

# Thematic Analysis Template

A qualitative analysis guide for UX researchers. Use this template to systematically code session data, develop themes, and build evidence-backed insights.

## TIP

You can either run this template session-by-session and bring recordings into Looppanel OR paste this as a discussion guide within your study on Looppanel directly, which will be automatically used to auto-transcribe, tag themes with AI, and find patterns across participants.

**This PDF is editable.** Click any shaded field to type into it — the highlighted placeholders are yours to rewrite. Prefer pen and paper? Print it and write on the lines.

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**Study Name**

**Researcher**

**Number of Sessions**

**Date of Analysis**

**Sessions Included**

e.g. P1, P2, P3, P4, P5

## SECTION 2 — DATA INVENTORY

Log all sessions and sources before coding.

SESSION / SOURCE

STATUS (TRANSCRIBED / CODED / DONE)

P1

P2

P3

P4

P5

P6

P7

P8

## SECTION 3 — INITIAL CODING

Read through all sessions and label meaningful segments with short codes.

Highlight meaningful quotes, observations, and moments. Label each with a short code (e.g. "navigation confusion", "workaround", "delight moment"). List each code with the participant it came from.

CODE

PARTICIPANT(S) / QUOTE OR OBSERVATION

Add more rows as needed. Aim for 30 to 60 codes across 5 to 8 sessions.

## SECTION 4 — THEME DEVELOPMENT

Group related codes into candidate themes.

Review your code list and look for patterns. Group codes that belong together. A theme answers:  
"What does this mean for our users?"

**Theme 1 (candidate name):**

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**Codes that belong here:**

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**Theme 2 (candidate name):**

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**Codes that belong here:**

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**Theme 3 (candidate name):**

---

**Codes that belong here:**

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Theme 4 (candidate name):

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Codes that belong here:

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---

Theme 5 (candidate name):

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Codes that belong here:

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## SECTION 5 — THEME REVIEW & REFINEMENT

Check each theme against the data before finalizing.

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THEME

FINAL NAME / SUPPORTING CODES / PARTICIPANTS /  
STRENGTH

---

1

---

2

---

3

---

4

---

5

---

## FINDING 1

Theme statement:

Supporting quote:

Number of participants:

Implication:

## FINDING 2

Theme statement:

Supporting quote:

Number of participants:

---

Implication:

---

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### FINDING 3

---

Theme statement:

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---

Supporting quote:

---

---

Number of participants:

---

Implication:

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 Looppanel

# Coding by hand works. Coding with AI is faster.

Bring your sessions into Looppanel to auto-transcribe them, tag themes with AI, and find patterns across participants — in minutes, not weekends.

[Try Looppanel free](#)