Aalto University
School of Science

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

User Research & Qualitative Data Analysis Workshop

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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. Read through your _physical_ transcripts/materials
   – Use pens and markers to tag "important" things
   – Discuss found phenomena and develop a codebook
   – Start coding your materials, add new codes as they emerge
2. Built an affinity diagram based on your data/codes
   – Try to avoid positive/negative groupings, instead add them as attributes to your data clusters
3. Use all your data to make the affinity diagram, not just the interviews

Assignment deliverables and Grading

- **Affinity diagram or mindmap 0.5p**
  - Digital image in most cases.

- **At least three interview transcripts (~10pages) 0.5p**
  - Make sure to anonymize these.

- **Summary / description of your classification 0.5p**
  - What are the main clusters or themes in your Affinity Diagram?

- **Categorization strategy/process 0.5p**
  - How did you make it, why is it the way it is?