Data Analysis and Synthesis in Dovetail:

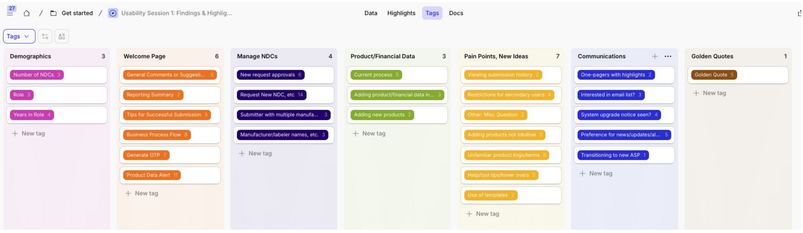
ASP Usability Testing with Drug Manufacturers

Process

- Recorded sessions were imported into Dovetail, a user research platform.
- I tagged Quantitative and Qualitative items in each video
  - Quantitative
    - Examples: percentage of users who finished a goal independently, time on task , error rate, etc
  - Qualitative:
    - Actual user complaints, expressions of confusion, or delighted remarks.
    - Behavioral Cues: Hesitations, dead ends, or skipped navigation patterns observed
    - Think-Aloud Notes: Spoken feedback captured during synchronous or moderated sessions.
- Tags were organized and grouped into themes in Dovetail.

Tags Screen in Dovetail

The tags screen in Dovetail is essentially an online affinity diagram. It shows the number of video segments added for each tag.



Viewing Items Within Each Tag

Clicking on a tag displays the video snippets it contains. The screenshot below shows the 6 snippets contained in the "New request approvals" tag.

