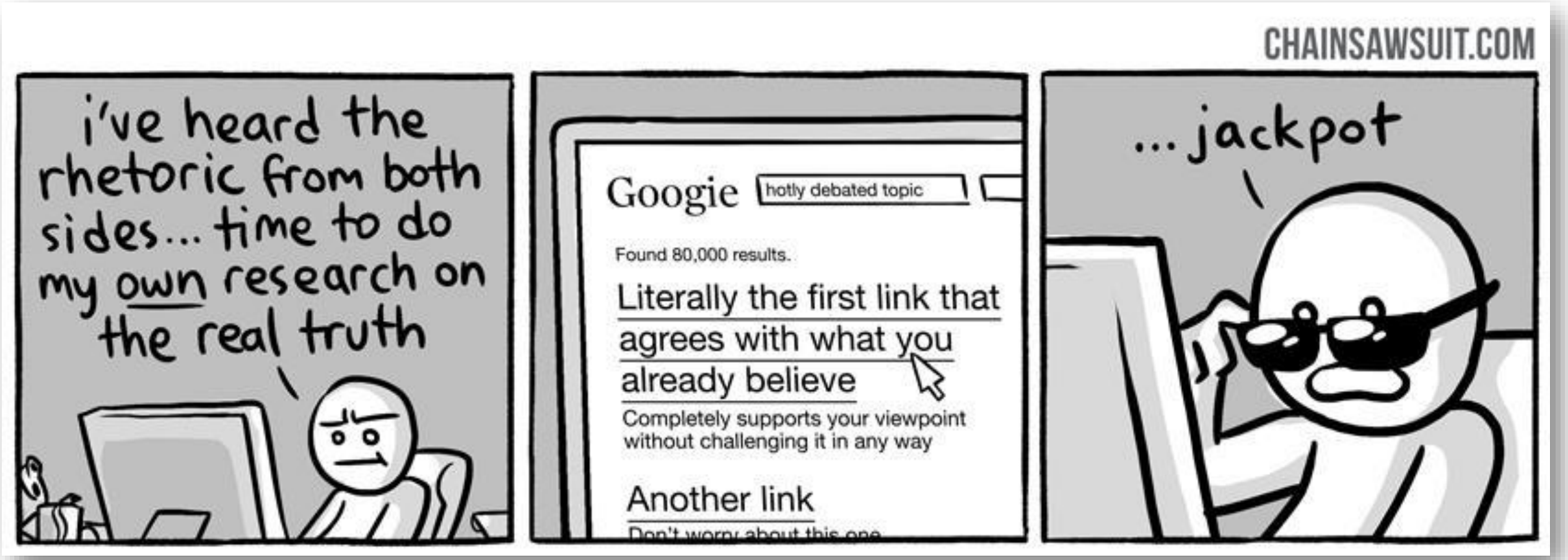
Interview transcript:

What are Deductive v. Inductive techniques?

Avoid this thinking.



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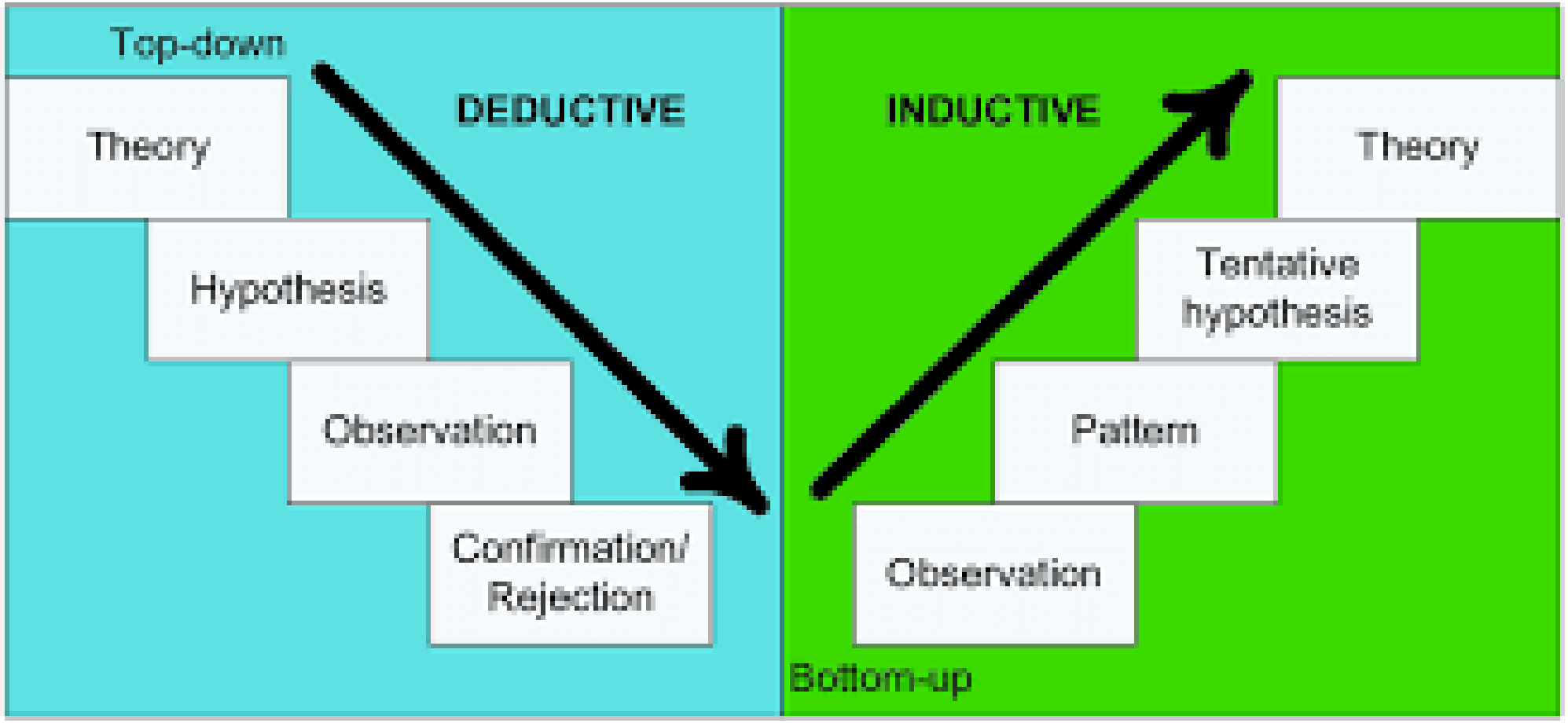
Interview transcript:

Deductive v. Inductive



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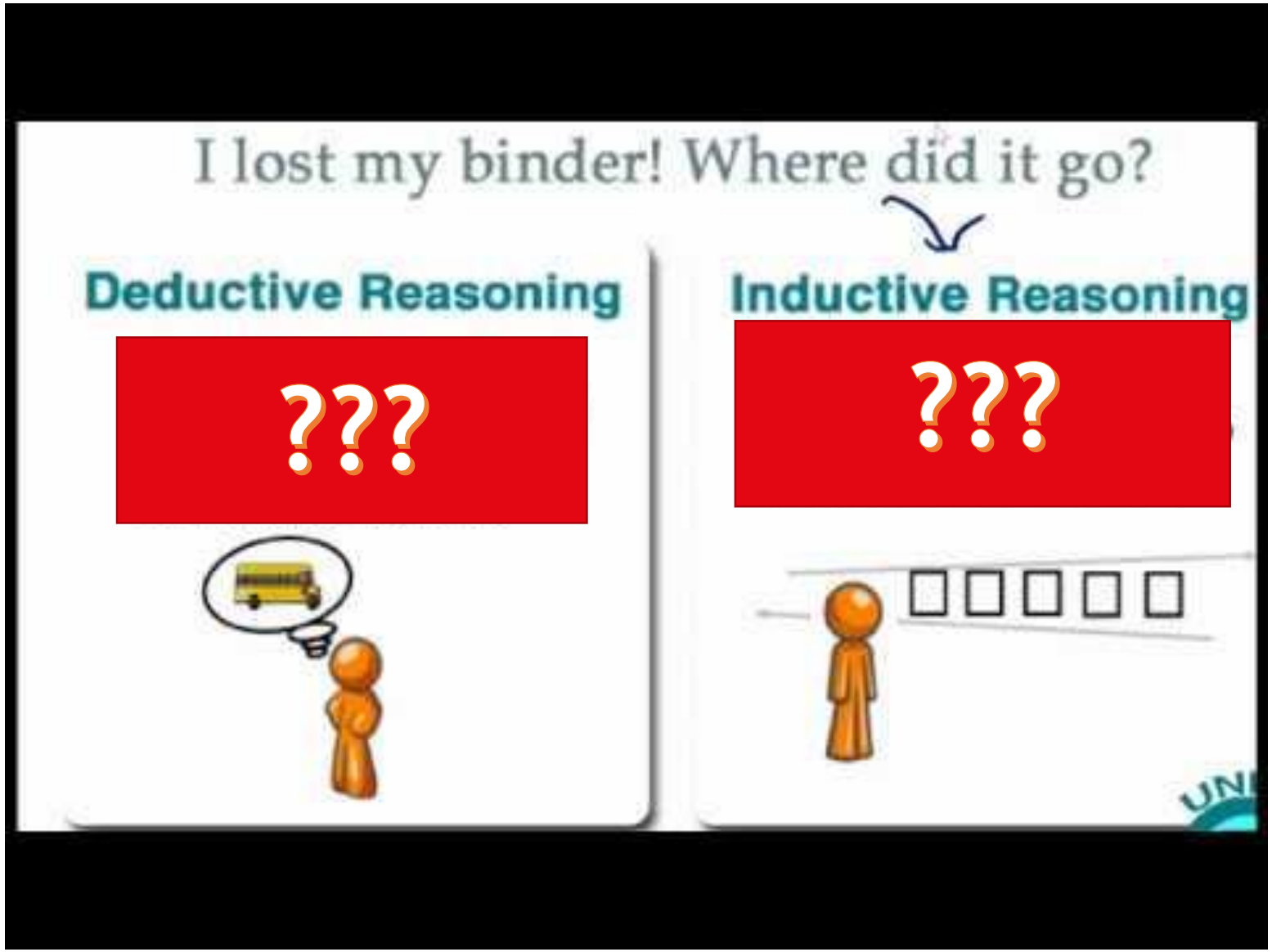
Interview transcript:

What are Deductive v. Inductive techniques?



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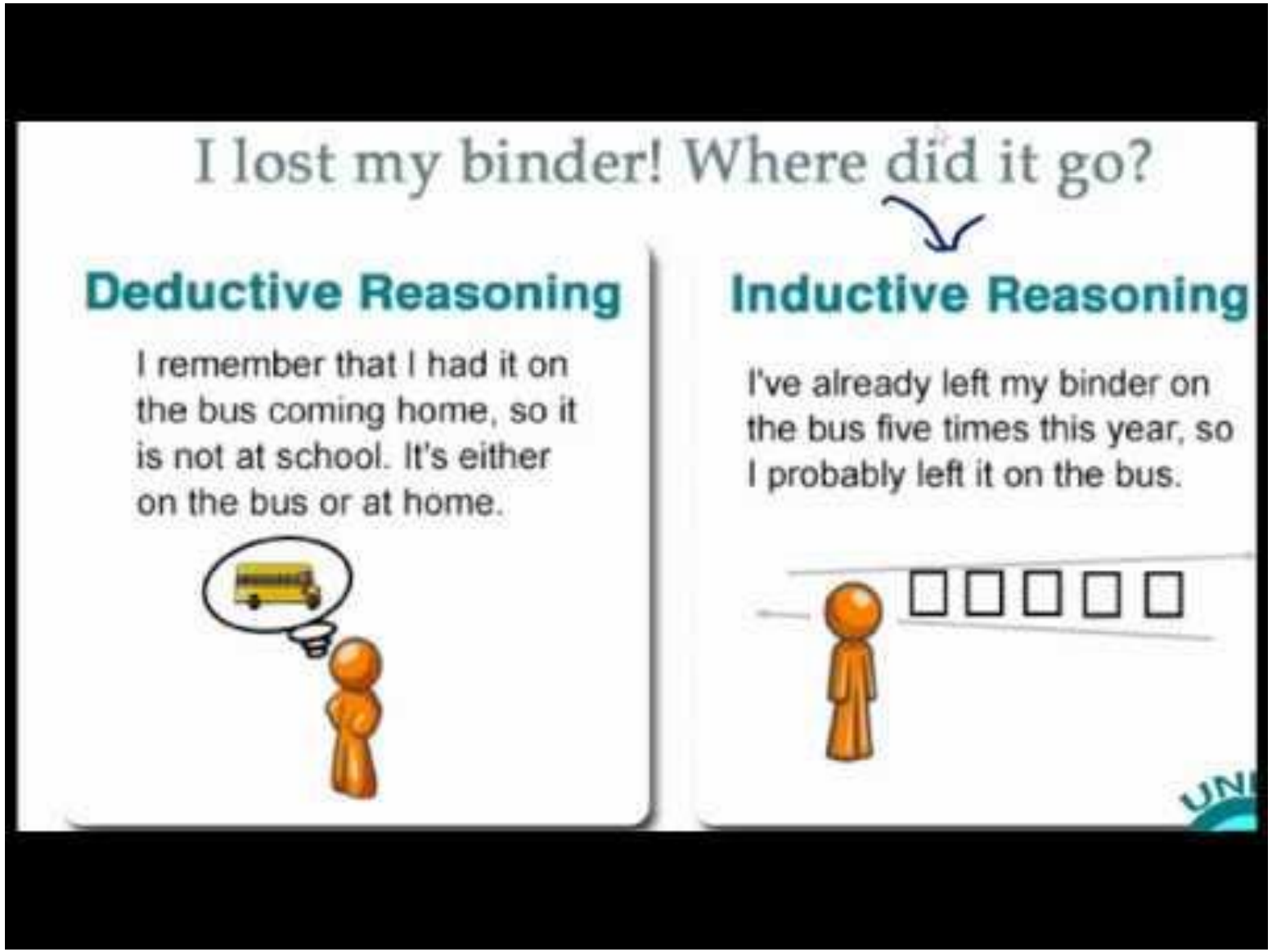
Interview transcript:

What are Deductive v. Inductive techniques?



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Interview transcript:

Seeking Patterns. What could be the next numbers? Why? What logic or formula did you apply? Could there be another pattern or solution?

11

22

33

??

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interview transcript!

Seeking Patterns. What could be the next numbers? Why? What logic or formula did you apply? Could there be another pattern or solution?

11

22

33

??44 - in single sequence. Or-

??55 - add next # set

Any Others?

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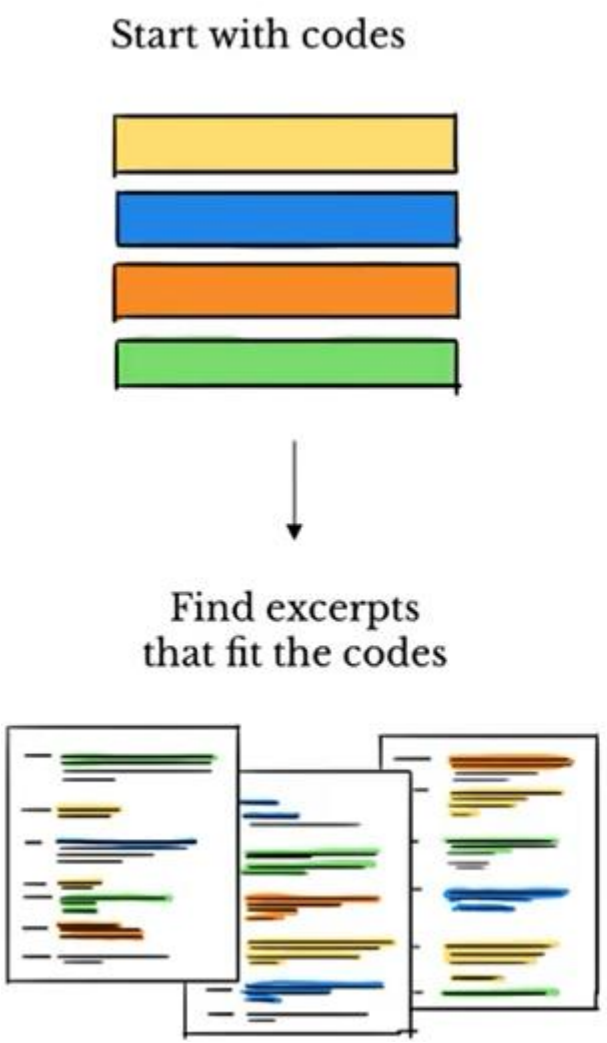
INTERVIEW TRANSCRIPT:



Deductive coding

- Top down approach
- Developing set of codes based on research questions or framework.
- Great for descriptive, structured, or evaluative research
- Examples: Structural coding, evaluating programs

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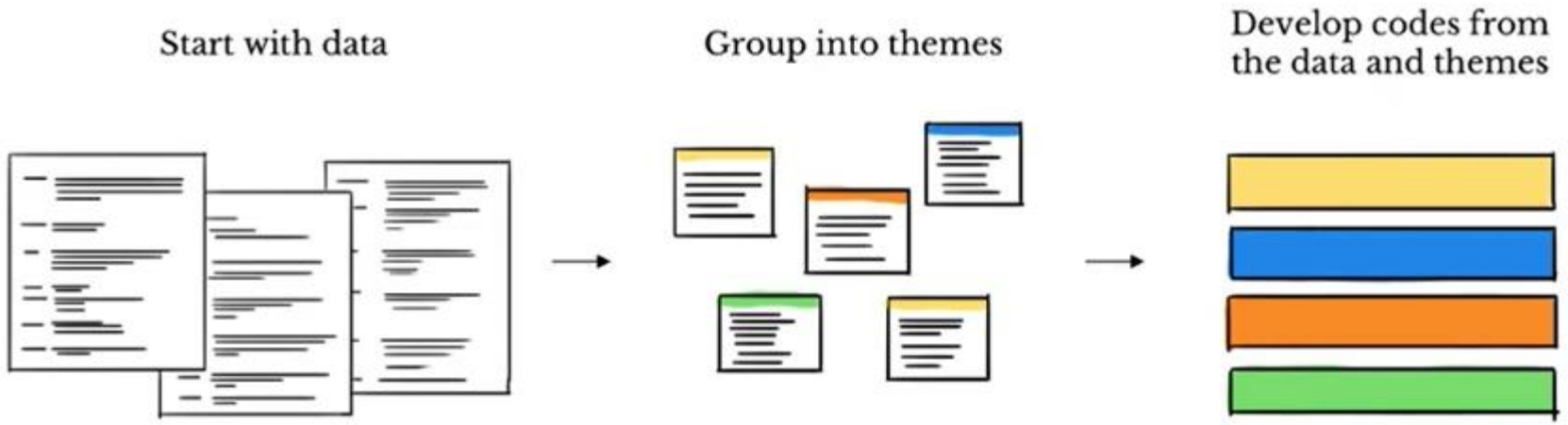
INTERVIEW TRANSCRIPT:

Inductive coding

- Ground-up approach
- Derive your codes from the data.
- Don't start with preconceived notions of what the codes should be
- Allow theory to emerge from data
- Great for discovery and exploratory methods of coding
- Examples: Grounded theory, thematic analysis, exploratory research, coming up with new research framework



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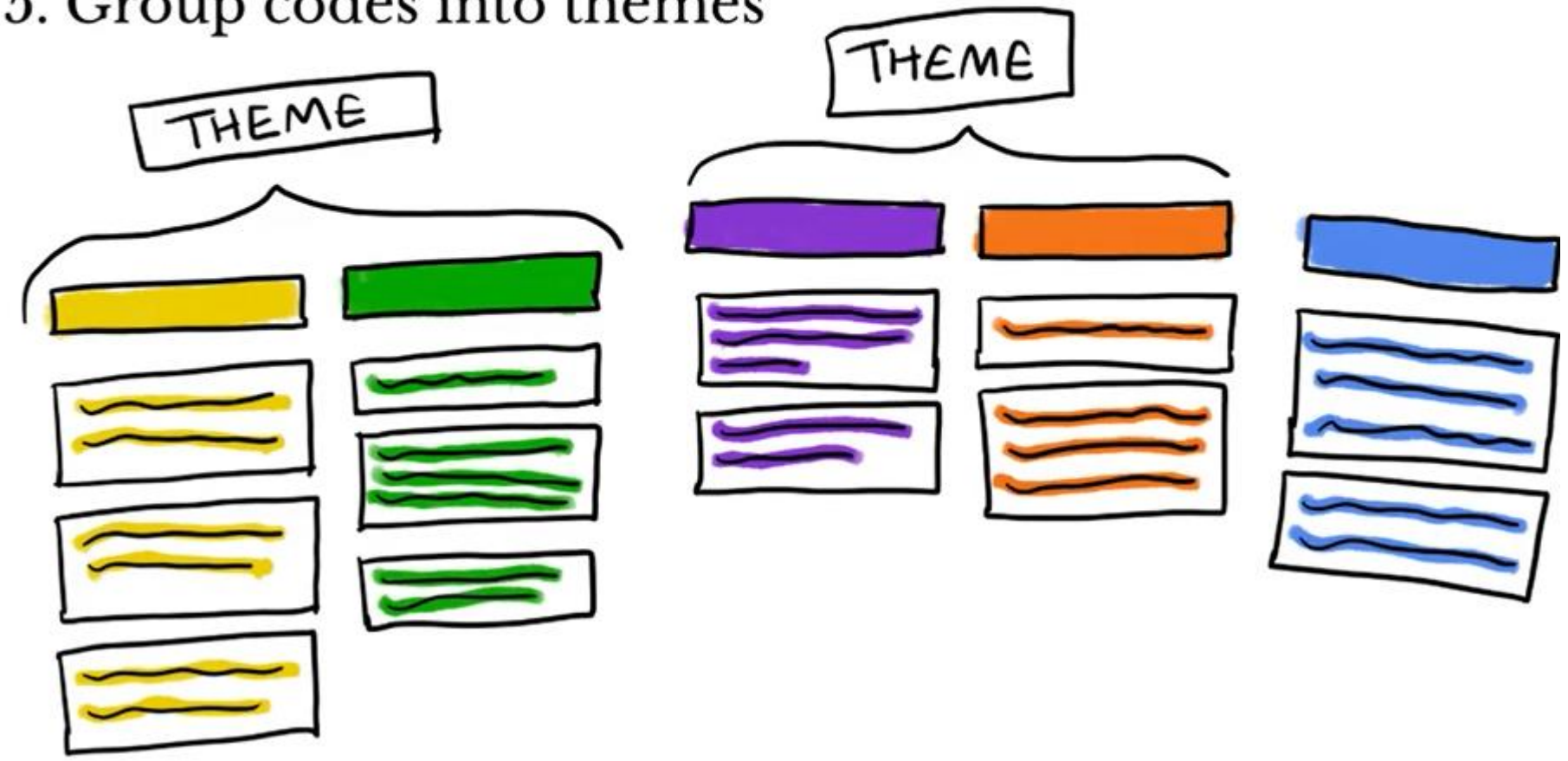
INTERVIEW TRANSCRIPT: DO YOU HAVE AN EXAMPLE?

Steps for coding

5. Group codes into themes



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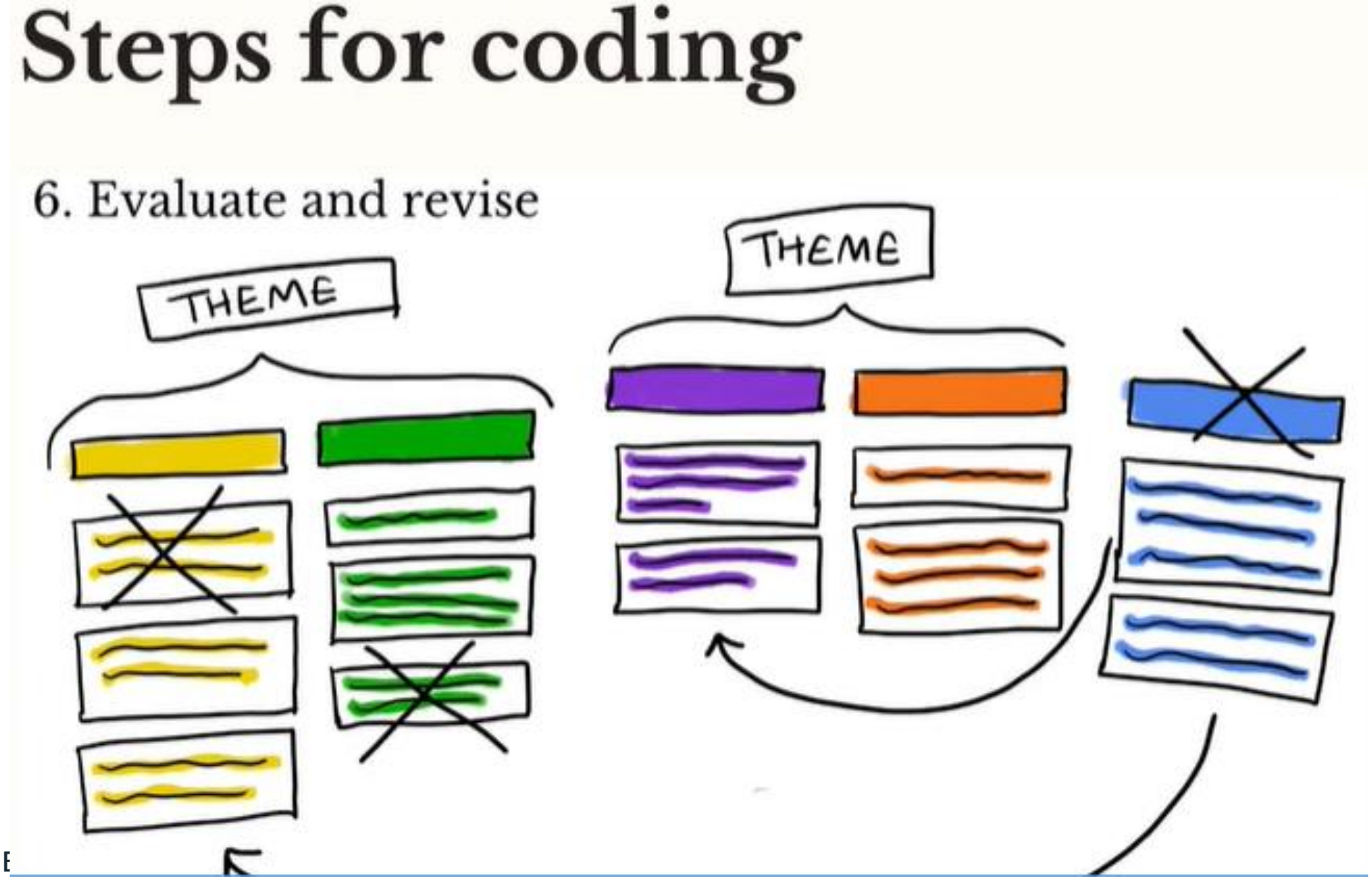
INTERVIEW TRANSCRIPT:



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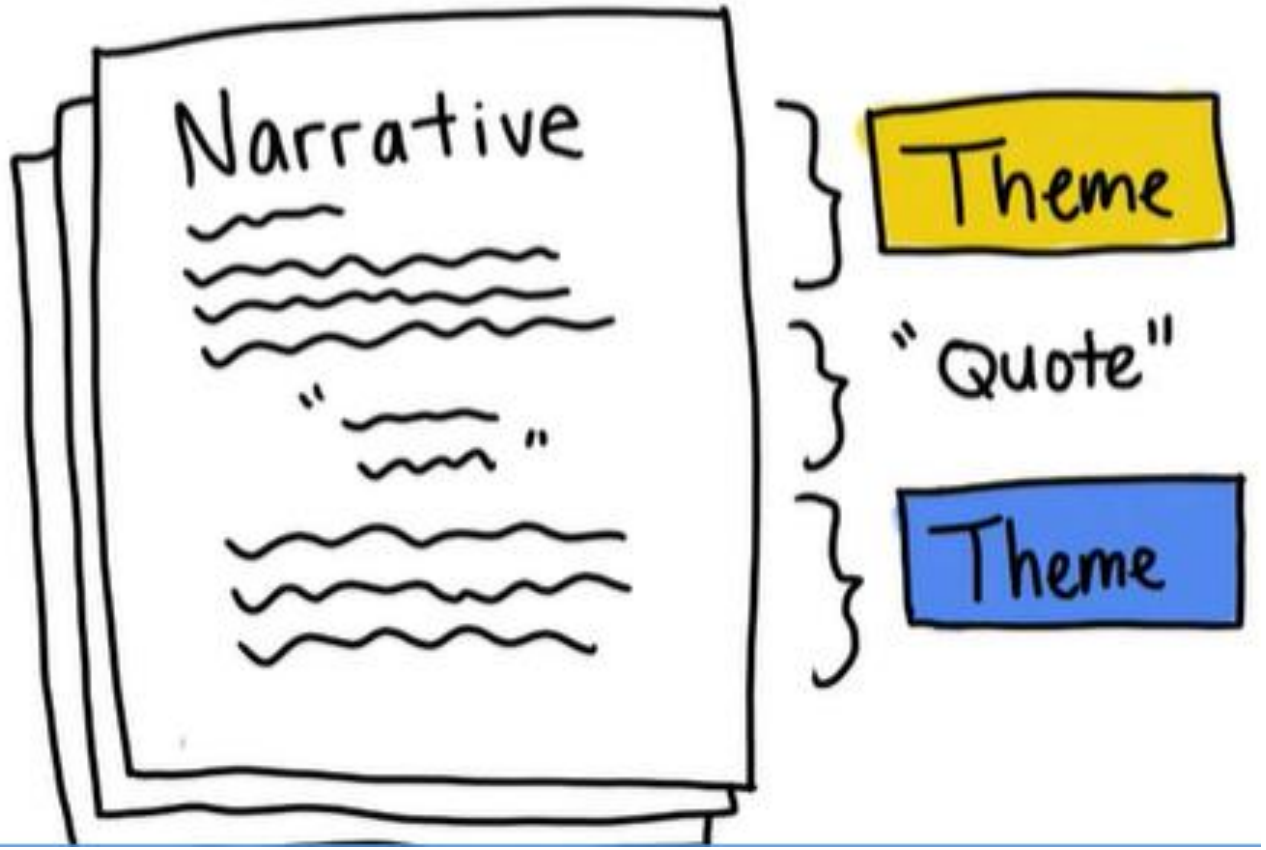
INTERVIEW TRANSCRIPT:

Steps for coding

7. Write your narrative



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INTERVIEW TRANSCRIPT:

Creating codes based on research questions

What were participants' **initial experiences** like during the COVID-19 lock downs? → Initial experiences

In what ways did participants **adapt** to the new situation? → Adaptations

What routines were **interrupted** during the lock downs? → Interruptions

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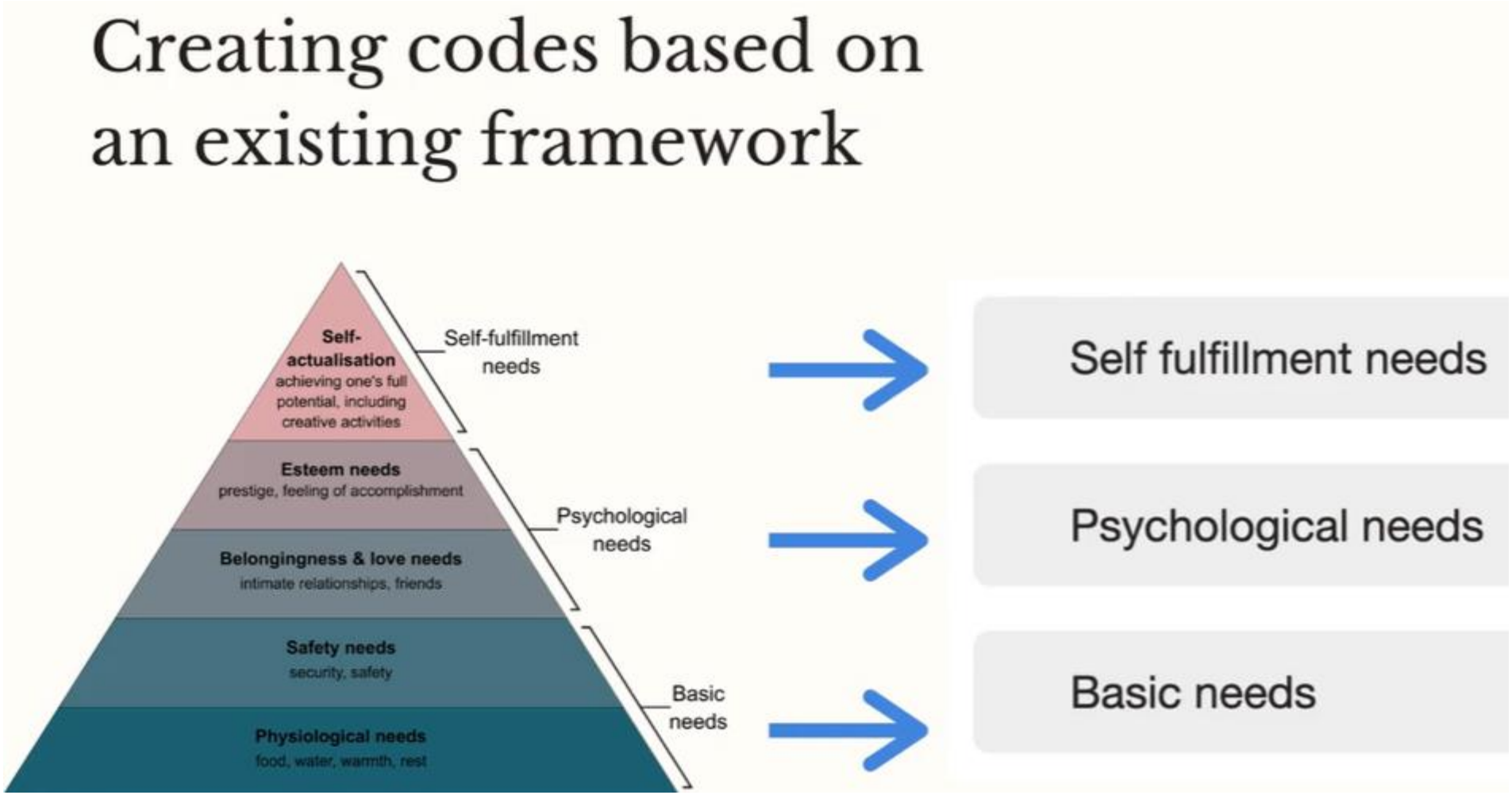
INTERVIEW TRANSCRIPT:

EXISTING REGULATIONS / MODELS / UX PRINCIPLES?



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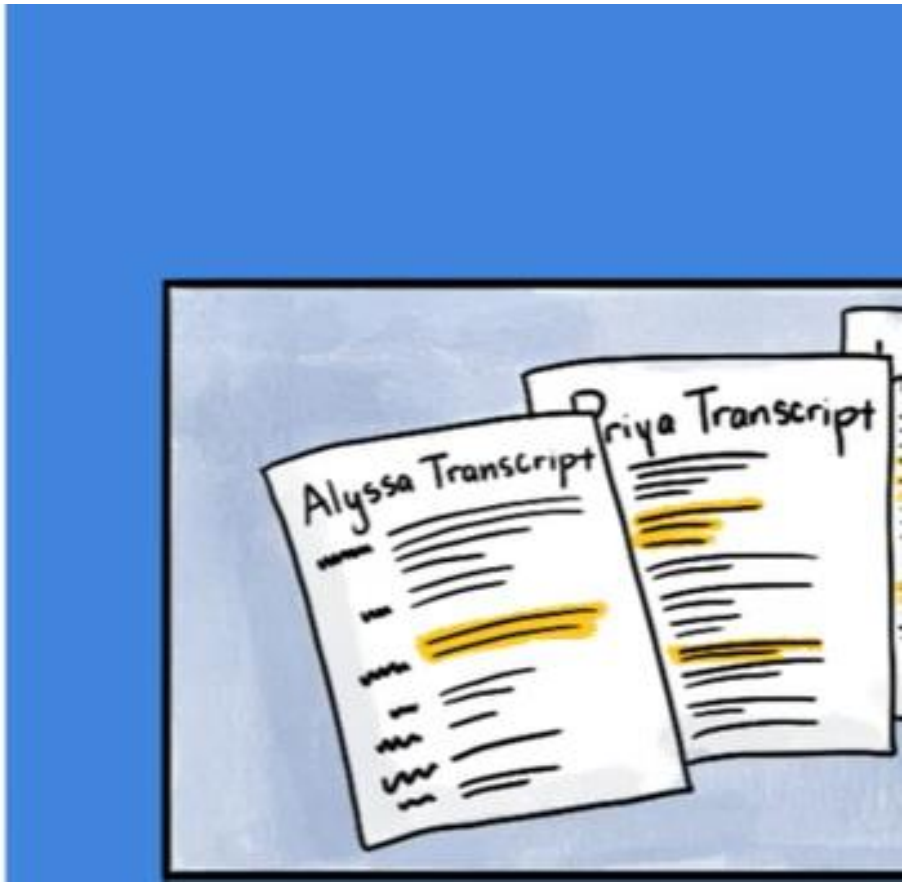
INTERVIEW TRANSCRIPT:

Decide what to code

Be sure to code anything that's:

- Related to your initial codes
- Interesting or surprising
- Shows a recurring pattern throughout data



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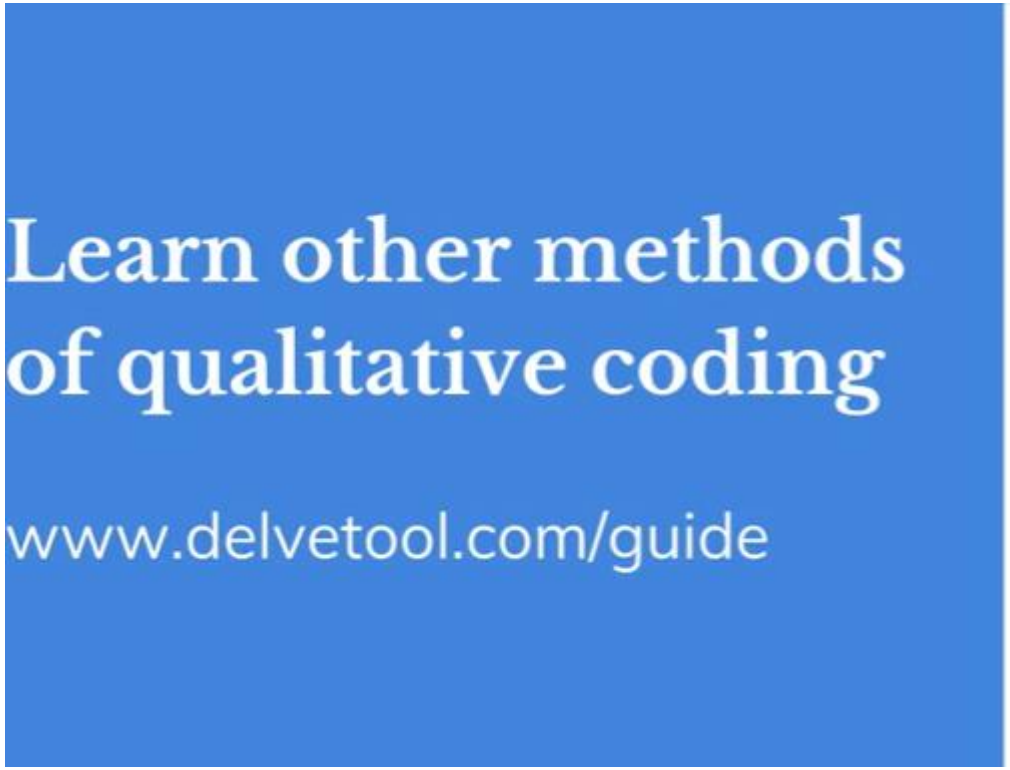
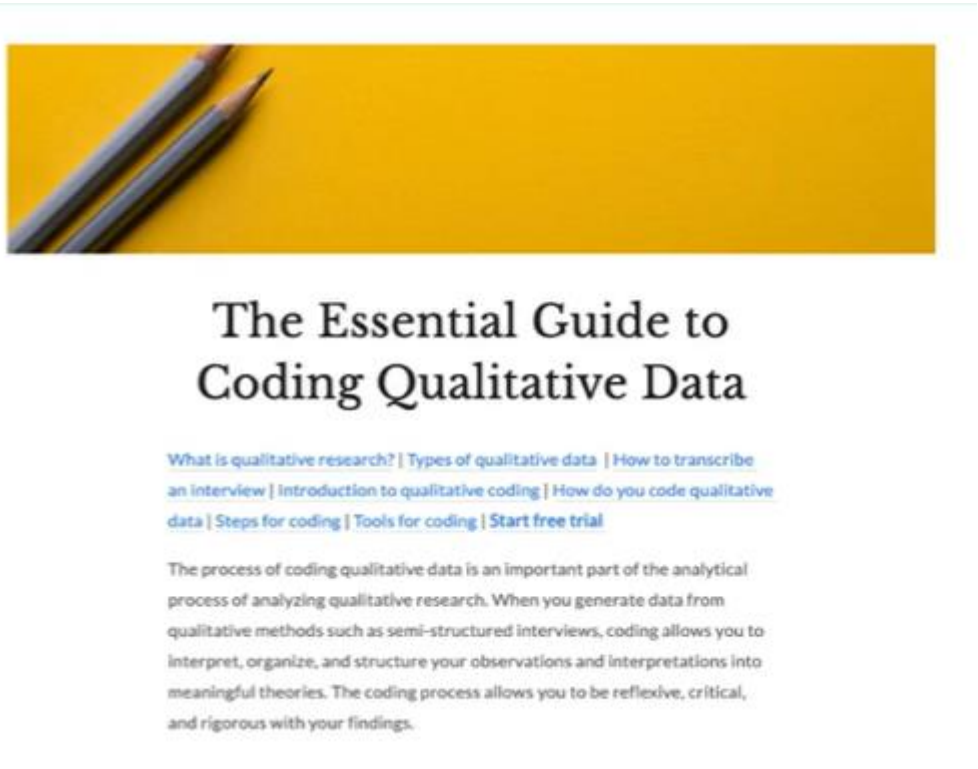
INTERVIEW TRANSCRIPT:
WWW.DELVETOOL.COM/GUIDE





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OPEN CODING

AN INITIAL ROUND OF LOOSE AND TENTATIVE CODING

WITH OPEN CODING, YOU BREAK DOWN THE DATA INTO DISCRETE EXCERPTS. THE CODES REPRESENT A LABEL, DESCRIPTION, DEFINITION, OR CATEGORY NAME. THE CODES PRODUCED IN A ROUND OF OPEN CODING ARE MEANT TO BE LOOSE AND TENTATIVE AND SUBJECT TO EVOLVE AND CHANGE AS YOU CODE IN FURTHER ROUNDS.

SEE HOW TO DO OPEN, AXIAL AND SELECTIVE CODING.

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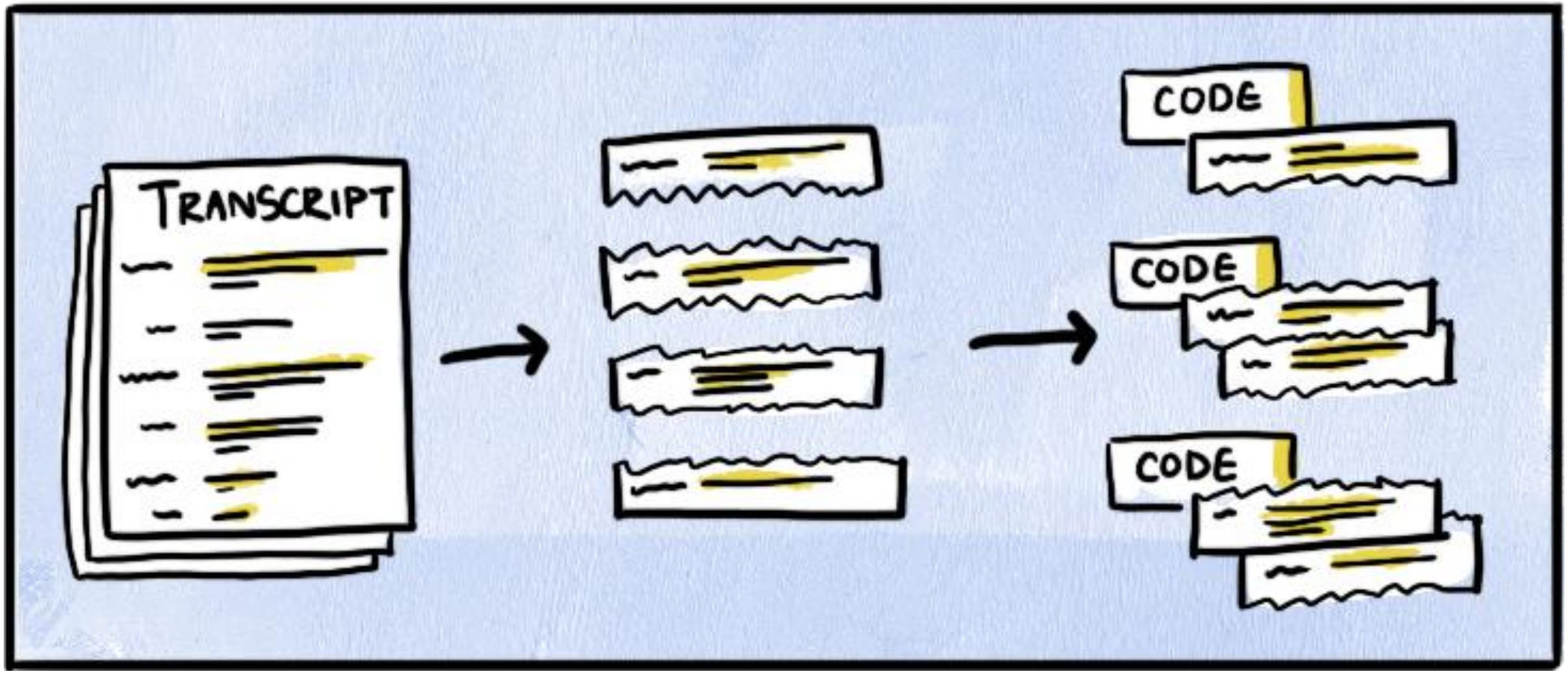
INTERVIEW TRANSCRIPT: OPEN CODING



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DESCRIPTIVE CODING

WITH DESCRIPTIVE CODING, YOU SUMMARIZE THE CONTENT OF THE TEXT INTO A DESCRIPTION. THE CODE NAME SHOULD BE A WORD OR A NOUN THAT ENCAPSULATES THE CONTENTS OF THE DATA.

SEE HOW TO DO DESCRIPTIVE CODING.

STRUCTURAL CODING

WITH STRUCTURAL CODING, YOU CATEGORIZE SECTIONS OF YOUR TEXT ACCORDING TO A SPECIFIC STRUCTURE WITH THE INTENT TO

INTERVIEW TRANSCRIPT: WWW.DELVETOOL.COM/GUIDE

DESCRIPTIVE CODING

WITH DESCRIPTIVE CODING, YOU SUMMARIZE THE CONTENT OF THE TEXT INTO A DESCRIPTION. THE CODE NAME SHOULD BE A WORD OR A NOUN THAT ENCAPSULATES THE CONTENTS OF THE DATA.

SEE HOW TO DO DESCRIPTIVE CODING.

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INTERVIEW TRANSCRIPT: WWW.DELVETOOL.COM/GUIDE

GROUNDED THEORY - HTTPS://DELVETOOL.COM/GROUNDEDTHEORY

GROUNDED THEORY IS A QUALITATIVE METHOD THAT ENABLES YOU TO STUDY A PARTICULAR PHENOMENON OR PROCESS AND DISCOVER NEW THEORIES THAT ARE BASED ON THE COLLECTION AND ANALYSIS OF REAL WORLD DATA.

UNLIKE TRADITIONAL HYPOTHESIS-DEDUCTIVE APPROACHES OF RESEARCH, WHERE YOU COME UP WITH A HYPOTHESIS AND THEN TRY TO PROVE/DISPROVE IT, GROUNDED THEORY IS AN INDUCTIVE APPROACH WHERE NEW THEORIES ARE DERIVED FROM THE DATA.

THE PROCESS OF DATA COLLECTION, DATA ANALYSIS, AND THEORY DEVELOPMENT HAPPEN IN AN ITERATIVE PROCESS. ITERATIVE DATA COLLECTION AND ANALYSIS OCCURS UNTIL YOU REACH THEORETICAL SATURATION, THE POINT AT WHICH ADDITIONAL DATA ADDS NO ADDITIONAL INSIGHT INTO YOUR NEW THEORY.

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INTERVIEW TRANSCRIPT: WWW.DELVETOOL.COM/GUIDE

GROUNDED THEORY - HTTPS://DELVETOOL.COM/GROUNDEDTHEORY

HTTPS://WWW.YOUTUBE.COM/WATCH?V=TIRZ7KTPW64&T=170S

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INTERVIEW TRANSCRIPT:

USE MULTIPLE CODING METHODS ON SAME DATA SET

IN VIVO CODING

USING THE PARTICIPANT'S OWN WORDS

WITH IN VIVO CODING, YOU CODE AN EXCERPT BASED ON A PARTICIPANT'S OWN WORDS, AND NOT YOUR OWN INTERPRETATION AS A RESEARCHER. YOU'RE TRYING TO UTILIZE THE PARTICIPANT'S OWN SPOKEN LANGUAGE AND STAY AS CLOSE TO THEIR INTENT AND MEANING AS POSSIBLE. IN VIVO CODING IS OFTEN USED AS A FIRST STEP TO SUMMARIZE PASSAGES INTO SINGLE WORDS OR PHRASES EXTRACTED FROM THE INTERVIEW ITSELF.

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INTERVIEW TRANSCRIPT:

USE MULTIPLE CODING METHODS ON SAME DATA SET

PROCESS CODING

CAPTURING AN ACTION

WITH PROCESS CODING, YOU USE CODES TO COMMUNICATE AN ACTION IN THE DATA. CODES WILL TYPICALLY BE GERUNDS THAT END WITH “ING”.

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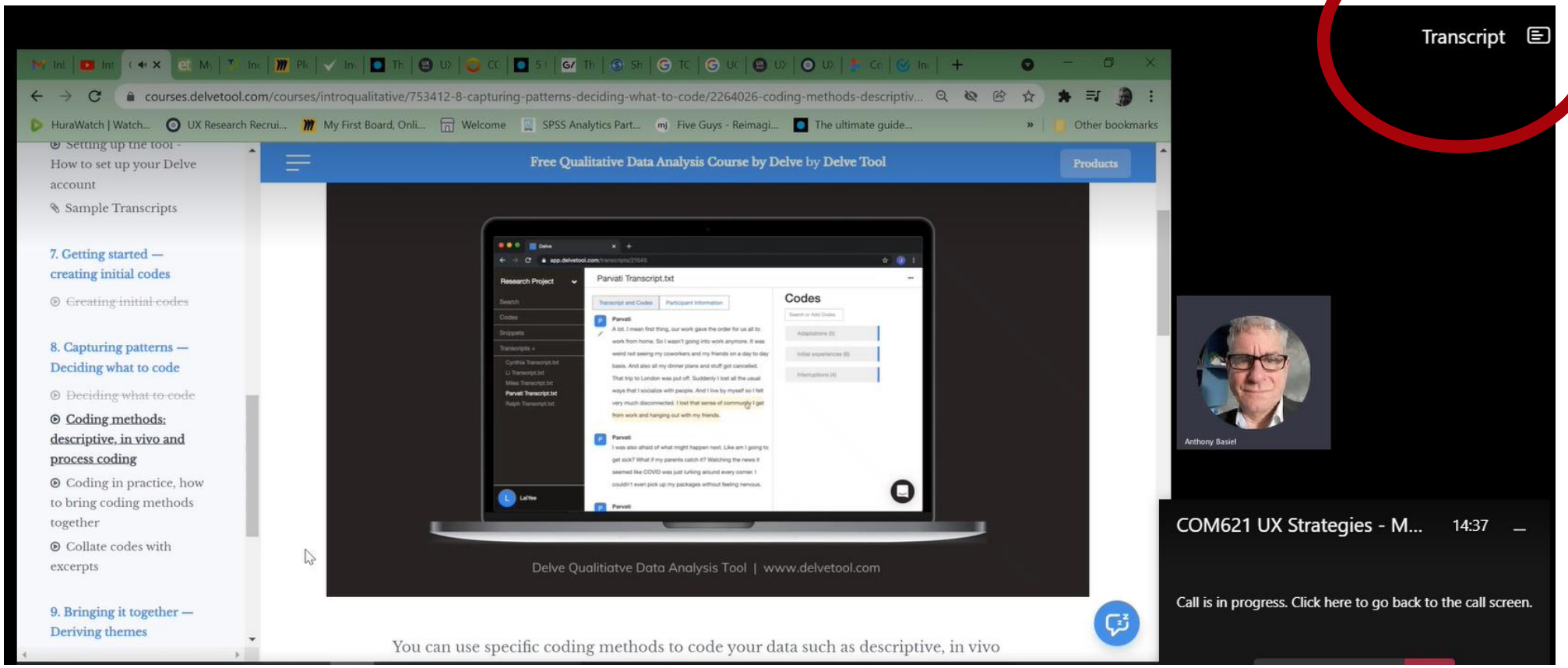
INTERVIEW TRANSCRIPT:VIDEO RECORDING:

HTTPS://SSU.SHAREPOINT.COM/:V:/S/UXSTRATEGIESCOM621SEPTEMBER2021/EY21LK1RL4XMIUEQIVIMZG4BUNQXZU9YPKWTCIBH201-FA?E=DL3LVC

TRANSCRIPT IN TEAMS/SHAREPOINT – VIDEO RECORDING



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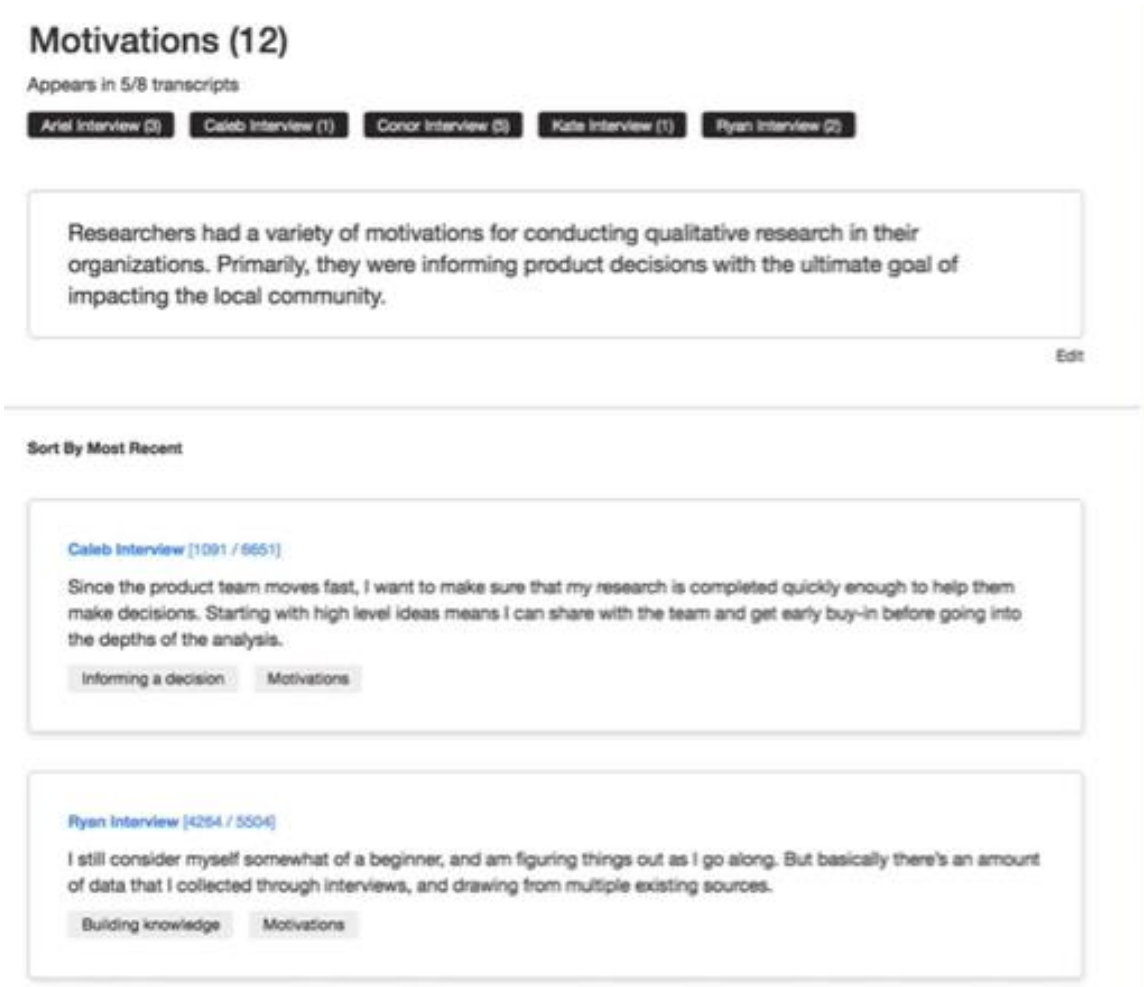
INTERVIEW TRANSCRIPT:



4. Collate the codes with excerpts

Bring together all the excerpts you've coded and organize them by code.

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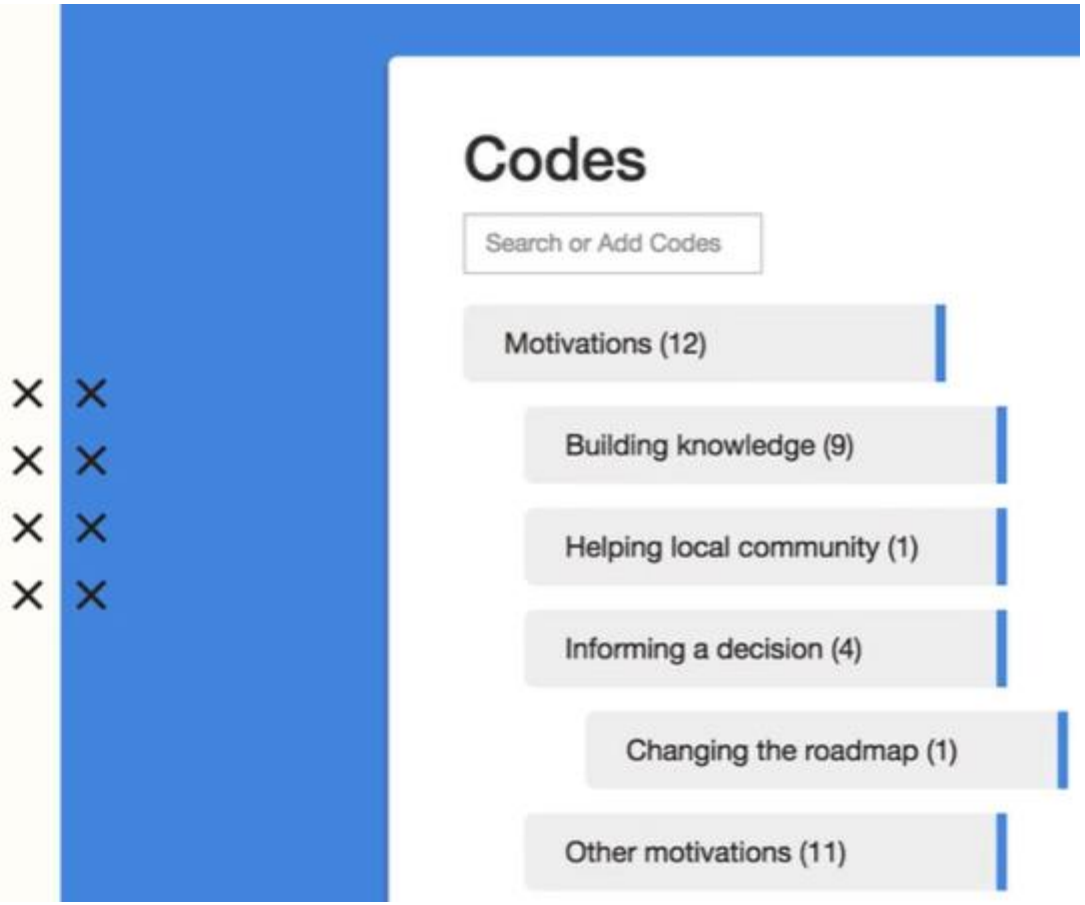
INTERVIEW TRANSCRIPT:

5. Group codes into themes

- Sort your codes into themes,
- Find causal conditions and context behind observations
- Look for consequences of phenomena
- Determine broader categories and make connections between codes



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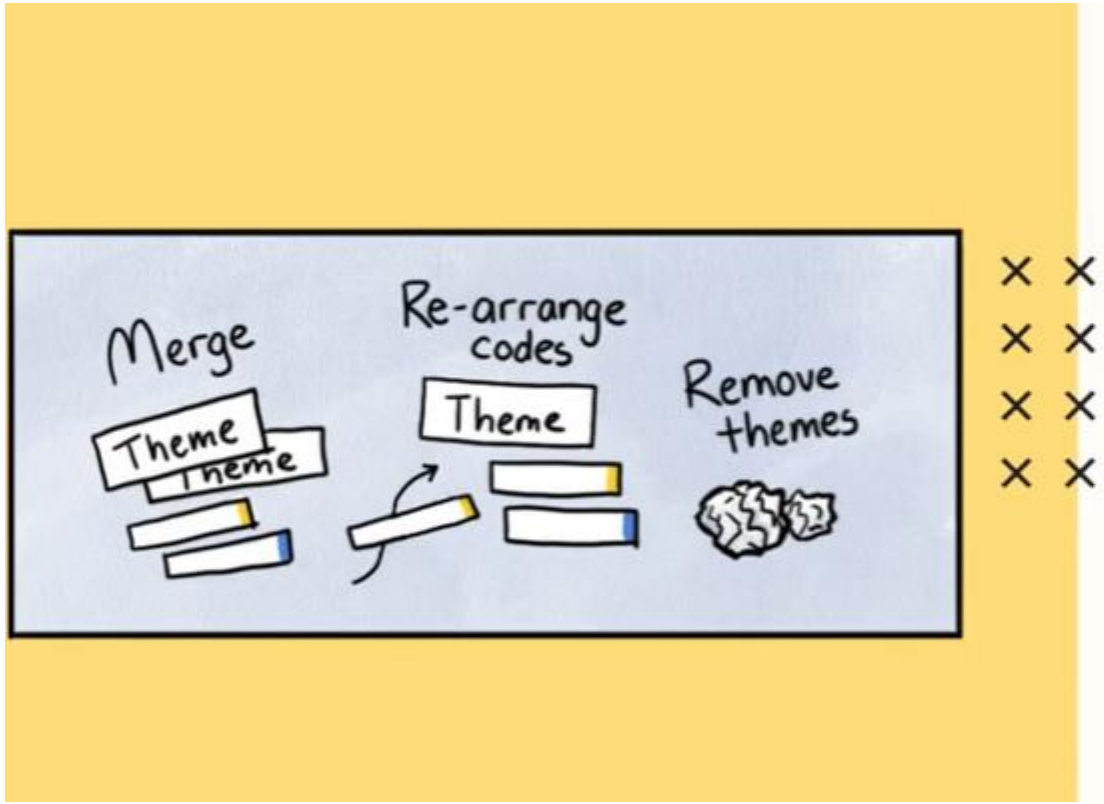
INTERVIEW TRANSCRIPT: ONGOING REVIEW

HTTPS://COURSES.DELVETOOL.COM/COURSES/INTROQUALITATIVE/753413-9-BRINGING-IT-TOGETHER-DERIVING-THEMES/2262965-EVALUATE-AND-REVISE-THEMES



6. Evaluate and revise themes

- Ensure themes have sufficient evidence behind them
- Remove themes without enough data to back them
- Make sure themes are distinct from each other
- Merge similar themes

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INTERVIEW TRANSCRIPT:

LINK THE OBJECTIVES / DATA /WITH THE CONCLUSIONS

7. Write your narrative

- Tell a cohesive story of your data.
- Have fully thought out themes
- Communicate the validity of your analysis and conclusions.

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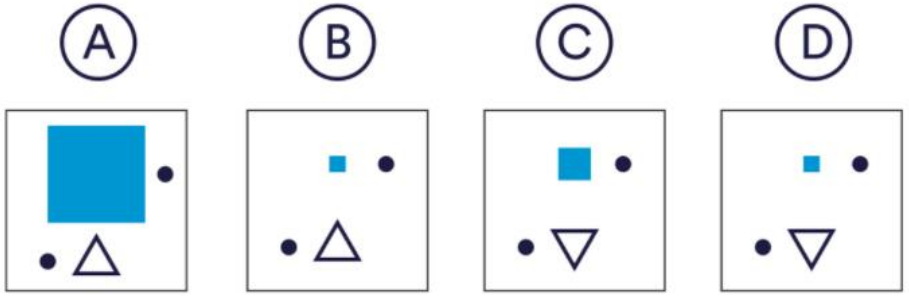
INTERVIEW TRANSCRIPT:
FREE INDUCTIVE REASONING TEST

https://www.practiceaptitudetests.com/inductive-reasoning-tests/#practice-for-free

Multiple Choice 10-20min to do.

If time in class – or at home



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HAVE A 15 MINUTE BREAK

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Part 3 – User Journey - Deliverable Poster/Video

At this point, as per part 1 and part 2, you should have two essential UX outcomes available, User Research findings in a form user needs and objectives and a clearly defined business goal. In this section, you are required to produce a fully detailed user journey including all the following elements:

- **User Persona (Minimum 2 persona representing two typical user groups)**
- **User Scenario (Minimum 2)**
- **User Goals**
- **Flow of Tasks/Information/Screens/IXDs/Contents/Information Architecture**
- **Empathy Mapping**
- **Usability Metrics**

You will be asked to make a short video (no more than 5 minutes) to explain these elements.

The web link to the video will need to be included in the final report for Part 3 of the assessment Template

NB: We can record 2 in each group in class 9 & 16 Dec.

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RIKE RESEARCH INVITE

RIKE PROJECT – Dr Anthony Basiel

Immersive Webinar Design

SMART Objectives:

- **Record participants from Solent & Middlesex University using new webinar designs.**
- **Get survey / interview data from the participants**
- **Westminster University designs and conducts usability and pedagogy evaluation.**
- **Research results written to be published.**

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NUNO – FIGMA DEMO

RIKE PROJECT – Dr Anthony Basiel

Immersive Webinar Design

SMART Objectives:

- Record participants from Solent & Middlesex University using new webinar designs.
- Get survey / interview data from the participants
- Westminster University designs and conducts usability and pedagogy evaluation.
- Research results written to be published.

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RIKE RESEARCH INVITE

If you would like to participate in my R&D project to examine a 360* immersive fishbowl discussion webinar model, please fill in this form:

https://forms.office.com/r/HHrc4RbEd0

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WEEK 10 - SPSS

- **https://learn.solent.ac.uk/course/view.php?id=37040&section=6#tabs-tree-start**

SPSS software is now available to download. It has an annual license that expires on or around the 31st July and the new codes will be uploaded as soon as they are received from the supplier.
Installation files for PC (Windows) and Mac are available below
The software is only provided for use by students and staff of Solent University to carry out their coursework. It must not be copied, and it must not be used for commercial purposes.
These are for 2021/22

SPSS v27 licence code: **463601102171972cf38c**
SPSS v26 licence code: **78768466c17356c65f06** (If v26 is already installed on device)
These codes should not be shared or distributed.

- SPSS Licence AgreementFile

This must be read before access to the installation files is granted.

- spss-statistics-27-windowsFile
  Not available unless: The activity **SPSS Licence Agreement** is marked complete
- SPSS Installation Guide - WindowsFile
- spss-statistics-27-macFile
  Not available unless: The activity **SPSS Licence Agreement** is marked complete
- SPSS Installation Guide - MacFile

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WEEK 10 - SPSS

•**What to do if you are experiencing issues installing**

Staff

Please log a call using UNITY, our IT self-service centre: http://unity.solent.ac.uk
You need to log into UNITY using your email address and standard password. UNITY does not work on Safari browser.
To log this type of request, type "software" into the search bar within the "I have an issue" box and then choose "Software Applications" followed by "Issue with Software".

Student

Email Learning Technologies – LTU@solent.ac.uk

Staff and Students – when raising a call via UNITY or email please provide the following:
Operating system - Windows 7, Windows 10, Mac
Software version – SPSS v26, SPSS v27
A screenshot of the error message
Staff Only – If using a Solent device, we require the device's inventory number

•Need help using SPSS?

The Presidion Academic Portal is a handy tool containing videos and tutorials and is available to both students and lecturers as they begin to work with SPSS.
Follow these steps to register:

1. Go to www.presidion.com/academic-portal
2. Click on "Not a member? Register"
3. Fill out the form using your University email address
4. An email will be sent allowing you to verify your account. Click on the link provided in the email and you will be sent your registration details.

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WEEK 10

Design Sprints

https://uxdesign.cc/5-tips-on-how-to-run-a-successful-design-sprint-f09a82507ff4

https://www.gv.com/sprint/

https://designsprintkit.withgoogle.com/

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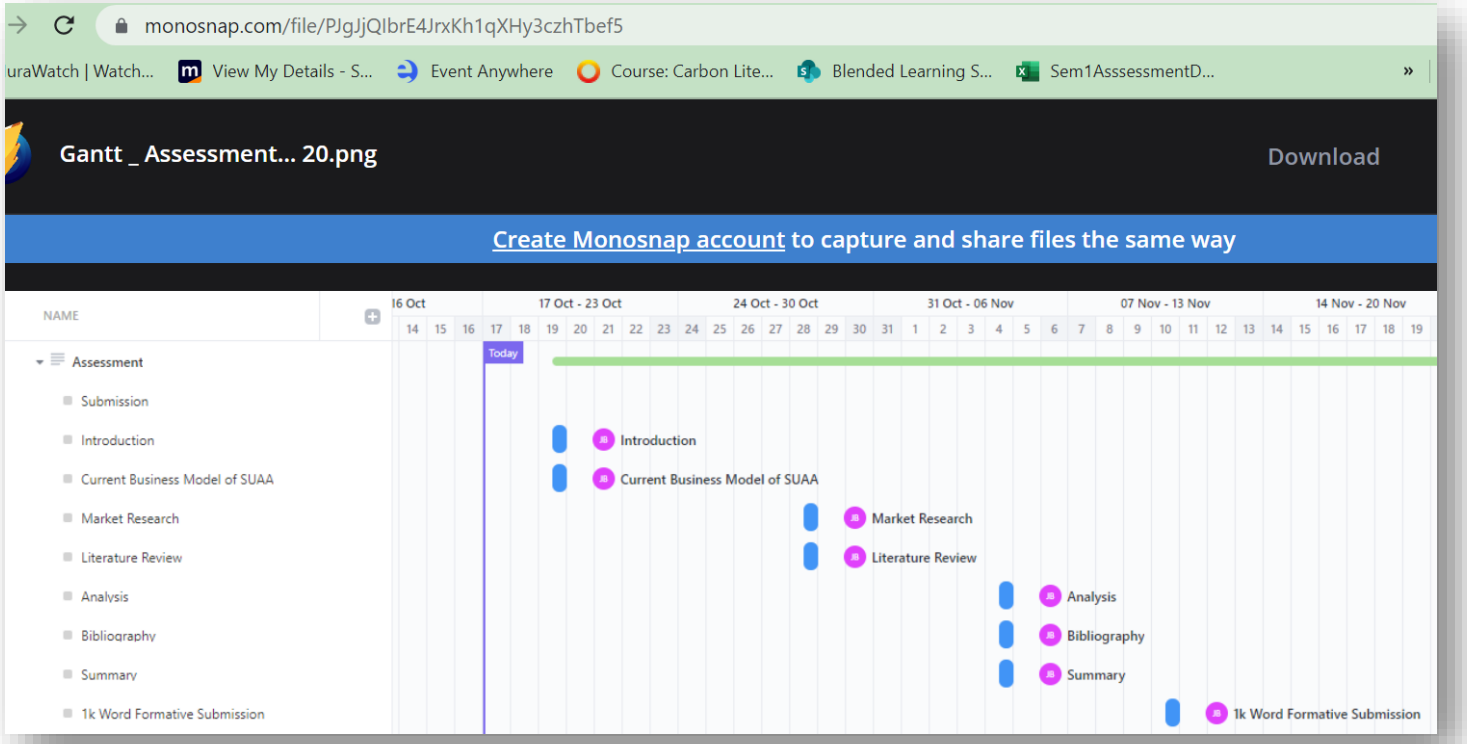
RESEARCH: GANTT CHART

SEE THE MARKET RESEARCH SOCIETY:

HTTPS://WWW.MRS.ORG.UK/



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1 MINUTE ESSAY:

ACTIVITY: *BREVITY IS THE SOUL OF WIT*
WHAT DOES THIS MEAN?
WHO SAID IT?

One minute writing exercise:

You need to write something you have learned since the last class.

- **Share it with someone next to you**
- **Decide if you want to modify your answer**
- **Read it (not paraphrase) to the group**

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WOOCLAP: TAG CLOUD

www.wooclap.com/YNKJPF

Skills & knowledge to do UX Strategy

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SOLENT UNIVERSITY
SOUTHAMPTON

TEF Silver

COM621
UX STRATEGIES

DR ANTHONY BASIEL
ANTHONY.BASIEL@SOLENT.AC.UK