

# Lab 7

Quantitative Data  
Next Steps...

**Affinity Diagrams**

# In-class exercise: Start building your AD (Affinity Diagram)

- Using your notes (interviews, observations, etc.) from your study, use the given stickies notes and create the notes
- **Steps in class**
  - Every member should go through all the notes and come up with their set of 'notes/stickies'
  - List every possible aspect of work that could be improved, user suggestions, weaknesses of current system, without indicating how it could be improved, data and insights → all notes need to be traceable (need to know where they come from in case you need more information)
- **Steps in the lab**
  - arrange the other post-its around it, **grouping** by affinity to each other. **iteration** will be required.
  - look at each group and see what it has in common; **name and describe** each group.
  - “**snapshot**” the result for documentation
  - Use the attached lab to record your diagraming process and to help you organize your data and brainstorm options

# Making an affinity diagram in lab

Each team member writes down all data & insights on post-it notes;  
be sure you can link the post-it detail back to its source (eg., P1, Q2)!

**Round 1:** Chose one member to stick one post-it on the wall/workspace or blank slide Then you all your notes by arranging your notes around the first one or others, **grouping** by affinity to each other. As you add a note, see if it 'fits' nears someone else's note. Or move it to it's own group. Do Round 1 with no talking.

- **iteration** will be required.

**Round 2:** Once everyone has placed their notes, you may rearrange some of the notes (iteration of groupings) while discussing the groupings and notes

**Round 3:** Look at each group/cluster of notes and see what they have in common; **name and describe** each cluster.

Remember to take a “snapshot/screenshot” of all Rounds for documentation.

# After analyzing your data, you need to brainstorming new ideas (for your low fidelity prototype)

- the point is:
  - to generate MANY, WIDE-RANGING ideas
    - nutty and absurd are GOOD. go for the extremes (to get out of the rut)
    - rip off other's ideas.
- the point is NOT:
  - to generate excellent, complete, feasible ideas
    - ... pressure stifles
  - to develop or critique ideas
    - ... go wide. deep is for later.

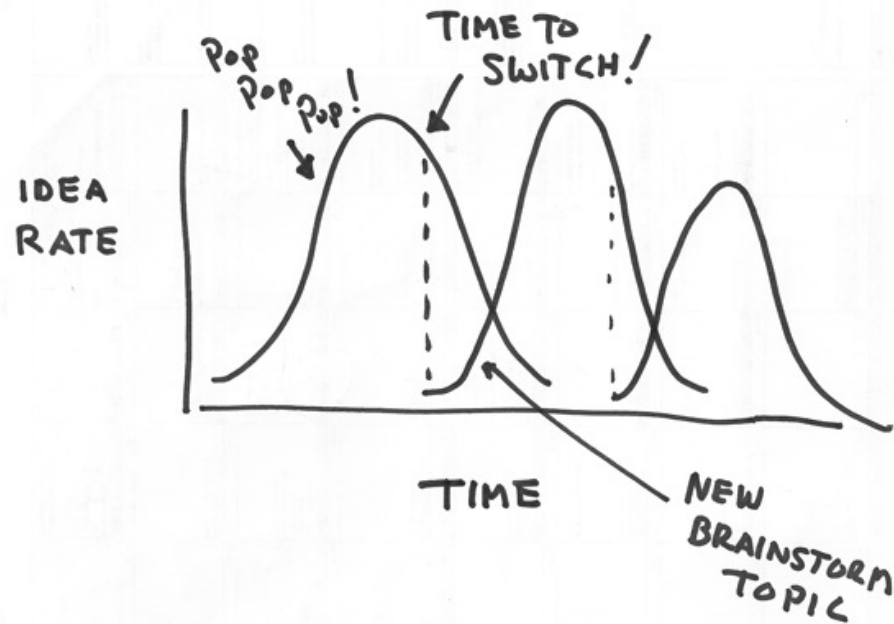
# Brainstorming Logistics

- Use big pads of paper or Post-Its to put up ideas
- One person writes down ideas
- Number your ideas
- Sketch, diagram, model the idea
  - A sketch can communicate the idea better
  - Also suggests new ideas

# Brainstorming Process

1. prepare a list of topics / questions ahead of time; or in a preliminary brainstorm
2. **facilitator** takes team through list of topics switch topic when energy ramps down
3. **notetaker** takes notes (very important)
4. switch roles so everyone can play
5. ground rules
6. followup

Remember....  
brainstorming is like  
popcorn

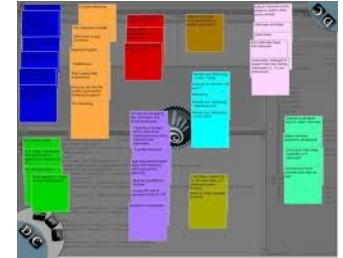


# Ground Rules

- Postpone and withhold your judgment of ideas: **never criticize**
- Encourage **wild and exaggerated** ideas
- **Quantity counts** at this stage, not quality
- Switch **topics** when the **popcorn** slows down
- **Build** on the ideas put forward by others
- Every person and every idea has **equal worth**
- Elect a **facilitator** (calls switches) and a **note-taker**



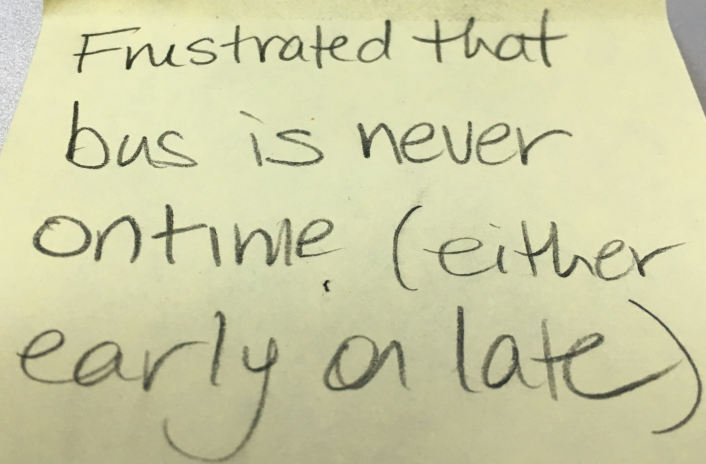
# Qualitative Data



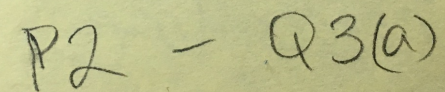
- Qualitative data is analyzed differently than quantitative data
  - Involves human coding
- Absence of numeric data and direct measures can make qualitative data potentially susceptible to bias interpretation
- Sometimes you can apply statistical methods to evaluate the validity and reliability of coding methods
- The one approach we will look at today (and you will do in the lab this week): Affinity Diagrams

# Affinity Diagrams

- Affinity diagram is typically a diagram built from post-it notes (or digital notes)
  - You started your notes in Tuesday's class (to be finished for the lab today)
- Affinity is built bottom-up
- No starting categories, instead start with individual notes
  - A quote, an idea, a work process, a requirement, a need
  - Put up one note
  - Look for notes that go with it
  - Anyone can add a note
  - No justifying why a note goes with another
- The affinities (groupings) you look for are notes that focus on similar ***intentions, problems, or issues***
- The data for notes can be sourced from any location
  - interview notes, post-its from an interpretation session, quote from transcripts (if available) or from memory (check with audio record).



Frustrated that  
bus is never  
ontime (either  
early or late)



P2 - Q3(a)

Write your notes on Sticky notes and a good idea is to link the post-it detail back to its source (e.g., P1, Q3a – which stands for participant 1, interview question 3a).

If you put a suggestion/issue and solution you can add [design idea?] at the bottom



