

COM621 UX STRATEGIES

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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/>

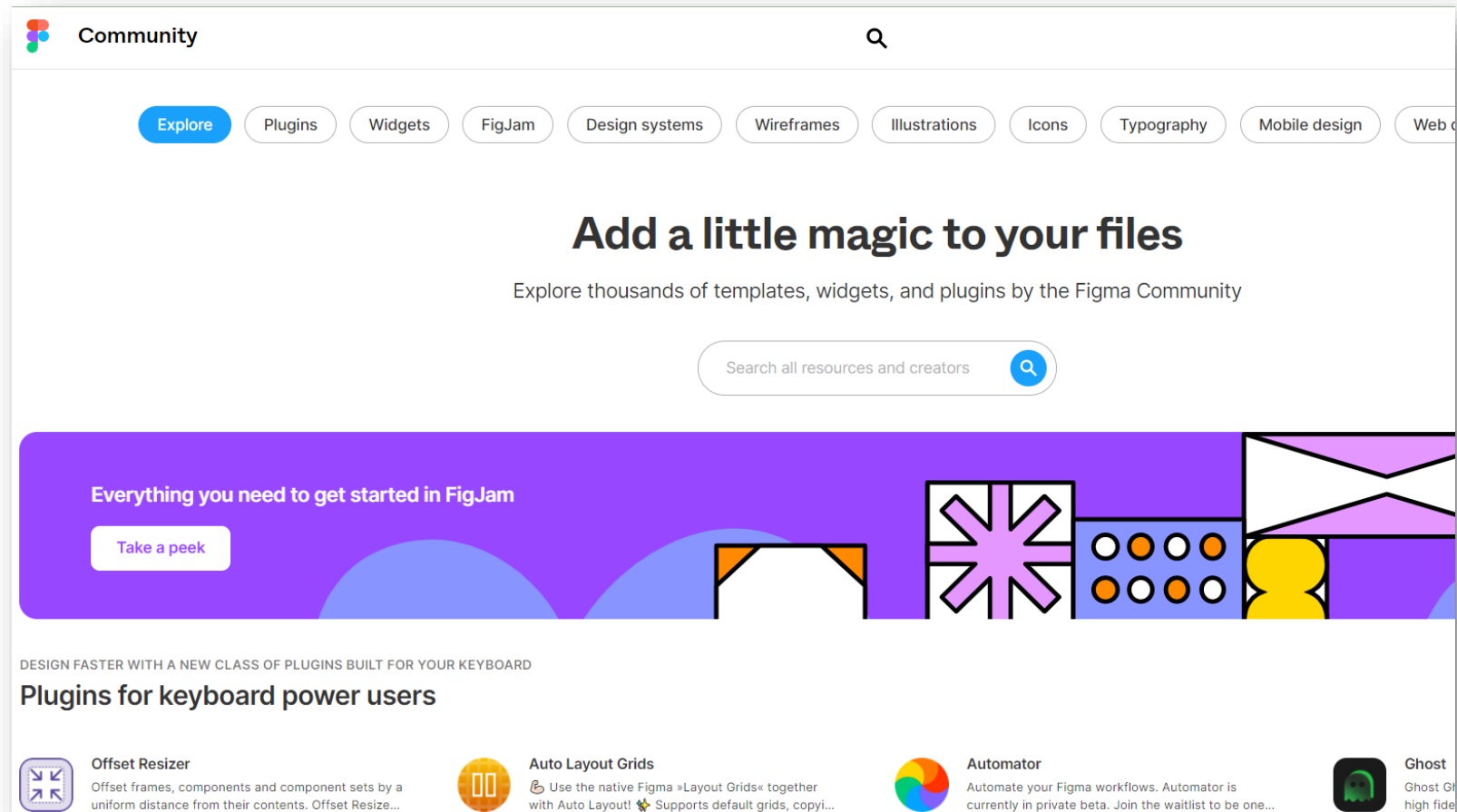
- 1 Minute Essay

- Review Tag cloud

FIGMA DEMO

Nuno presentation

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



Part 2 – User Research Analysis Deliverable 1k Words

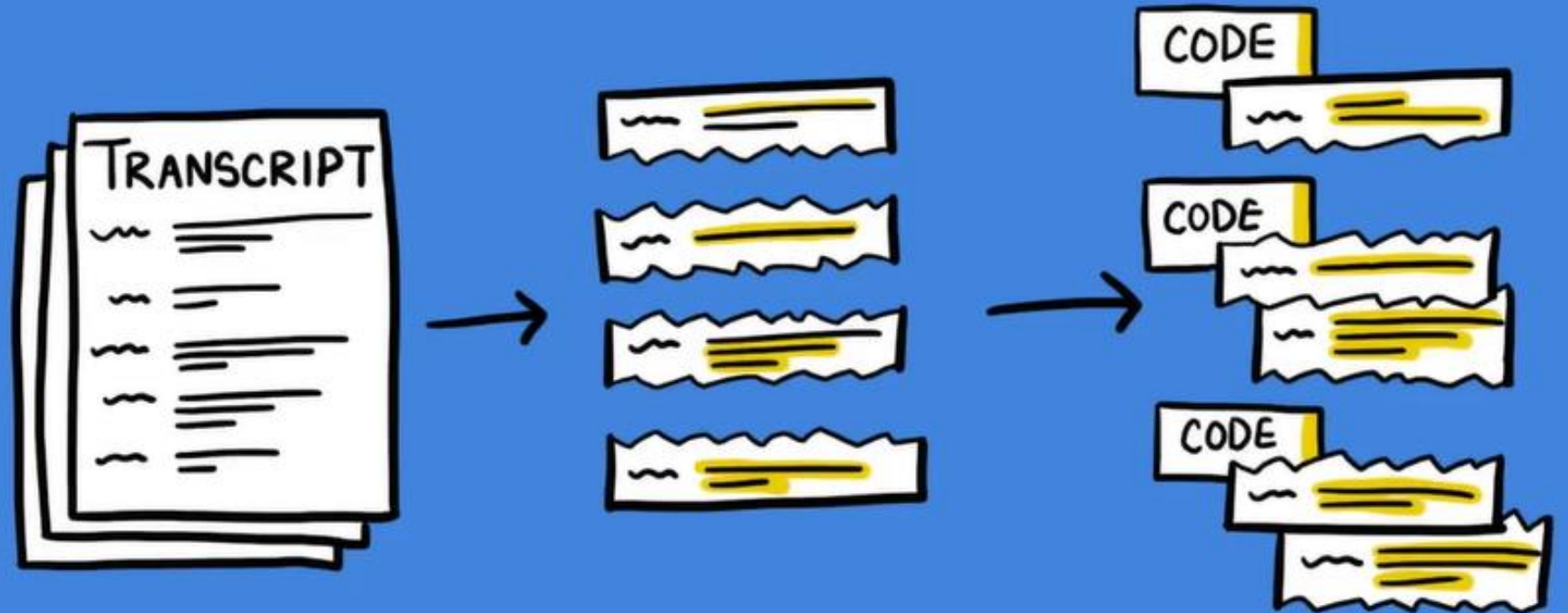
In UX, it is important to understand who the users are and what are their needs. In order to do that you should utilise a variety of UX methods, minimum required:

- 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.**

Interview analysis

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

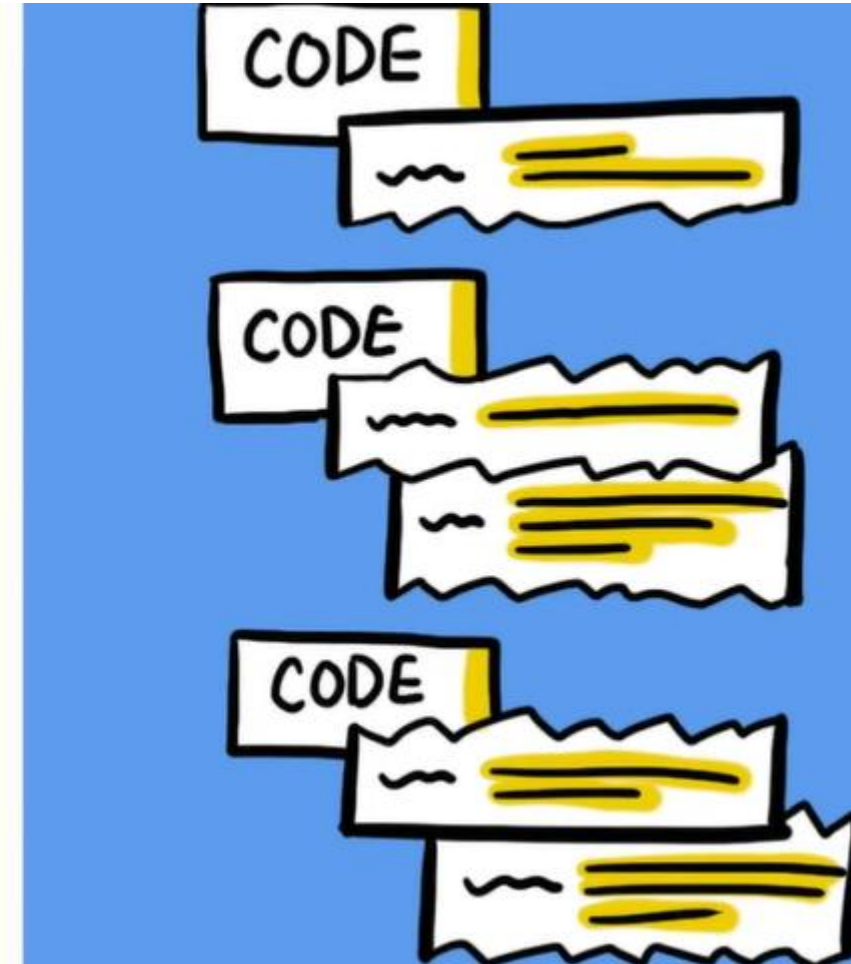
Learn qualitative coding methods that will enable you to find themes and patterns in your qualitative data.



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



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."

>

>

>

>

>

Interview transcript:

Other themes or sub-topics?

Coding example

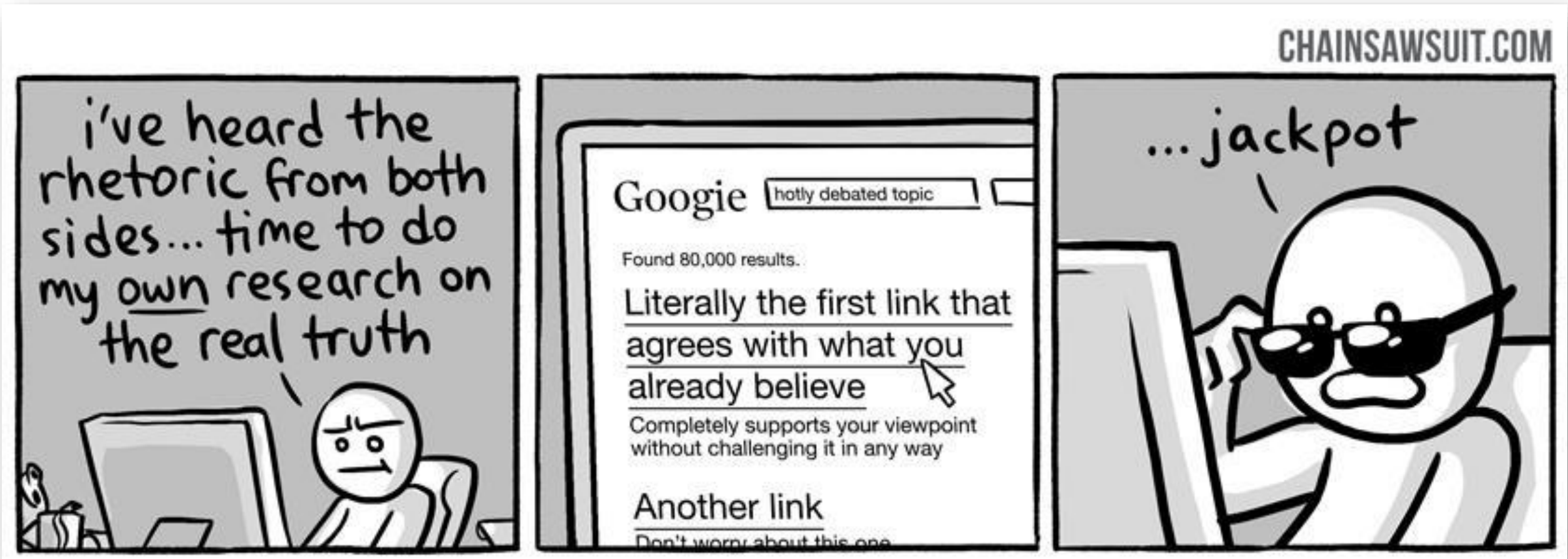
"I wake up around 8, and I'll eat breakfast in the kitchen. I always make tea and eat yogurt and a banana while catching up on the news on my phone."

Breakfast routine

Interview transcript:

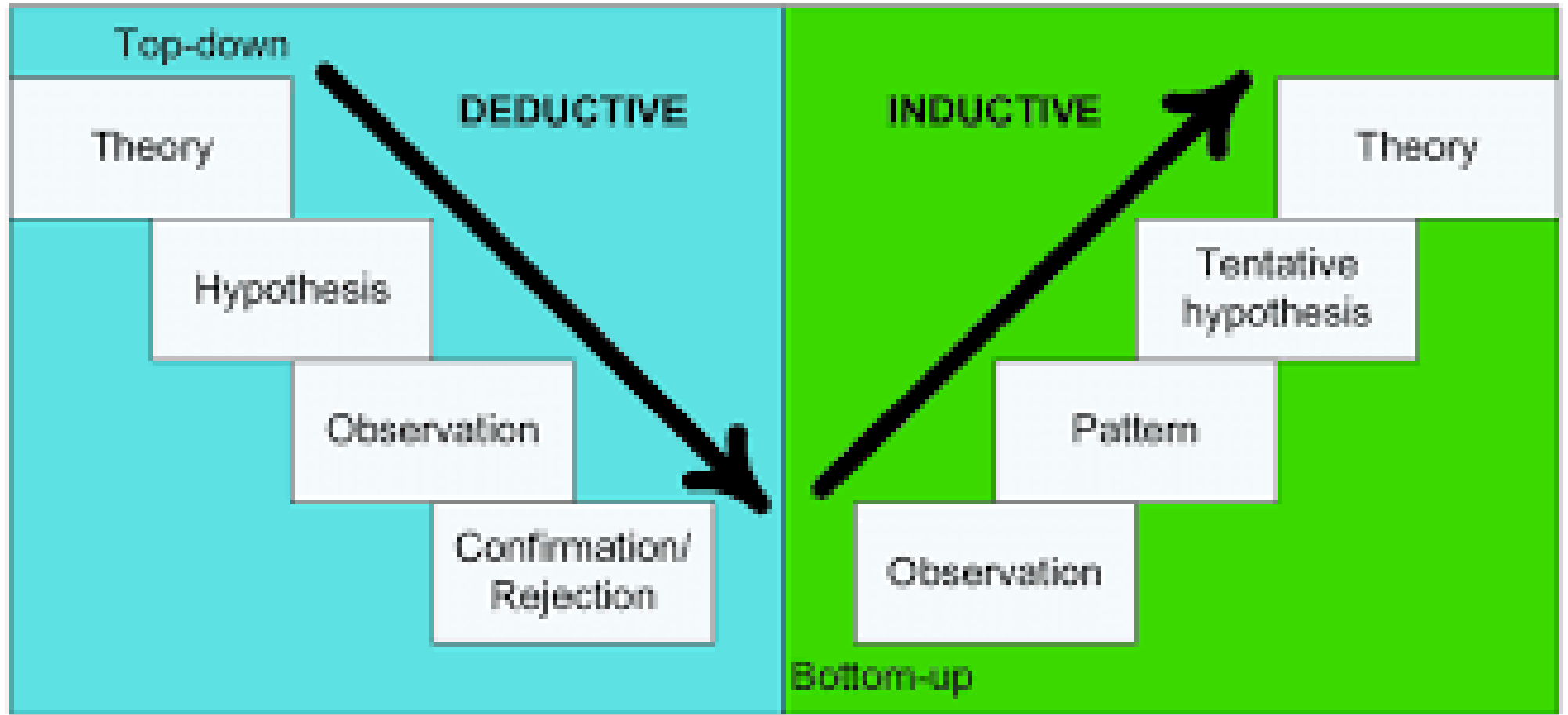
What are Deductive v. Inductive techniques?

Avoid this thinking.



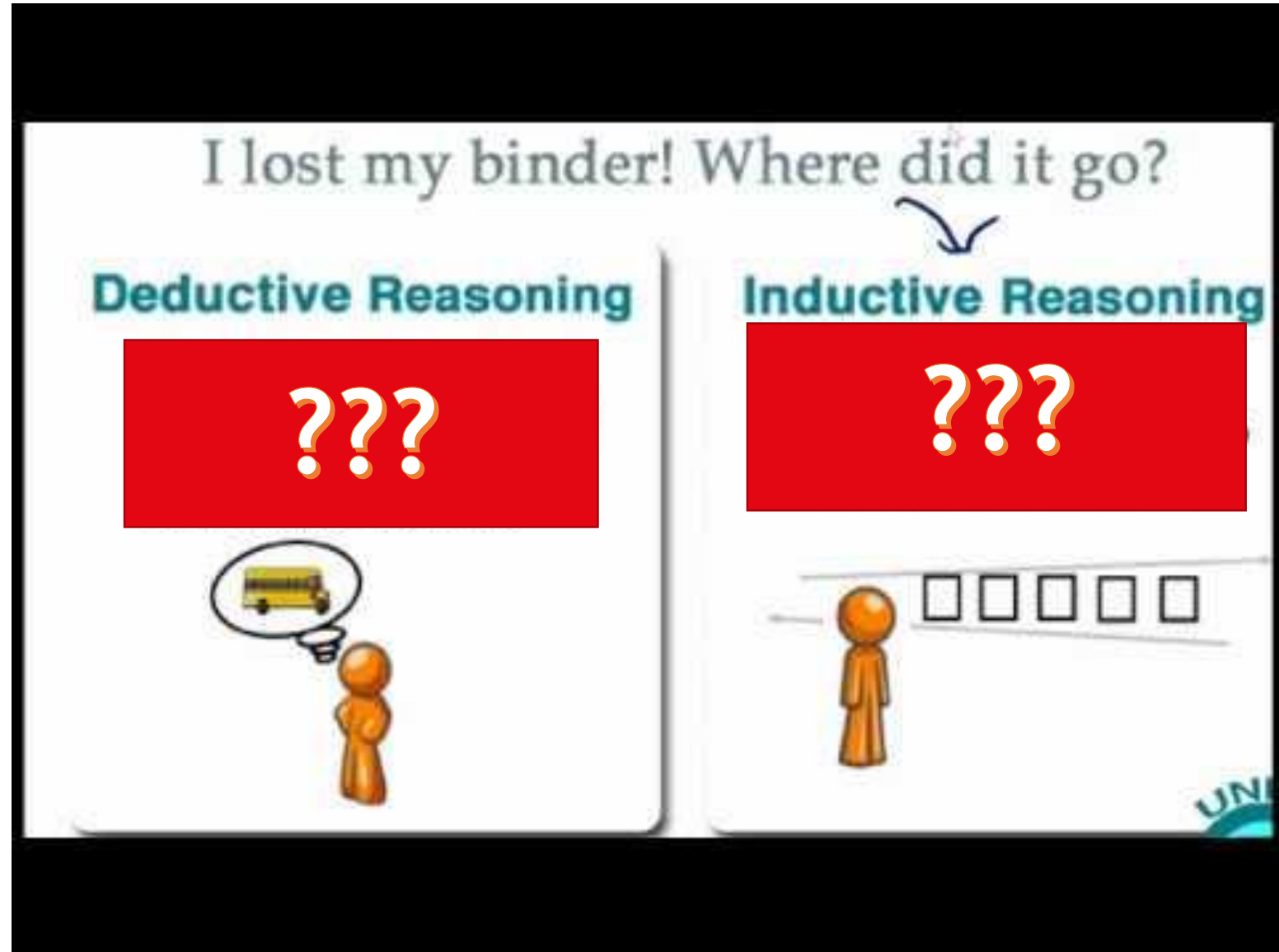
Interview transcript:

Deductive v. Inductive



Interview transcript:

What are Deductive v. Inductive techniques?




Interview transcript:

What are Deductive v. Inductive techniques?

I lost my binder! Where did it go?


Deductive Reasoning

I remember that I had it on the bus coming home, so it is not at school. It's either on the bus or at home.



Inductive Reasoning

I've already left my binder on the bus five times this year, so I probably left it on the bus.



UN

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

??

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

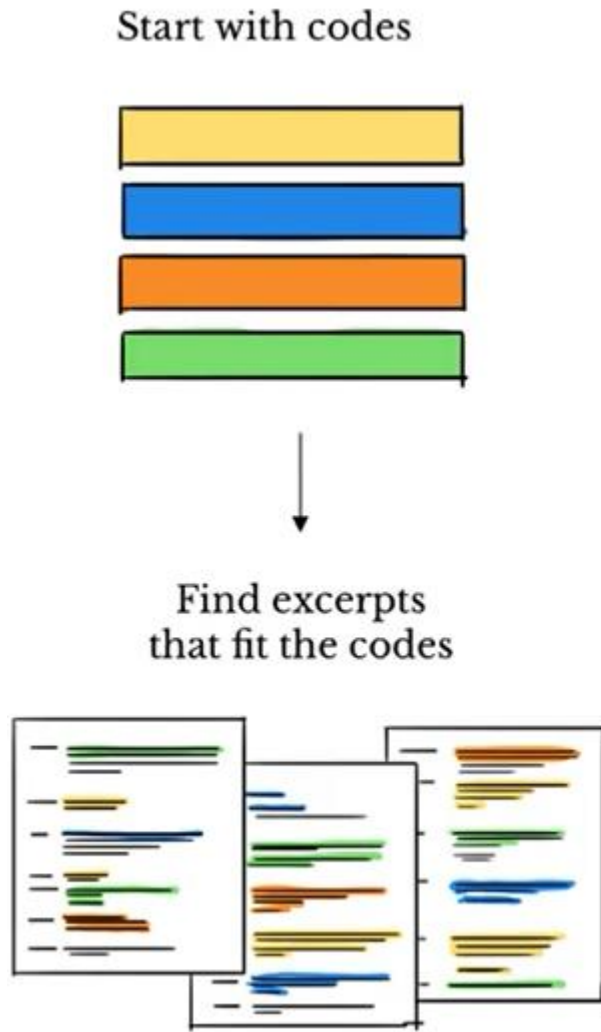
33

??44 - in single sequence. Or-

??55 - add next # set

Any Others?

INTERVIEW TRANSCRIPT:



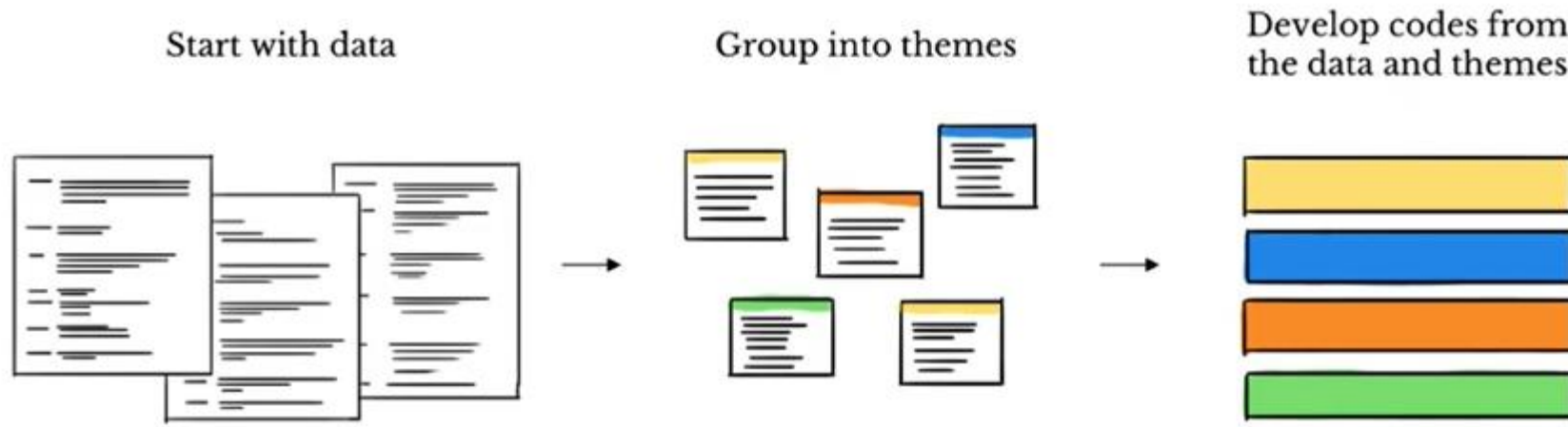
Deductive coding

- 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

INTERVIEW TRANSCRIPT:

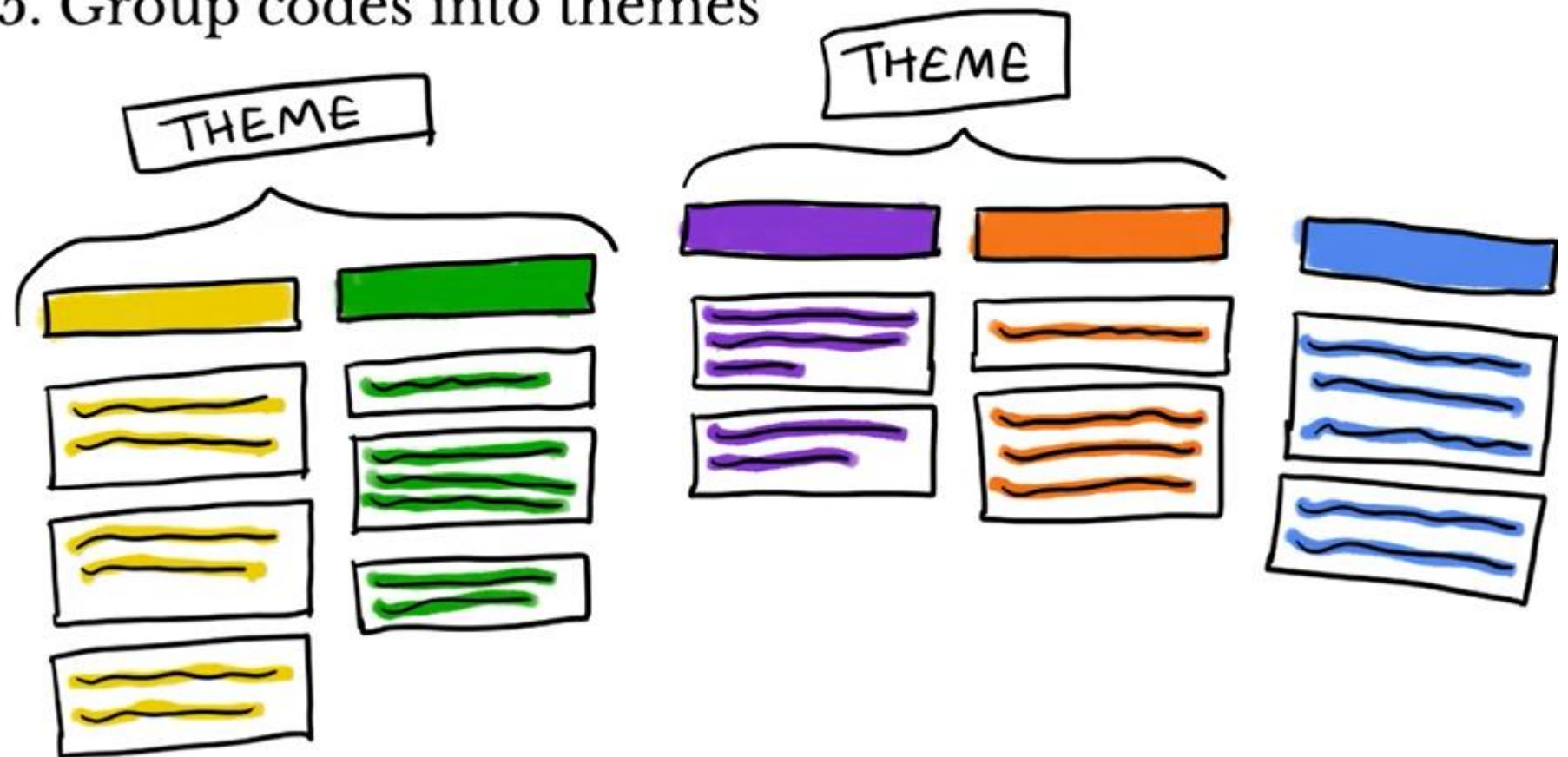
Inductive coding

- 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



Steps for coding

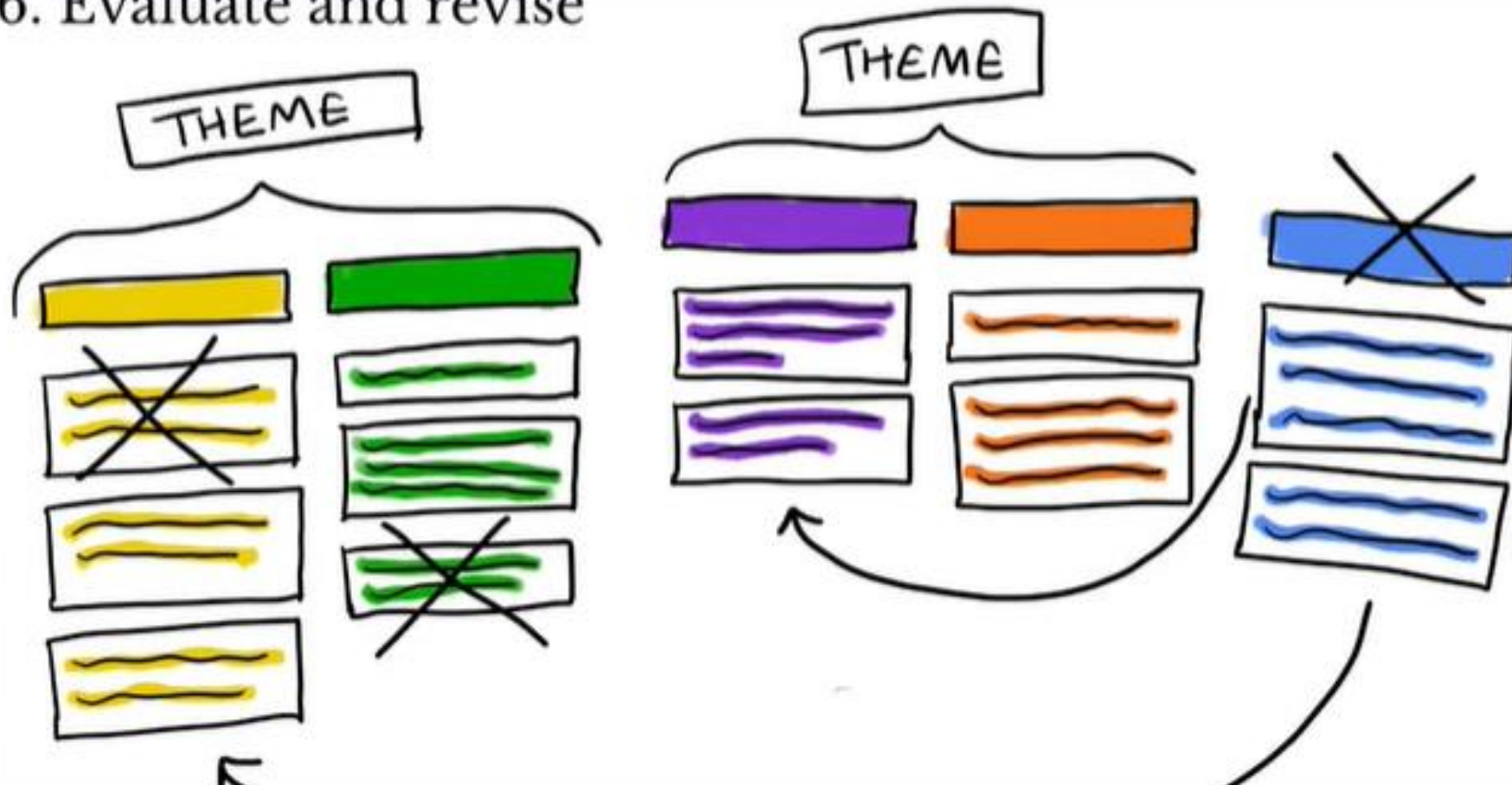
5. Group codes into themes



INTERVIEW TRANSCRIPT:

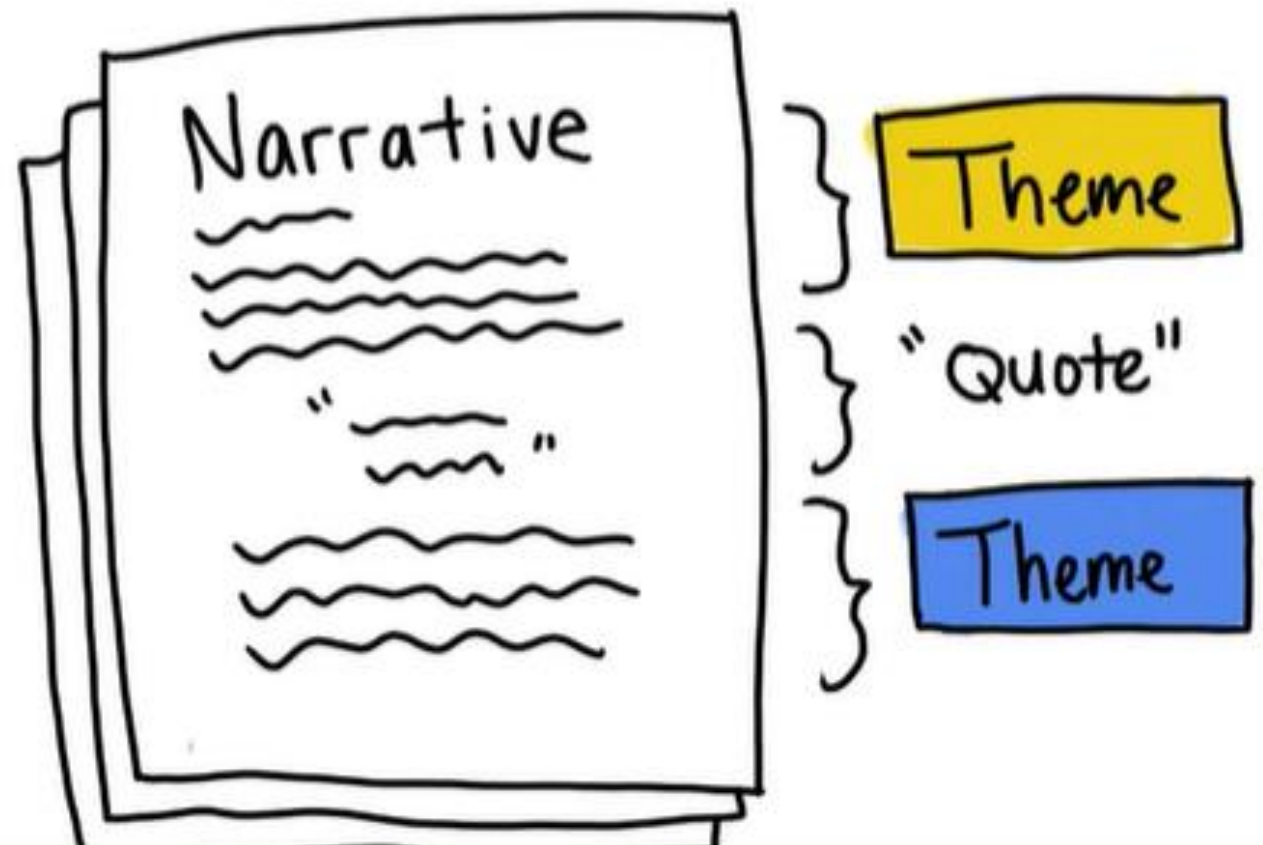
Steps for coding

6. Evaluate and revise



Steps for coding

7. Write your narrative



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?

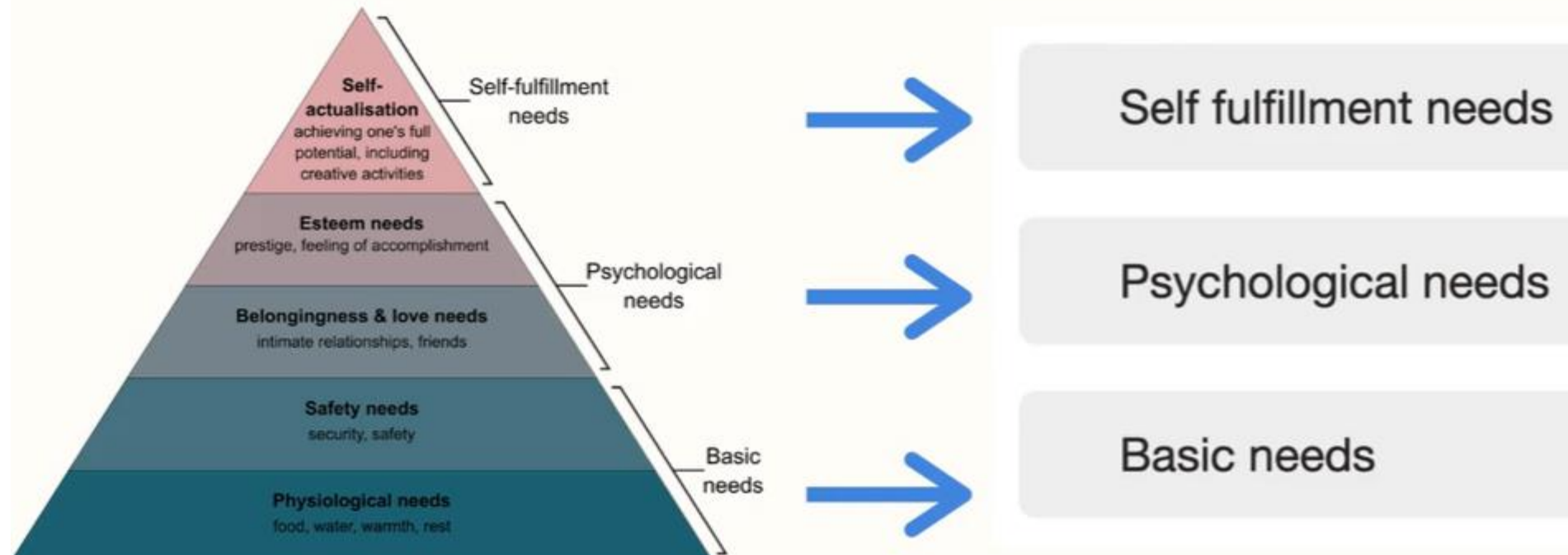


Interruptions

INTERVIEW TRANSCRIPT:

EXISTING REGULATIONS / MODELS / UX PRINCIPLES?

Creating codes based on an existing framework



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



INTERVIEW TRANSCRIPT: WWW.DELVETOOL.COM/GUIDE

Learn other methods
of qualitative coding

www.delvetool.com/guide



The Essential Guide to Coding Qualitative Data

[What is qualitative research?](#) | [Types of qualitative data](#) | [How to transcribe an interview](#) | [Introduction to qualitative coding](#) | [How do you code qualitative data](#) | [Steps for coding](#) | [Tools for coding](#) | [Start free trial](#)

The process of coding qualitative data is an important part of the analytical process of analyzing qualitative research. When you generate data from qualitative methods such as semi-structured interviews, coding allows you to interpret, organize, and structure your observations and interpretations into meaningful theories. The coding process allows you to be reflexive, critical, and rigorous with your findings.

INTERVIEW TRANSCRIPT: WWW.DELVETOOL.COM/GUIDE

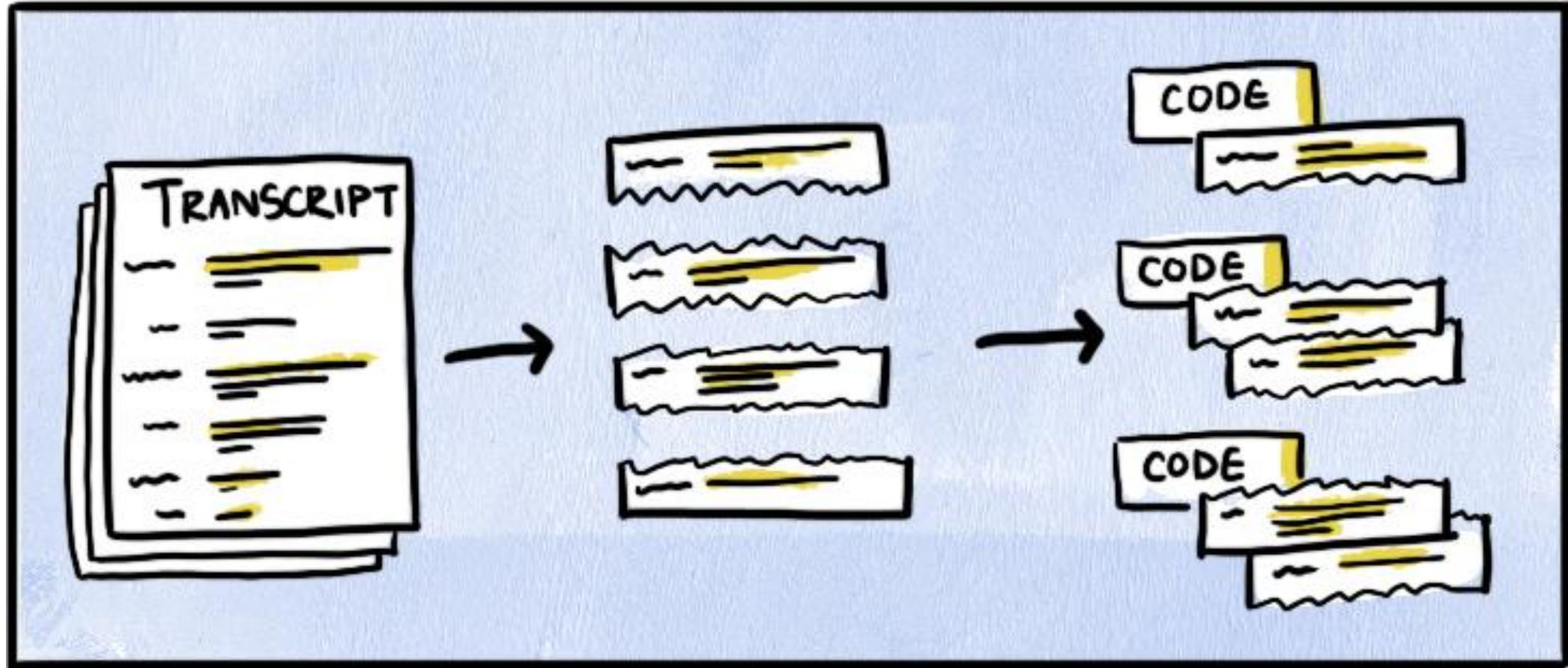
OPEN CODING

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.

INTERVIEW TRANSCRIPT: OPEN CODING



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.

STRUCTURAL CODING

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

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.](#)

INTERVIEW TRANSCRIPT: WWW.DELVETOOL.COM/GUIDE

GROUNDED THEORY - [HTTPS://DELVETOOL.COM/GROUNDEDTHEORY](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.

INTERVIEW TRANSCRIPT: WWW.DELVETOOL.COM/GUIDE


GROUNDED THEORY - [HTTPS://DELVETOOL.COM/GROUNDEDTHEORY](https://DELVETOOL.COM/GROUNDEDTHEORY)

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=TIRZ7KTPW64&T=170S](https://WWW.YOUTUBE.COM/WATCH?V=TIRZ7KTPW64&T=170S)

The data collection process is called **theoretical sampling**.

Recruit a small group of people to begin with.

Plan to recruit more later.



You recruit a small group of people to begin with, but plan to recruit more.



2:51 / 5:02

CC Delve www.delvetool.com @delvetool

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.

INTERVIEW TRANSCRIPT:

USE MULTIPLE CODING METHODS ON SAME DATA SET

PROCESS CODING

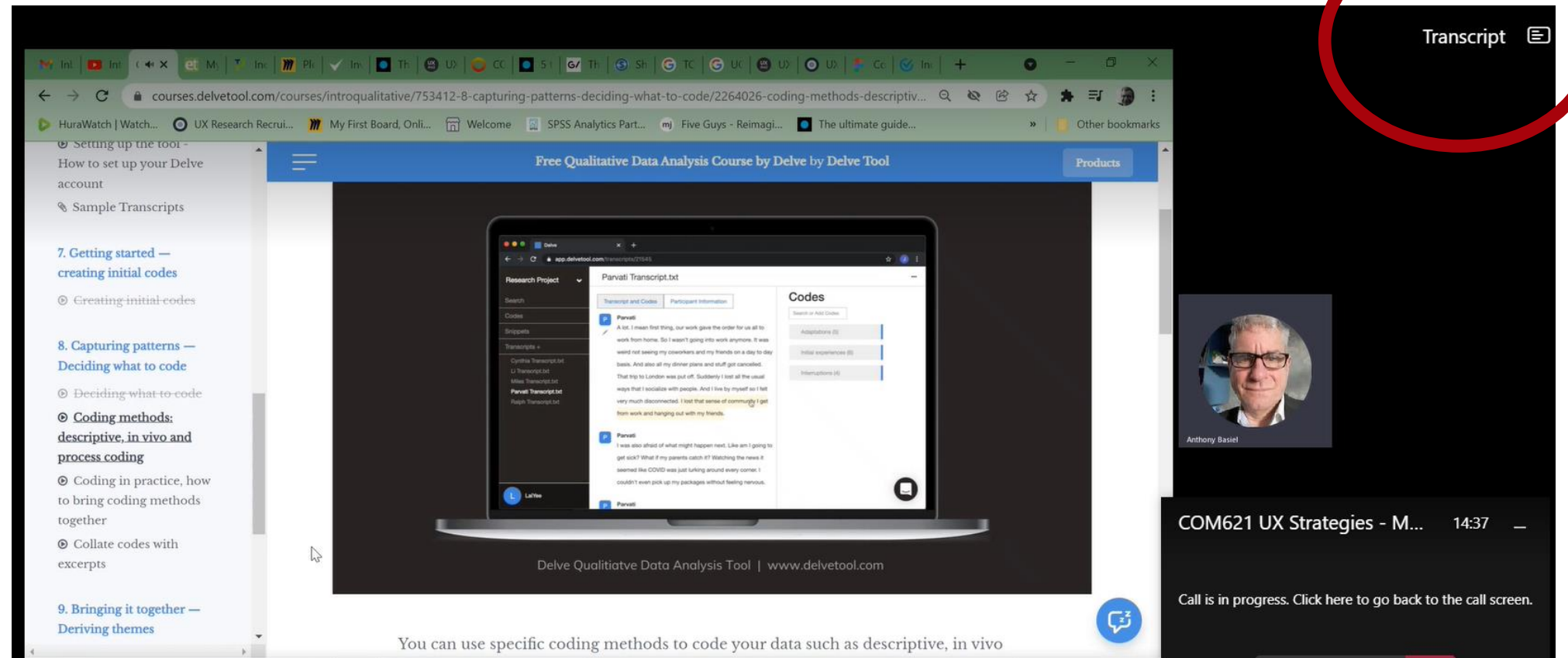
CAPTURING AN ACTION

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

INTERVIEW TRANSCRIPT: VIDEO RECORDING:

<https://ssu.sharepoint.com/:v:/s/UXSTRATEGIESCOM621SEPTEMBER2021/EY21LK1RL4XMIUEQIVIMZG4BUNQXZU9YPKWTCIBH201-FA?E=DL3LVC>

TRANSCRIPT IN TEAMS/SHAREPOINT – VIDEO RECORDING



The screenshot displays a Teams video recording interface. A red arrow points from the text 'TRANSCRIPT IN TEAMS/SHAREPOINT – VIDEO RECORDING' to a 'Transcript' button in the top right corner of the video player. The video player shows a recording of a Delve Qualitative Data Analysis Tool interface. The Delve tool interface includes a sidebar with a table of contents, a main content area showing a transcript, and a 'Codes' panel on the right. The transcript is titled 'Parvati Transcript.txt' and contains text from a participant named Parvati. The 'Codes' panel lists codes such as 'Adaptation (2)', 'Initial experience (8)', and 'Interactions (4)'. The video player also shows a video thumbnail of Anthony Basiel and a status bar at the bottom indicating 'COM621 UX Strategies - M...' and '14:37'.

Transcript

Setting up the tool -
How to set up your Delve account
Sample Transcripts

7. Getting started —
creating initial codes

8. Capturing patterns —
Deciding what to code

9. Bringing it together —
Deriving themes

Free Qualitative Data Analysis Course by Delve by Delve Tool

Products

Research Project

Parvati Transcript.txt

Transcript and Codes

Participant Information

Codes

Search or Add Codes

Adaptation (2)

Initial experience (8)

Interactions (4)

Parvati

A lot. I mean first thing, our work gave the order for us all to work from home. So I wasn't going into work anymore. It was weird not seeing my coworkers and my hands on a day to day basis. And also all my dinner plans and stuff got cancelled. That trip to London was put off. Suddenly I lost all the usual ways that I socialize with people. And I live by myself so I felt very much disconnected. I lost that sense of community I got from work and hanging out with my friends.

Parvati

I was also afraid of what might happen next. Like am I going to get sick? What if my parents catch it? Watching the news it seemed like COVID was just lurking around every corner. I couldn't even pick up my packages without feeling nervous.

Delve Qualitative Data Analysis Tool | www.delvetool.com

You can use specific coding methods to code your data such as descriptive, in vivo

Anthony Basiel

COM621 UX Strategies - M... 14:37

Call is in progress. Click here to go back to the call screen.

INTERVIEW TRANSCRIPT:

Motivations (12)

Appears in 5/8 transcripts

[Ariel Interview \(3\)](#) [Caleb Interview \(1\)](#) [Conor Interview \(3\)](#) [Kate Interview \(1\)](#) [Ryan Interview \(2\)](#)

Researchers had a variety of motivations for conducting qualitative research in their organizations. Primarily, they were informing product decisions with the ultimate goal of impacting the local community.

[Edit](#)

Sort By Most Recent

[Caleb Interview \[1091 / 6651\]](#)

Since the product team moves fast, I want to make sure that my research is completed quickly enough to help them make decisions. Starting with high level ideas means I can share with the team and get early buy-in before going into the depths of the analysis.

[Informing a decision](#) [Motivations](#)

[Ryan Interview \[4264 / 5504\]](#)

I still consider myself somewhat of a beginner, and am figuring things out as I go along. But basically there's an amount of data that I collected through interviews, and drawing from multiple existing sources.

[Building knowledge](#) [Motivations](#)

4. Collate the codes with excerpts

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

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

× ×
× ×
× ×
× ×

Codes

Search or Add Codes

Motivations (12)

Building knowledge (9)

Helping local community (1)

Informing a decision (4)

Changing the roadmap (1)

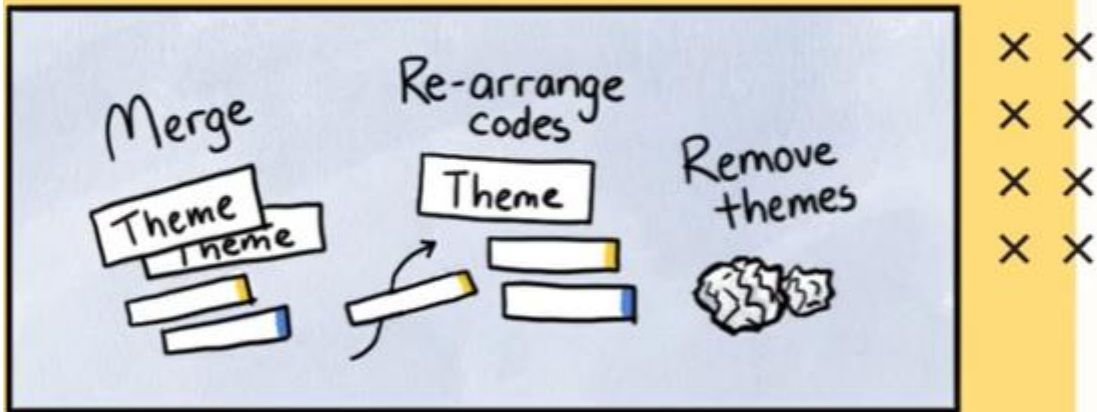
Other motivations (11)

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



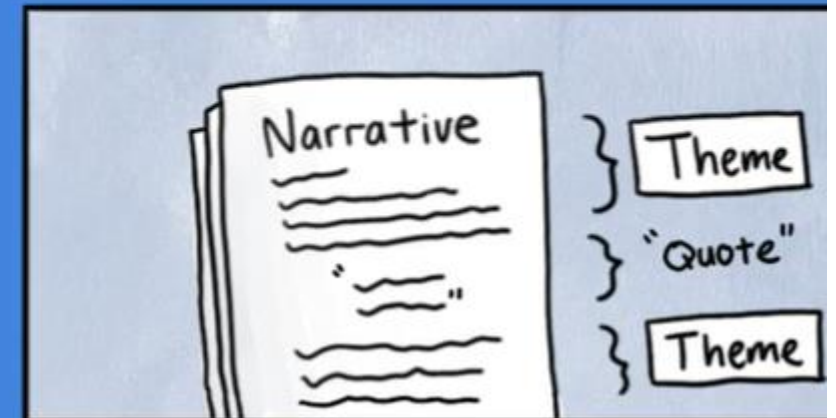
INTERVIEW TRANSCRIPT:

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.

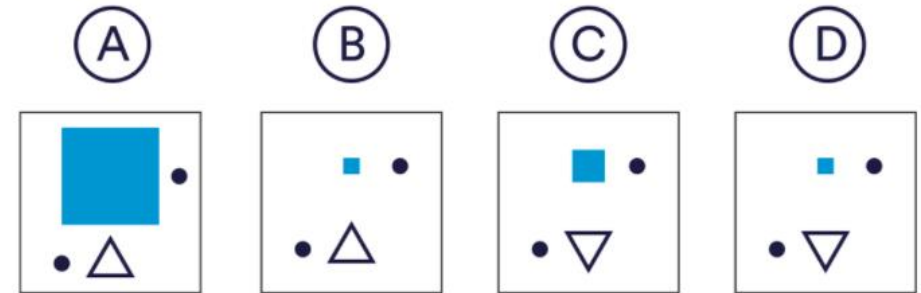
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INTERVIEW TRANSCRIPT: FREE INDUCTIVE REASONING TEST

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

**Multiple Choice 10-20min to do.
If time in class – or at home**





HAVE A 15 MINUTE BREAK

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.

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.**

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.

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>



WEEK 10 - SPSS

- <https://learn.solent.ac.uk/course/view.php?id=37040§ion=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](#)

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.

WEEK 10

Design Sprints

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

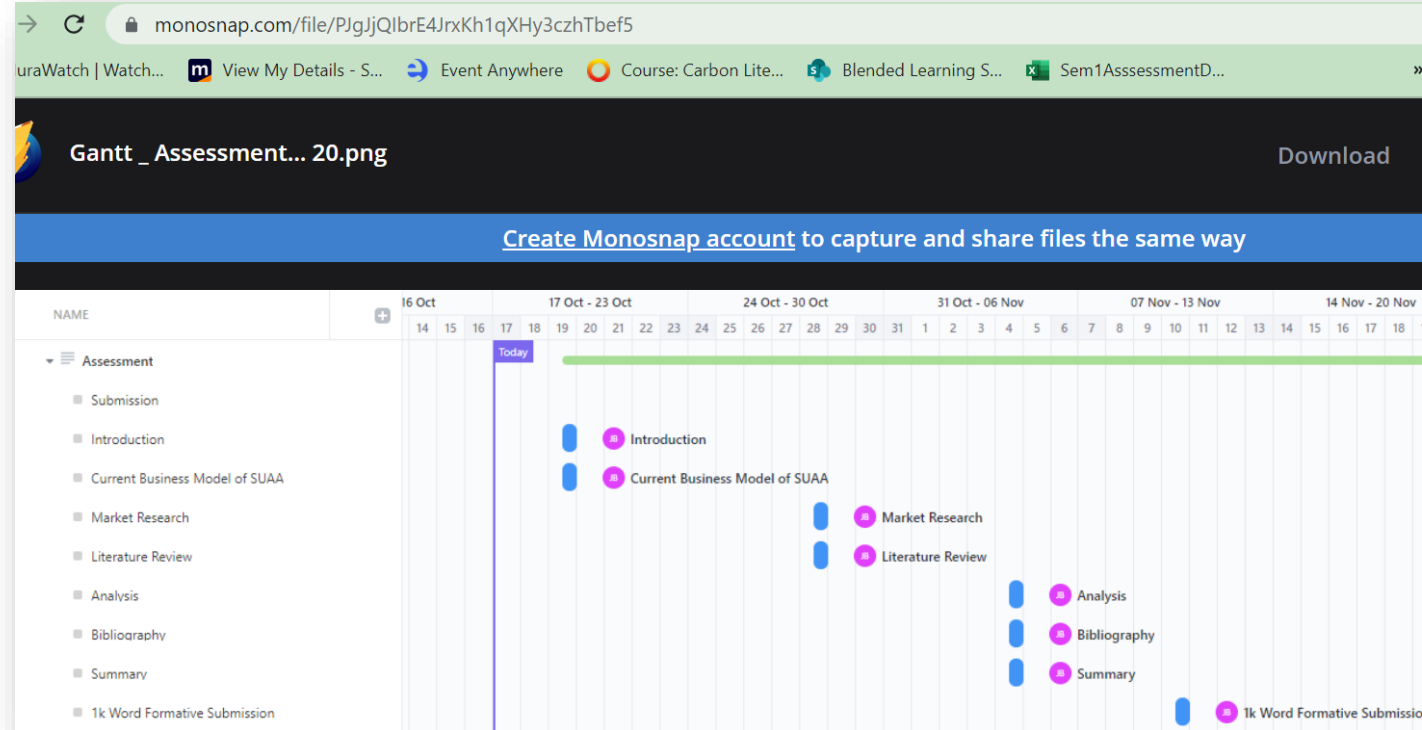
<https://www.gv.com/sprint/>

<https://designsprintkit.withgoogle.com/>

RESEARCH: GANTT CHART

SEE THE MARKET RESEARCH SOCIETY:

[HTTPS://WWW.MRS.ORG.UK/](https://www.mrs.org.uk/)



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



WOOCCLAP: TAG CLOUD

www.wooclap.com/YNKJPF

Skills & knowledge to do UX Strategy



A word cloud featuring various skills and knowledge areas for UX Strategy. The words are arranged in a staggered, overlapping manner and are color-coded. The words include: LEADERSHIP (red), REACTIVITY (orange), CREATIVITY (yellow), OBSERVATION (blue), METICULOUS (red), NEGOTIATION (green), LOGICAL THINKING (red), RESEARCH (green), SKILLS (green), CONSULTANCY (green), BUSINESS (blue), and ANALYSIS (blue).

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