Glossary of taxonomy terms

(Examples for a movie streaming service)

Labels: High-level classification for Projects and Stories across projects

Term	Assign to Projects and Stories when the research topic relates to:
Adoption	Signing up for subscriptions to onboarding
Cancelation	Cancelation of subscriptions
Checkout	The purchasing journey from add to basket to payment
Competitor Analysis	Comparison of competitor performance (benchmarking)
Viewing Experience	Feedback on playing movies

Tags: High-level classification for individual data points within a project

Term	Assign to data points when the research insights relate to:
Adoption	• Each aspect of the customer onboarding experience • Reasons for increased or decreased usage
Cancelation	• Reasons for customers canceling their subscription • Feedback on the cancelation process
UX Issue	• Usability issues • Technical bugs • Accessibility issues
Online Subscriptions	• Each aspect of the online subscription process

Properties & Values: Detailed classification for individual data points within a project

Term	Assign to data points when the research insights relate to:
Adoption Triggers	
Convenience	Reasons cited for easy adoption
Features	Product features favored by customers
Flexibility	Customer reactions to the flexible model
Product Area	
Checkout	- Positive feedback on the checkout journey - Negative feedback on the checkout journey - Usability issues with the checkout journey
Search	- Positive feedback on searching for content - Negative feedback on searching for content - Usability issues with searching for content