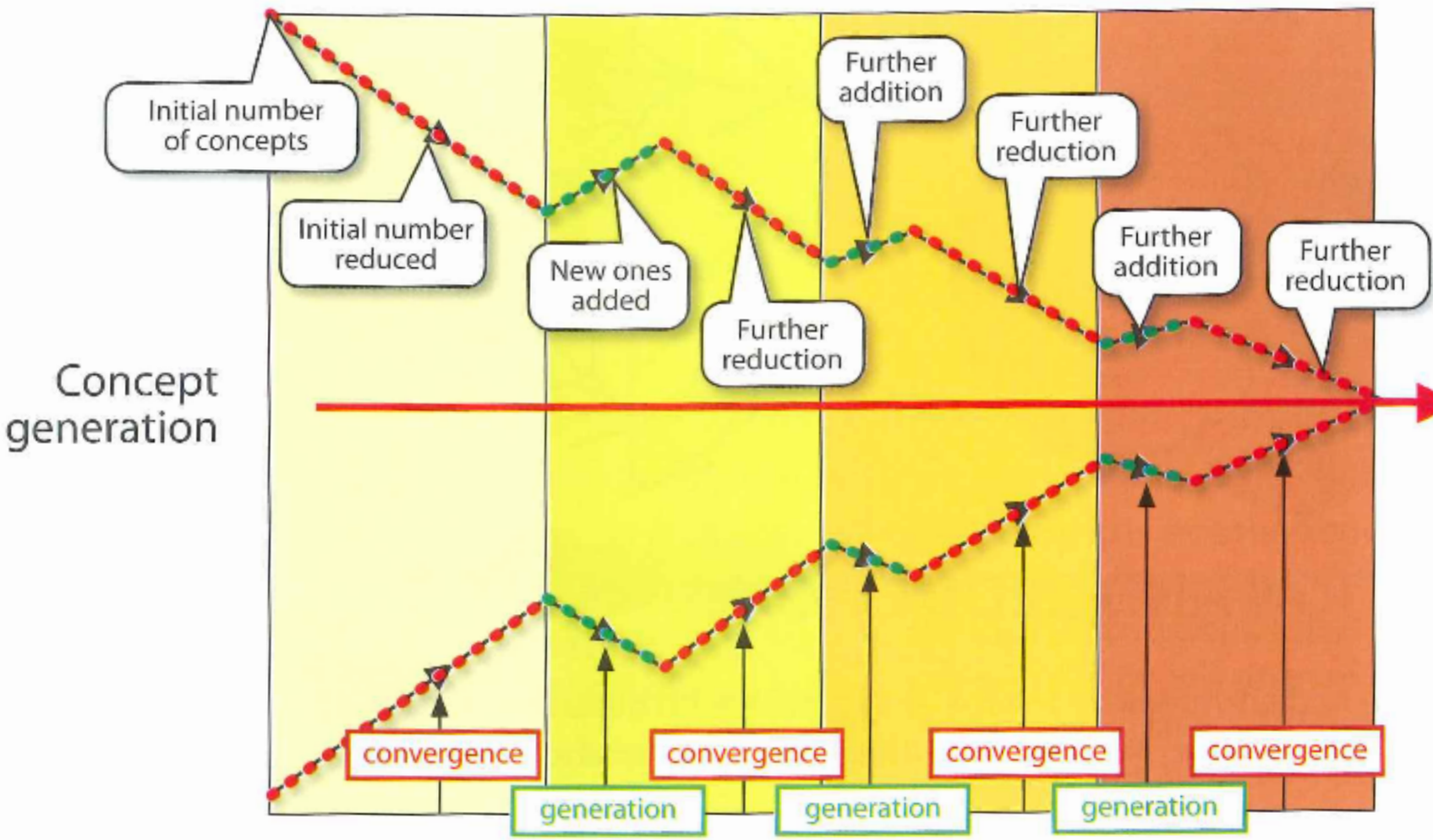
Workshop
User Experience Design III
Day 4 - UX Tools & Methods
Session 1 - Affinity Diagram

Lecturer: Alexander Wiethoff & Beat Rossmy
Tutorials and Organization: Beat Rossmy
External Lecturers: Marin Zec (Celonis)

UX Research & Data Analysis



Iterative:	**General** overall concepts	**Iteration 1** exploratory	**Iteration 2** clarification	**Iteration 3** resolution
Granularity:	**General** overall concepts	**Coarse** significant alternatives	**Medium** intermediate development	**Fine** detailed refinement

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

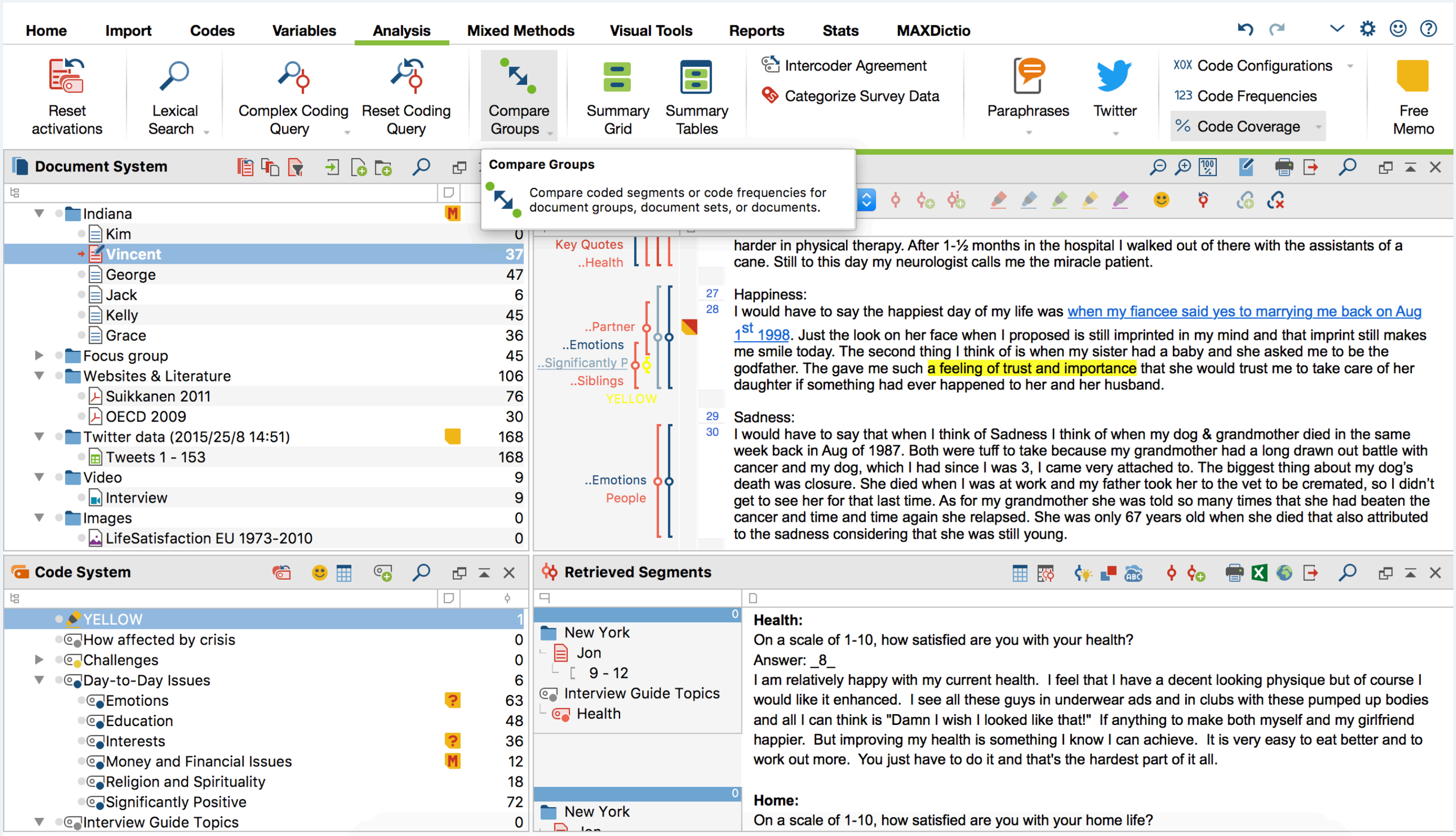
Insights („Erkenntnisse“) on human behaviour.

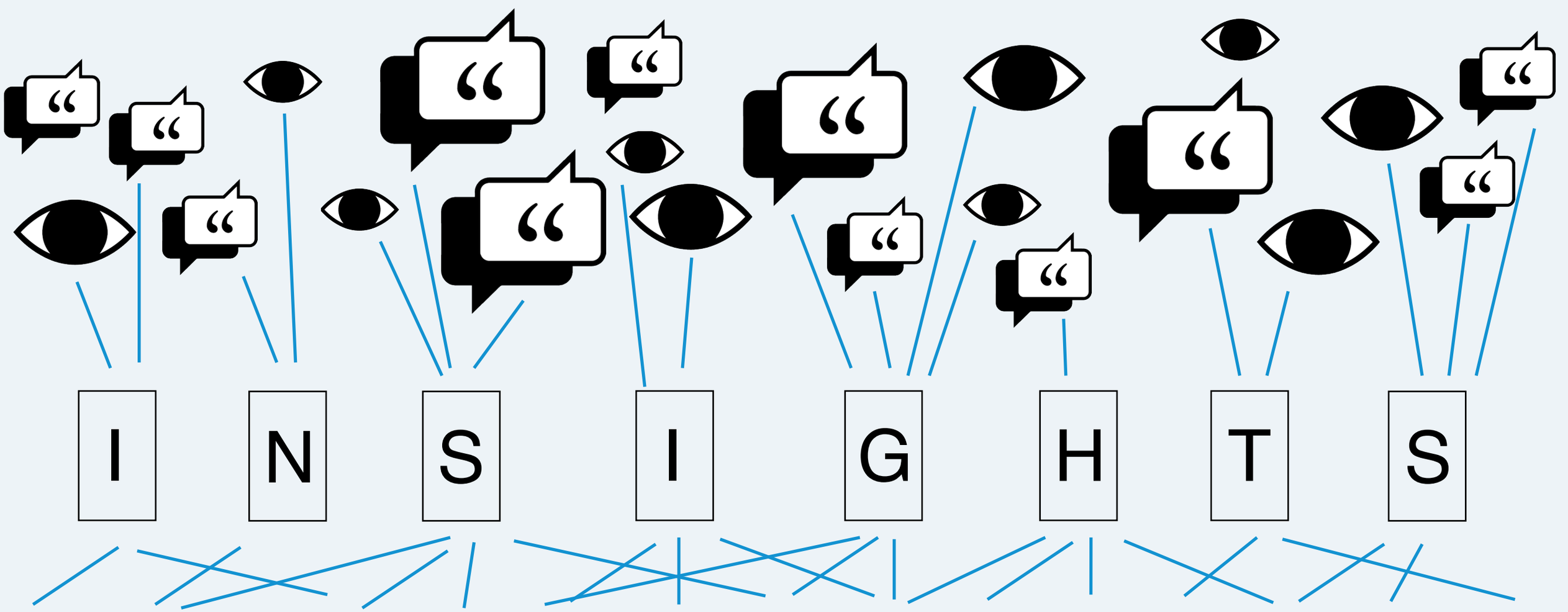
I saw this + I know this = **Insight**

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

source: Jon Kolko, ac4d

Max QDA


Home
Import
Codes
Variables
Analysis
Mixed Methods
Visual Tools
Reports
Stats
MAXDictio
Reset activations
Lexical Search
Complex Coding Query
Reset Coding Query
Compare Groups
Summary Grid
Summary Tables
Intercoder Agreement
Categorize Survey Data
Paraphrases
Twitter
Code Configurations
Code Frequencies
Code Coverage
Free Memo
Document System
Compare Groups
Compare coded segments or code frequencies for document groups, document sets, or documents.
Indiana
Kim 0
Vincent 37
George 47
Jack 6
Kelly 45
Grace 36
Focus group 45
Websites & Literature 106
Suikkanen 2011 76
OECD 2009 30
Twitter data (2015/25/8 14:51) 168
Tweets 1 - 153 168
Video 9
Interview 9
Images 0
LifeSatisfaction EU 1973-2010 0
Key Quotes
..Health
..Partner
..Emotions
..Significantly P
..Siblings
YELLOW
..Emotions
People
harder in physical therapy. After 1-½ months in the hospital I walked out of there with the assistants of a cane. Still to this day my neurologist calls me the miracle patient.
27 Happiness:
28 I would have to say the happiest day of my life was when my fiancee said yes to marrying me back on Aug 1st 1998. 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.
29 Sadness:
30 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 1987. Both were tuff 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
YELLOW 1
How affected by crisis 0
Challenges 0
Day-to-Day Issues 6
Emotions 63
Education 48
Interests 36
Money and Financial Issues 12
Religion and Spirituality 18
Significantly Positive 72
Interview Guide Topics 0
Retrieved Segments
0
New York
Jon
9 - 12
Interview Guide Topics
Health
0
New York
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?


I N S I G H T S
O P P O R T U N I T Y A R E A
I D E A S I D E A S
C O N C E P T

Affinity Diagram
Sort your collected data

http://wiki.fluidproject.org/download/attachments/2395197/100_1885.JPG

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.

„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.“

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 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.“

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

Observati
A private i
feed shared only with her boyfriend bridging the long-distance relationship

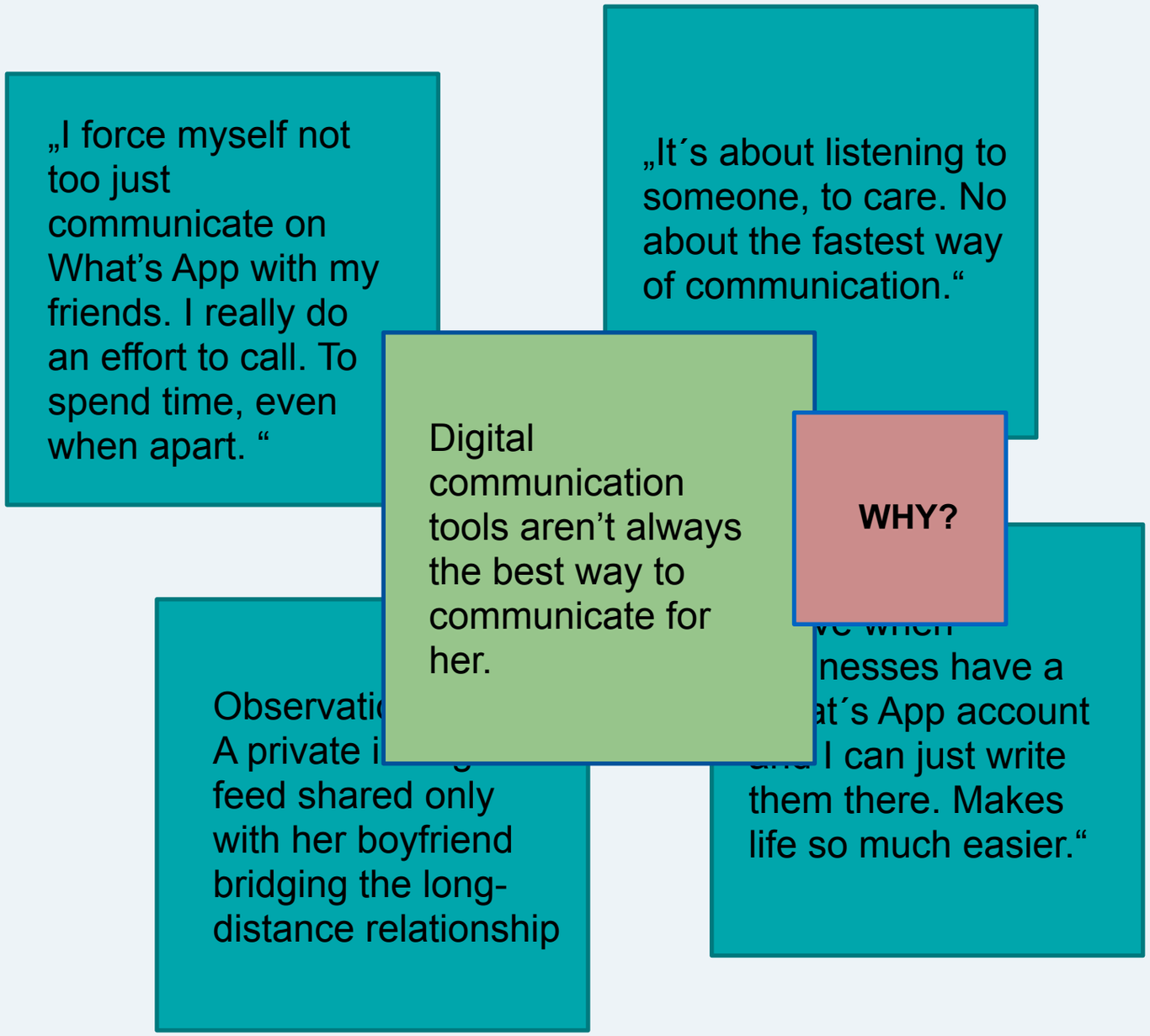
ve when
nesses have a
at´s App account
I can just write them there. Makes life so much easier.“

problem/opportunity statement

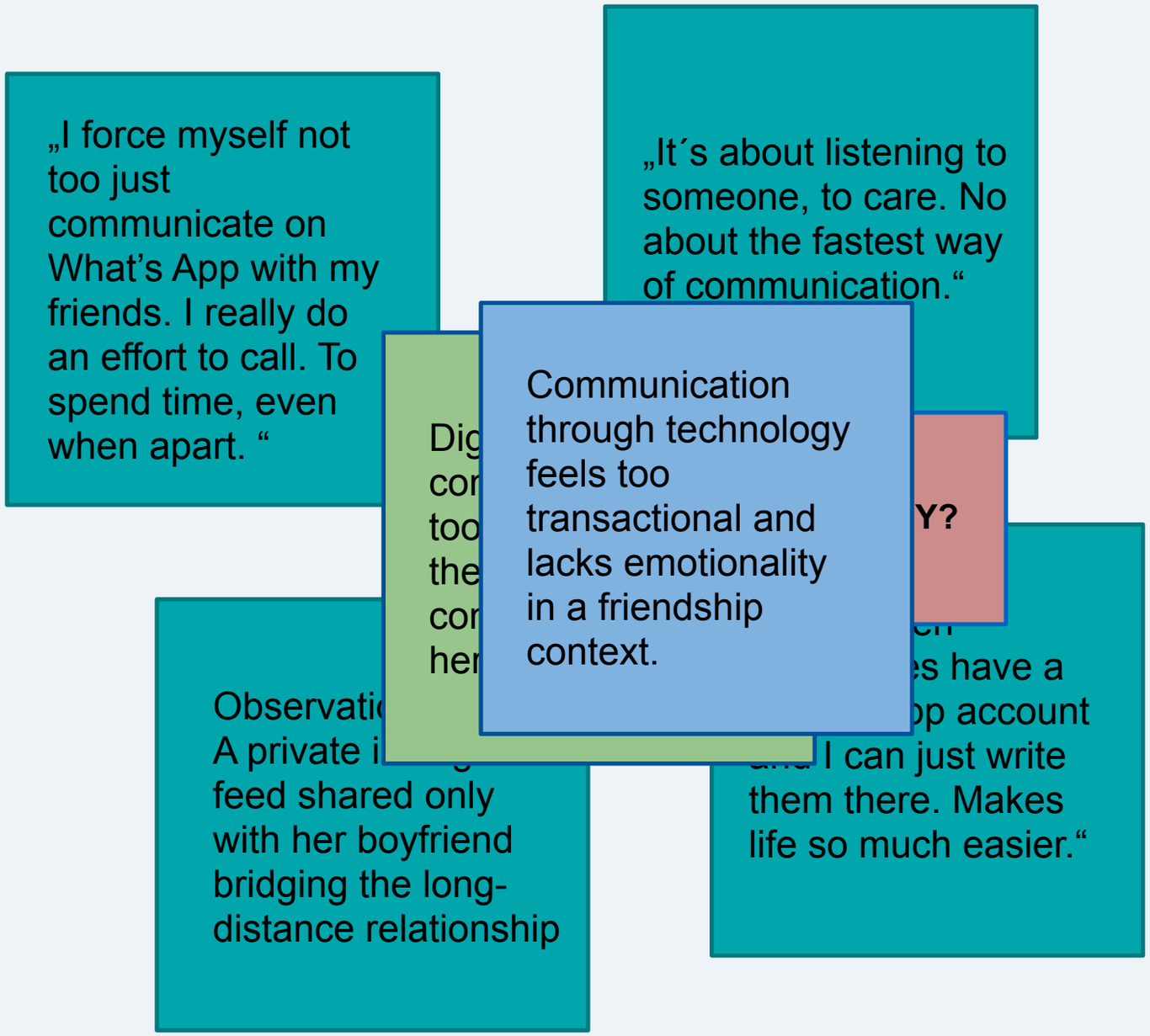
From Affinity Diagram to Insight

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**.



asking a question that leads to an insight



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.“

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

Communication based on technology

Observati
A private i
feed shared only with her boyfriend bridging the long-distance relationship

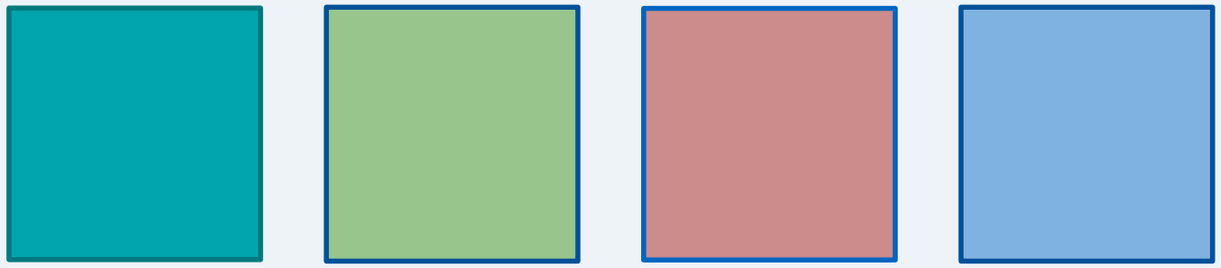
es have a
op account
and I can just write them there. Makes life so much easier.“

This is an insight.

This isn't.

Insights Generation

Fact



Interpretation

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

Affinity Diagram

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 untill 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 arragnes them
Everyone is allowed to re-order
Group post-its into themes

RANDOM DATA

AFFINITY DIAGRAM

Breakout Session 1

09:45-15:20

Gather back at 15:25