

CS-E4900 User-Centered Methods for Product and Service Design

Qualitative Data Analysis, part II
Communicating results

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Workshop Agenda

- Workshop starts Wed 12:15 in Learning hub
 - Tutors will circulate in LH, T5 and T6 to answer questions and to get you started
 - If in need and you do not see a tutor
 - Send a request in TG
 - Include your group# and tell us where you are,
 - When a tutor has liked your request, they are on their way
 - Official PuuhaBoksi™ will be in **LH** (StickyNotes, pens and stuff)
- Return final deliverables by next Wednesday 10:00

Suggested Assignment Process

1. Think about what separates people to different user groups
2. Those attributes added with relevant personal details will guide you in building personas
3. Identify your scene's main tasks/activities and visualize them
4. Write a story about your scene
 - make use of your task definition and personas

Assignment Deliverables and Grading

- **Define your user groups in profiles (2-4) 0.5p**
 - Separate your users to groups based on relevant attributes
- **Create a persona for each of your main user groups (2-4) 0.5p**
 - Make a persona for each of your user groups.
 - Be inspired by the templates, but do not copy them as-is
- **Define and visualize your users' main tasks 0.5p**
 - HTA or sequence/flow diagram
- **Write a reflective or projective scenario 0.5p**
 - Describe problems in the current system or envision behavior in the improved system