

Coding Scheme

Thematic codes applied to interview transcripts. Three primary themes, twelve sub-codes. Each transcript segment received one or more codes during synthesis.

Project: Sheffield Grave Care · UX Redesign

Method: Inductive thematic analysis

Iterations: 2 coding passes per transcript

THEME 01 Trust deficit

Moments where participant articulated low trust, unease, or hesitation toward the service or website. Distinct from "form friction" — this is about confidence in the provider before the form is even considered.

- **TD-01** Pricing buried / hidden — reads as a trap
 - **TD-02** Credential signal too quiet — veteran/insured not visible
 - **TD-03** Stock imagery doubt — photos don't feel real
 - **TD-04** Tone mismatch — casual language on trust messaging
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THEME 02 Mobile context

Descriptions of the physical and emotional context of mobile usage. Particular attention to outdoor, time-pressured, or distracted use cases.

- **MC-01** At cemetery — fumbling with phone on-site
 - **MC-02** Touch target / readability friction
 - **MC-03** Cross-device research (start on phone, finish on laptop)
 - **MC-04** Sun glare / outdoor visibility
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THEME 03 Emotional load

Moments where participant referenced grief, vulnerability, or fatigue as part of the experience. Used to distinguish design friction from emotional friction.

- **EL-01** Overwhelm — "too much at once"
- **EL-02** Multi-generational decision-making
- **EL-03** Need for calm pacing
- **EL-04** Phone-call preference over digital form

Notes on application

Codes were applied at the utterance level, not the question level — a single response could carry multiple codes if it surfaced multiple themes. Cross-coding between TD-01 (pricing buried) and EL-01 (overwhelm) was the most common pairing, which is what surfaced the central insight: **the trust deficit and the emotional load were the same problem in different language.**
