

# User Research

## #8: Analysing Data

# What does analysing mean?

When we analyse data, we are looking for patterns that will help give us answers to our research goals and questions.

# Exercise:

## Rose, Bud, Thorn — Quick Analysis

Sort your findings by:

- Roses — Good experiences & positive things
- Buds — Opportunities for improvements
- Thorns — Negative things & pain points

*Work in your group (15 mins).*

# Exercise:

## Analysis with affinity diagramming (1)

In your group, do a quick affinity-sort.

1. Affinity-sort your findings. (15 mins). Chunk according to subject: direct quotes, a need, a requirement, a problem, a complaint, emotional reactions, a desire.
2. Summarise some key points. (5 mins)

*Work in your group (20~25 mins).*

# Exercise:

## Analysis with affinity diagramming (2)

- Look to confirm or challenge any hypotheses or assumptions.
- Look for things that occur often and the one-off unique perspective.
- What relationships emerge between data chunks?
- How frequently do topics occur?
- What are the metaphors or language people used?
- Can we make a time-based interpretation?
- Can we map obvious cause and effect? (2x2)

**Next:**

Becoming a better researcher