User Research Fundamentals

University of Greenwich // Nov, 2022

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Hi! I’m Steph :-)

Head of Research @

dxw.

What will we cover?

- What is user research? Why do we need it?
- Setting research objectives
- Methodology, research methods & sampling
- How to write/ask good research questions
- Practice: interviewing & analysing data
- Becoming a better researcher

By the end of today, you will:

- Understand the fundamentals of user research
- Have practised some of the key skills
- Be ready for exploring design solutions

The quality of experience
is beyond your web site.

...or your web app

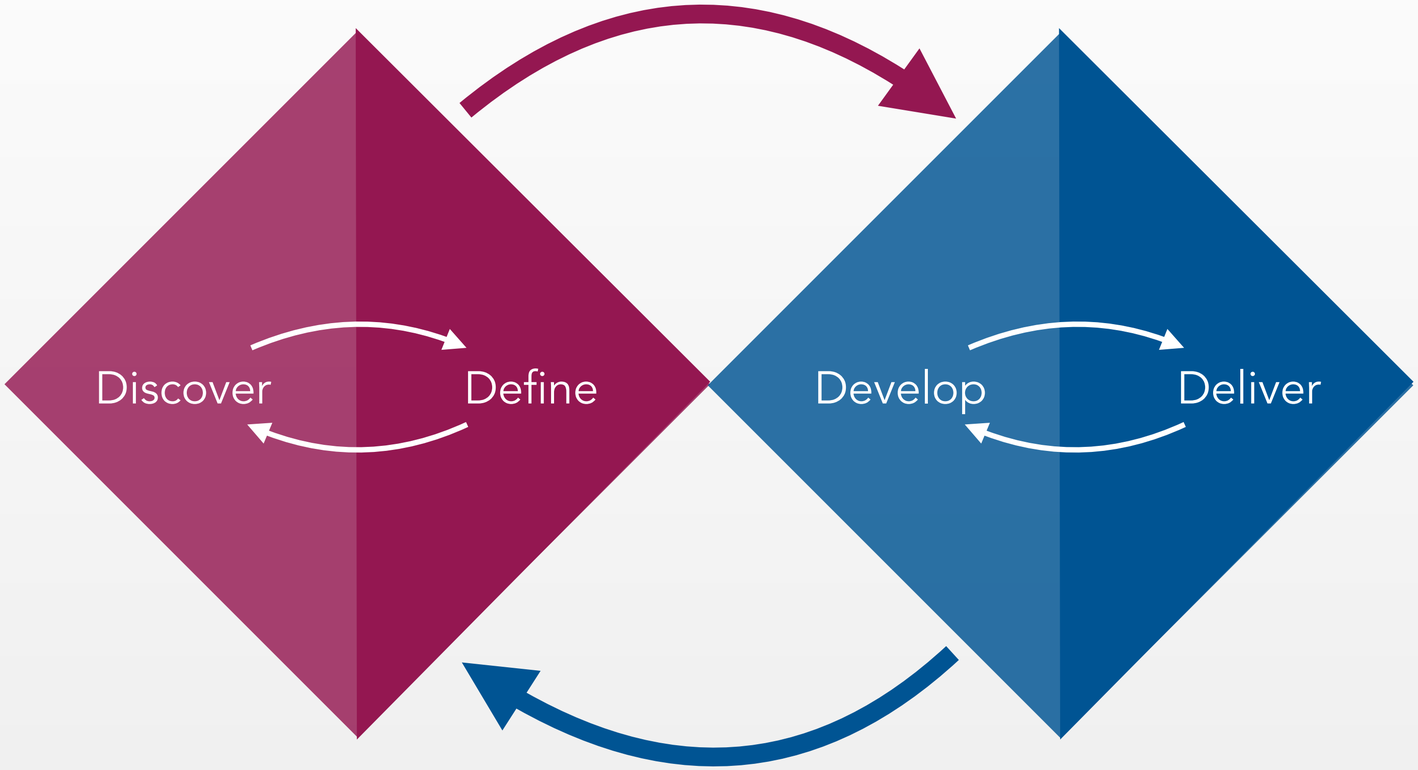
...or your mobile app

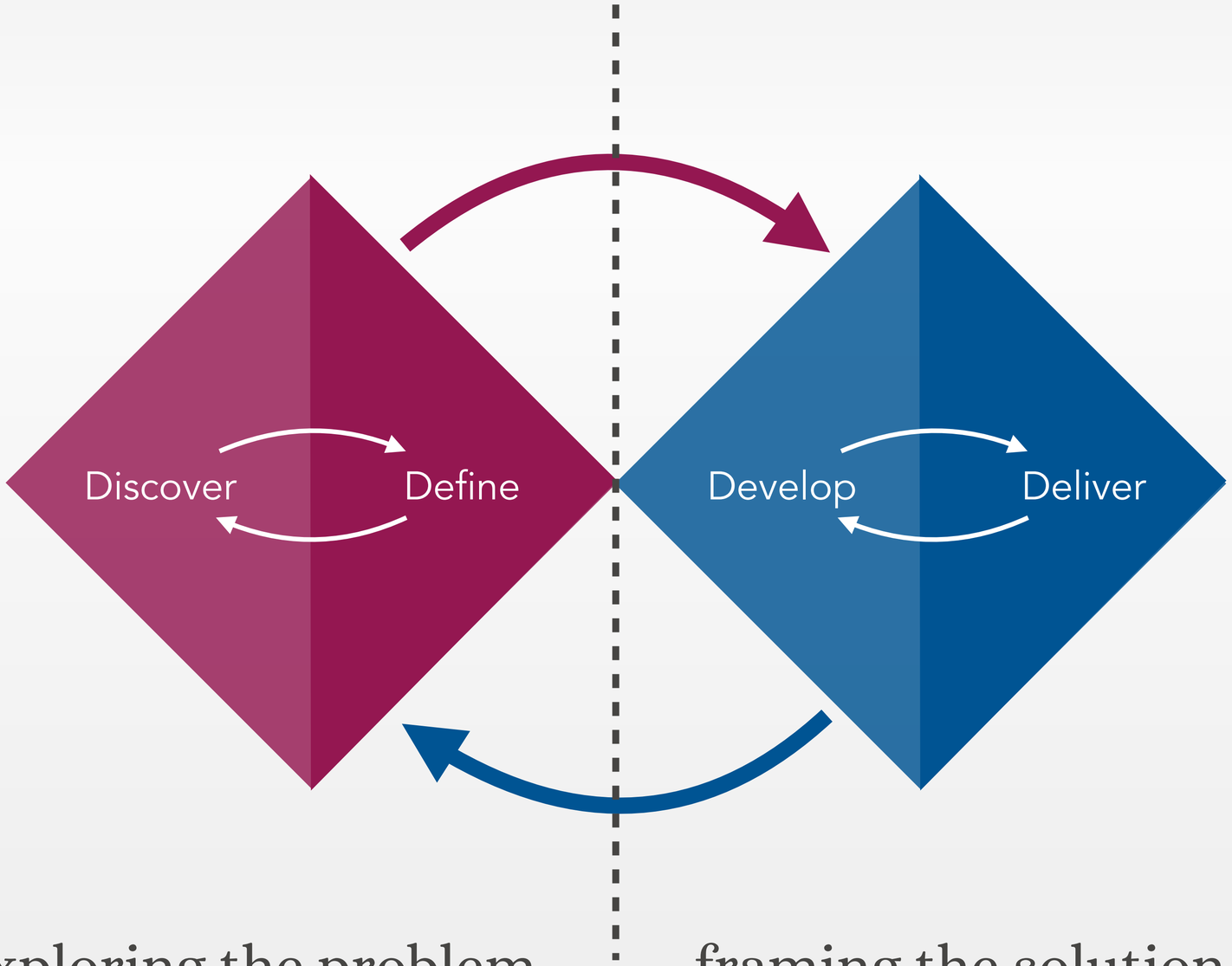
How do we fix a problem before it becomes a problem?

How do we fix existing pain points?

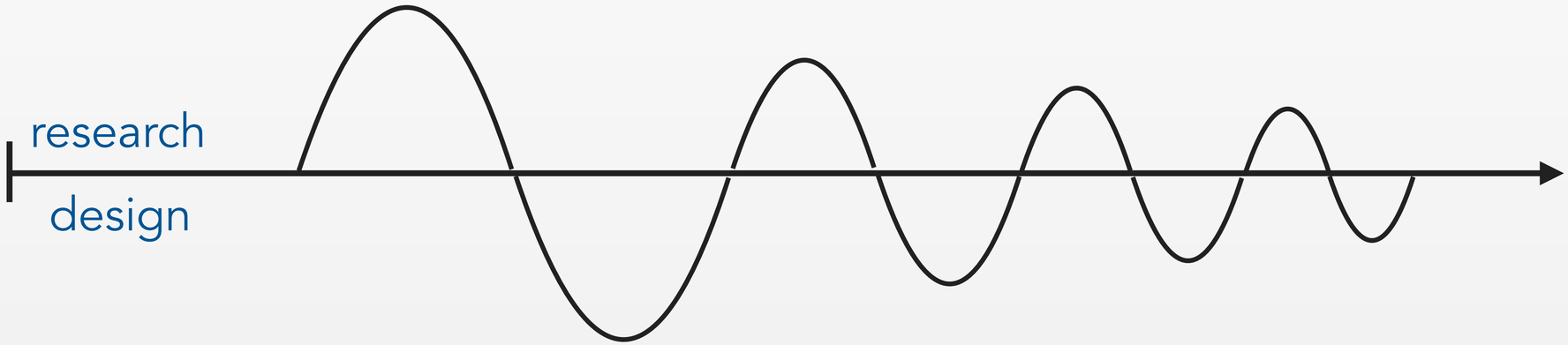
Research serves to understand why people make the decisions they do.

(From little ones to big ones.)

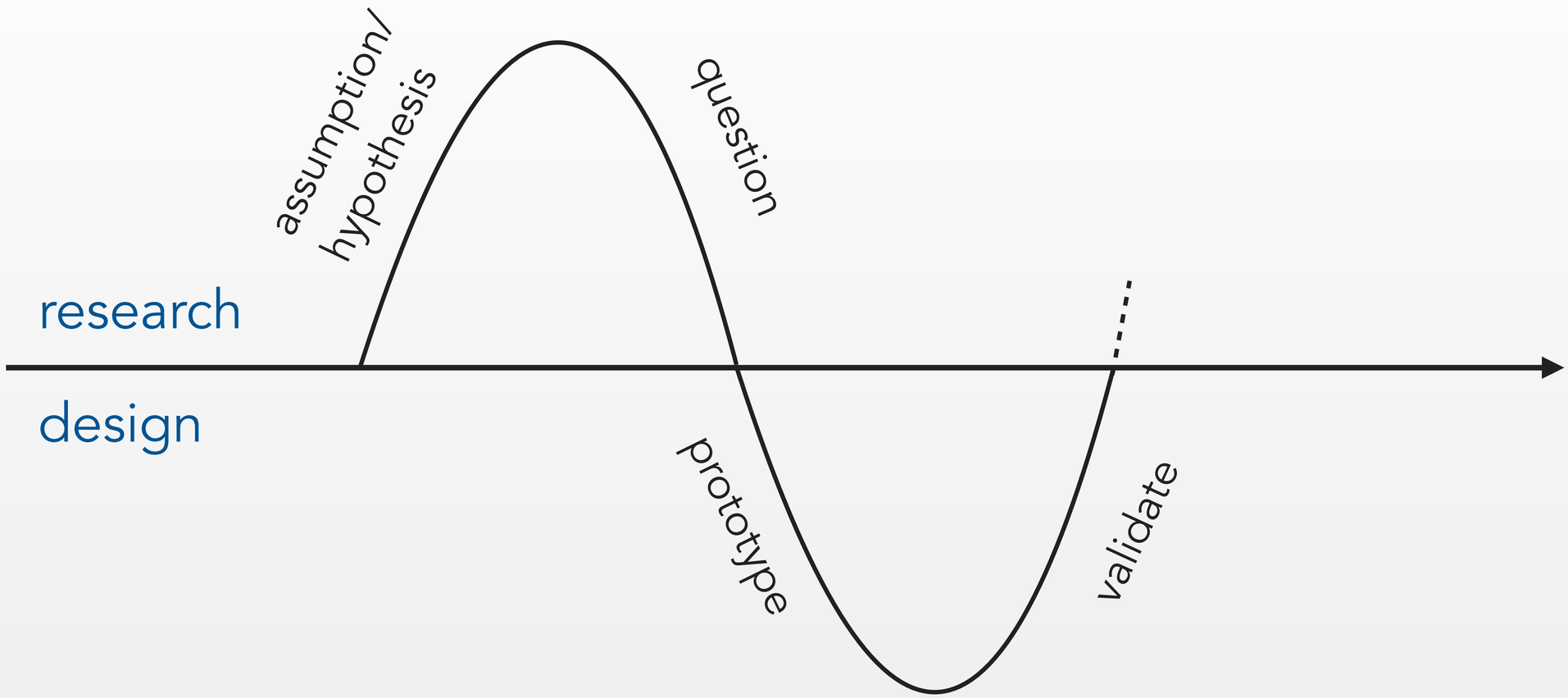

Discover
Define
Develop
Deliver


Discover
Define
Develop
Deliver
exploring the problem
framing the solution

broad
understanding



deep
comprehension


assumption/
hypothesis
question
research
design
prototype
validate

Good design is hypothesis-
and evidence- driven.

Key Skills

1. Pinpoint the real goals of the research
2. Identify what we want to learn
3. Identifying assumptions & hypotheses
4. Designing the research & define the methodology
5. Determining the most appropriate audience and sample
6. Designing research sessions
7. Run the research ✌️
8. Analysing and synthesising
9. Presenting and sharing insights

Why research objectives?

Research objectives state **a clear goal** for what you are looking to achieve.

Not only will it guide you in designing the research, it is an instrument for you and your team to **align on research outcomes**.

Why research objectives?

Research objectives also help you determine the **appropriate methodology**.

Thinking about Real People

Thinking about real people

User research seeks to understand people's relationship to products and services in real contexts.

- What are their needs?
- What do we know about their behaviours, motivations, triggers and barriers?
- What causes them to make certain decisions?

Who chooses which?

Who chooses which?

Capturing user needs

User needs statement (also “user story”):

As a { *user role / persona* }
I need to { *do what I need to do* }
In order to { *accomplish goal* }

https://www.nngroup.com/articles/user-need-statements/

Capturing user needs

User needs statement (also “user story”):

As a *commuter*
I need to *carry all my things safely*
In order to *have everything I need for work*

https://www.nngroup.com/articles/user-need-statements/

Capturing user needs

There are a few variations, e.g.:

As a { *who* }
I want to { do what }
So that I can { *have an outcome (why)* }

Capturing user needs

Job story:

When { *situation or context* }
I want to { do what }
So that I can { *have an outcome (why)* }

https://jtbd.info/replacing-the-user-story-with-the-job-story-af7cdee10c27

Capturing user needs

Job story:

When *I'm commuting*
I want to *have easy access to my laptop*
So that *I can get some work done on the way*

How would you express your needs?

Product promise & value proposition

Product promise

User research seeks to understand people's **relationship** to products and services in a real contexts.

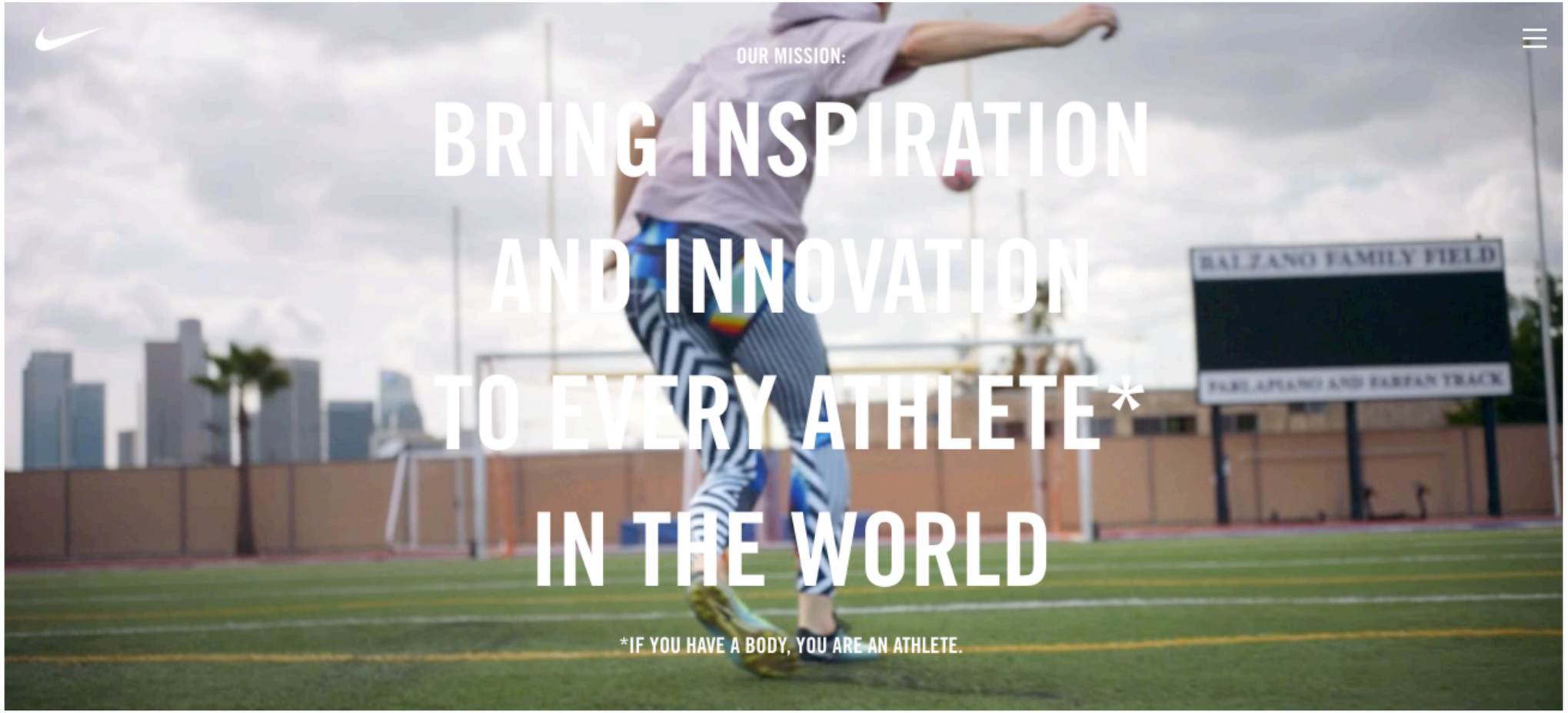
- What is the promise the product/service is making to your users?
- Is it successful at meeting that promise?

Promise, brand & value proposition

The Nike Court Vintage Premium embodies ‘80s tennis at its best—laid-back and stylish. The smooth leather upper combines with micro-branding for a relaxed look and feel, while the cushioned sockliner provides comfort for every step.

https://www.nike.com/gb/t/court-vintage-shoe-9T5pwx/CW1067-100

Promise, brand & value proposition



https://about.nike.com/

Promise, brand & value proposition

WOOL RUNNER-UP MIZZLE HIGHLIGHTS

Thick Wool High Top For The Cold

No-Slip Natural Rubber Grip

Designed To Repel The Weather

CORE FEATURES

- Renewable Materials
- Machine Washable
- Minimises Odour
- Flexibly Conforms To Your Movements

DESCRIPTION

Our wet-weather high top is made with ZQ Merino wool and a bio-based water repellent shield, so your feet stay dry and cozy no matter what the day brings. Made in Busan, South Korea

https://www.allbirds.co.uk/collections/mens-mizzles

Promise, brand & value proposition

SIMPLICITY IN DESIGN

No flashy logos. No senseless details. Just the world's most comfortable shoes, made naturally and designed practically. It's that simple.

CONFIDENCE IN COMFORT

Trying is believing. Give our shoes a shot for 30 days, and if you're not walking on cloud nine, we'll take them back—no questions asked.

MADE FROM NATURE

The footwear industry often overlooks Mother Nature's materials in favour of cheaper, synthetic alternatives. We think it's time to change that.

https://www.allbirds.co.uk/pages/our-story

Assumptions & Hypotheses

Assumptions & Hypotheses

Assumptions

- *Most of our customers who are struggling to do X.*
- *We don't need to provide this functionality because no one would use it.*

Hypotheses or testable assertions

- *Our customers are struggling to do X because Y.*
- *If our customers do X, Y happens.*

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Hypotheses or testable assertions

- *Our customers are struggling to do X because Y.*
- *If our customers do X, Y happens.*

Research Methods: Usability Testing

Usability — a definition

Usability is defined by 5 quality components:

- **Learnability:** How easy is it for users to accomplish basic tasks the first time they encounter the design?
- **Efficiency:** Once users have learned the design, how quickly can they perform tasks?
- **Memorability:** When users return to the design after a period of not using it, how easily can they reestablish proficiency?
- **Errors**: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
- **Satisfaction**: How pleasant is it to use the design?

https://www.nngroup.com/articles/usability-101-introduction-to-usability/

Usability Testing

Core components of a usability test involve testing for:

- **Comprehension & learnability**: does the user understand? How quickly do they “get it”?
- **Findability**: can they find their way around?
- **Efficiency**: how quickly or effectively can do they what they want to do?
- **Memorability**: if they go away and come back, do they remember what to do?
- **Errors**: How many mistakes do they make, and how easily do users recover?

Writing good tasks

Make the Task Realistic

User goal: Browse product offerings and purchase an item.
Poor task: Purchase a pair of orange Nike running shoes.
Better task: Buy a pair of shoes for under $40.

Make the Task Actionable

User goal: Find movie and show times.
Poor task: You want to see a movie Sunday afternoon. Go to www.fandango.com and tell me where you'd click next.
Better task: Use www.fandago.com to find a movie you'd be interested in seeing on Sunday afternoon.

https://www.nngroup.com/articles/task-scenarios-usability-testing/

Writing good tasks

Avoid Clues and Describing the Steps

User goal: Look up grades.

Poor task: You want to see the results of your midterm exams. Go to the website, sign in, and tell me where you would click to get your transcript.

Better task: Look up the results of your midterm exams.

https://www.nngroup.com/articles/task-scenarios-usability-testing/

Writing good tasks

- **Avoid giving clues in the scenario.** Don't use uncommon or unique words used in your website or app. Testers will scan the screen to find these words and you won't get many insights about the usability of your website.

- **Write in a clear, understandable, and easy to follow way.** Write the way you talk and don't try to sound scientific or academic. Pre-test your tasks with colleagues or friends to make sure they are easy to understand and people really know what you want them to do.

https://userbrain.net/blog/write-better-tasks-to-improve-usability-testing

Writing good tasks

- **Trim any detail that's not absolutely necessary.** Your task scenarios should set a context and provide users with necessary details like a username or a special delivery address. Everything else is unnecessary.

- **Keep your task scenarios as short as possible** and let testers figure out things for themselves.

https://userbrain.net/blog/write-better-tasks-to-improve-usability-testing

Keep the goal in mind

The main goal is to get the participants to simulate going through the scenarios in as real a situation as possible.

So, sometimes, you might have to get creative, e.g. the Bollywood technique.

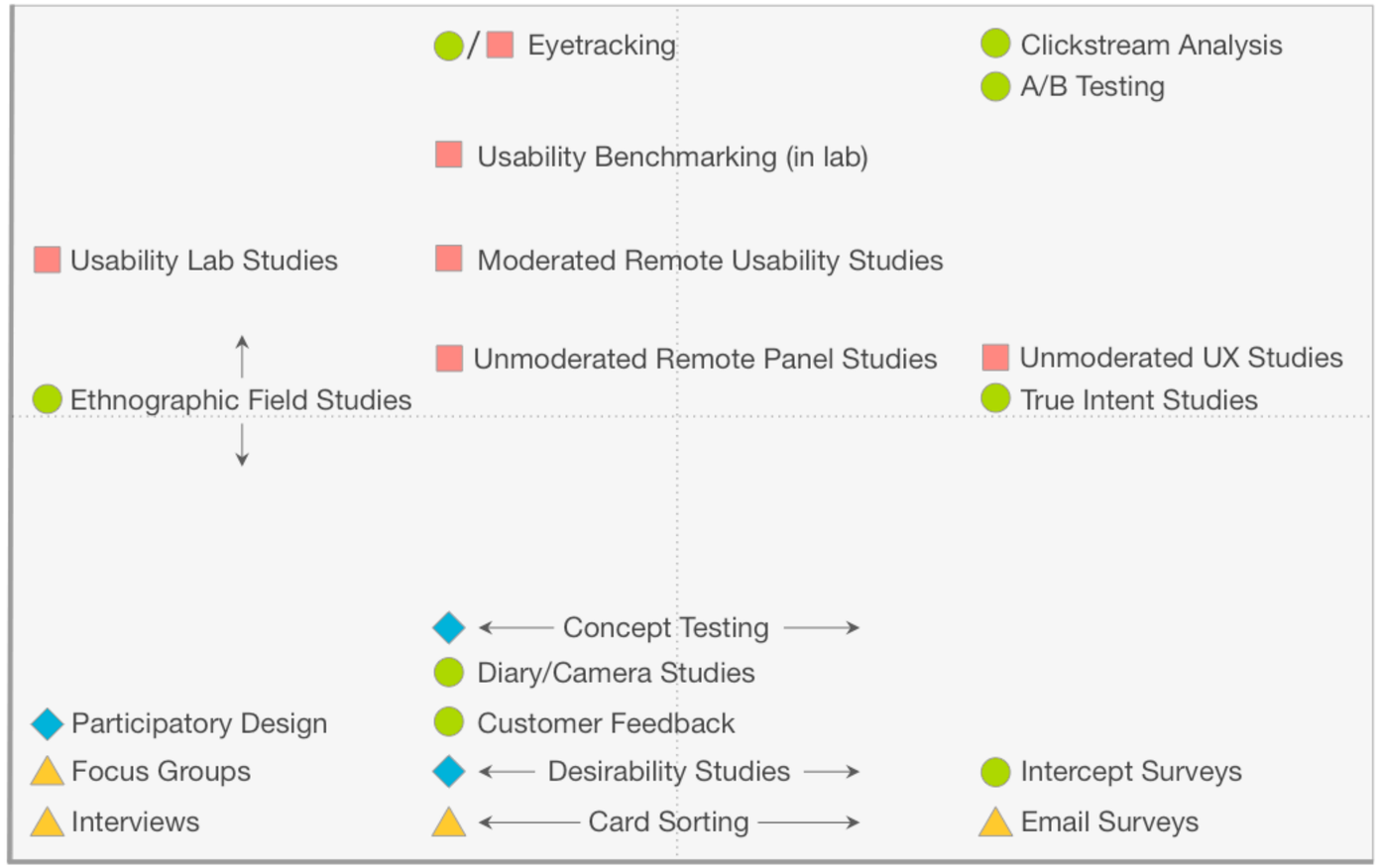
Research Methods

(continued)

how they behave

what they think

A Landscape of User Research Methods

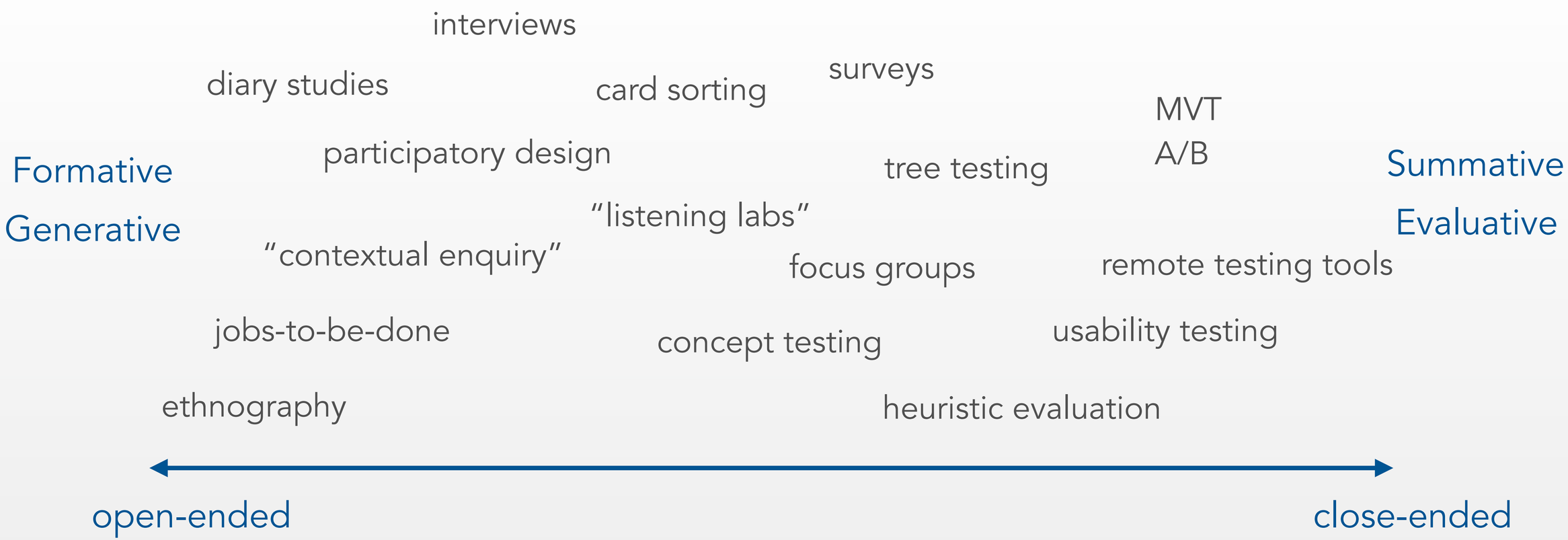


KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Natural use of product
- Scripted (often lab-based) use of product
- De-contextualized / not using product
- Combination / hybrid

http://www.nngroup.com/articles/which-ux-research-methods/

Which research method?



Participatory Design Research

Co-design sessions can be conducted in a group or 1-1.

They are structured to help us understand:

- Mental models & use cases
- Pain points
- Triggers & Motivations
- Whether a value proposition resonates with the customer
- “Edge cases”

Outcome of sessions can be powerful in providing design direction.

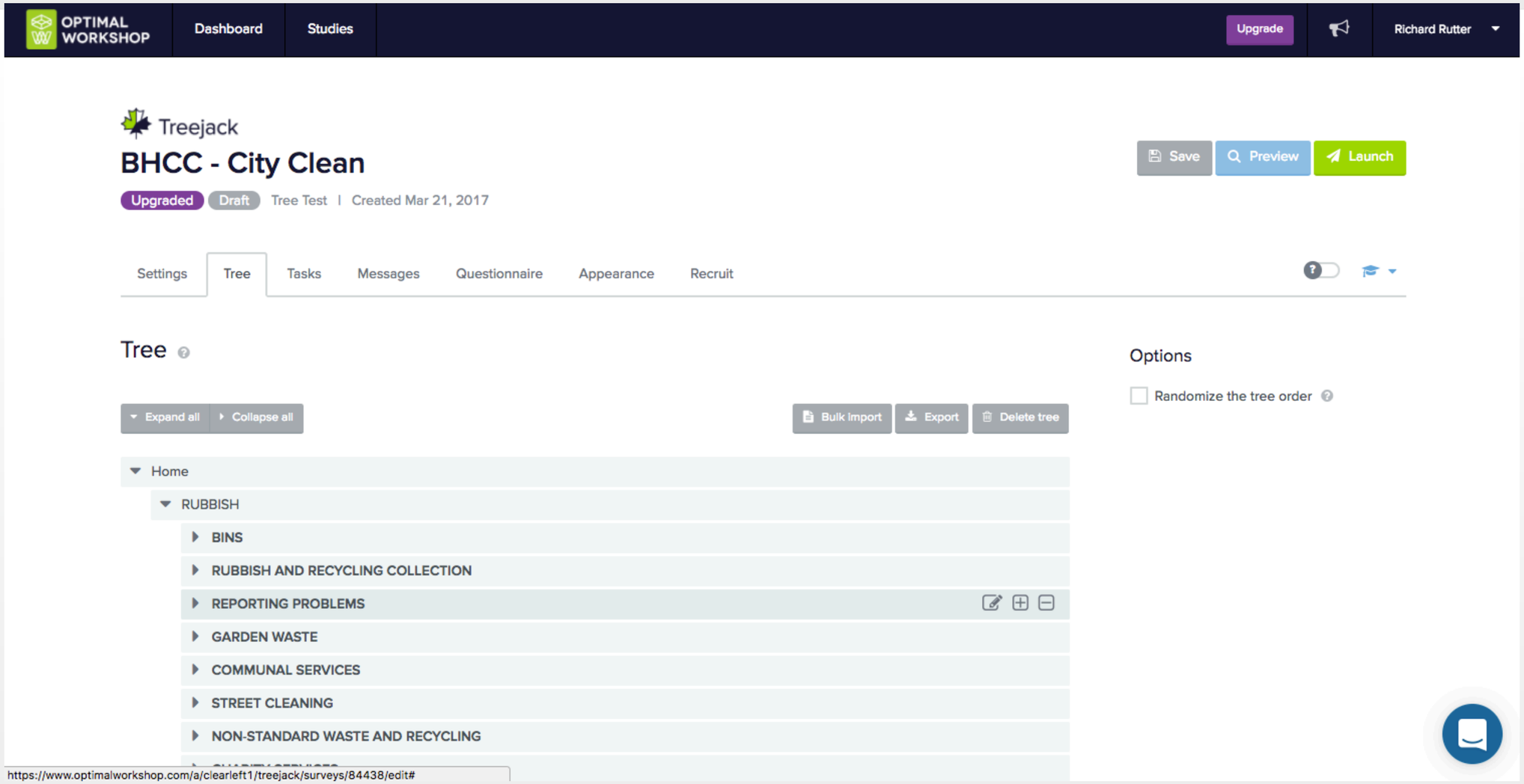
Concept Testing

Concept testing can take various different forms, and can include prototypes of different fidelities.

You can learn/validate mental models, or comprehension of value proposition from a concept test, but you may also unearth usability issues in early design.

Concept tests are good for validating existing ideas, a series of concept tests can be good for iterating on a prototype.

Tree-testing



Tree-testing

Rapid Iterative Research

The “RITE” (Rapid Iterative Testing & Evaluation) method means you iterate your prototype or stimuli on the fly so you gain insights in the shortest amount of time.

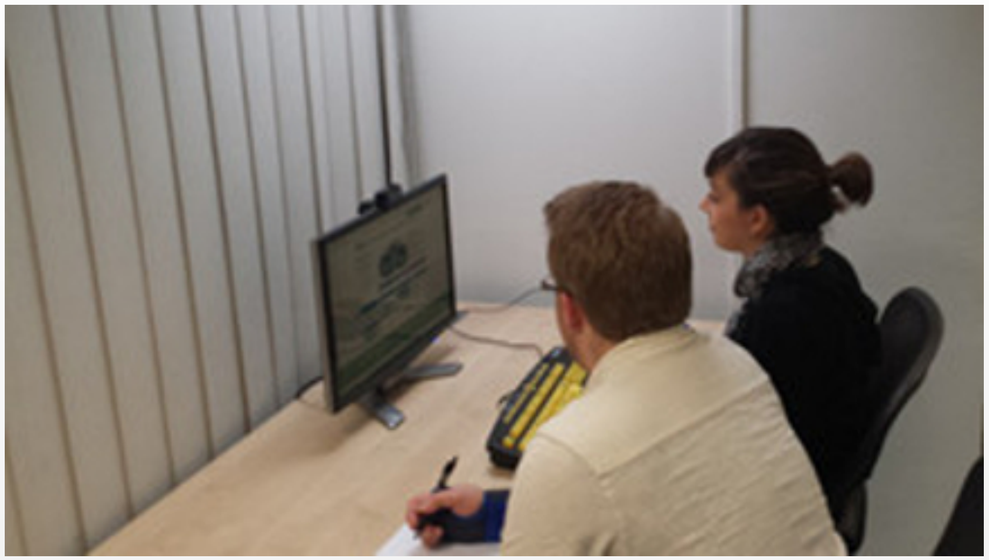
Contextual Research

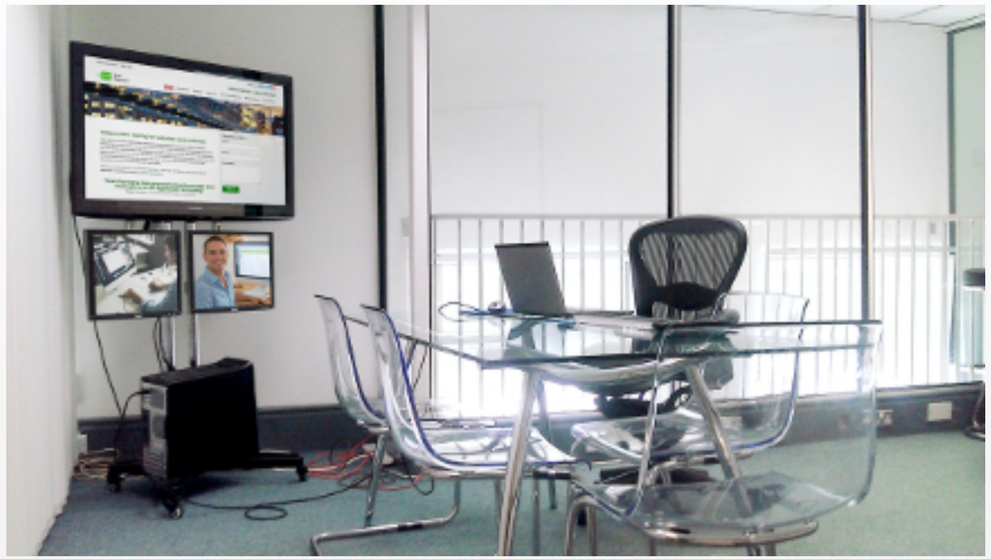
Conducting interviews with users in their normal day-to-day contexts when they may be using your product or service, combined with observation.

Research Considerations

In-person vs. remote research

Testing in a Lab





Moderated vs. Unmoderated Research

Qualitative vs. Quantitative?

Inductive reasoning,
Deductive reasoning 

https://fivesecondtest.com/
https://usabilityhub.com/
https://www.optimalworkshop.com/
https://www.loop11.com/

See also ResearchOps Community toolbox.

A word about ethics

How to be ethical?

Your participant's wellbeing is your topmost priority.

- Be honest about your research intentions
- Be transparent about the outcome of the research
- Be clear to your participant about what happens to their data afterwards: how is it used, how is it stored, who sees it, when it will be deleted.

How to be ethical?

- Ensure participants understand what they are consenting to
- Be mindful about handling sensitive information (e.g. contact info, health conditions)
- Be truthful and responsible about representing their views accurately
- Allow your participant to opt-out anytime

A Quick Note on Cognitive Biases

What is a cognitive bias?

A cognitive bias refers to the systemic pattern of deviation from norm or rationality in judgement, whereby inferences about other people and situations may be drawn in an illogical fashion. Individuals create their own “subjective social reality” from their perception of the input.

— Wikipedia

What is a cognitive bias?

In other words, it’s a set of mental shortcuts all of us have, to varying degrees to help us interpret the world around us and to act on it.

20 COGNITIVE BIASES THAT SCREW UP YOUR DECISIONS

1. Anchoring bias.

People are **over-reliant** on the first piece of information they hear. In a salary negotiation, whoever makes the first offer establishes a range of reasonable possibilities in each person's mind.

2. Availability heuristic.

People **overestimate the importance** of information that is available to them. A person might argue that smoking is not unhealthy because they know someone who lived to 100 and smoked three packs a day.

3. Bandwagon effect.

The probability of one person adopting a belief increases based on the number of people who hold that belief. This is a powerful form of **groupthink** and is reason why meetings are often unproductive.

4. Blind-spot bias.

Failing to recognize your own cognitive biases is a bias in itself. People notice cognitive and motivational biases much more in others than in themselves.

5. Choice-supportive bias.

When you choose something, you tend to feel positive about it, even if that **choice has flaws**. Like how you think your dog is awesome — even if it bites people every once in a while.

6. Clustering illusion.

This is the tendency to **see patterns in random events**. It is key to various gambling fallacies, like the idea that red is more or less likely to turn up on a roulette table after a string of reds.

7. Confirmation bias.

We tend to listen only to information that confirms our **preconceptions** — one of the many reasons it's so hard to have an intelligent conversation about climate change.

8. Conservatism bias.

Where people favor prior evidence over new evidence or information that has emerged. People were **slow to accept** that the Earth was round because they maintained their earlier understanding that the planet was flat.

9. Information bias.

The tendency to **seek information when it does not affect action**. More information is not always better. With less information, people can often make more accurate predictions.

10. Ostrich effect.

The decision to **ignore dangerous or negative information** by "burying" one's head in the sand, like an ostrich. Research suggests that investors check the value of their holdings significantly less often during bad markets.

11. Outcome bias.

Judging a decision based on the **outcome** — rather than how exactly the decision was made in the moment. Just because you won a lot in Vegas doesn't mean gambling your money was a smart decision.

12. Overconfidence.

Some of us are **too confident about our abilities**, and this causes us to take greater risks in our daily lives. Experts are more prone to this bias than laypeople, since they are more convinced that they are right.

13. Placebo effect.

When **simply believing** that something will have a certain effect on you causes it to have that effect. In medicine, people given fake pills often experience the same physiological effects as people given the real thing.

14. Pro-innovation bias.

When a proponent of an innovation tends to **overvalue its usefulness** and undervalue its limitations. Sound familiar, Silicon Valley?

15. Recency.

The tendency to weigh the **latest information** more heavily than older data. Investors often think the market will always look the way it looks today and make unwise decisions.

16. Salience.

Our tendency to focus on the **most easily recognizable features** of a person or concept. When you think about dying, you might worry about being mauled by a lion, as opposed to what is statistically more likely, like dying in a car accident.

17. Selective perception.

Allowing our expectations to **influence how we perceive** the world. An experiment involving a football game between students from two universities showed that one team saw the opposing team commit more infractions.

18. Stereotyping.

Expecting a group or person to have certain qualities without having real information about the person. It allows us to quickly identify strangers as friends or enemies, but people tend to **overuse and abuse** it.

19. Survivorship bias.

An error that comes from focusing only on surviving examples, causing us to **misjudge a situation**. For instance, we might think that being an entrepreneur is easy because we haven't heard of all those who failed.

20. Zero-risk bias.

Sociologists have found that **we love certainty** — even if it's counterproductive. Eliminating risk entirely means there is no chance of harm being caused.

SOURCES: Brain Biases; Ethics Unwrapped; Explorable; Harvard Magazine; HowStuffWorks; LearnVest; Outcome bias in decision evaluation, Journal of Personality and Social Psychology; Psychology Today; The Bias Blind Spot: Perceptions of Bias in Self Versus Others, Personality and Social Psychology Bulletin; The Cognitive Effects of Mass Communication, Theory and Research in Mass Communications; The less-is-more effect: Predictions and tests, Judgment and Decision Making; The New York Times; The Wall Street Journal; Wikipedia; You Are Not So Smart; ZhurnalyWiki

BUSINESS INSIDER

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http://mentalfloss.com/article/68705/20-cognitive-biases-affect-your-decisions

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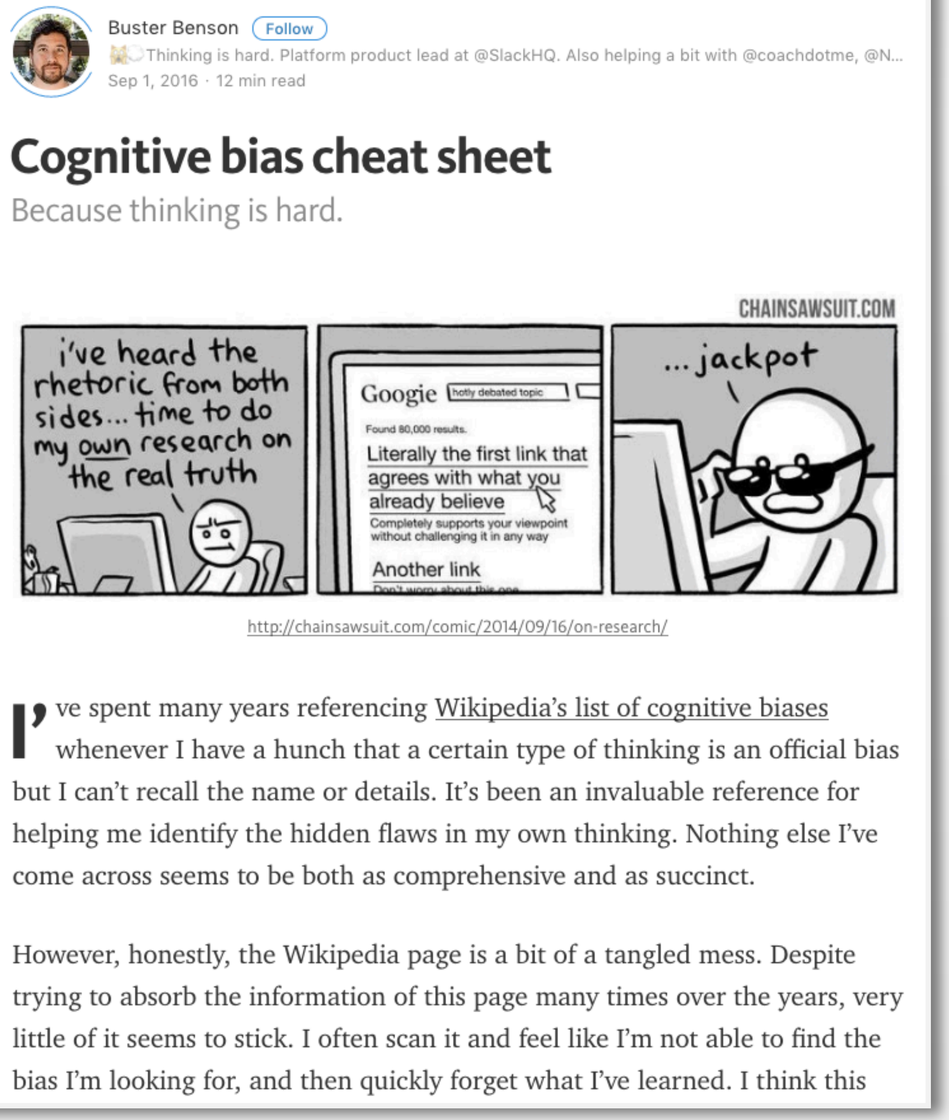


Buster Benson Follow

Thinking is hard. Platform product lead at @SlackHQ. Also helping a bit with @coachdotme, @N...

Sep 1, 2016 · 12 min read

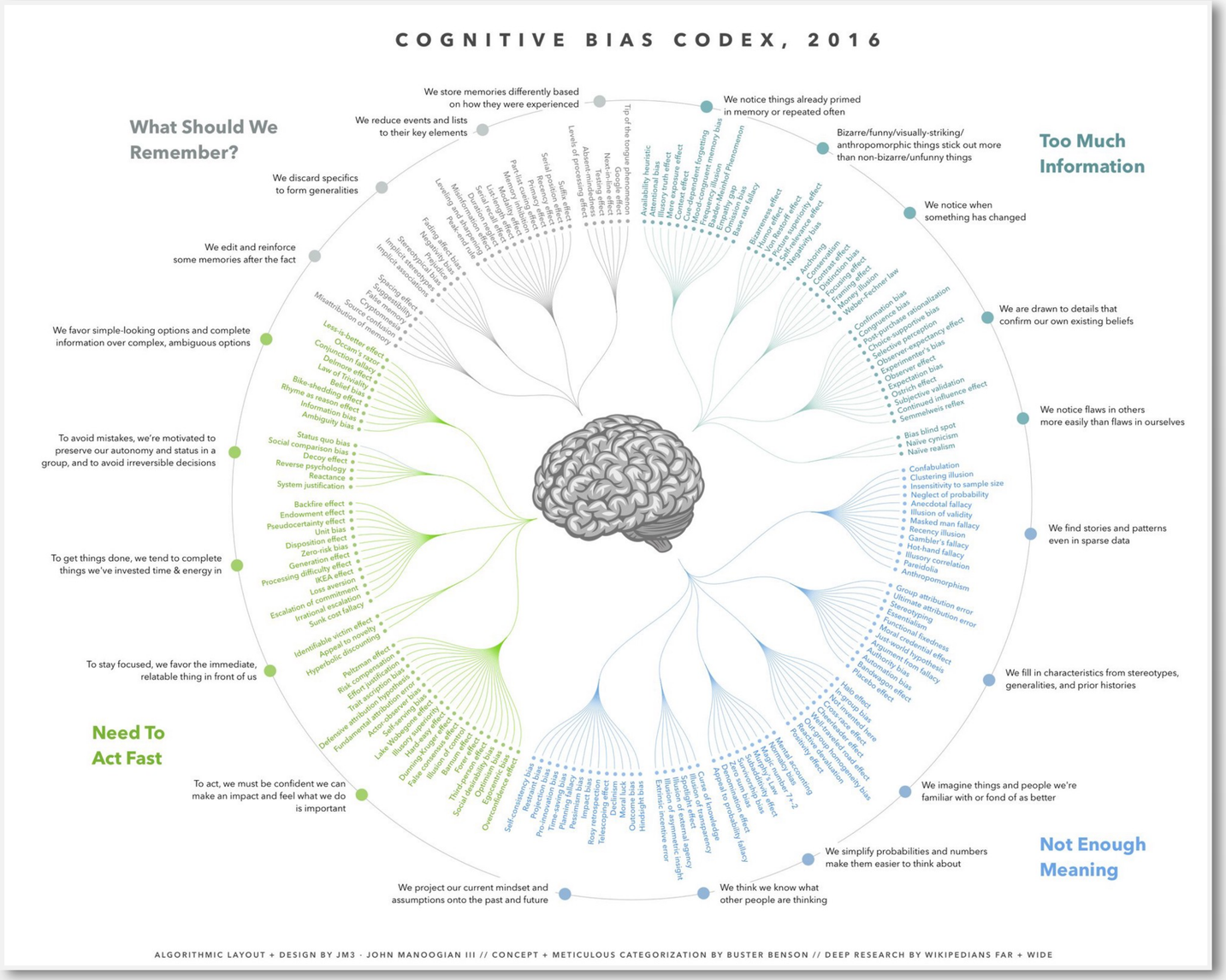
Cognitive bias cheat sheet

Because thinking is hard.

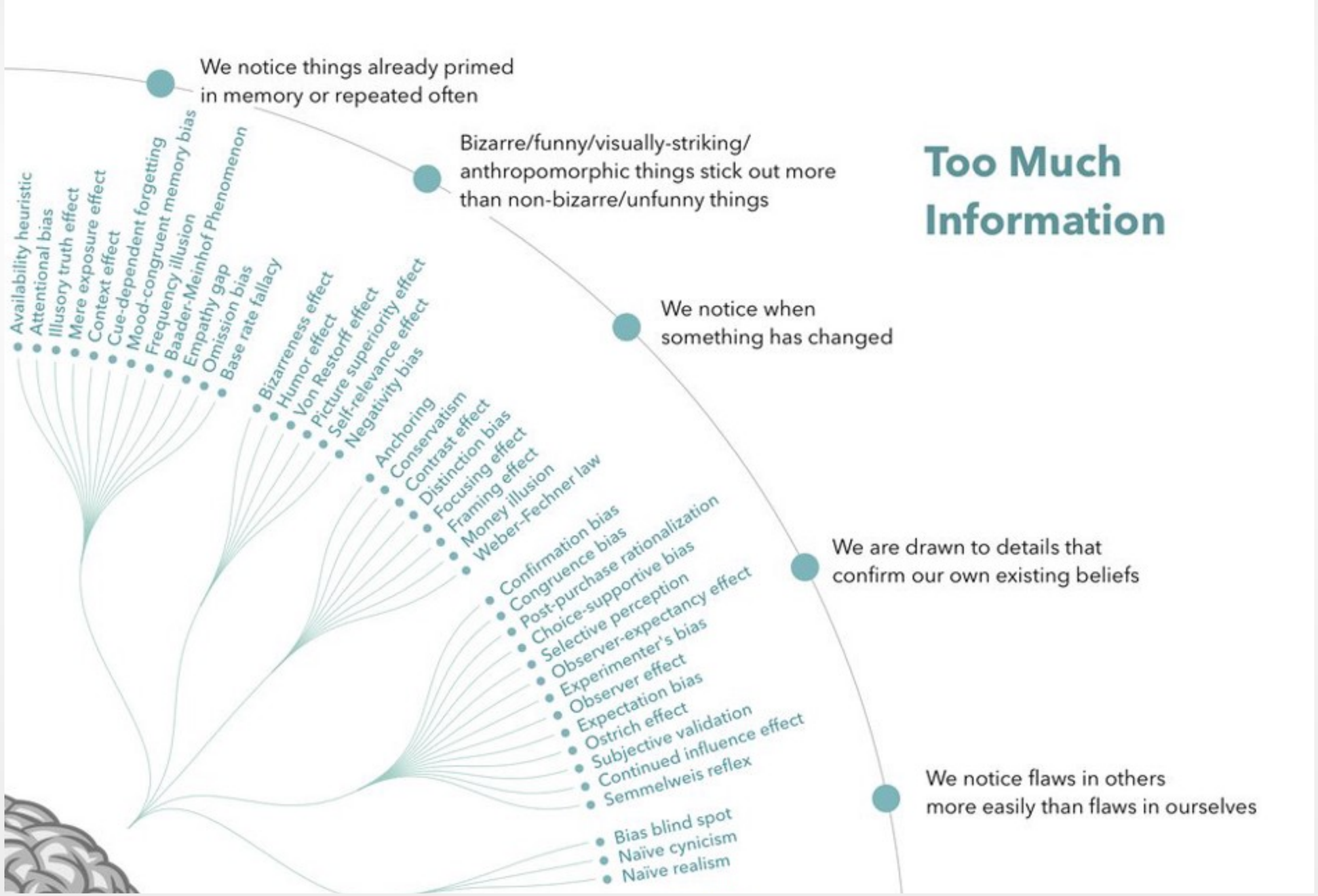
http://chainsawsuit.com/comic/2014/09/16/on-research/

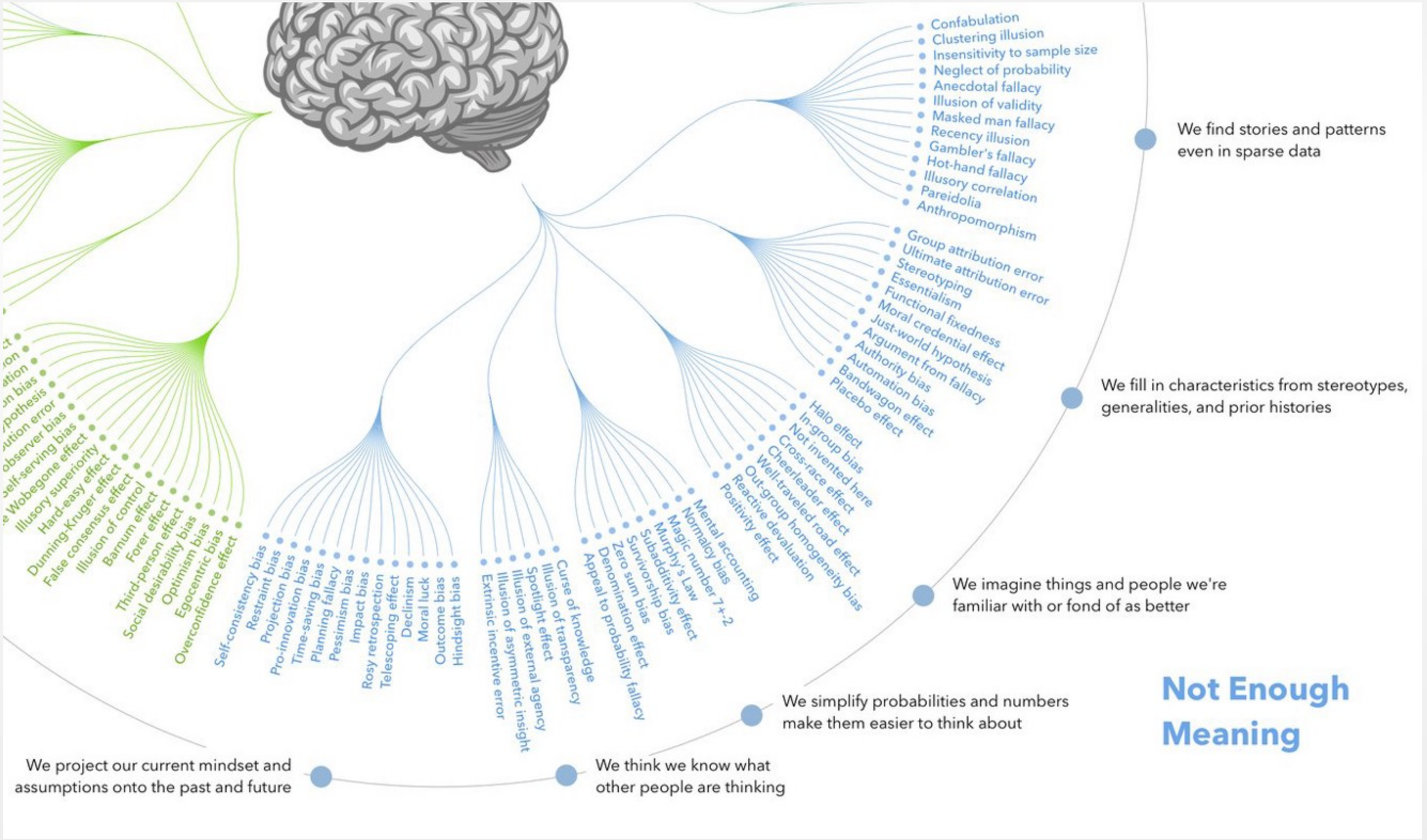
I've spent many years referencing Wikipedia's list of cognitive biases whenever I have a hunch that a certain type of thinking is an official bias but I can't recall the name or details. It's been an invaluable reference for helping me identify the hidden flaws in my own thinking. Nothing else I've come across seems to be both as comprehensive and as succinct.

However, honestly, the Wikipedia page is a bit of a tangled mess. Despite trying to absorb the information of this page many times over the years, very little of it seems to stick. I often scan it and feel like I'm not able to find the bias I'm looking for, and then quickly forget what I've learned. I think this



https://betterhumans.coach.me/cognitive-bias-cheat-sheet-55a472476b18


Too Much Information
We notice things already primed in memory or repeated often
Availability heuristic
Attentional bias
Illusory truth effect
Mere exposure effect
Context effect
Cue-dependent forgetting
Mood-congruent memory bias
Frequency illusion
Baader-Meinhof Phenomenon
Empathy gap
Omission bias
Base rate fallacy
Bizarre/funny/visually-striking/ anthropomorphic things stick out more than non-bizarre/unfunny things
Bizarreness effect
Humor effect
Von Restorff effect
Picture superiority effect
Self-relevance effect
Negativity bias
We notice when something has changed
Anchoring
Conservatism
Contrast effect
Distinction bias
Focusing effect
Framing effect
Money illusion
Weber-Fechner law
We are drawn to details that confirm our own existing beliefs
Confirmation bias
Congruence bias
Post-purchase rationalization
Choice-supportive bias
Selective perception
Observer-expectancy effect
Experimenter's bias
Observer effect
Expectation bias
Ostrich effect
Subjective validation
Continued influence effect
Semmelweis reflex
We notice flaws in others more easily than flaws in ourselves
Bias blind spot
Naïve cynicism
Naïve realism


Confabulation
Clustering illusion
Insensitivity to sample size
Neglect of probability
Anecdotal fallacy
Illusion of validity
Masked man fallacy
Recency illusion
Gambler's fallacy
Hot-hand fallacy
Illusory correlation
Pareidolia
Anthropomorphism
We find stories and patterns even in sparse data
Group attribution error
Ultimate attribution error
Stereotyping
Essentialism
Functional fixedness
Moral credential effect
Just-world hypothesis
Argument from fallacy
Authority bias
Automation bias
Bandwagon effect
Placebo effect
We fill in characteristics from stereotypes, generalities, and prior histories
Halo effect
In-group bias
Not invented here
Cross-race effect
Cheerleader effect
Well-traveled road effect
Out-group homogeneity bias
Reactive devaluation
Positivity effect
Mental accounting
Normalcy bias
Magic number 7+-2
Murphy's Law
Subadditivity effect
Survivorship bias
Zero sum bias
Denomination effect
Appeal to probability fallacy
We imagine things and people we're familiar with or fond of as better
Curse of knowledge
Illusion of transparency
Spotlight effect
Illusion of external agency
Illusion of asymmetric insight
Extrinsic incentive error
We simplify probabilities and numbers make them easier to think about
Self-consistency bias
Restraint bias
Projection bias
Pro-innovation bias
Time-saving bias
Planning fallacy
Pessimism bias
Impact bias
Rosy retrospection
Telescoping effect
Declinism
Moral luck
Outcome bias
Hindsight bias
We think we know what other people are thinking
Observer bias
Self-serving bias
Wobegone effect
Illusory superiority
Hard-easy effect
Dunning-Kruger effect
False consensus effect
Illusion of control
Barnum effect
Forer effect
Third-person effect
Social desirability bias
Optimism bias
Egocentric bias
Overconfidence effect
We project our current mindset and assumptions onto the past and future
Not Enough Meaning


We favor simple-looking options and complete information over complex, ambiguous options
Less-is-better effect
Occam's razor
Conjunction fallacy
Delmore effect
Law of Triviality
Belief bias
Bike-shedding effect
Rhyme as reason effect
Information bias
Ambiguity bias
To avoid mistakes, we're motivated to preserve our autonomy and status in a group, and to avoid irreversible decisions
Status quo bias
Social comparison bias
Decoy effect
Reverse psychology
Reactance
System justification
To get things done, we tend to complete things we've invested time & energy in
Backfire effect
Endowment effect
Pseudocertainty effect
Unit bias
Disposition effect
Zero-risk bias
Generation effect
Processing difficulty effect
IKEA effect
Loss aversion
Escalation of commitment
Irrational escalation
Sunk cost fallacy
To stay focused, we favor the immediate, relatable thing in front of us
Identifiable victim effect
Appeal to novelty
Hyperbolic discounting
Peltzman effect
Risk compensation
Effort justification
Trait ascription bias
Defensive attribution hypothesis
Fundamental attribution error
Actor-observer bias
Self-serving bias
Lake Wobegone effect
Illusory superiority
Hard-easy effect
Dunning-Kruger effect
False consensus effect
Illusion of control
Barnum effect
Forer effect
Third-person effect
Social desirability bias
Optimism bias
Egocentric bias
Overconfidence effect
Need To Act Fast
To act, we must be confident we can make an impact and feel what we do is important


What Should We Remember?
We store memories differently based on how they were experienced
We reduce events and lists to their key elements
We discard specifics to form generalities
We edit and reinforce some memories after the fact
Tip of the tongue phenomenon
Google effect
Next-in-line effect
Testing effect
Absent-mindedness
Levels of processing effect
Suffix effect
Serial position effect
Recency effect
Primacy effect
Part-list cueing effect
Memory inhibition
Modality effect
List-length effect
Serial recall effect
Duration neglect
Misinformation effect
Leveling and sharpening
Peak-end rule
Fading affect bias
Negativity bias
Prejudice
Stereotypical bias
Implicit stereotypes
Implicit associations
Spacing effect
Suggestibility
False memory
Cryptomnesia
Source confusion
Misattribution of memory
ple-looking options and complete
over complex, ambiguous options
Less-is-better effect
Occam's razor
Conjunction fallacy
Delmore effect
Law of Triviality
Belief bias
Bike-shedding effect
Rhyme as reason effect
Information bias

The Craft of Questions

The Craft of Questions

> You have to know what your questions mean — *what decisions they inform* — before you ask them.
>
> —Erika Hall

Questions to gather context

Sequence	What do you do when you are trying decide on a bottle? Then, what do you do next?
Quantity	How many options are too many?
Specific examples	What was the purchase you made?
Complete list	What are all the different types of bottles you have used?
Relationships	How do you go about buying for someone else?
Organisational structure	Is your team part of a greater department?

Adapted from Portigal/gotomedia, “Synthesis to Ideation”

Questions to uncover the unsaid

Clarification	When you refer to ‘that’, what do you mean?
Code words / native language	Why do you call it …?
Emotional cues	Why did you laugh when you opened the door?
Why	Why do you think you found it difficult?
Probe delicately	You mentioned that it was tricky. Can you tell me more?
Probe without presuming	Some people really don’t like using that. What are your thoughts?

Adapted from Portigal/gotomedia, “Synthesis to Ideation”

Questions to uncover mental models

Compare processes	What's the difference between buying online and buying in a shop?
Compare to others	Is it the same in another shop?
Compare across time	How different do you think it will be 5 years from now?

Adapted from Portigal/gotomedia, "Synthesis to Ideation"

Quantitative variables

Continuous	Discrete	Categorical
• Temperature • A train's top speed • Typing speed • Level of anxiety	• Number of goals scored in a football match • Number of reported issues on a piece of software • Number of people you meet while at a cafe • Attendances at a concert	• Gender/sex at birth • Occupation • Favourite Colour • Type of restaurant

Adapted from Dancey and Reidy, J, "Statistics without Maths for Psychology", 7th ed. (2017)

Updated guidance on gender/sex question

The Office for National Statistics conducted rehearsals for questions around sex at birth and gender identity for the 2021 census.

See final guidance.

Discrete variable

1. How many pizzas do you eat in a month?

- ◯ 0 — I don't eat pizzas
- ◯ 1 to 5
- ◯ 6 to 10
- ◯ More than 10

Continuous variable

Categorical variable

3. What do you like to have on your pizza?

- [ ] Mozarella
- [ ] Tomato sauce
- [ ] Mushrooms
- [ ] Olives
- [ ] Other (please specify)
- [ ] Anchovies
- [ ] Artichokes
- [ ] Salami
- [ ] Prosciutto

Open fields

4. Tell me about the worst pizza you've ever had.

5. What's the best pizza you've ever had?

Example interview questions

- Tell me about the last time you bought a pizza.
  - How many pizzas did you buy?
  - Were you sharing? Who were you sharing it with?

- How did you order your pizzas?
- What happened when you made the order?

Some rule of thumbs

In a survey:

- Questions need to be clear and unambiguous. *(Hint: it's always best to test your questions before releasing it.)*
- Surveys perform best with "closed" questions.
- Use open fields sparingly.

In an interview:

- Keep your interview questions "open" (why, when, how).
- Use "closed" questions only for validation.

what's already out there?

Create realistic questions.

Start by looking for inspiration and domain know-how.

(This can also feed into a competitor analysis.)

Interviewing Users

by

Steve Portigal

http://www.portigal.com/seventeen-types-of-interviewing-questions/

The Mom Test

by

Rob Fitzpatrick

http://momtestbook.com/

A basic guideline

1. Intro: how will you set the scene?
2. Background: who are they? what do they do?
3. Get specific: are there specific stories they can tell you?
4. Get comparisons: what's been good? what's bad?
5. Dream question: imagine if, what if...?
6. Wrap-up: how will you close the interview?
7. What observations to take note of?
8. What sort of timing would you plan for?

Rose, Bud & Thorn Analysis

Sort your findings by:

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

Analysis with affinity diagramming (1)

In your group, do a quick affinity-sort.

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

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)

Synthesis

Because qualitative research tends to have a sample, it doesn't make sense to use percentages. Instead, summarise your findings using phrases such as:

- Majority of participants [expressed]…
- Most participants [did] …
- Half of participants [thought] …
- Some of the participants [believed] …
- None of the participants [understood] …

The End

Steph Troeth