

Qualitative review

Participant profile

This tool is used to summarise the qualitative engagement of a single participant during the trial after your interviews.

Name and code:
Give your participant a nickname and a code

Participant profile
Describe key characteristics of your participant including gender, age, location, occupation and key attributes

About the participant

Daily life
Give a short summary of how the participant typically act, think, and feel on a daily basis.

Previous experiences related to the topic
Describe the participant's problems related to the main topic and current way of dealing with them

Engagement with the prototype

Main feature engagement
Describe how they used the main feature, and what kinds of impact or value they took from using it.

Secondary feature engagement
Describe how they used the secondary feature, and what kinds of impact or value they took from using it.

Overall engagement
Describe how they used the app, and what kinds of impact or value they took from using it.

Overall Experience

Value
Did the service improve the way they dealt with the problem? How?

Service rating
How does the participant rate the service out of 10?

Key words
What key words describe the service as they see it? Aim for 3 or 4.

Braning positioning
How could the service be positioned to most closely match the way they related to the app and found value in it?