Breakout session No. 4

Affinity Diagram & Brainstorming
Looking back… (Discussion)

- discuss experiences made during the interviews
  - Any problems?
  - Any unusual user groups?
  - Any stories you want to tell?
  - Any tips for the others?
Affinity Diagram

• recap:
  – method for sorting and making sense out of data
  – helps to identify themes and discover unseen connections

/əˈfɪnɪdi/
The state of being closely connected or mutually dependent; an instance or example of this; a link, a connection.

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Affinity Diagram

• process overview:
  1. use recorded research data to identify ideas, aspects, issues
  2. record each finding on post-it note
  3. look for related post-its
  4. sort notes into groups
  5. repeat as many times as needed
  6. add labels to themes
  7. draw connections between findings

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Affinity Diagram

- guideline – how to cluster and model data:
  - everyone reads through the post-it’s and arranges them
  - everyone is allowed to re-order
  - group post-it’s into themes
  - name and discuss the themes
  - rate themes and ideas to weight your findings

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Task for Today

– affinity diagram
  • create an affinity diagram to analyze your data

– brainstorming
  • pick one theme
  • try to find a solution that solves the problem or improves the quality of the task
  • target device characteristics:
    o touch screen
    o mobile

– before you go
  • come to us and show your concept!

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Homework

– work on your concept, prepare for prototyping

– create a visual presentation of your concept:

  • containing sketches and annotations
  • send it via email to sebastian.loehmann@ifi.lmu.de
  • file format: PDF
  • deadline: Tuesday Morning 03.06.2014 – 9 a.m.
Klausur

• Montag 28.07.2014 um 14 Uhr c.t.

• 90 Minuten

• Hörsaal C 123 in der Theresienstr. 39