

Emotional Mining



**METHODS &
INSIGHTS**

FULCRUM
RESEARCH GROUP

While Q&A formats can be technical and draining, **metaphors** create a safe space for emotion and often reveal deeper patient feelings

HOW IT WORKS

Image Association Exercise

In interviews and / or online journaling



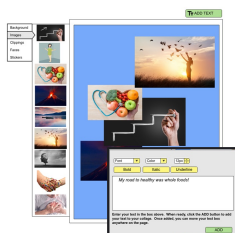
Patients use provided imagery to consider which best represents their treatment

By describing why they selected the image, patients reveal deeper feelings about the treatments that may not come up during direct questioning

“Hearing my diagnosis was like getting hit with a huge tidal wave”

Collage / Album Exercise

In interviews and / or online journaling



Patients build a collection of images to describe particular elements of their health journey

Often done pre-interview to prepare for thoughtful, expressive responses

Gestalt Room Exercise

In interviews



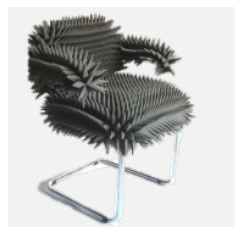
Making use of an extended metaphor, patients describe their treatment by selecting room images

As patients describe the room, they describe their feelings, perceptions and motivations behind decisions

“Bright but sparsely laid out...not super comfortable, few decorations to lighten the mood... cold and sterile”

Object Elicitation

In interviews



Patients imagine an object that represents a moment in their journey, and describe that object fully (size, purpose, material, texture)

“The diagnosis chair would be spiny, impossible to get comfortable in it. No matter how hard I try and fidget, I can't sit in it”