



Aalto University
School of Science

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

Qualitative Analysis, part II
Communicating results

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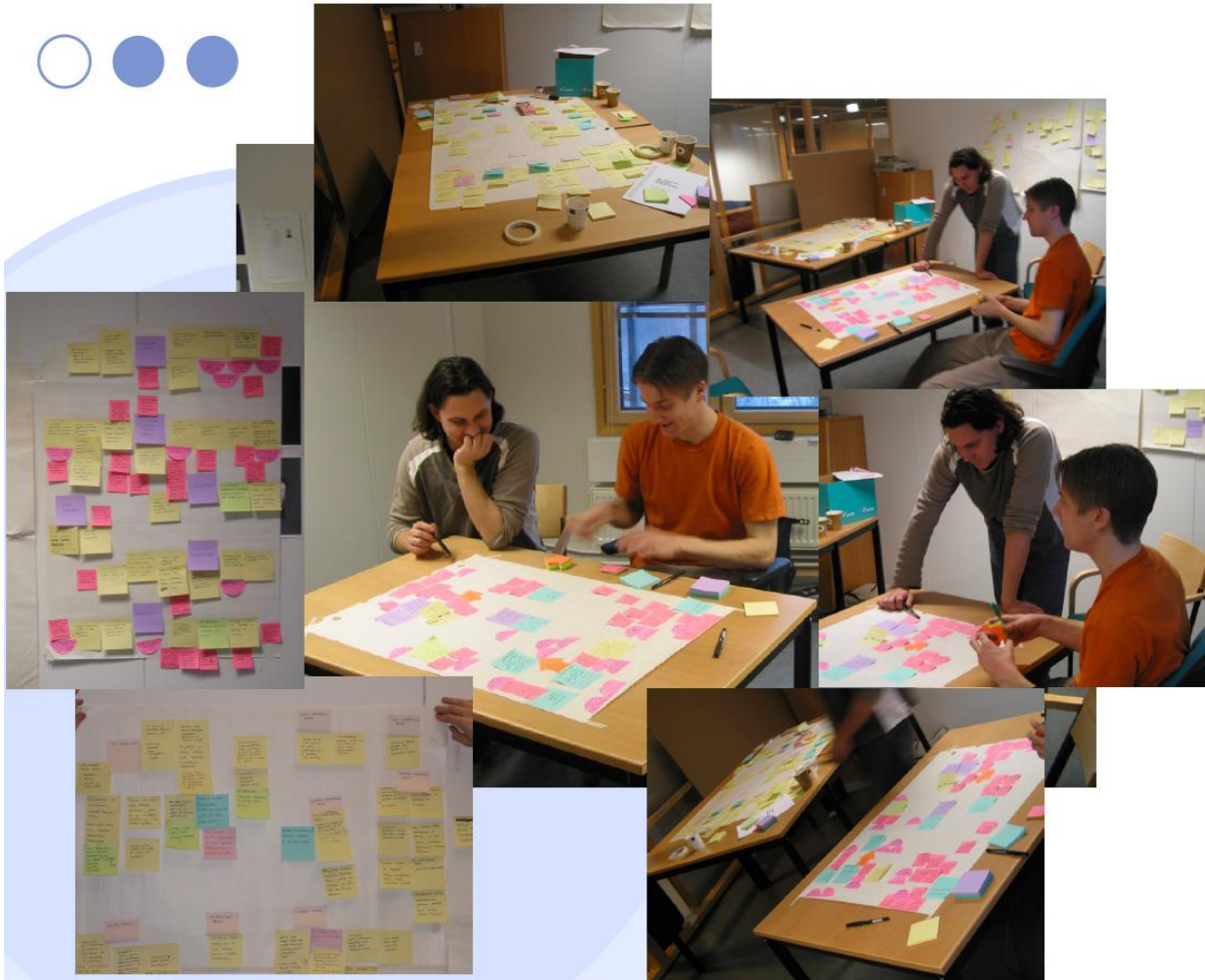
User Research Phases

1. Planning the study
2. Data collection and processing
3. Data Overview
4. Detailed analysis
5. Reporting the results

3. Data Overview

Been there, Done that
Been there, Done that

You Should Have: Affinity diagrams



4. Detailed Analysis

- Goal: transform data to user needs, requirements and limitations
- Phenomenon (pl. phenomena) = reoccurring event or activity, other interesting observation
- Need = enabler derived from phenomena
 - What user need to do better, be happier, work faster, ...
- Requirement = demand for a product feature based on users, their actions or context of use
- Limitation = most often restriction to use or users imposed by environment or context

4. Detailed Analysis

- You as a user researcher are the **lens!**
 - Use your body and mind
 - Be aware of your own assumptions
 - You do not have to agree, but to understand and emphasize
- Condense, condense and condense
- Seek alternative viewpoints



5. Reporting the results

- Goal: Describe the target in sufficient detail to inspire and justify your future design decisions
 - Outline in equal measure requirements (must-haves), limitations (cannot-haves) and opportunities (could-haves)
 - Maintain good traceability to backtrack a decision if necessary

5. Reporting the results

- User profiles, personas
 - Context and environment descriptions
 - Task and sequence models
 - Stories, quotes, narratives and scenarios
 - Depictions of most interesting phenomena
-
- Both content and presentation of results always depend on the subject and used methodology

User Profile vs. Persona

TOBI DAY



PERSONA TEMPLATE

AGE 26
OCCUPATION Record Store Manager
STATUS Single
LOCATION New York, NY
TIER Enthusiast
ARCHETYPE The Maestro
 Ambitious Admired Focused

MOTIVATIONS



GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

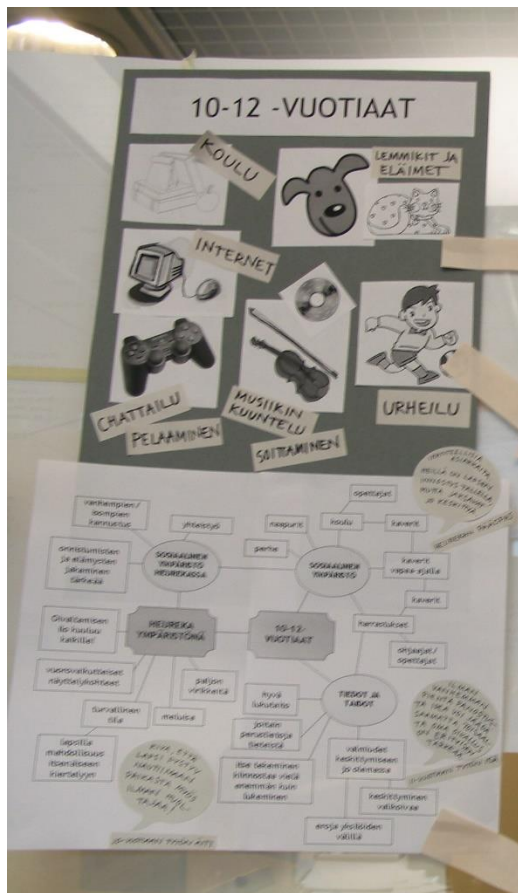
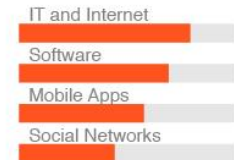
BIO

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

PERSONALITY



TECHNOLOGY

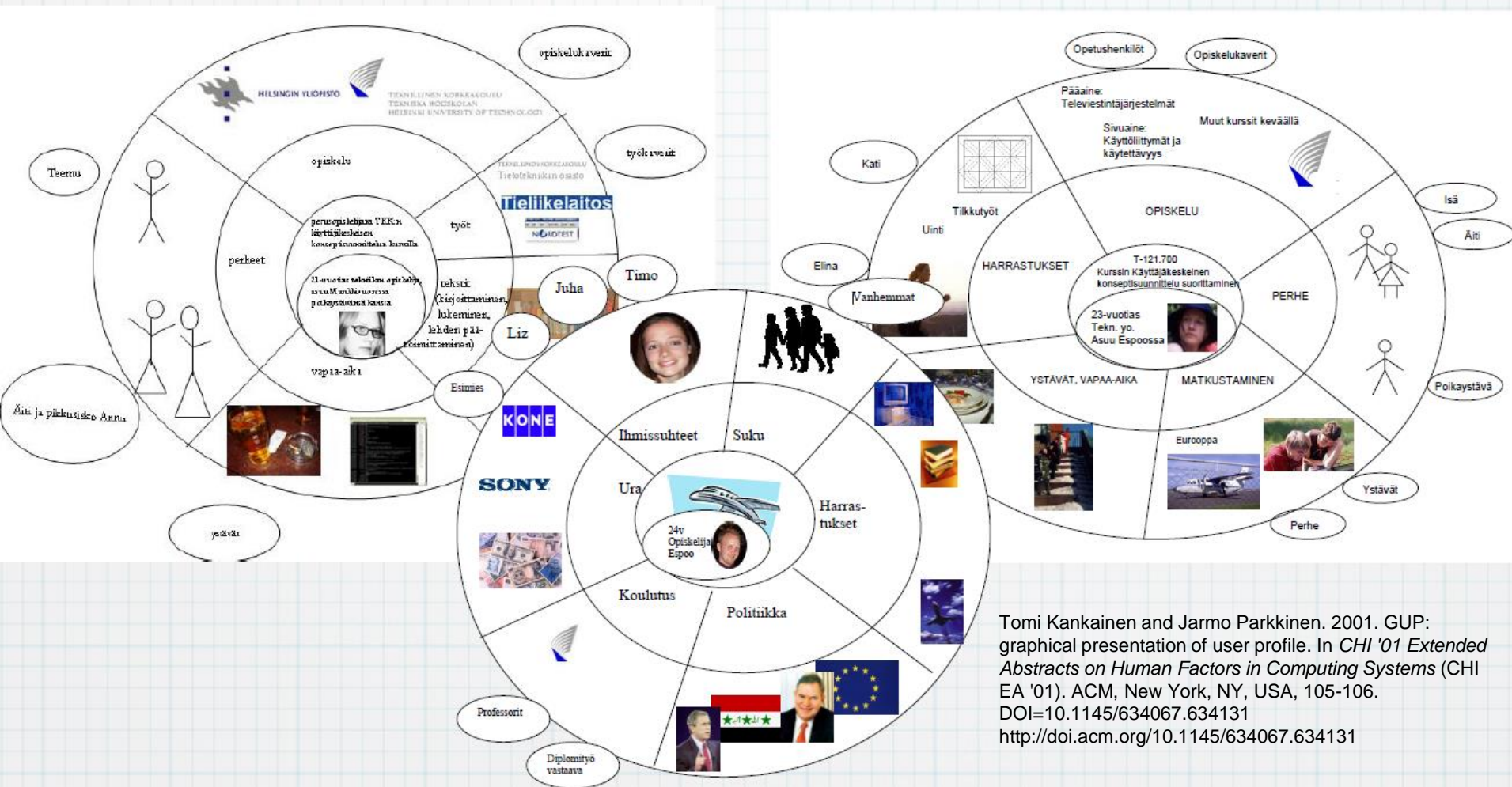


"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."

cc: UCCD course, TKK 2004

cc: <http://fakecrow.com/free-persona-template/>

Graphical User Profile

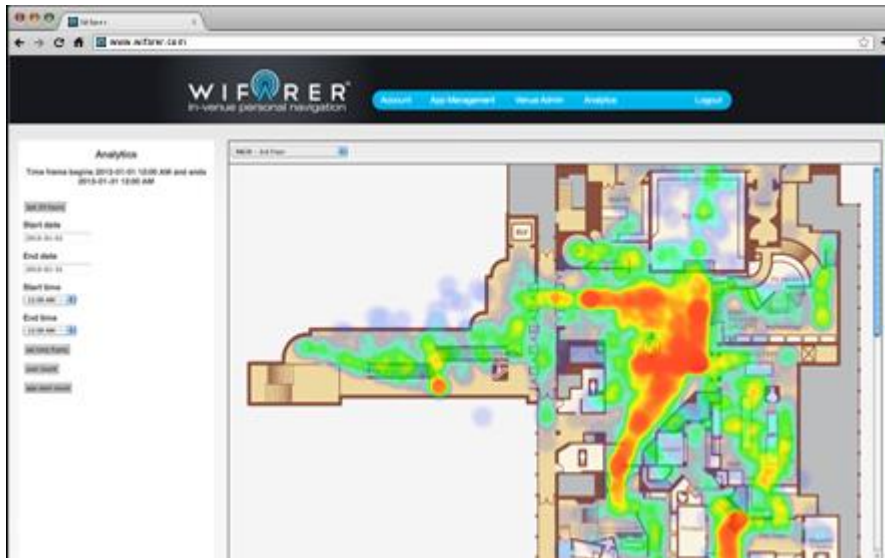


Tomi Kankainen and Jarmo Parkkinen. 2001. GUP: graphical presentation of user profile. In *CHI '01 Extended Abstracts on Human Factors in Computing Systems* (CHI EA '01). ACM, New York, NY, USA, 105-106. DOI=10.1145/634067.634131 <http://doi.acm.org/10.1145/634067.634131>

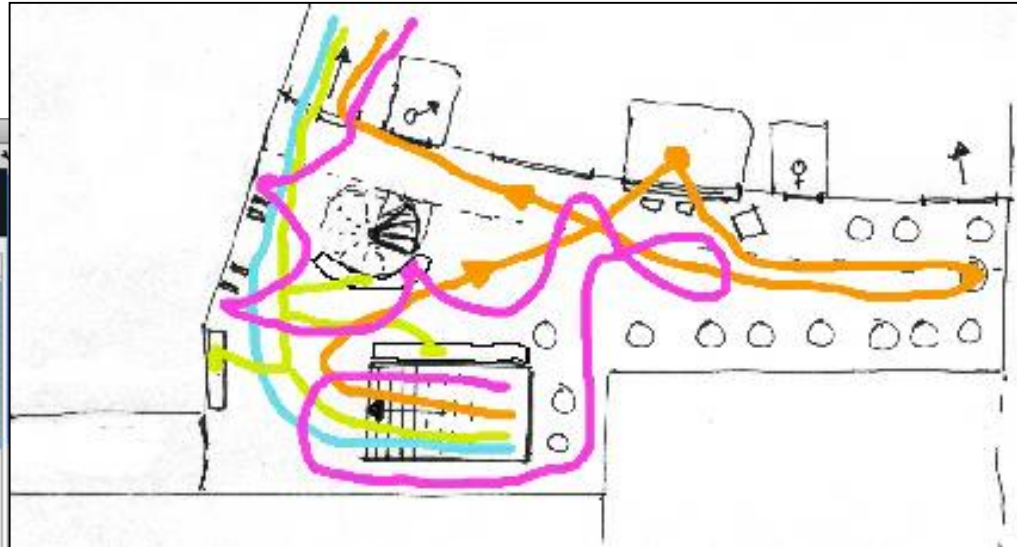
Scenarios

- **Textual narratives of interesting events**
 - Personal stories of users' activities
 - Passive description of tasks
- **May use personas as actors**

Context and Environment



Customer insights: location analytics to discover what customers search for, where they go, and how long they stay. © Wifarer.com



A map about how people walk about before going into the movie theatre in Lasipalatsi, when they are going alone.

(Agger, Häyrynen, Liikka, Romppanen, Peltonen, Salovaara: UCPCD course at HUT 2001)

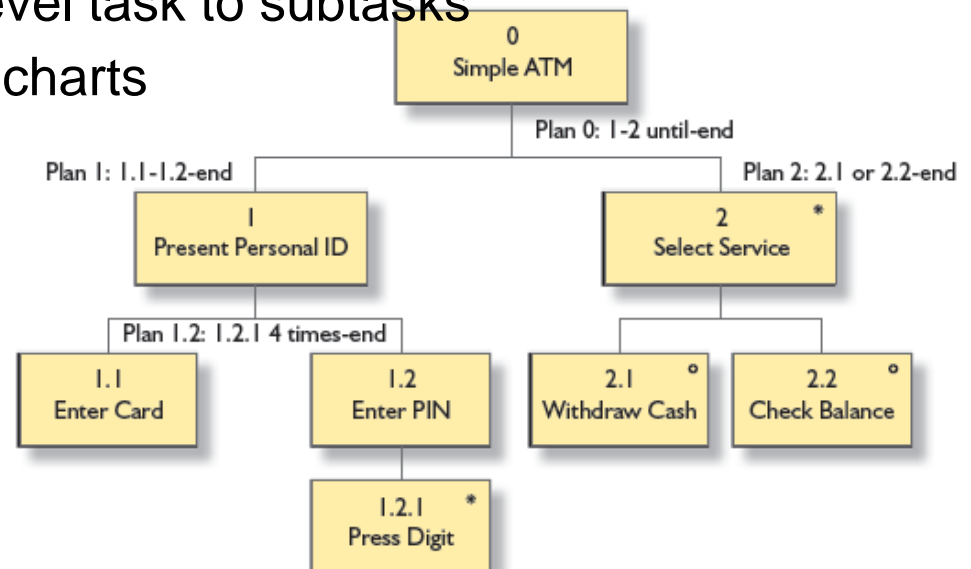
Task Analysis

- **Cognitive Task Analysis**

- decision-making, problem-solving, memory, attention and judgement
- Cognitive walkthrough, GOMS

- **Hierarchical Task Analysis**

- Decomposition of a high-level task to subtasks
- May also visualize as flow charts



Things to Consider

- **Is it a fact, interpretation or an opinion?**
- **Why is it interesting?**
- **Does it help with the problem or just change behaviour?**
- **What would <persona> do?**

What Do You Do

- **Define your user group(s) in a profile**
- **Create personas**
- **Define and visualize your users' main tasks**
- **Write a reflective or projective scenario**
 - Describe problems in the current system
 - Envision behavior in the improved system