Mind map

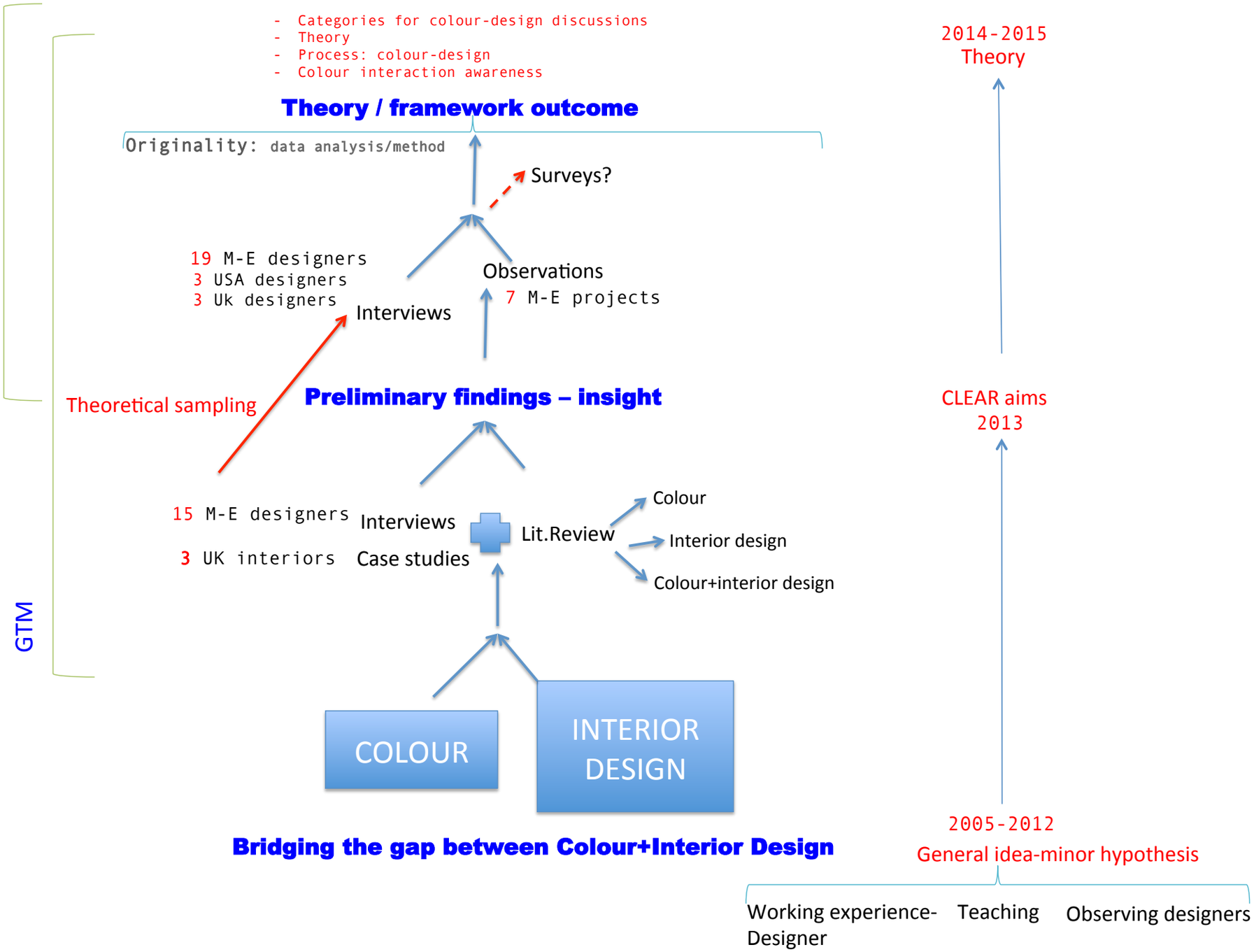

Figure 3.3: Research Mind-map – a visual summary of the main steps of the research

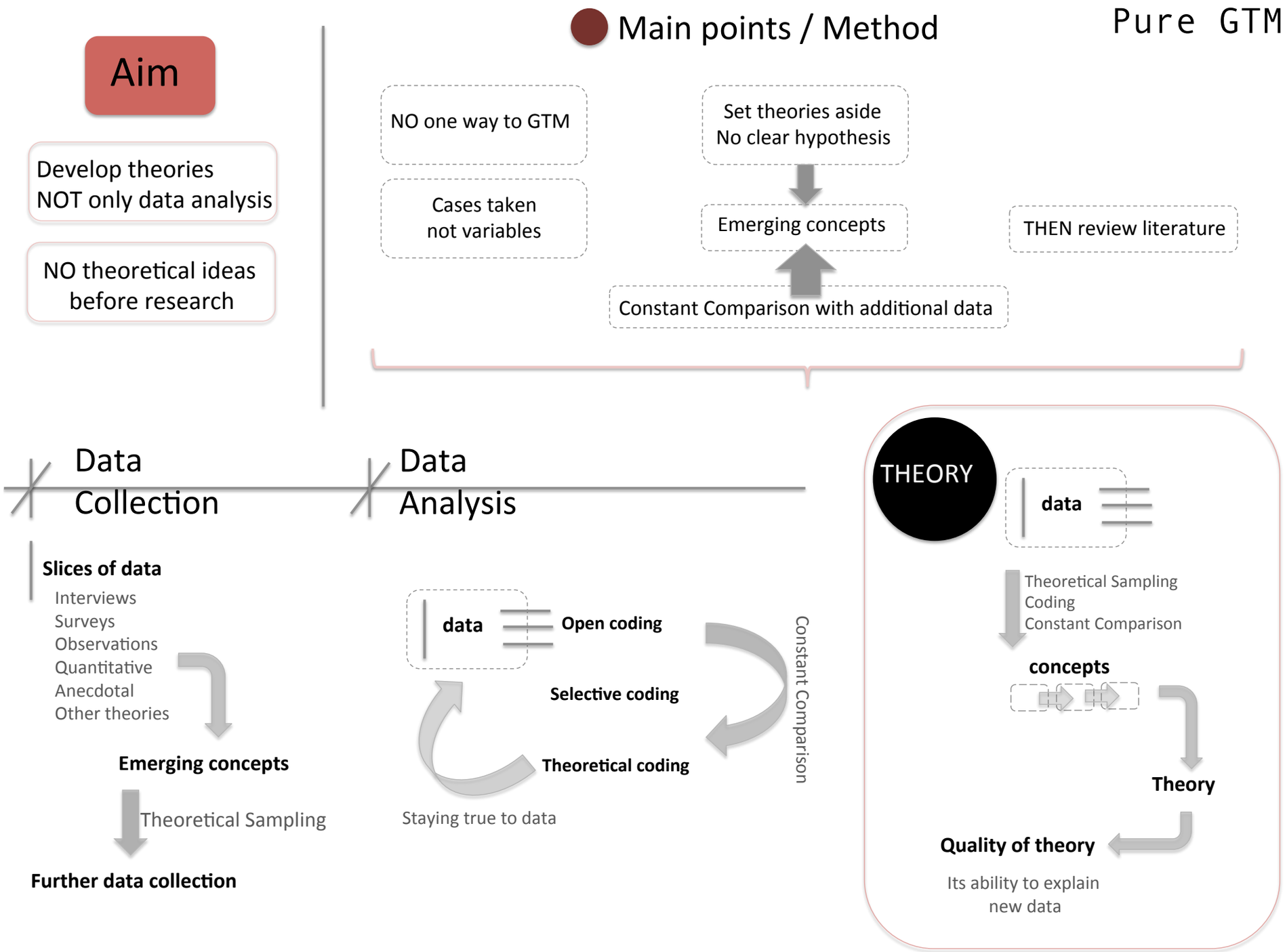

Figure 3.5: GTM (personal visualisation)

GTM VS CTSC

Aim

Develop theories
NOT only data analysis

NO theoretical ideas before research

CTSC can start with theories and literature

Main points / Method

CTSC can use clear hypotheses

NO one way to GTM

Cases taken not variables

Set theories aside
No clear hypothesis

Emerging concepts

Constant Comparison with additional data

THEN review literature

Data Collection

Slices of data

Interviews
Surveys
Observations
Quantitative
Anecdotal
Other theories

Emerging concepts

Theoretical Sampling

Further data collection

Data Analysis

CTSC is open to any coding technique

data

Open coding

Selective coding

Theoretical coding

Constant Comparison

Staying true to data

CTSC mainly depends on constant theoretical sampling and constant comparison

THEORY

data

CTSC uses the big linking long process to filter and link all emerged concepts before theorising

Theoretical Sampling
Coding
Constant Comparison

concepts

Theory

Quality of theory

Its ability to explain new data

Figure 3.10: CTSC vs. GTM

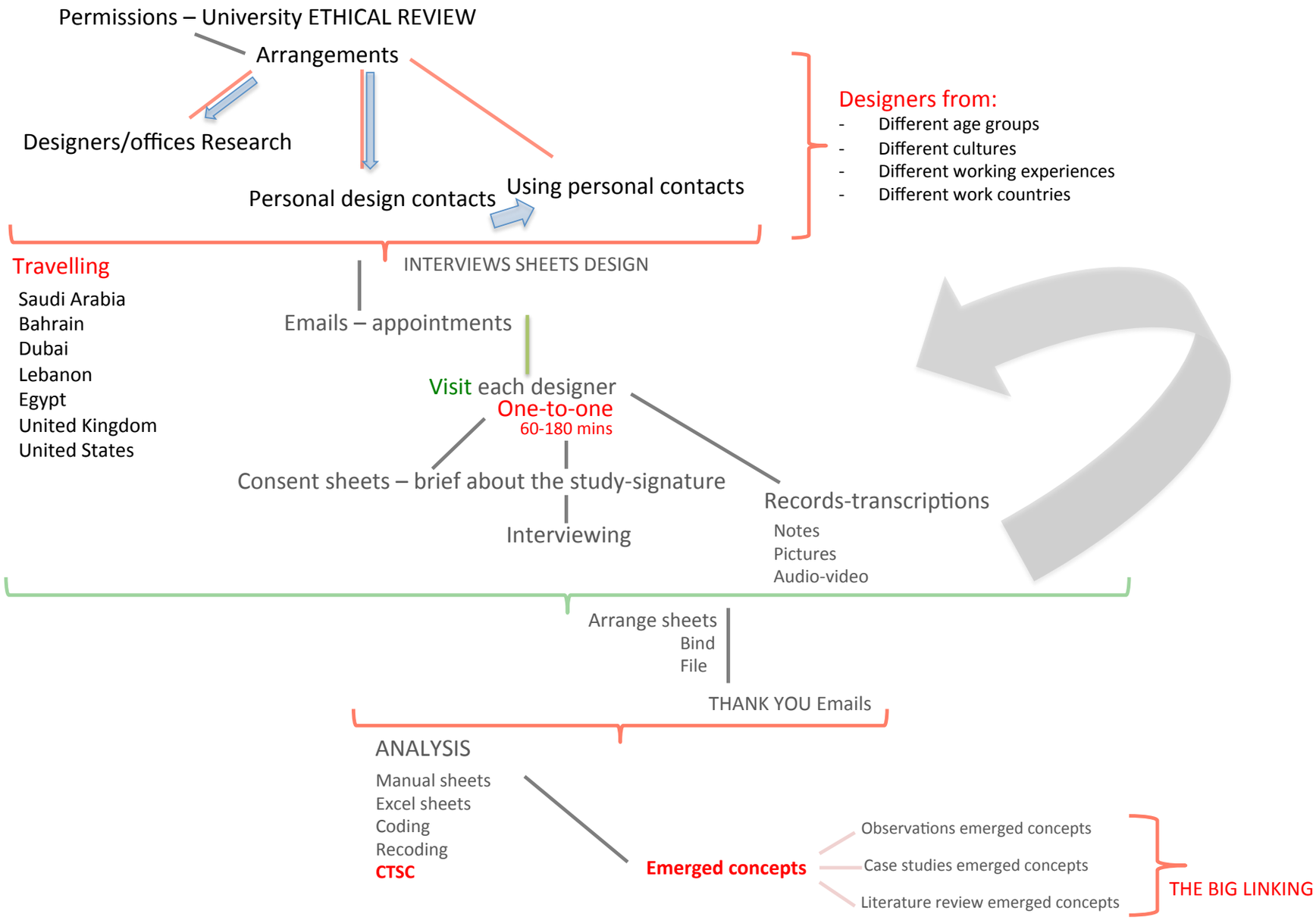

Figure 5.2: Process of interviews – after taking permission from the university's committee, interview and consent sheets were designed. Interviewees were reached through personal and professional contacts. Data was recorded, then manually and digitally analysed. Results lead to concepts emerging, which then were filtered and recoded through the big linking process prior to reach the theory.

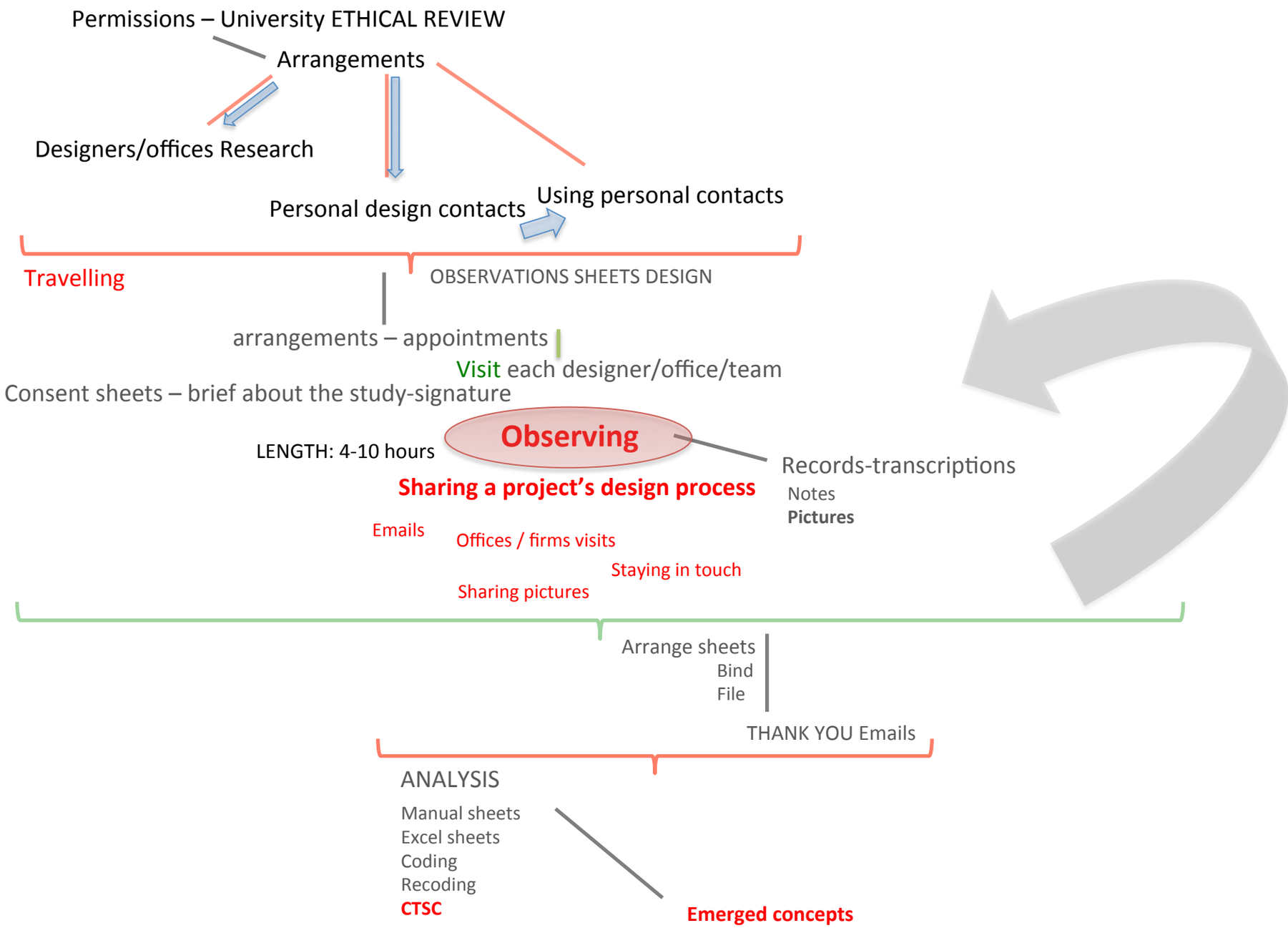

Figure 6.2: Observations flow – after taking permission from the university's committee, observations and consent sheets were designed. Participants were reached through personal and professional contacts. Each design project was observed between 4-10 hours. Designers and design teams shared the process of the design and talked in depth about colour. Data was recorded, then manually and digitally analysed. Results lead to concepts emerging, which then were filtered and recoded through the big linking process prior to reach the theory.

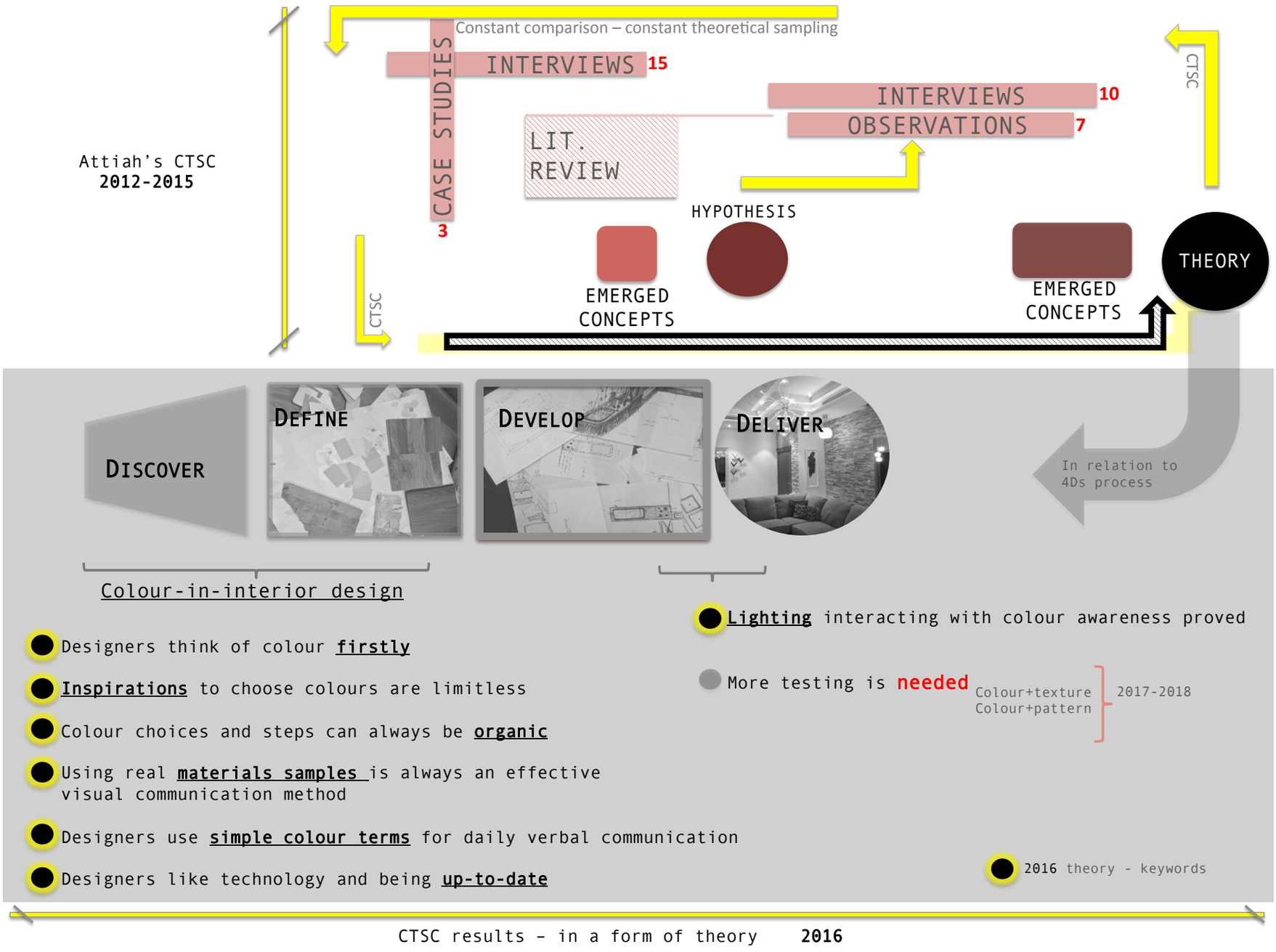

Figure 8.8: Colour & design 4D's process (2016 theory) - the figure indicates in bullet points the main theory factors in relation to their positions on the 4D design timeline. The black dots with yellow framing indicate the main findings reached by using CTSC model (2016 theory)