

# QUALITATIVE DATA CODING CHART

Project: \_\_\_\_\_ | Researcher: \_\_\_\_\_

Date: \_\_ / \_\_ / 20\_\_

<b>RAW DATA / EXCERPT</b>	<b>INITIAL CODE</b>	<b>CATEGORY / THEME</b>	<b>ANALYTIC MEMOS</b>
<i>"I find myself checking the app every ten minutes, even when I don't have notifications. It's just a reflex now."</i>	<b>Habitual usage</b>	Behavioral Dependency	Possible link to dopamine loop or FOMO.
<i>"The interface is clean, but the settings menu is a maze. I gave up trying to change my privacy options."</i>	<b>UI Frustration</b>	User Obstacles	Privacy concerns are secondary to poor navigation.
<i>"It helps me feel connected to my family overseas without the high cost of international calling."</i>	<b>Cost-effective connection</b>	Social Value	Economic factor is a primary driver for adoption.

***RAW DATA / EXCERPT***

**INITIAL  
CODE**

**CATEGORY /  
THEME**

**ANALYTIC  
MEMOS**