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

Lecturer: Alexander Wiethoff
Tutorials and Organization: Steeven Salazar
External Lecturers: Marin Zec (Amazon)

LMU LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN
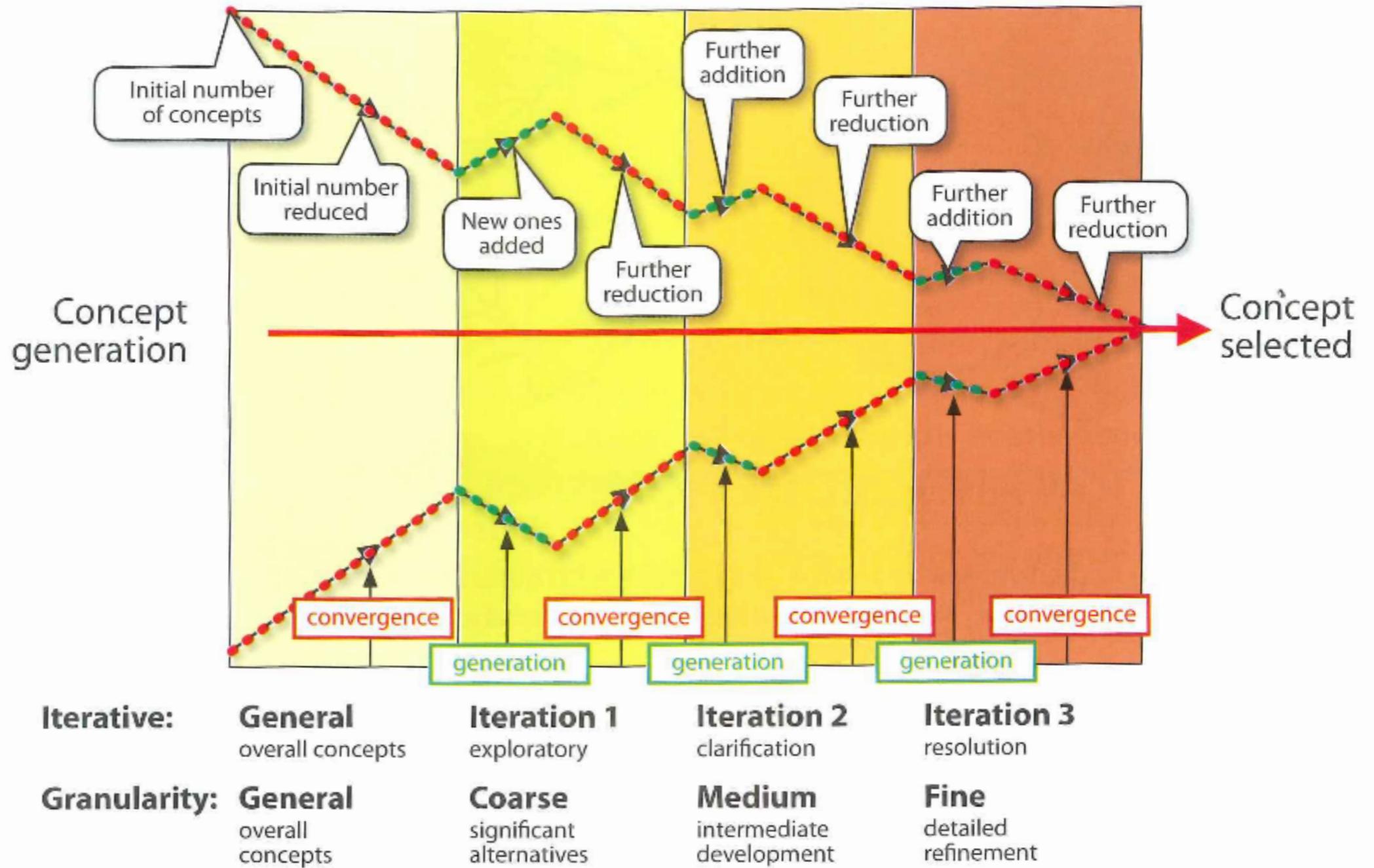
Analysis & Synthesis

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

Guided by ethics & morals, intellectual prowess, and the accumulation of world view and breadth of experience

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)

Max QDA

Reset activations   Lexical Search   Complex Coding Query   Reset Coding Query   Compare Groups   Summary Grid   Summary Tables   Intercoder Agreement   Categorize Survey Data   Paraphrases   Twitter   XOX Code Configurations   123 Code Frequencies   % Code Coverage   Free Memo

Compare Groups

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

Document System

- 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
28 Happiness:
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
30 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 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 — M 12
  - Religion and Spirituality — 18
  - Significantly Positive — 72
- Interview Guide Topics — 0

Retrieved Segments

- New York — 0
  - Jon
    - 9 - 12
  - Interview Guide Topics
    - Health

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?
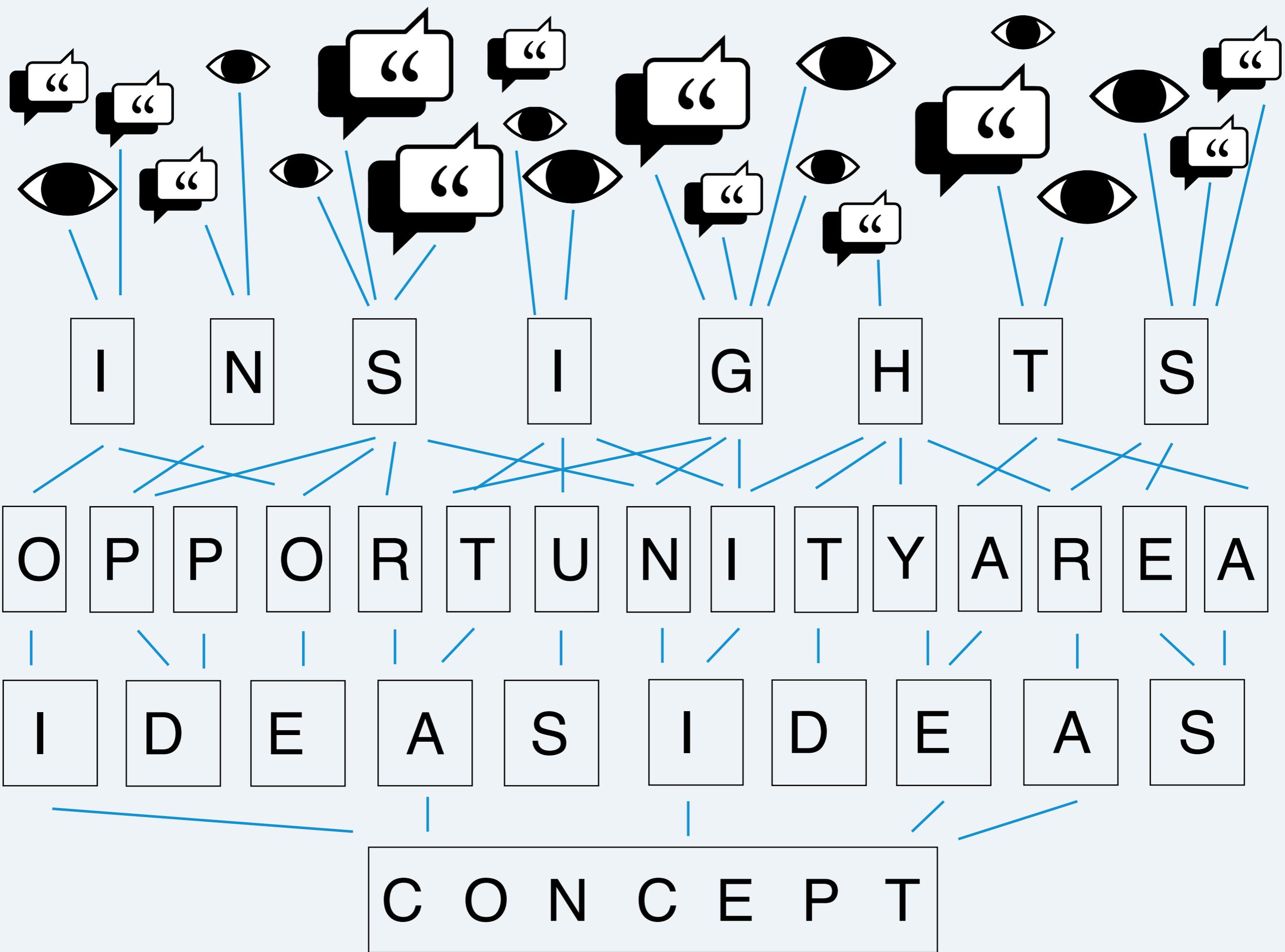
New York — 0

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.

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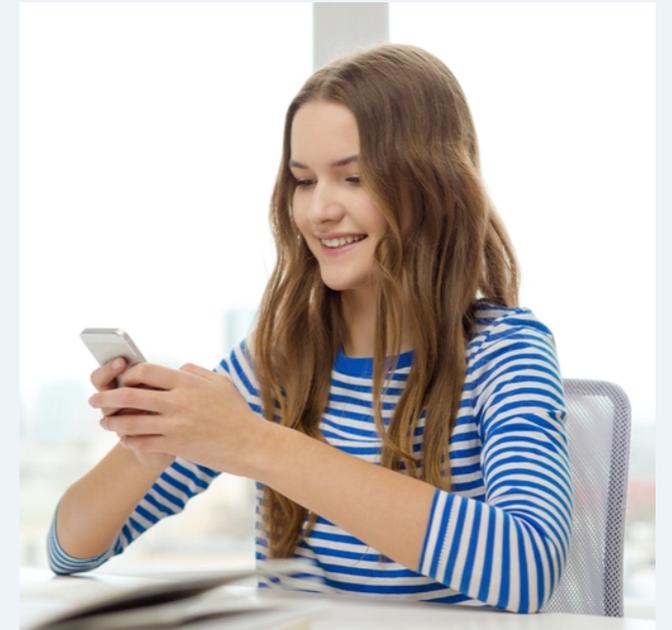
Observation note: A private instagram feed shared only with her boyfriend bridging the long-distance relationship

„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.

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

ve when nesses have a at´s App account an 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**.

„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.

WHY?

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

ve when nesses have a at´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. "

„It´s about listening to someone, to care. No about the fastest way of communication.“

Dig
con
too
the
con
her

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

Y?

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

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

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."

Dig
com
too
the
com
her

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

Y?

Communication based on technology

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

en
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
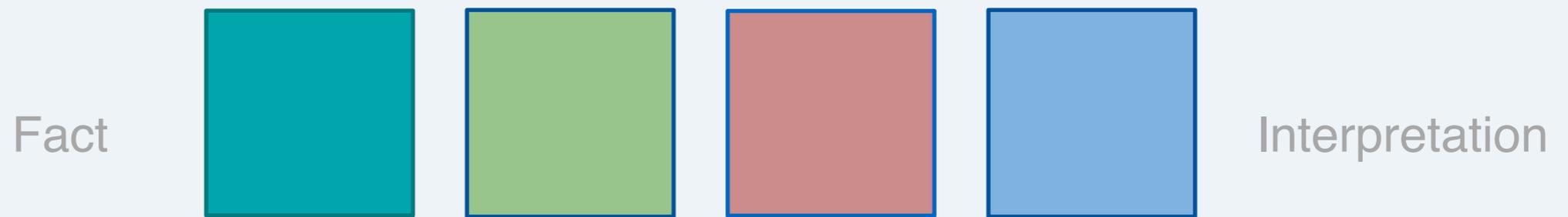
Insights Generation is where we start to interpret the findings - and bridge between research an articulation of user value and design capabilities.

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.

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

Theme 1   Theme 2   Theme 3
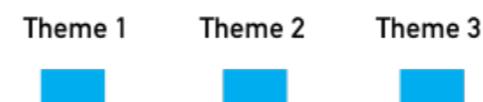
Breakout Session 1
09:45-15:20

Gather back at 15:25

Workshop
User Experience Design III
Day 4 - UX Tools & Methods
Session 2 - HMWs

Lecturer: Alexander Wiethoff
Tutorials and Organization: Steeven Salazar
External Lecturers: Marin Zec (Amazon)

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.
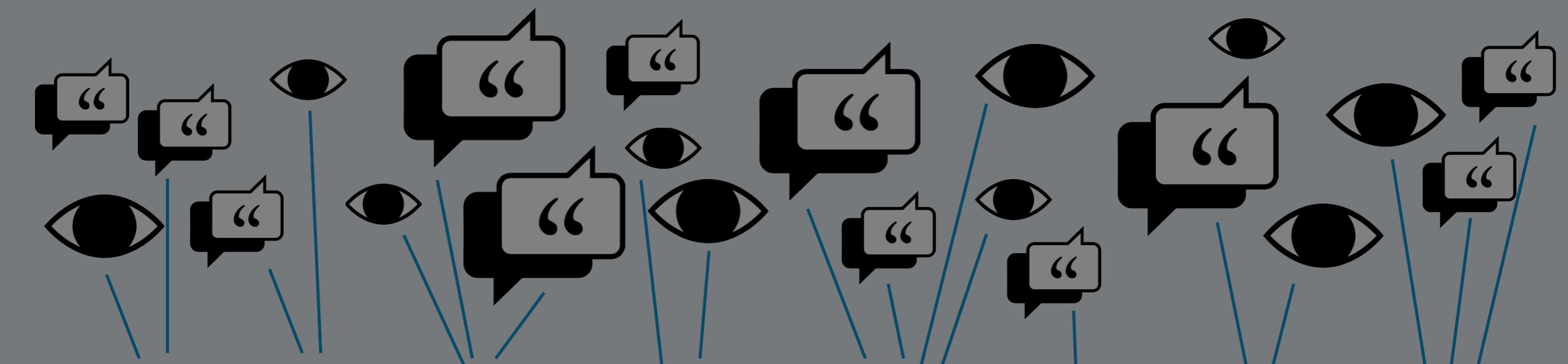
How might we …?

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 …?

„How might we design better food packaging?

How might we …?

How might we design better food packaging?

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

How might we …?

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".
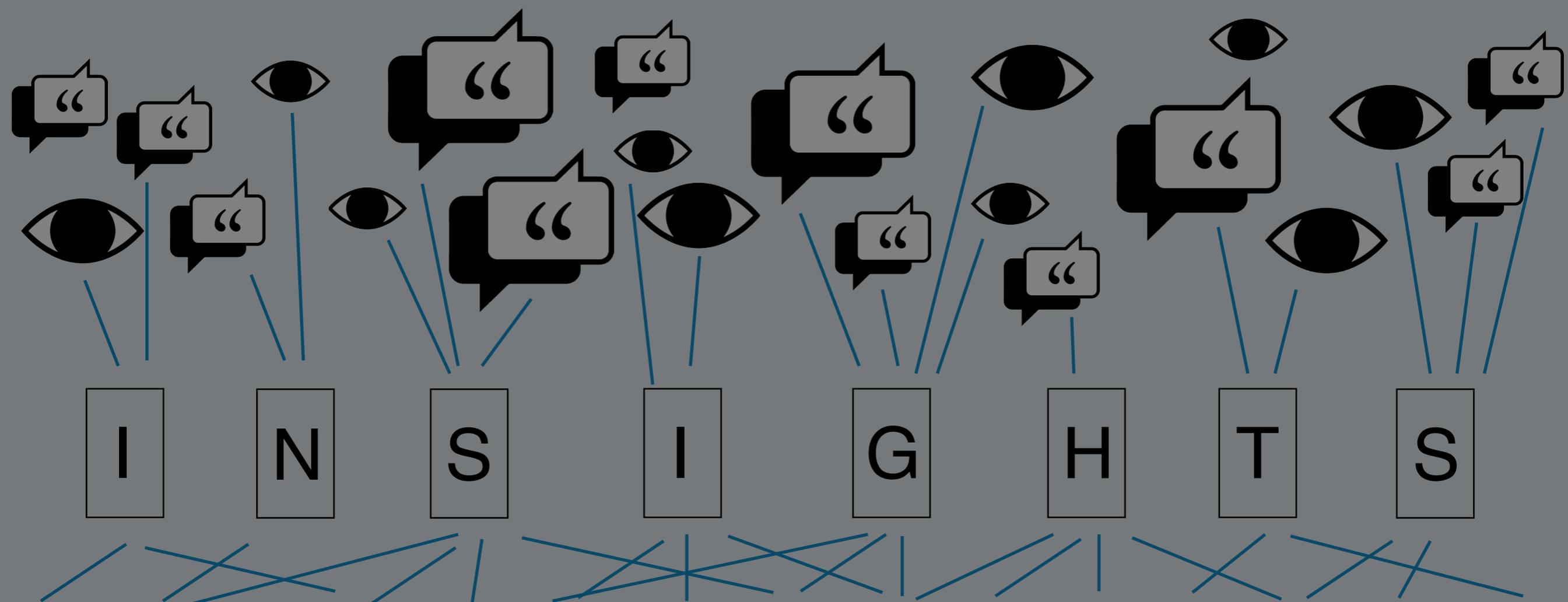
How might we …?

How might we design better food packaging?

How might we …?

How might we design better food packaging?

... by investigating in bio-degradable plastics

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

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 …?

„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.