

THEMATIC ANALYSIS

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / QUESTION

Which experience or meaning are you interpreting?

02 / APPROACH

Name your approach and analytic focus.

03 / POSITION

What does your relationship to the service make easier or harder to see?

04 / MATERIAL

List sources and the context you must preserve.

05 / CODING

Record a code, linked extract and evolving interpretation.

06 / CANDIDATES

What central ideas could connect these codes?

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / CENTRAL IDEA

Define the theme in one sentence.

02 / SUPPORT

Locate contextualised extracts supporting that idea.

03 / VARIATION

Which accounts complicate or limit it?

04 / BOUNDARY

What belongs in a different theme?

05 / REFLECTION

How did your interpretation change, and why?

06 / IMPLICATION

What action is supported and what needs further evidence?