Workshop
User Experience Design III
Day 4 - UX Tools & Methods
Session 1 - Affinity Diagram and HMWs

Lecturer: Alexander Wiethoff
Tutorials and Organization: Fiona Draxler & Steeven Salazar
External Lecturers: Marin Zec (TUM)
Human Centered Design - Process

https://www.ixds.com/company/our_process.png
Double Diamond

Why? and How?

source: [8]
Analysis & Synthesis

Combining data in new ways
Questioning the obvious, identifying patterns
Judging and learning
Analysis & Synthesis - The goal

Insights („Erkenntnisse“) on human behaviour.

We need to understand what people do, but moreover why. What motivates or drives them to love or hate something? Where is a need originally coming from?

If we understand the patterns behind, we have a foundation to create true, meaningful and relevant products, services and systems.
Analysis & Synthesis - The goal

Insights („Erkenntnisse“) on human behaviour.

I saw this + I know this = Insight

A provocative statement of truth about human behavior (that may be wrong, but is stated as fact)

source: Jon Kolko, ac4d
Max QDA

Document System

Compare Groups

Compare coded segments or code frequencies for document groups, document sets, or documents.

Key Quotes

...Health

Happiness:

I would have to say the happiest day of my life was when my fiancée said yes to marrying me back on Aug 1995. Just the look on her face when I proposed is still imprinted in my mind and that imprint still makes me smile today. The second thing I think of is when my sister had a baby and she asked me to be the godfather. The gave me such a feeling of trust and importance that she would trust me to take care of her daughter if something had ever happened to her and her husband.

Sadness:

I would have to say that when I think of sadness I think of when my dog & grandmother died in the same week back in Aug of 1997. Both were hard to take because my grandmother had a long drawn out battle with cancer and my dog, which I had since I was 3, I came very attached to. The biggest thing about my dog's death was closure. She died when I was at work and my father took her to the vet to be cremated, so I didn't get to see her for that last time. As for my grandmother she was told so many times that she had beaten the cancer and time and time again she relapsed. She was only 67 years old when she died that also attributed to the sadness considering that she was still young.

Code System

Retrieved Segments

Health:

On a scale of 1-10, how satisfied are you with your health?

Answer: 8

I am relatively happy with my current health. I feel that I have a decent looking physique but of course I would like it enhanced. I see all these guys in underwear ads and in clubs with these pumped up bodies and all I can think is “Damn I wish I looked like that!” If anything to make both myself and my girlfriend happier. But improving my health is something I know I can achieve. It is very easy to eat better and to work out more. You just have to do it and that’s the hardest part of it all.

Home:

On a scale of 1-10, how satisfied are you with your home life?
Affinity Diagram
Sort your collected data
Affinity Diagram

Communicate a hierarchy or relationships between main and supporting ideas
Can be constructed from “bottom up” or “top down”
Affinity Diagram

What?
It is a method for sorting data and an necessary step towards making sense of it.

Data points can be recorded on sticky notes and sorted into logical groups - as an individual or group exercise.
Affinity Diagram

Why?
You can experiment with different arrangements to see which makes the most sense.

Affinity Diagramming helps to expose crucial relationships and patterns in data that may not be initially apparent.
**Affinity Diagram**

**Guidelines**

Every little counts!

Use all data you gathered and cluster it by identifying relationships.

When groups start to emerge, give them a meaningful title.

Have your user in mind while clustering the data.

When groupings start to become too big (8+ items), split them into smaller ones.
„It’s about listening to someone, to care. No about the fastest way of communication.“

„I force myself not too just communicate on What’s App with my friends. I really do an effort to call. To spend time, even when apart.“

Observation note: A private Instagram feed shared only with her boyfriend bridging the long-distance relationship

„I love when businesses have a What’s App account and I can just write them there. Makes life so much easier.“

collected interview data / quotes
"I love when businesses have a What’s App account and I can just write them there. Makes life so much easier."

"It’s about listening to someone, to care. No about the fastest way of communication."

Digital communication tools aren’t always the best way to communicate for her.

Observation note:
A private Instagram feed shared only with her boyfriend bridging the long-distance relationship.
From Affinity Diagram to Insight

Now, you have clusters or groups. You have sorted your data, but not made sense of it.

To create insights from it, you need to take it one level of abstraction further - and start to interpret.
"I force myself not too just communicate on What’s App with my friends. I really do an effort to call. To spend time, even when apart."

"I love when businesses have a What’s App account and I can just write them there. Makes life so much easier."

Observation note:
A private Instagram feed shared only with her boyfriend bridging the long-distance relationship

"It’s about listening to someone, to care. No about the fastest way of communication."

Digital communication tools aren’t always the best way to communicate for her.

WHY?

I love when businesses have a What’s App account and I can just write them there. Makes life so much easier."

asking a question that leads to an insight
“I force myself not too just communicate on What’s App with my friends. I really do an effort to call. To spend time, even when apart. “

“I love when businesses have a What’s App account and I can just write them there. Makes life so much easier.”

Observation note:
A private Instagram feed shared only with her boyfriend bridging the long-distance relationship

“Communication through technology feels too transactional and lacks emotionality in a friendship context.

It’s about listening to someone, to care. No about the fastest way of communication.”

WHY?
Communication through technology feels too transactional and lacks emotionality in a friendship context.

This is an insight.
"I force myself not too just communicate on What's App with my friends. I really do an effort to call. To spend time, even when apart."

"It's about listening to someone, to care. No about the fastest way of communication."

"I love when businesses have a What's App account and I can just write them there. Makes life so much easier."

Observation note:
A private Instagram feed shared only with her boyfriend bridging the long-distance relationship.

Digital communication tools aren't always the best way to communicate for her.

"Communication based on technology feels too transactional and lacks emotionality in a friendship context."

WHY?
Communication through technology feels too transactional and lacks emotionality in a friendship context.

This is an insight.  This isn't.
Insights Generation is where we start to interpret the findings - and bridge between research an articulation of user value and design capabilities.

source: Jon Kolko, ac4d
Insights

- Are framed as general truths, even if they only come from a small group of participants you met.
- Good insights often challenge norms and the expected.
- Insights are concise.

source: Jon Kolko, ac4d
Concept Development
Affinity Diagram

An affinity diagram helps to synthesize large amounts of data by finding relationships between ideas. The information is then gradually structured from the bottom up into meaningful groups. From there you can clearly “see” what you have, and then begin your analysis. When you work through the process of creating relationships and working backward from detailed information to broad themes, you get an insight you would not find otherwise.

PROCESS
1. Brainstorm or use your recorded research data to identify needs, issues, interesting observations or quotes, processes or other aspects that are important to your topic or strike you
2. Record each finding on cards or post-it notes
3. Look for related findings
4. Sort notes or cards into groups until all cards have been used
5. Repeat this as many times as needed
6. Add labels to themes if appropriate. These labels should represent an insight that evolves from all the findings in the group
7. Draw connections between findings and themes

HOW TO CLUSTER AND MODEL DATA
Everyone reads through the post-its and arranges them
Everyone is allowed to re-order
Group post-its into themes

RANDOM DATA

AFFINITY DIAGRAM

Theme 1  Theme 2  Theme 3
How Might We...?
How might we ...?

It is a way to translate insights from your research into opportunities.
How might we ...?

It is a way to translate insights from your research into opportunities.
INSIGHTS

OPPORTUNITY AREA

IDEAS AS IDEAS

CONCEPT
How might we …?

People often talk about the challenges they’re facing by using language that can inhibit creativity instead of encouraging it.
How might we ...?

Sentences like:
„How can we do this?“
or „How should we do that?“
How might we …?

Sentences like:
„How can we do this?“
or „How should we do that?“

Destroy creativity! Because they are implying judgment.
How might we …?

It starts with a simple question based on an insight you have found.
How might we …?

„I have to go to several supermarkets to get everything I need in an organic quality.“
How might we ...?

Your insight: „Buying organic is not as convenient as regular food“

„I have to go to several supermarkets to get everything I need in an organic quality.“
How might we …?

„How might we design better food packaging?“
How might we design better food packaging?

How might we help people to manage using up food before expiry?
How might we design better food packaging?

How might we help people to manage using up food before expiry?

How might we improve access to a broad range of organic food?
How might we ...?

These are all fields to innovate in!
How might we …?

These are all fields to innovate in!
We call them „opportunity areas“.
How might we design better food packaging?
How might we design better food packaging?

... by investigating in bio-degradable plastics
How might we design better food packaging?

... by investigating in bio-degradable plastics
... by freezing milk and selling it in ice cube blocks
How might we ...?

How might we design better food packaging?

... by investigating in bio-degradable plastics
... by freezing milk and selling it in ice cube blocks
... by offering a home delivery service
„How Might We“ translates user research findings and insights into opportunity areas as a first step towards ideas. It helps to create a broader perspective on a topic and challenge an insight in different ways first - before creating ideas.
How might we …?

In summary

1. Take an insight from your research and use How Might We to tackle it.

2. Come up with as many HMWs you can come up with - always challenging your insight.
Breakout Session 1
10:00-15:30