Analysis framework

Dr. Gordon Adomdza

Oct 2013

Analysis tools for generating POVs

Research

(ethnography)

Analysis (frameworks)

Point of view (POV)
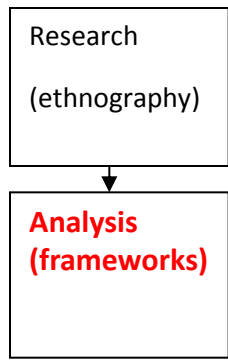
- Personas
- Values–Aspirations-Experiences
- Mind maps
- Journey maps (also value chain analysis)
- Activity clocks
- 2x2 matrices
- Venn diagrams
- Relational Venn diagrams
- Analogies

Analysis tools for generating POVs

Research (ethnography)

↓

Analysis (frameworks)

Point of view (POV)
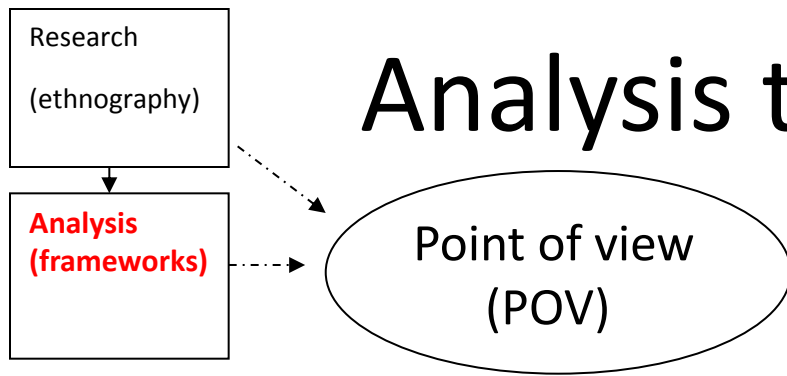
Personas

A persona is:
- A tool to demonstrate the emotional and functional needs of users through humanizing those needs
- "An assumed character or role, esp. one adopted by an author in his or her writing, or by a performer"
- A user representation that encapsulates behavioral tendencies
- A hypothetical archetype or prototype of a group of users
- A fictional character with personality and goals (but not too much personality!)
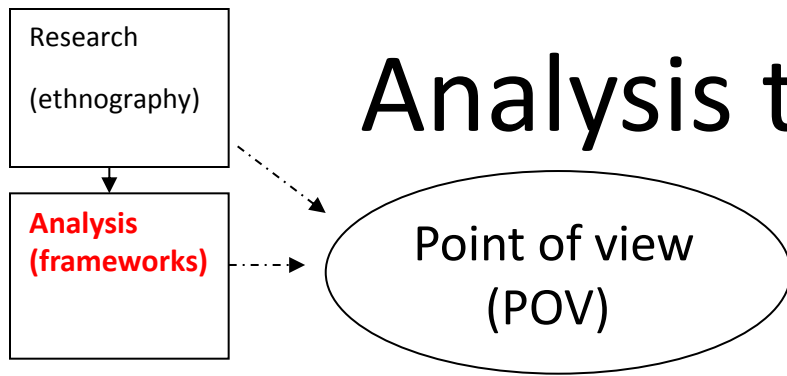- A sounding board for potential solutions

It is
- An archetype, a stereotype
- A design target
- Specific (but not excessively so)
- A composite of several sources

It is not
- Politically correct
- A marketing demographic
- An average

Analysis tools for generating POVs

Research

(ethnography)

Analysis (frameworks)

Point of view (POV)

Personas

- Answers the key question for designing - "who is this for?"
- Demonstrates the emotional and functional needs of users through humanizing those needs
  - Personal profile
    - Age, sex, education, job, hobbies, family, socio-economic group, etc
  - Role
    - Job role & responsibilities
    - Position in household/workplace
  - "Flavor"

As design options are created each one can be very rapidly tested

- Illustrates the objectives while creating a sounding board for potential solutions
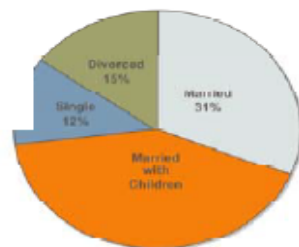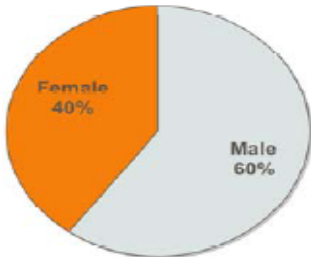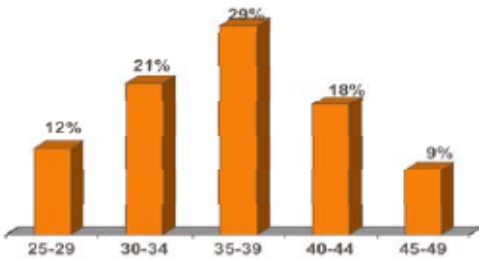
Research (ethnography) → Analysis (frameworks) → Point of view (POV)

Analysis tools for generating POVs

- ## Personas

Demographics
$74 K
Average Income

29%
21%
18%
12%
9%

25-29 30-34 35-39 40-44 45-49

Female 40%
Male 60%

Divorced 15%
Single 12%
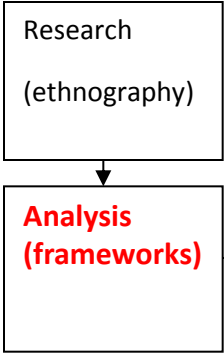Married 31%
Married with Children

Psychographics
- Tech enthusiast into the latest and greatest gadgets
- influencers & over achievers
- Spend agnostic for wireless
- Brand/status conscious
- "all in data plans"

Preferences & behaviors
- Professional who is "always on" – connected 24/7
  - Utilizes "all in data plans"
  - Smartphones & MBB cards
- Home solution: 30% cord cut
- Frequently visits wireless and other technology stores
- Heavy reader of special interest magazines
- Movie goers/dining out or entertaining friends at home

Segment One

Raw segmentation data

Analysis tools for generating POVs

Research
(ethnography)

**Analysis
(frameworks)**

Point of view
(POV)

- ## Personas

Meet your customer: **Pete, Segment 1**

Raw segmentation data turned into a persona

Pete: His everyday life

What is the POV?

Analysis tools for generating POVs

Research
(ethnography)

Analysis (frameworks)

Point of view (POV)
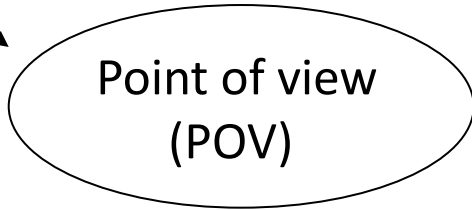
- ## Personas

Raw segmentation data for a volunteer of the SA Red cross

Volunteers

Demographic:
- Female
- 31-60
- 1+ children
- Unemployed
- Basic education (grade 12)
- No consistent income

Psychographic:
- Express a need or desire for money
- Want compensation from the Red Cross
- Volunteer because they want to work in health care and are passionate about work
- Positive relationships with other women (patients & volunteers)

Preferences:
- Want to stay in health care, but want salaried work
   - Ideally keep current positions and get paid by the Red Cross

What is the POV?

Analysis tools for generating POVs

Research (ethnography)

Analysis (frameworks)

Point of view (POV)
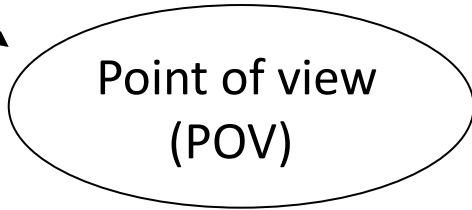
- Personas

Raw segmentation data for a patient of the SA Red cross

What is the POV?

Patients

Demographic:

- Female
- 31-75
- 1+ children
- Unemployed
- No or basic education
- No skills
- No consistent income
- HIV and/or TB positive

Psychographic:

- Express a need or desire for money
- Due to conditions and age, varying levels of ability to work
- Positive relationships with other women (patients and volunteers)
- Happy with living situation

Preferences:

- Desire to start own business
- Need for more support (money, food, clothes)

Analysis tools for generating POVs

Research (ethnography)

Analysis (frameworks)

Point of view (POV)
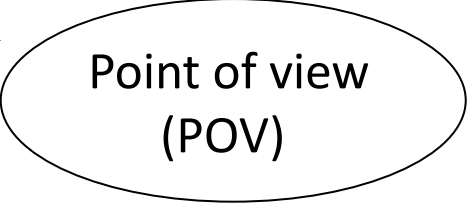
- Values–Aspirations-Experiences

Values, aspirations and ideal experience expressed by the study participants can lead to a POV
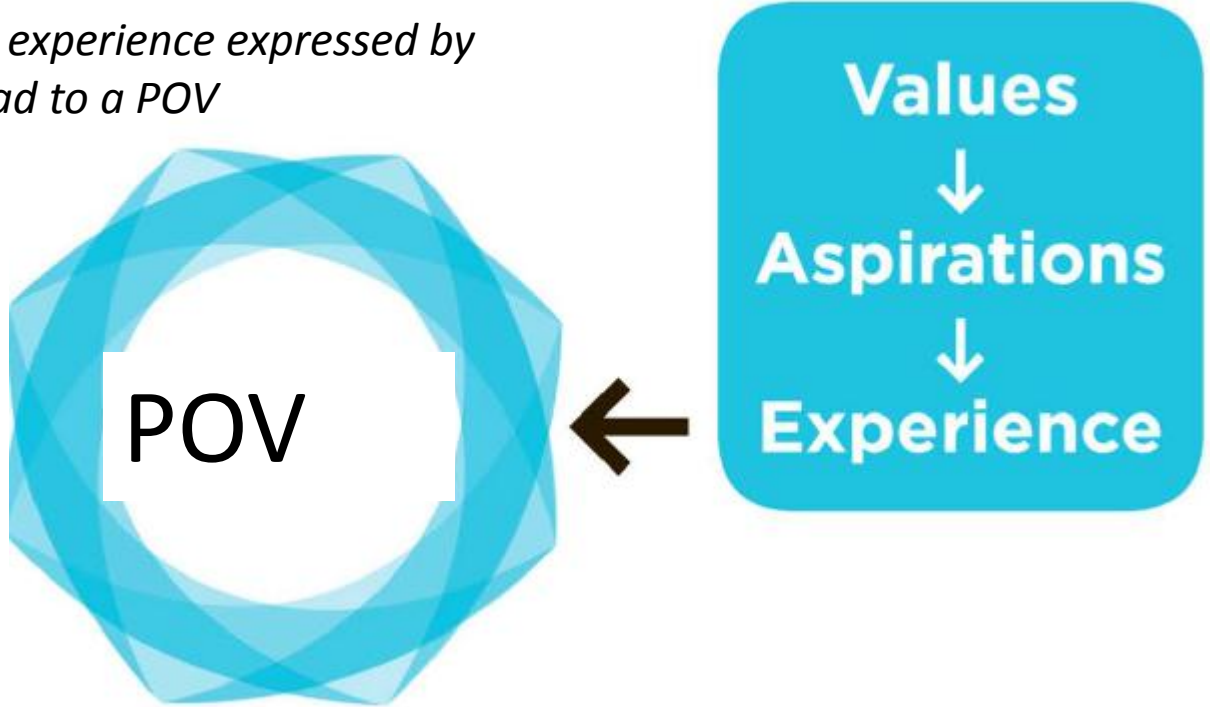
POV

Values
↓
Aspirations
↓
Experience

Analysis tools for generating POVs

Research
(ethnography)

**Analysis
(frameworks)**

Point of view
(POV)
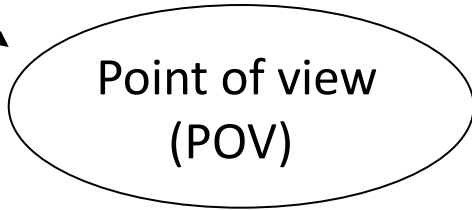
- Values–Aspirations-Experiences
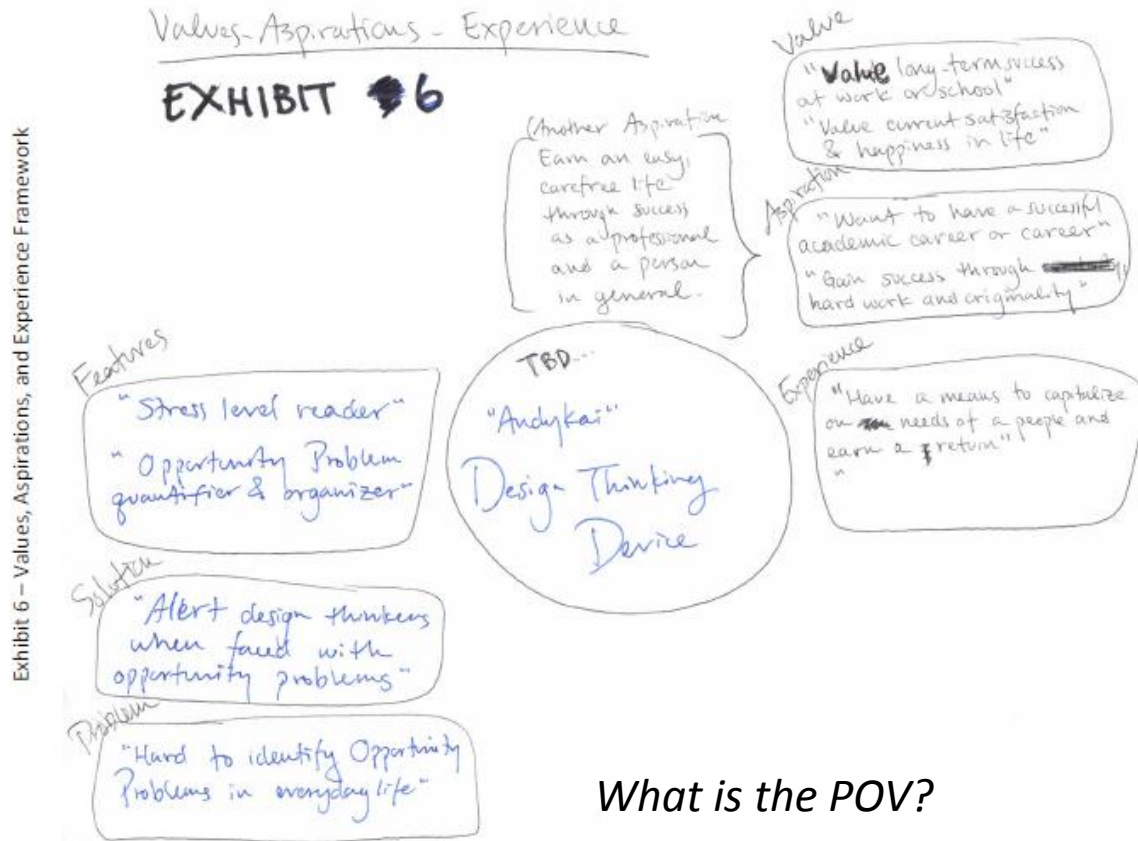
Exhibit 6 – Values, Aspirations, and Experience Framework

What is the POV?

Research (ethnography)

Analysis (frameworks)

Point of view (POV)

Analysis tools for generating POVs

- ## Mind maps

The idea is to find two or more bubbles that need to be connected . That's the POV

What is the POV?

Analysis tools for generating POVs

Research (ethnography)

Analysis (frameworks)

Point of view (POV)

- Mind maps
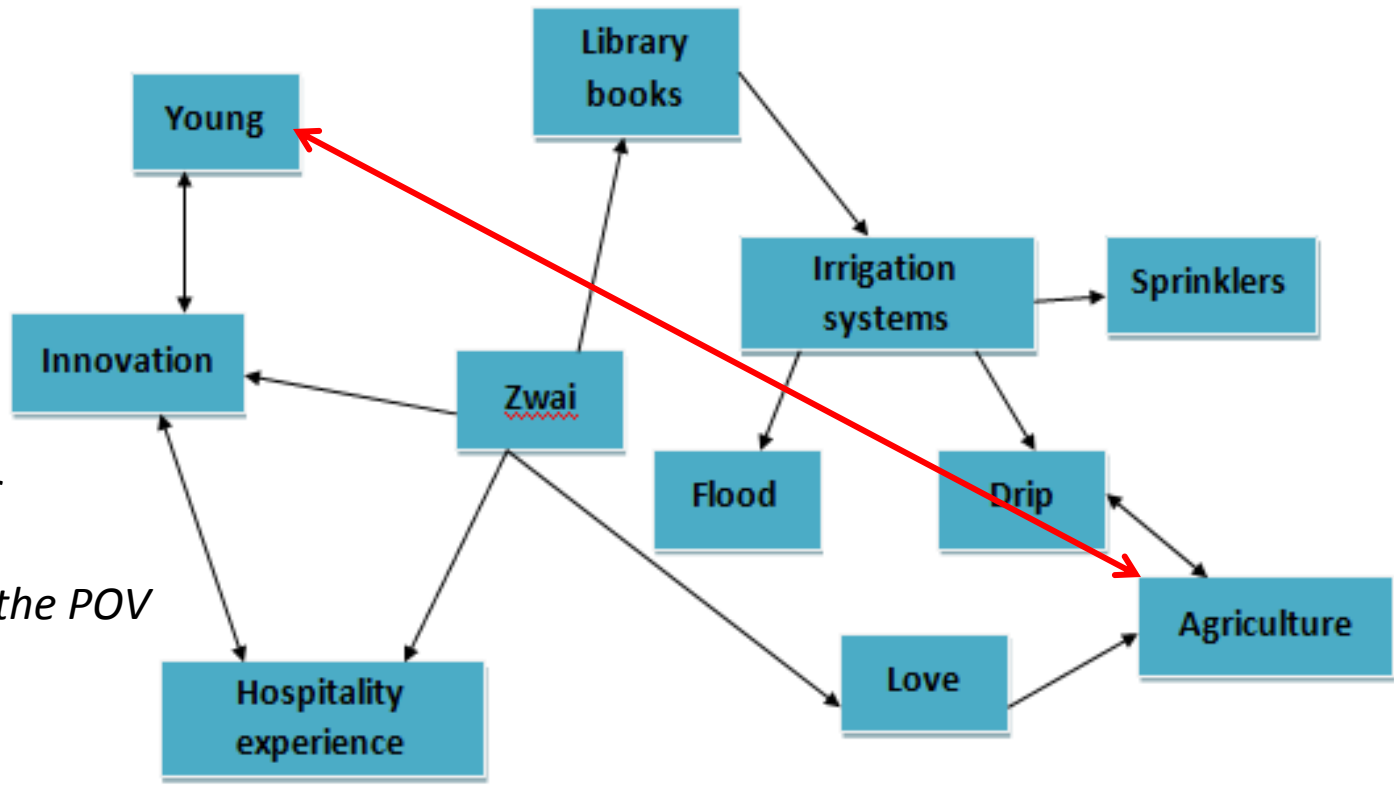
The idea is to find two or more squares that need to be connected . That's the POV

Young

Library books

Innovation

Irrigation systems

Sprinklers

Zwai

Flood

Drip

Hospitality experience

Love

Agriculture

What is the POV?

Research
(ethnography)

**Analysis
(frameworks)**

Point of view
(POV)
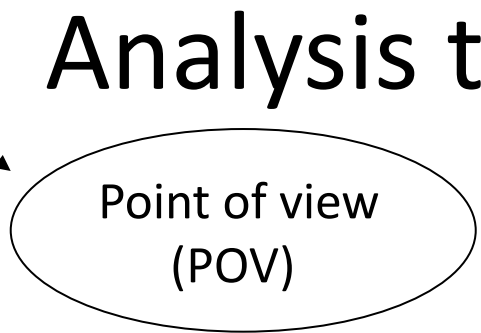
Analysis tools for generating POVs

- ## Journey maps (with value chain analysis)

Government R10 million

A journey map lays out in steps the journey one takes to achieve a behavior

Disaster Relief Department

Focshini materials

contract to pay producers

Health & Care Department

Producers buy material for small amount

COOPERATIVE Producers / Women

Blanket

Sale

Red Cross

Producers paid immediately

INCOME

Once reach quota, can be used to:
- Buy additional material
- Rent sewing machine
- Pay for skills training

What is the POV?

Analysis tools for generating POVs

Research (ethnography)

Analysis (frameworks)

Point of view (POV)

- ## Journey maps (without value chain analysis)

A journey map lays out in steps the journey one takes to achieve a behavior
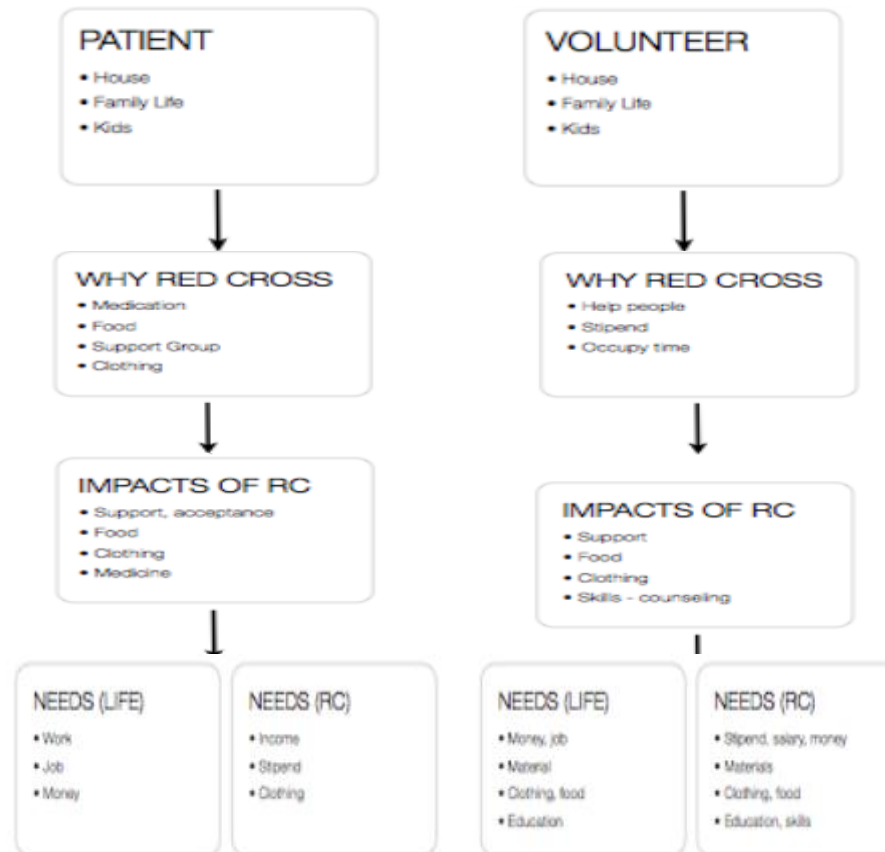
PATIENT
- House
- Family Life
- Kids

↓

WHY RED CROSS
- Medication
- Food
- Support Group
- Clothing

↓

IMPACTS OF RC
- Support, acceptance
- Food
- Clothing
- Medicine

↓

NEEDS (LIFE)
- Work
- Job
- Money

NEEDS (RC)
- Income
- Stipend
- Clothing

VOLUNTEER
- House
- Family Life
- Kids

↓

WHY RED CROSS
- Help people
- Stipend
- Occupy time

↓

IMPACTS OF RC
- Support
- Food
- Clothing
- Skills - counseling

↓

NEEDS (LIFE)
- Money, job
- Material
- Clothing, food
- Education

NEEDS (RC)
- Stipend, salary, money
- Materials
- Clothing, food
- Education, skills
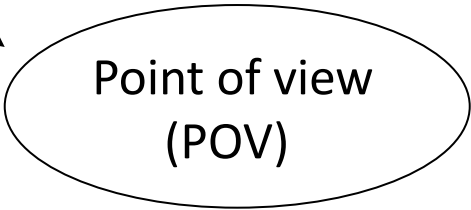
What is the POV?

Analysis tools for generating POVs

- ## Activity clock

A day in the life of a 12 yr old girl

wake up — get ready for school, eat, etc. — Bus stop, bus drive to school walk to school — get to school homeroom — school starts — class block 1 — class block 2 — class block 3 — lunch — class block 4 — school out — bus home, drive home, walk home stay after — Home/ snack — activity 1 — activity 2 — dinner — activity 3 — activity 4 — get ready for bed — go to sleep

6:00   8:00   12:00   3:00   6:00   10:00
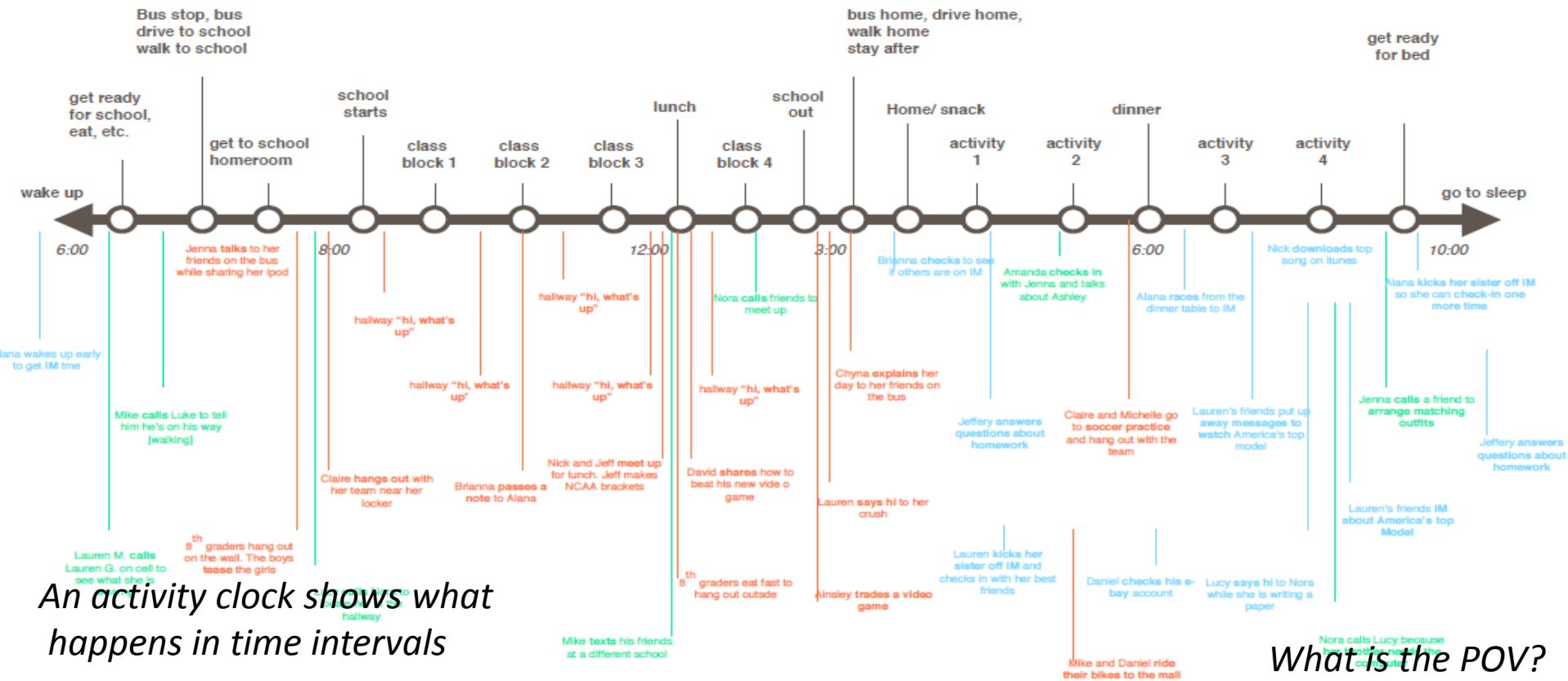
An activity clock shows what happens in time intervals

What is the POV?

Research (ethnography) → Analysis (frameworks) → Point of view (POV)

Analysis tools for generating POVs

- Activity clock

What is the POV?

Analysis tools for generating POVs

Research
(ethnography)

**Analysis
(frameworks)**

Point of view
(POV)

- 2x2 matrices

*Looking for the type of beer to sell.
These are all the brands that exist*
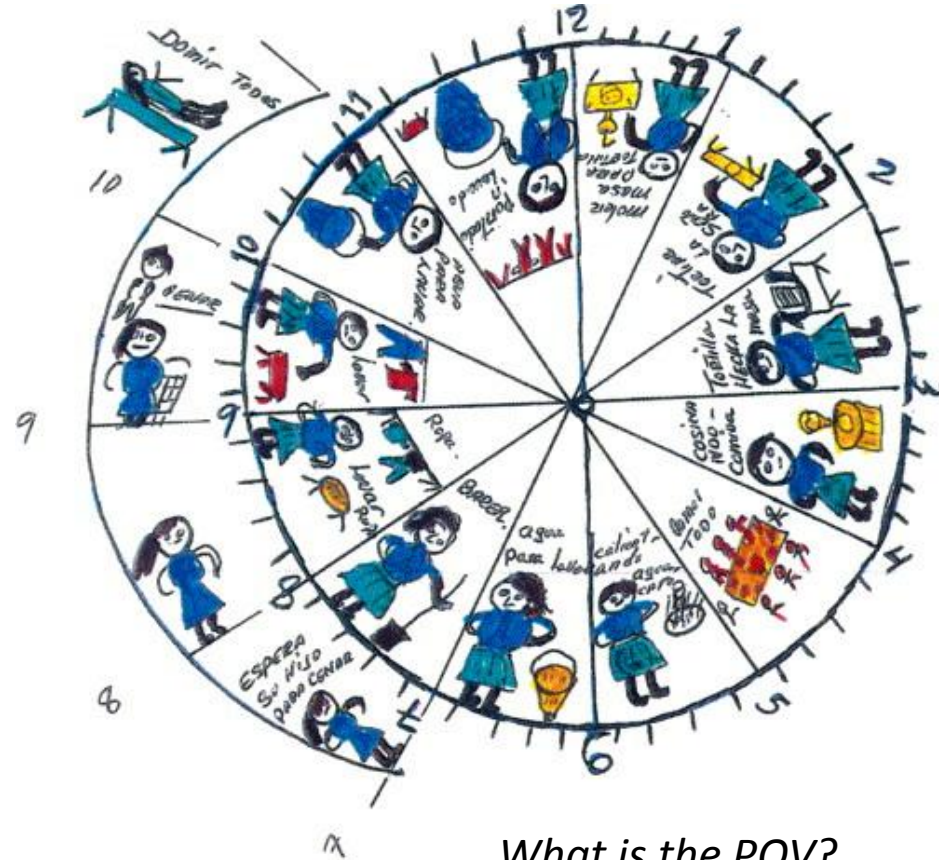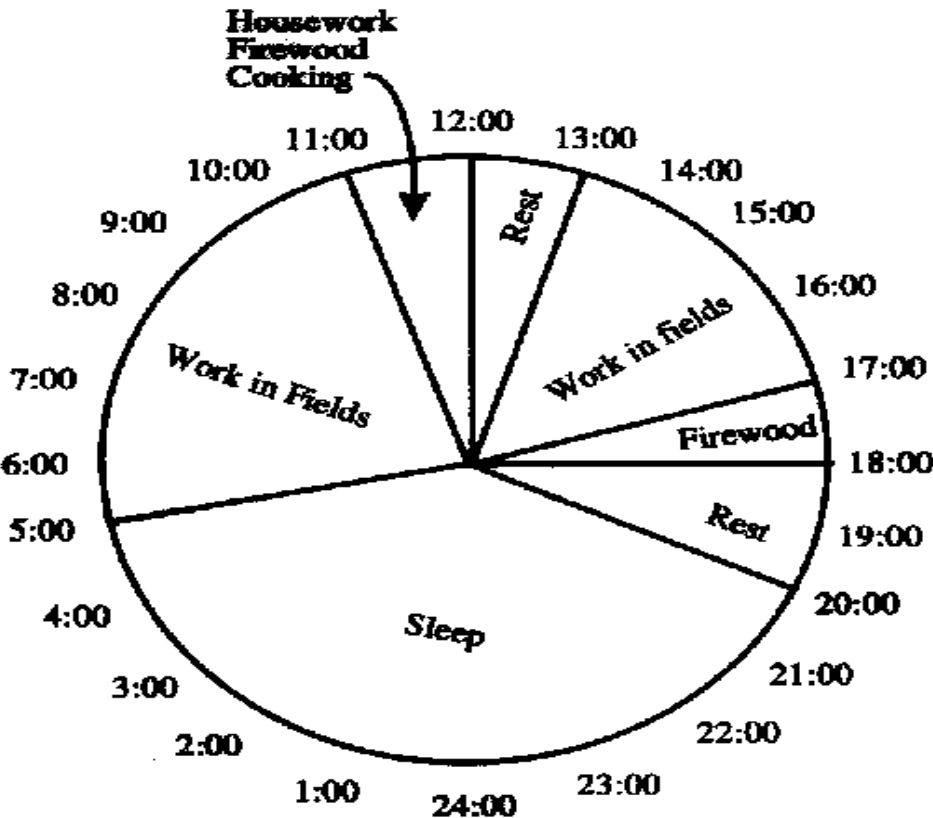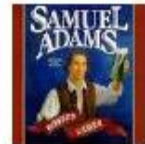
Research
(ethnography)

Analysis
(frameworks)

Point of view
(POV)

Analysis tools for generating POVs

- ## 2x2 matrices

A 2x2 requires you to name the axes according to the data you have

What I drink.

Opportunity Area????

What you drink.

What is the POV?

Analysis tools for generating POVs

```
┌──────────────────┐
│ Research         │
│ (ethnography)    │
└──────────────────┘
         │
         ▼
┌──────────────────┐        ╭──────────────────╮
│ Analysis         │ -----> │  Point of view   │
│ (frameworks)     │ -----> │     (POV)        │
│                  │        ╰──────────────────╯
└──────────────────┘
```
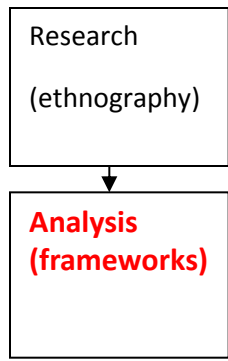
- 2x2 matrices

Interviews with the following on the recognition pap (porridge)
  - Afrikaner
  - Caterer
  - American
  - British
  - Receptionist
  - College students
  - Leap student
  - Nyanga student

Analysis tools for generating POVs

Research
(ethnography)

Analysis (frameworks)

Point of view (POV)

- 2x2 matrices

The data shows how the axes should be named

Recognition of Pap
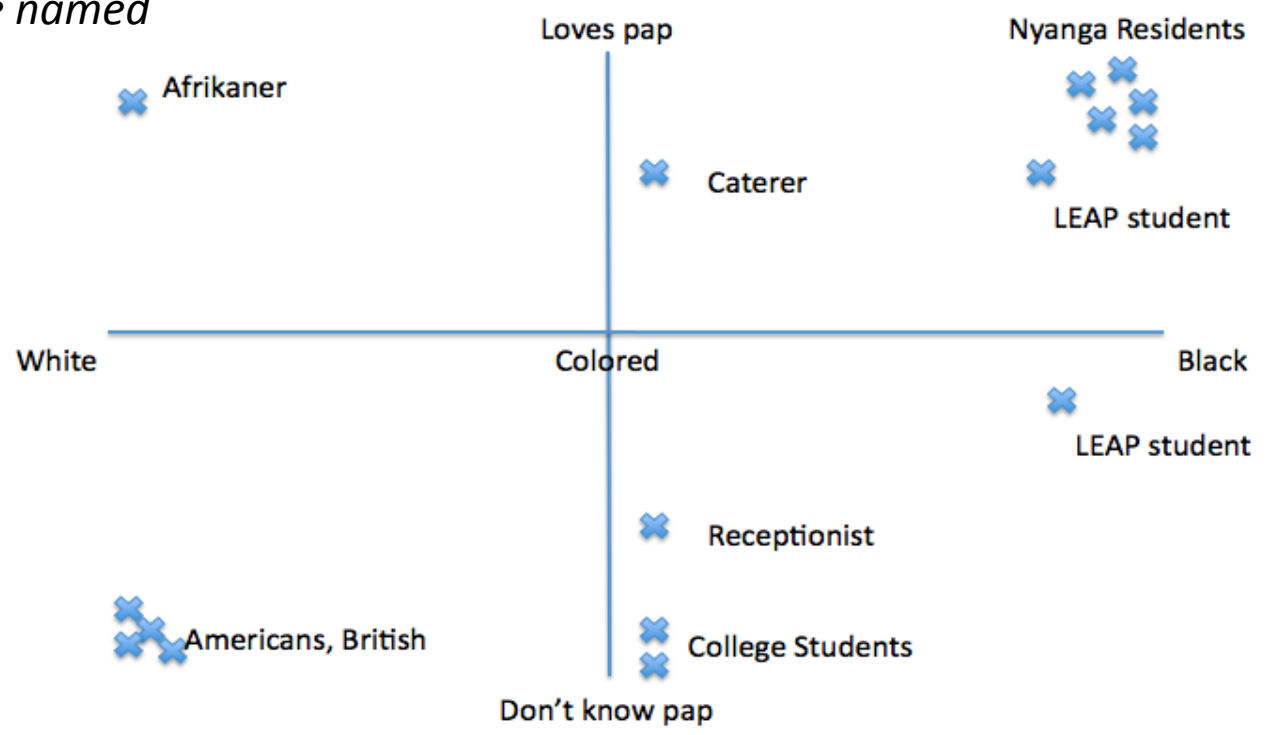
Loves pap

Afrikaner

Nyanga Residents

Caterer

LEAP student

White — Colored — Black

LEAP student

Receptionist

Americans, British

College Students

Don't know pap

What is the POV?

Analysis tools for generating POVs

Research (ethnography)	
Analysis (frameworks)	Point of view (POV)
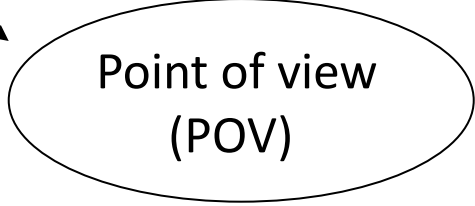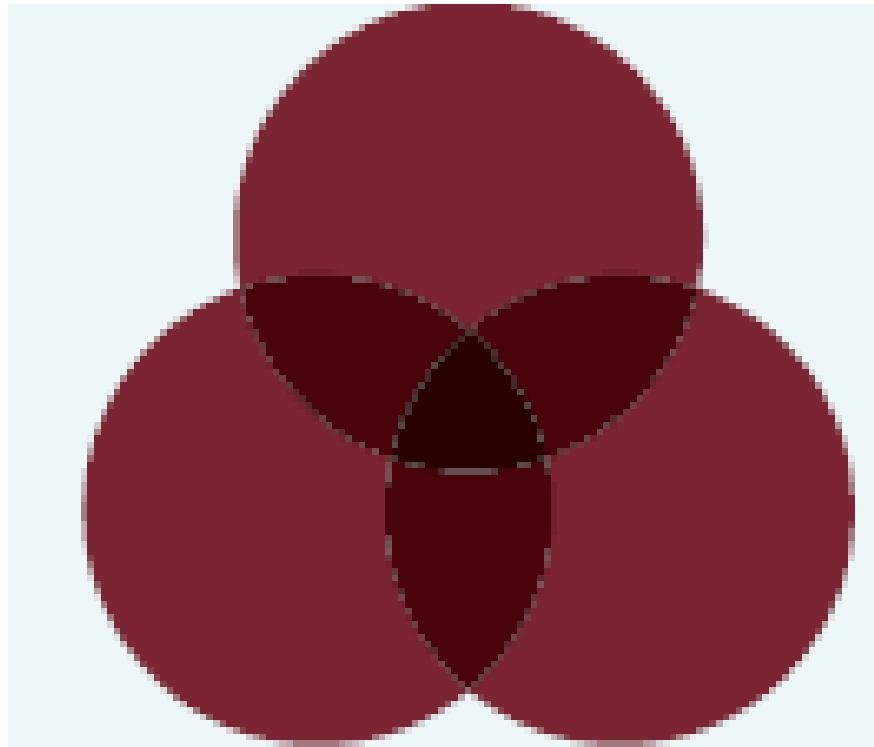
- Venn diagrams

The intersections of a Venn diagram may reveal interesting insights or a great POV

Analysis tools for generating POVs

Research (ethnography)

Analysis (frameworks)

Point of view (POV)

- Venn diagrams

Individual

Group

Society

What is the POV?

Research (ethnography)
Analysis (frameworks)

Point of view (POV)
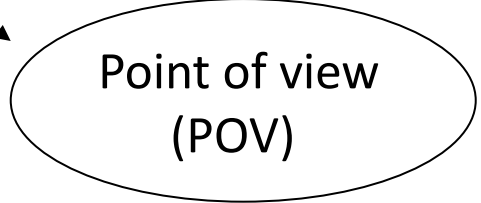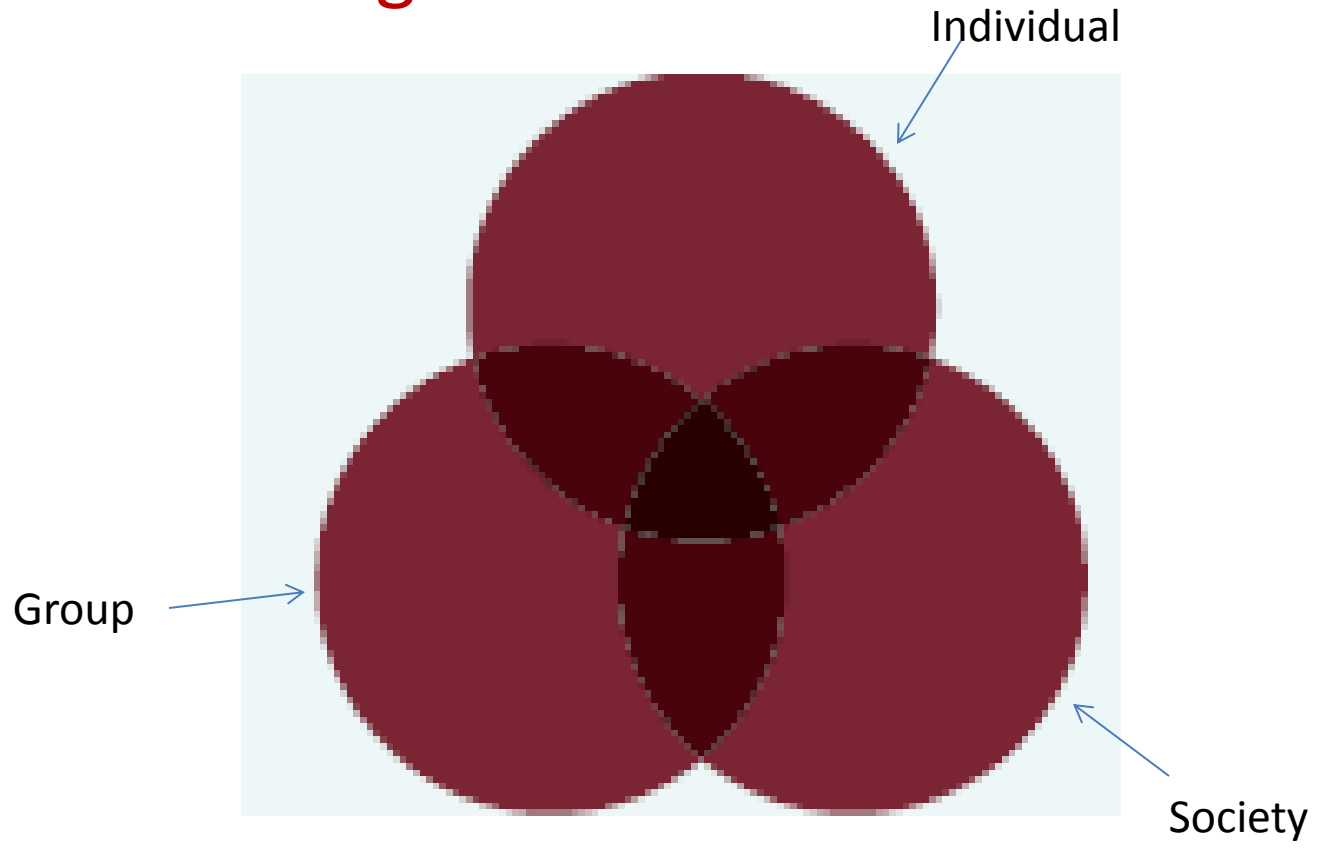
Analysis tools for generating POVs

- Relational Venn diagrams

Only about Item 1

Ways they are the same

Only about Item 2

Item 1

Item 2
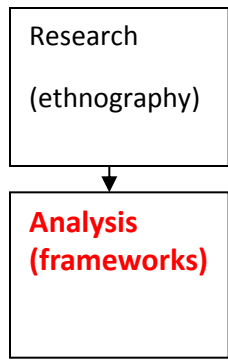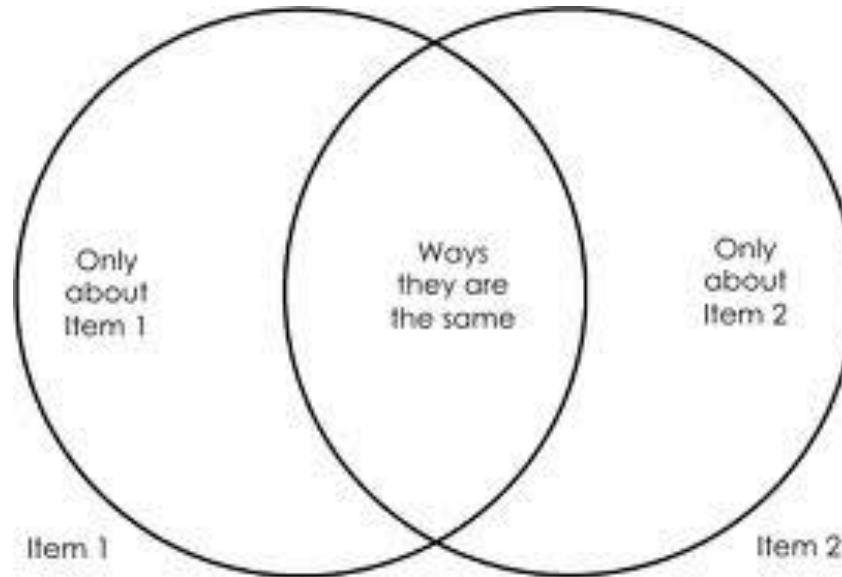
Often made with circular cards of different sizes and colors, they are placed in relation to one another on a base area.

Analysis tools for generating POVs

Research (ethnography)

Analysis (frameworks)

Point of view (POV)

- Relational Venn diagrams

Many circles could be used to show distance and variations in importance

Male Venn Diagram - Jatani Ola

ABA OLLA OAYEE
QUALLUU
GAADA
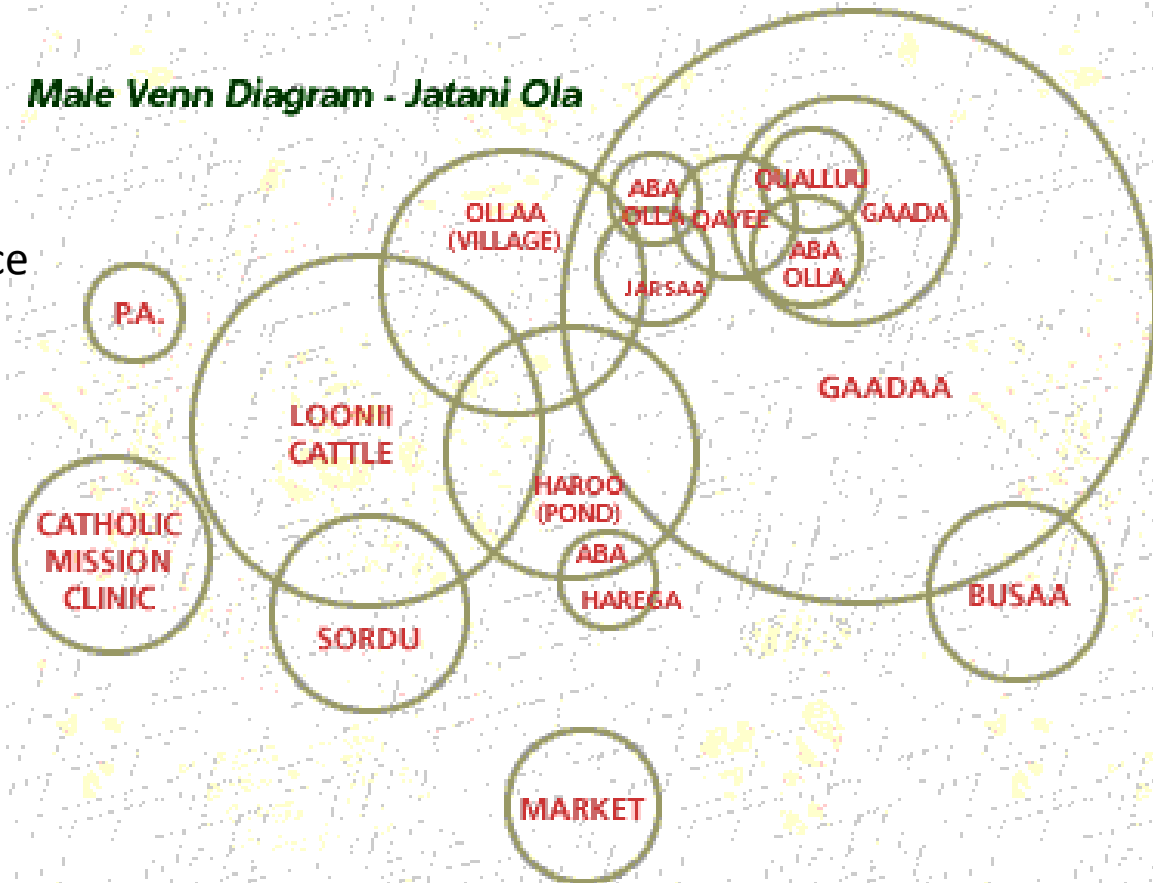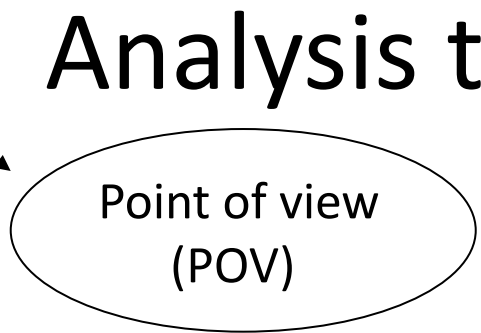OLLAA (VILLAGE)
ABA OLLA
JARSAA
P.A.
GAADAA
LOONII CATTLE
HAROO (POND)
ABA
CATHOLIC MISSION CLINIC
HAREGA
BUSAA
SORDU
MARKET

What is the POV?

Analysis tools for generating POVs

Research (ethnography)	

Analysis (frameworks) → Point of view (POV)

- ## Relational Venn diagrams

Could also use circles and lines to show different things like cause, effect and potential solutions.
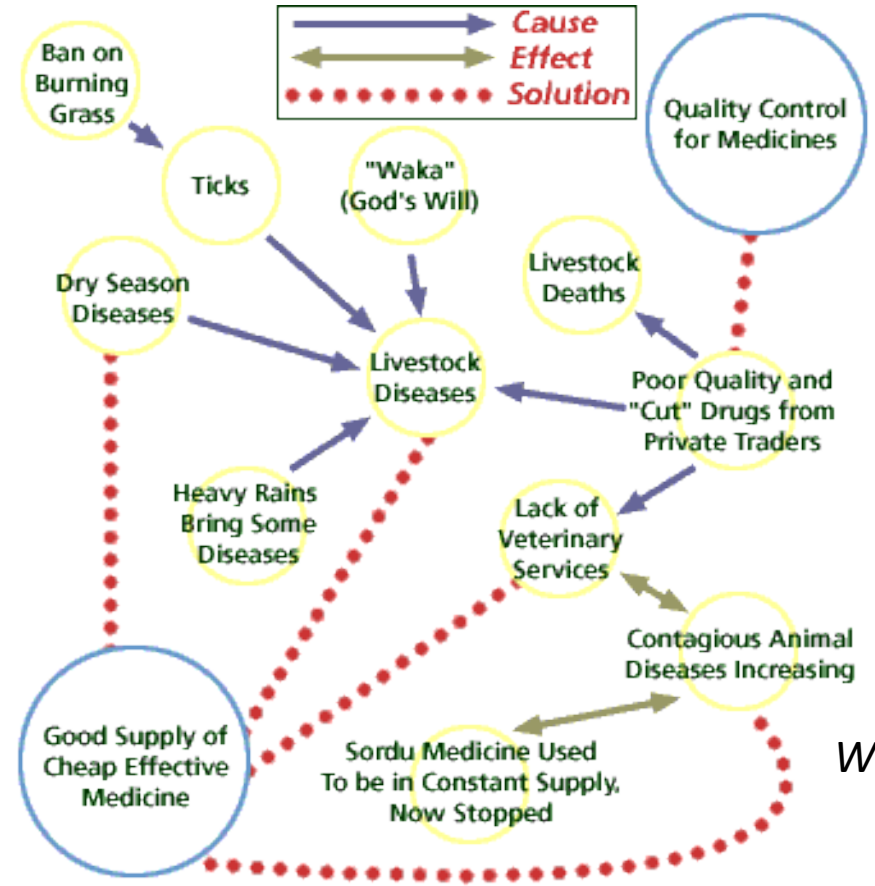
Ban on Burning Grass

Cause
Effect
Solution

Quality Control for Medicines

Ticks

"Waka" (God's Will)

Dry Season Diseases

Livestock Deaths

Livestock Diseases

Poor Quality and "Cut" Drugs from Private Traders

Heavy Rains Bring Some Diseases

Lack of Veterinary Services

Contagious Animal Diseases Increasing

Good Supply of Cheap Effective Medicine

Sordu Medicine Used To be in Constant Supply, Now Stopped

What is the POV?

Analysis tools for generating POVs

Research
(ethnography)

**Analysis
(frameworks)**

Point of view
(POV)

- Analogies

What is the POV?

Analogies bring in an outside but useful perspective. The analogy of a British chauffer delivering a Centurion black card from Amex inspired the design of the delivery box

Analysis tools for generating POVs

Research (ethnography)

Analysis (frameworks)

Point of view (POV)

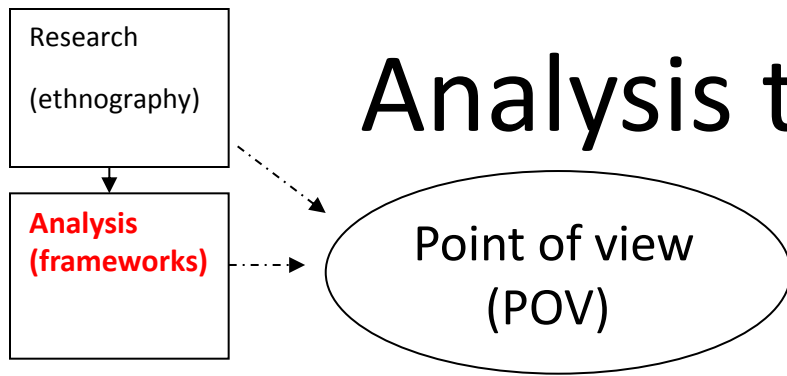- Analogies

Inesfly Anti-Malarial Paint

Two-tiered system: acts as both a barrier and a productive system that repels mosquitoes

What is the POV?

The Inesfly analogy inspired the POV that Vuna Urban Farm needed a cost-effective physical barrier that can provide protection against the weather and prevent burglary .

Analysis tools for generating POVs

Research (ethnography)

Analysis (frameworks)

Point of view (POV)

Key takeaways

1. Frameworks help you correct data to reveal patterns and tell a story.

2. Analogies help lend clarity to ambiguity by providing a known solution to unclear data.

3. Personas help create empathy and a sounding board for design.

4. Journey maps help you understand the idea in context of peoples' lives.

5. Analysis is about posing a well-posed question or problem to solve.

6. The biggest ideas connects problems to values.

7. Analysis transforms data into insight by identifying patterns, connections and relationships.