Looking back...
Gathering Data - User Research
• How did your interviews turn out?

• How did your interviewees react? Friendly? Distanced?

• Did you encounter any problems?

• Which questions yielded good insights? Which ones didn’t?

• Helpful results? New insights? Change of perspective?
Step 2: Data Analysis

Affinity Diagram, Grounded Theory
Affinity Diagram

• Method for sorting and making sense of data

• Helps to identify themes and discover unseen connections
Process

1. Use recorded research data to identify ideas, aspects, issues

2. Record each finding (silently) on a post-it

3. Read out your post-its, explain it to your group mates and post it on a wall
Process

1. Use recorded research data to identify ideas, aspects, issues

2. Record each finding (silently) on a post-it

3. Read out your post-its, explain it to your group mates and post it on a wall

4. Sort the post-its all together, look for related post-its and discuss when your opinions differ

5. Continue until you are satisfied with your groups

6. Add labels

7. Draw connections between findings
Step 3: Brainstorming
Process

1. Pick your favourite theme: a problem you want to solve or a solution/design/service you want to improve

2. Frame your brief:
   How might we design …
   that helps …
   to…
   so that he/she can…

3. Gather as many ideas on how to solve this problem as possible - on post-it .. obviously :-)

4. Vote for your favourite idea/concept, everyone!
Homework

- Create sketches and storyboards of your concept
- send them to hanna.schneider@ifi.lmu.de until 2.6.2015

Next breakout-session: 3.6.2015
Klausur

Date: Wednesday, 22.07.2015

Time: 10:00 c.t. (90 min)

Location: A 240 (Geschwister-Scholl-Platz 1)