

# Breakoutsession 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

/ə'fɪnɪdi/

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

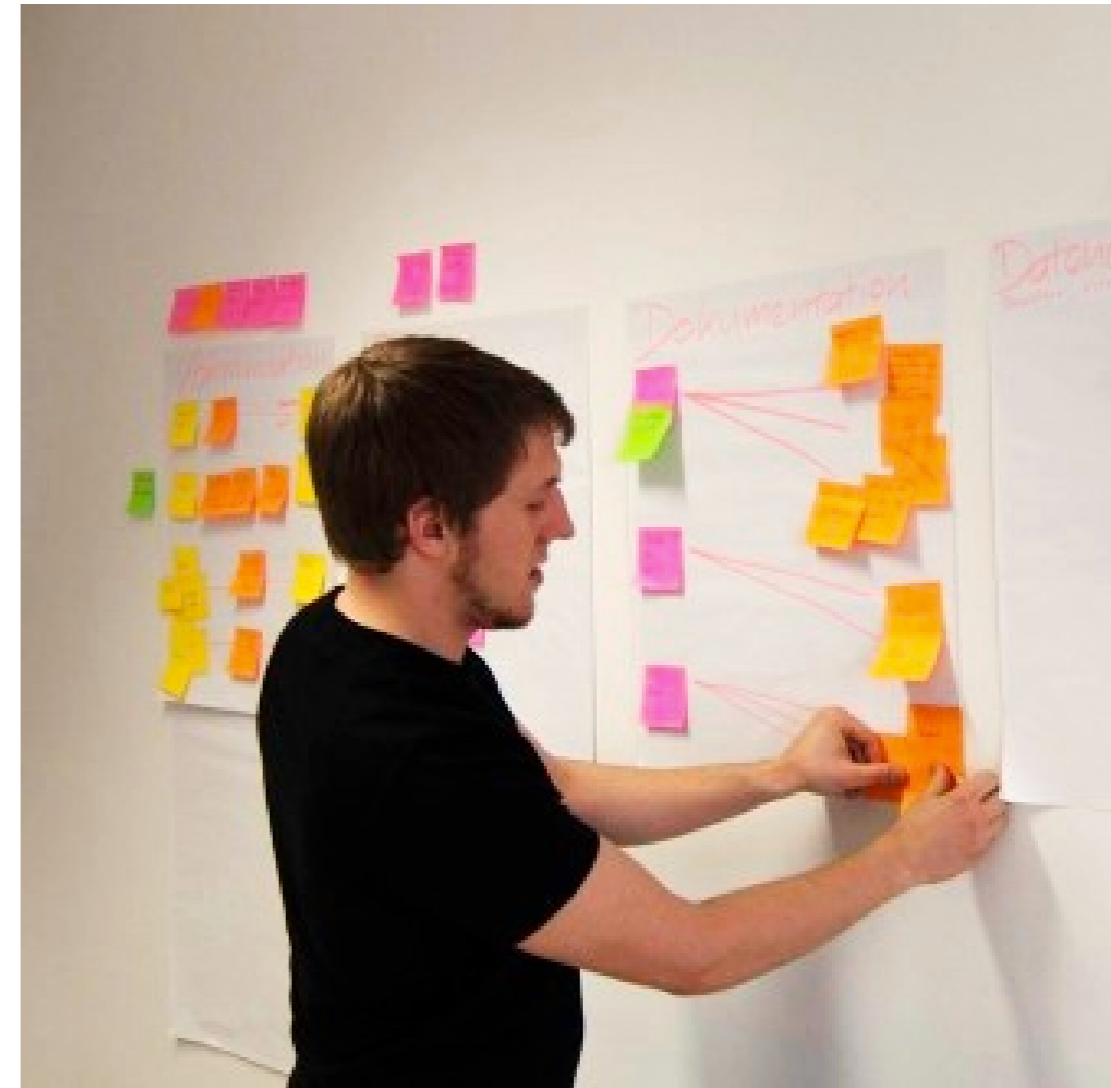
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# Affinity Diagram

- 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:
    - touch screen
    - 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](mailto: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