

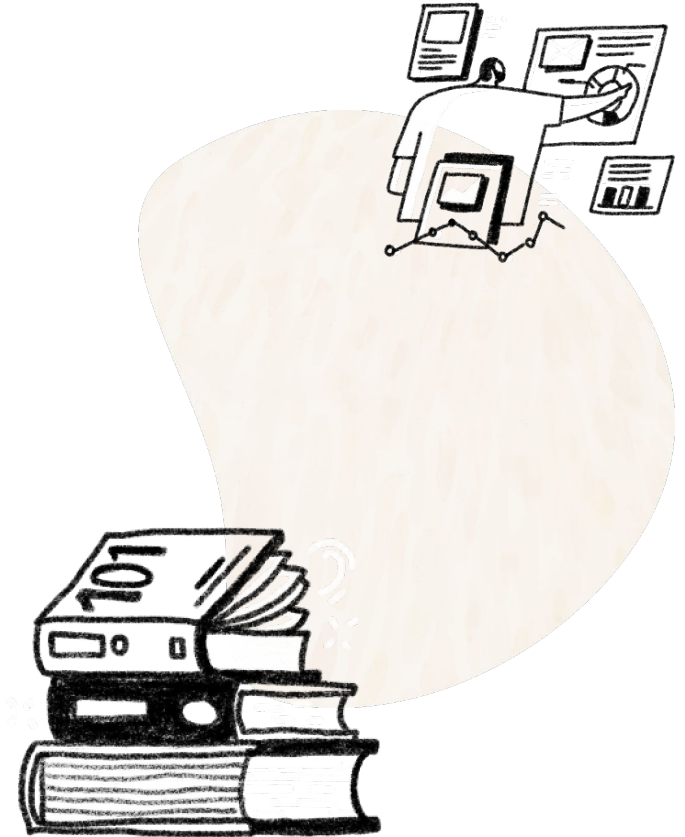
What is the Data Telling Us

Session 3



Agenda

- Recap: Who to Ask and How to Ask
- Thematic Analysis Methods
- Analysis Tools
- Insight Development
- Leveraging AI
- Live Q&A



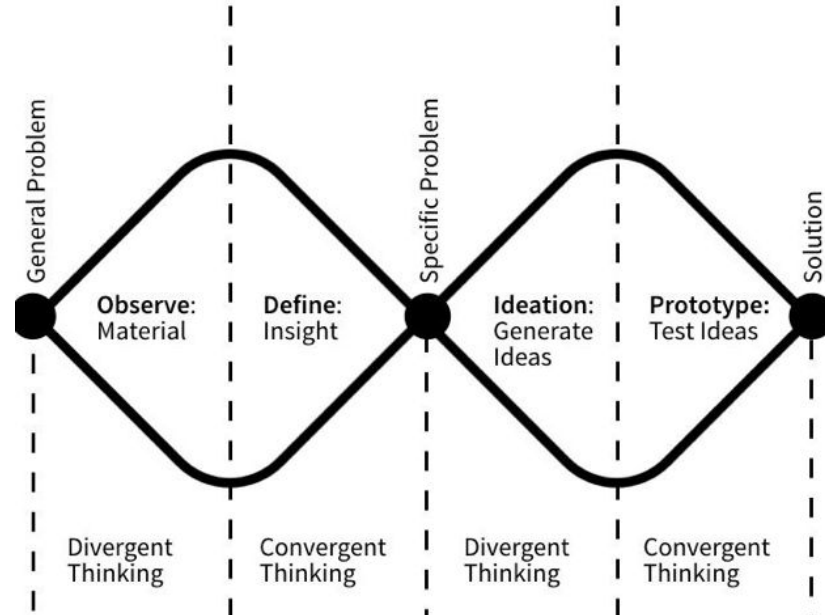
Recap: Who to Ask & How to Ask

- Test a sample of your target audience based on data you have:
 - Psychographics
 - Behaviors
 - Demographics
 - Geographics
- Ensure you have representation from each of the relevant user segments
- The goal of any research recruitment is to hit the threshold at which you're no longer hearing new data – once you're no longer learning new things, your sample is sufficient
- Attitudinal research = what users says
- Behavioral research = what users do



Data Analysis

Research analysis is the umbrella term used to define the process of classifying, organizing, and transforming raw data into valuable information, and eventually a conclusion.



Data Analysis

Synthesizing insights is more than just making observations.

- Insights describe the trends founds in your data and connect them back to the relevant product objectives
- Insights are never neutral



Scoping a Research Project

In order to shape our research approach efficiently, we must know 6 things:

- **What are your baseline metrics?**
- **What are the product/business objectives?**
- **What is the product timeline including milestones that matter?**
- **What questions come up for you around the product/target audience?**
- **Based on what your team knows already, what is your best guess at those questions?**
- **What is the intended impact of your research?**



Data vs Learnings vs Insights

Data

Unanalyzed collection of observations about users i.e. transcripts, notes, metrics, or survey output

Ex. users can't find the checkout CTA on an e-commerce website because it is consistently out of a frame, requiring them to scroll

Learnings

Describe patterns in collected data or summaries across it

Ex. information architecture is a barrier to users navigating the website

Insights

Focused explanations of opportunities, based on user research and business context

Ex. making checkout flows more discoverable will raise the user conversion rate and revenue

WHAT IS THE DATA TELLING US

Data Analysis Tools



Dovetail

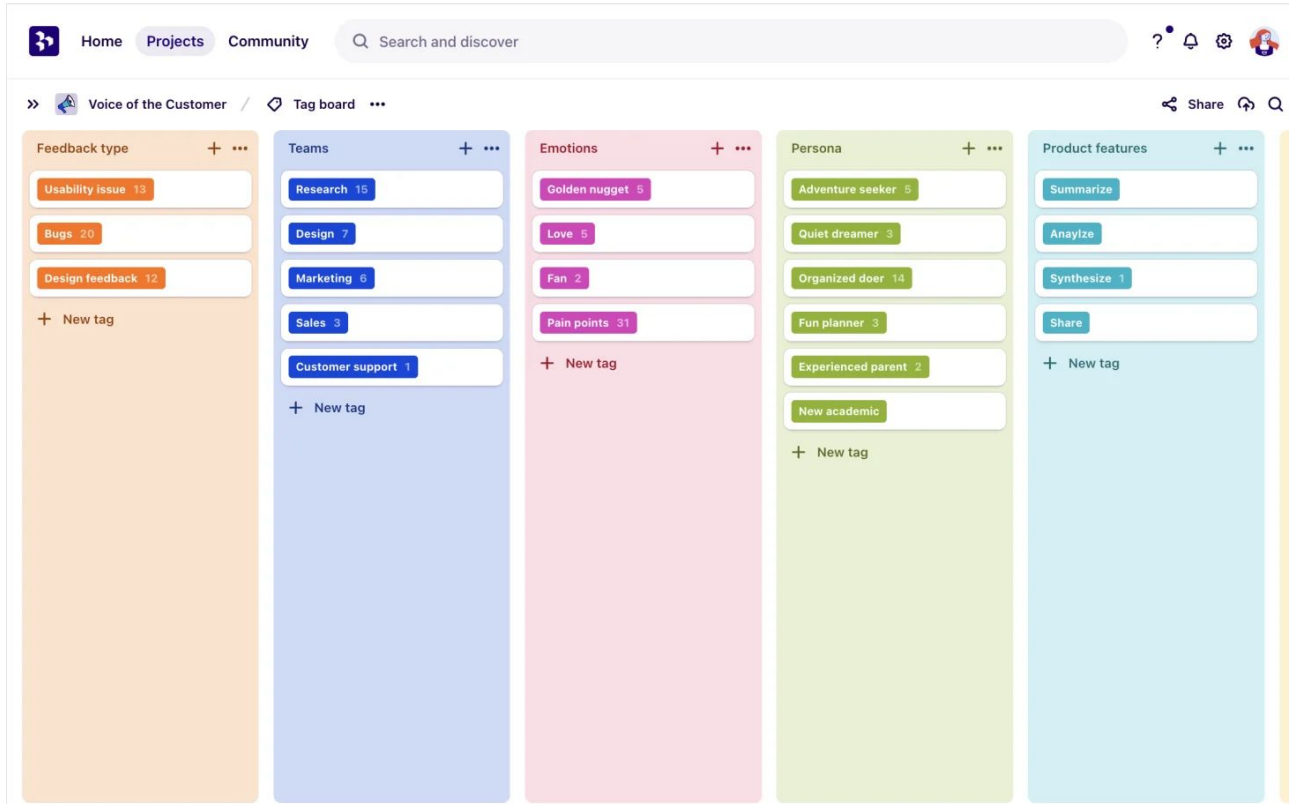


Thematic Data Analysis

1. Bucket answers, observations, examples

By converting your key research questions into interview or survey questions you should have a good sense of which information ladders up to answer each of your research questions – summarizing each group of data this way is your first step.

1. Categorize data to form themes



Thematic Data Analysis

2. Connect the dots between your learnings

Now that you have information about how your users think and act, it's time to apply learnings to the product you're working on – it's important to make it clear how this information is relevant in the context of your work.

WHAT IS THE DATA TELLING US

2. Affinity Map to build learnings

The screenshot shows a Miro Affinity Map titled "Voice of the Customer". The map is organized into three main sections: "Feature requests", "Pain points", and "Benefits".

Feature requests:

- Liz R:** I tried to use Trella a lot in my previous positions, but there are those types of boards that can all within Microsoft Teams, so it's pretty centralized. [Previous feedback](#)
- Liz R:** So I try to block out, usually within each meeting, an hour before and an hour after to do the right amount of prep and the right amount of follow-up. [Continue](#)
- Liz R:** But then you need that time to actually execute on what you've chatted through. [Continue](#)
- Cathy E:** I really like being able to match up people's interests and skills with something like a project that's coming up and it's sort of making sure that they're working on something they're keen on and that's all kind of matches. [Related feedback](#) [New idea](#)
- Daivina A:** We also use Slack for team communication, which has been awesome when you have different channels for the different things within the company as well. [Continue](#)
- Irfan M (Part 1):** A lot of meetings together as a team where we debrief and we whiteboard or we video note things together. As we're ready trying to do them to build a shared state of the customer, their problems and the opportunities we have. [Related feedback](#) [New idea](#)
- Irfan M (Part 1):** Some teams use Trella as well if they're teams are less, secure less predictable and/or using Trella as well, or Trella for idea capture as well. [Previous feedback](#)
- Liz R:** I think it's important to see that Microsoft Teams is more for an internal facing communication, and then I would use email as more of an external facing communication. So again, I would use Outlook because our entire system is based within Microsoft products. So that's the balance there. [Continue](#) [New](#)
- Liz R:** So there is a structure to that. They often would include a list of project management, sort of recollection meetings and work in progress updates. [Continue](#) [New](#)
- Liz R:** You know, the occasional email, you know, email is always the lowest common denominator, so that becomes a bit there as well. [Continue](#)

Pain points:

- Liz R:** I was spending a lot of time with you guys in Dorset last month, so I will bring. Download heavily in the discovery phase of projects where we're collecting research from customers. [Continue](#)
- Liz R:** And then we usually then launch as a team and then I spend the afternoon kind of answering that feedback, doing another iteration of the design. [New feedback](#) [New idea](#)
- Liz R:** I'm running a program manager and I work across lots of products. So that could be from small teams with other product managers and then even sort of larger teams that would include, you know, 20 people. [Related feedback](#) [New idea](#) [New feedback](#) [New idea](#) [New feedback](#) [New idea](#)
- Liz R:** I'm actually looking for something that I can use as a tool to help me manage my team and my projects and getting their feedback and then iterating on those. [Related feedback](#)
- Liz R:** I actually have a Slack integration with Google Calendar, so it sends me a little notification like a minute before the events, make sure that get there on time, which is good. [Related feedback](#) [New idea](#)
- Liz R:** I'm trying to spend the half an hour to an hour preparing for that, getting the design ready for the rest of the teams to have a look at and then run that session. [Continue](#)
- Cathy E:** And then also we use Jira a lot to track the work that everybody's doing and to do the check-up features and add pull requests so they're going through. [Continue](#) [New idea](#)
- Daivina A:** I really enjoy building things from the ground up. In my role I'm constantly learning new things and being able to actually apply that new knowledge to something practical. [New feedback](#)
- Liz R:** I think the space is full of interested parties who are trying to figure, you know, "what's the general tech space. And that's super exciting and it gives me lots of energy." [Related feedback](#) [New idea](#)
- Liz R:** I think the occasional email, you know, email is always the lowest common denominator, so that becomes a bit there as well. [Continue](#)

Benefits:

- Liz R:** It feels really nice to be able to add value to someone's life through the software that I'm writing so I think technology is such an amazing platform for being able to have that power. [New feedback](#) [New idea](#)
- Liz R:** So my morning normally starts with sending with the whole company. Every team that will give an update as to what's happening that day. [Related feedback](#) [New idea](#)

The interface includes a left sidebar with navigation options: Home, Projects, Community, Search and discover, Voice of the Customer, Readme, Notes, Interviews, Research round, Interviews by role, Add view, Highlights, Highlight canvas, Cluster session, Add view, Tags, Tag board, Persona global tags, Add tag board, Insights, Insight table, Insight grid, Add view, and Charts. The top bar shows navigation icons, a search bar, and a user profile. The bottom right corner has a Miro logo and a "419" indicator.



Thematic Data Analysis

3. Unlock insights and recommendations

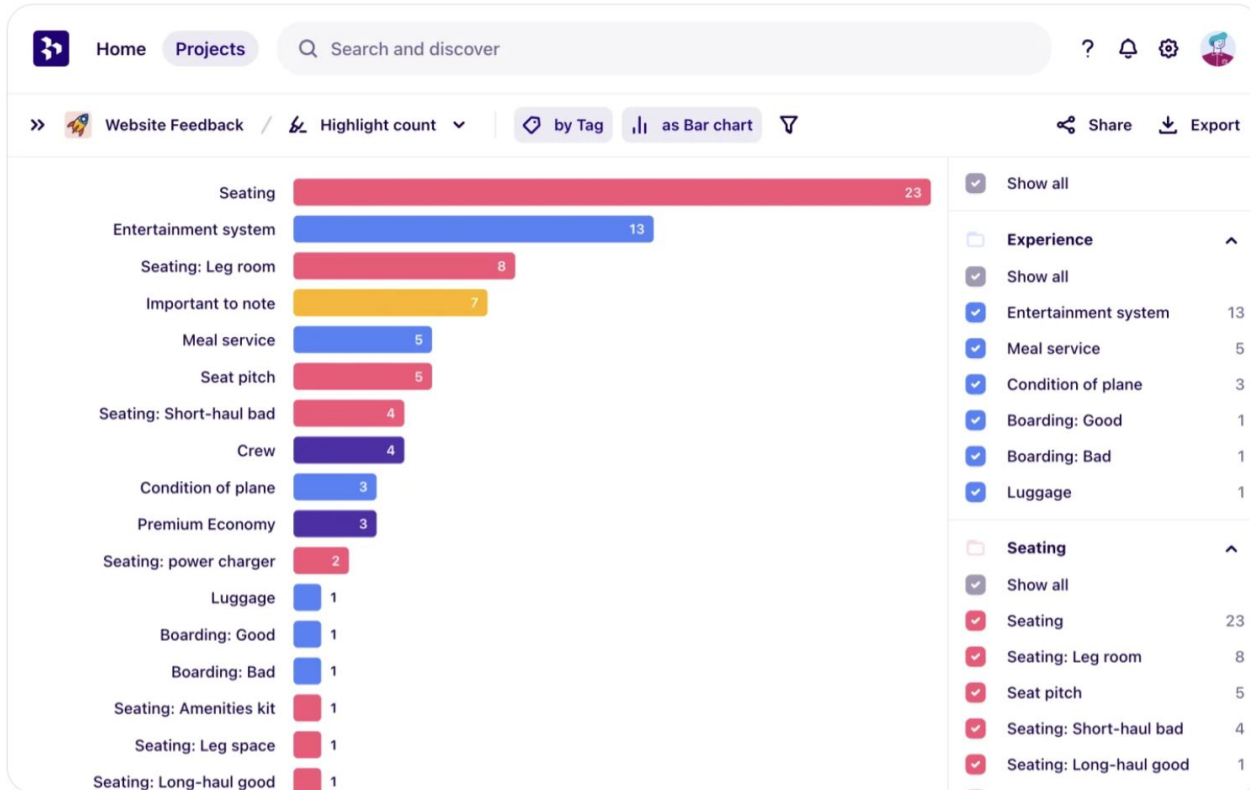
Lastly, your research is not complete until you make recommendations on how to achieve product objectives by leveraging the insights you have shared. Remember, the goal of research is not learnings, the goal is insight generation.

3. Surface answers and opportunities to form insights

The screenshot displays a digital workspace interface with a top navigation bar containing 'Home', 'Projects', and 'Community', along with a search bar and utility icons. A left sidebar lists navigation options: 'Voice of the Customer', 'Readme', 'Notes', 'Interviews', 'Research round', 'Interviews by role', 'Highlights', 'Highlight canvas', 'Cluster session', 'Tags', 'Tag board', 'Persona global tags', 'Insights', 'Insight table', 'Insight grid', and 'Charts'. The main workspace is titled 'Highlight canvas' and is filtered by 'Created by'. It features a central search bar and a list of insights such as 'Email is still widely used. Links to the product should unfurl rich previews in email clients.', 'Diversity supports innovation', and 'Focus time is important. Product should feature an option to mute notifications.' To the right, a 'Feature requests' section contains several cards with user feedback, including requests for better meeting scheduling, team communication tools, and a shared brain for customer issues. A 'Benefits' section at the bottom right lists advantages like improved communication and project management. A bottom toolbar includes options for 'Add tag', 'Add to insight', and 'Download'.



4. Showcase data in ways that engage your audience



Questions to Ask Yourself

- What are the major patterns and common themes in users' responses?
- Did any findings surprise you, your colleagues, and/or the client? How so?
- In what context did users express the greatest emotional response to questions?
- What interesting user stories emerged from the responses?
- How do people view this product overall and how does it fit into their daily lives? How indispensable is this product to them? Why?
- What features were most important to these users?
- What did they like most about this product? What did they like least about this product? Why?
- What values are most important to these users?
- How are these users different from other users?
- Are there any use-cases not adequately supported by the current interface?



Insight Development

As we've discussed, an insight must contain both a learning AND how it relates to the original objective. This is where your scoping document comes in handy.

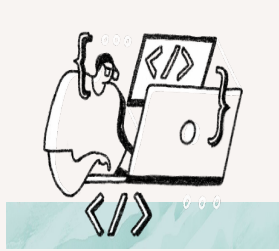
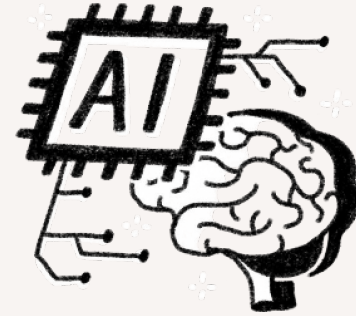
- How do your insights relate to the objectives and metrics you had in mind?
- How do your recommendations relate to the intended impact?

The best communication happens when our tendency is to speak in a language of solutions, not learnings.

- Co-create solutions, don't just deliver a list of problems to solve for.
- Your stakeholders are your users too, think through their goals and how they strategize.



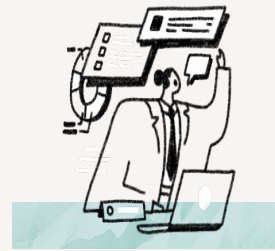
Leverage AI for Efficient Analysis:



Identify trends in a large data set as the foundation for your learnings



Relate research learnings back to product objectives



Build and maintain and strong research knowledge base



Connect research application across multiple projects



BREAKOUT ROOMS – 10 minutes

Pick a product you work with now or something you use as a consumer.

- Based on what you know, how do people view this product overall and how does it fit into their daily lives?**
- Which data are you using to make these conclusions?**



Resources

- **[Analysis in UX Research](#)**

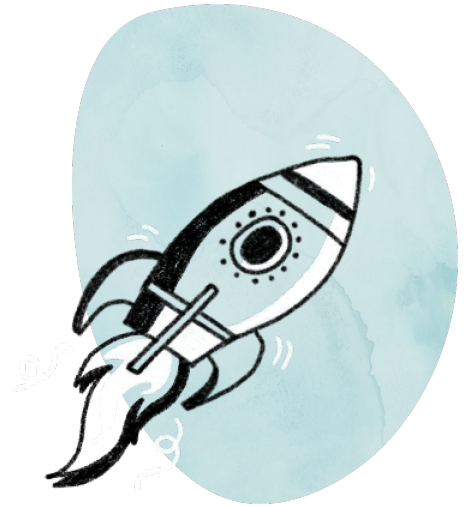
Everything you need to know about analyzing your data, teasing out meaningful insights, and synthesizing research to share with your stakeholders.

- **[Continuous Interviews Template](#)**

The template is meant to be ground control for your continuous interviewing. It includes multiple parts to take you from launching your study to analyzing your results.

- **[Note-taking Template](#)**

Here is a ready-made template to take the best notes for your UX Research. Adaptable to fit your needs and make things easier during your research.



LET'S CONNECT

Contact information



LINKEDIN



UXOUTLOUD.COM



UX Outloud | Coach

eniola@uxoutloud.com

