

Lab 4 – Affinity Diagram and Design Challenge Write Ups (for A2)

Submit by the end of lab on Brightspace

(Note, Brightspace will be open until 1:00pm today but you should be able to complete by the end of lab)

Part 1 – Affinity Diagramming

Instructions:

Using the results (interview questions and observations) from the first study, you will create an affinity diagram with your group. You will take screen shots of each round. In the final round, you will also write up a short description of each theme. You did up the notes for this in class last week.

- Round 1: select one team mate to place one of their notes on the blank workspace (or slide). Then, members add their notes (you don't have to take turns) to the workspace – remember for the first round nobody talks or discusses the notes. Place your notes to other notes close to notes that you think have something in common (or separate from notes if you can't see any similarities). You can also move other notes that others put up. Once everyone seems to stop, then move to round 2. **Take a photo before moving to Round 2.**
- Round 2: Discuss each grouping of notes – as a group decide to move notes into relevant groupings (or even create new groupings). Once everyone is happy the groups, move to Round 3. **Take a photo before moving to Round 3.**
- Round 3: Come up with theme titles for each grouping. Then write a short description of theme and include some exact quotes or observations for your notes. Note, you will probably have around 5-7 themes (maybe a couple more). **Take a photo.**

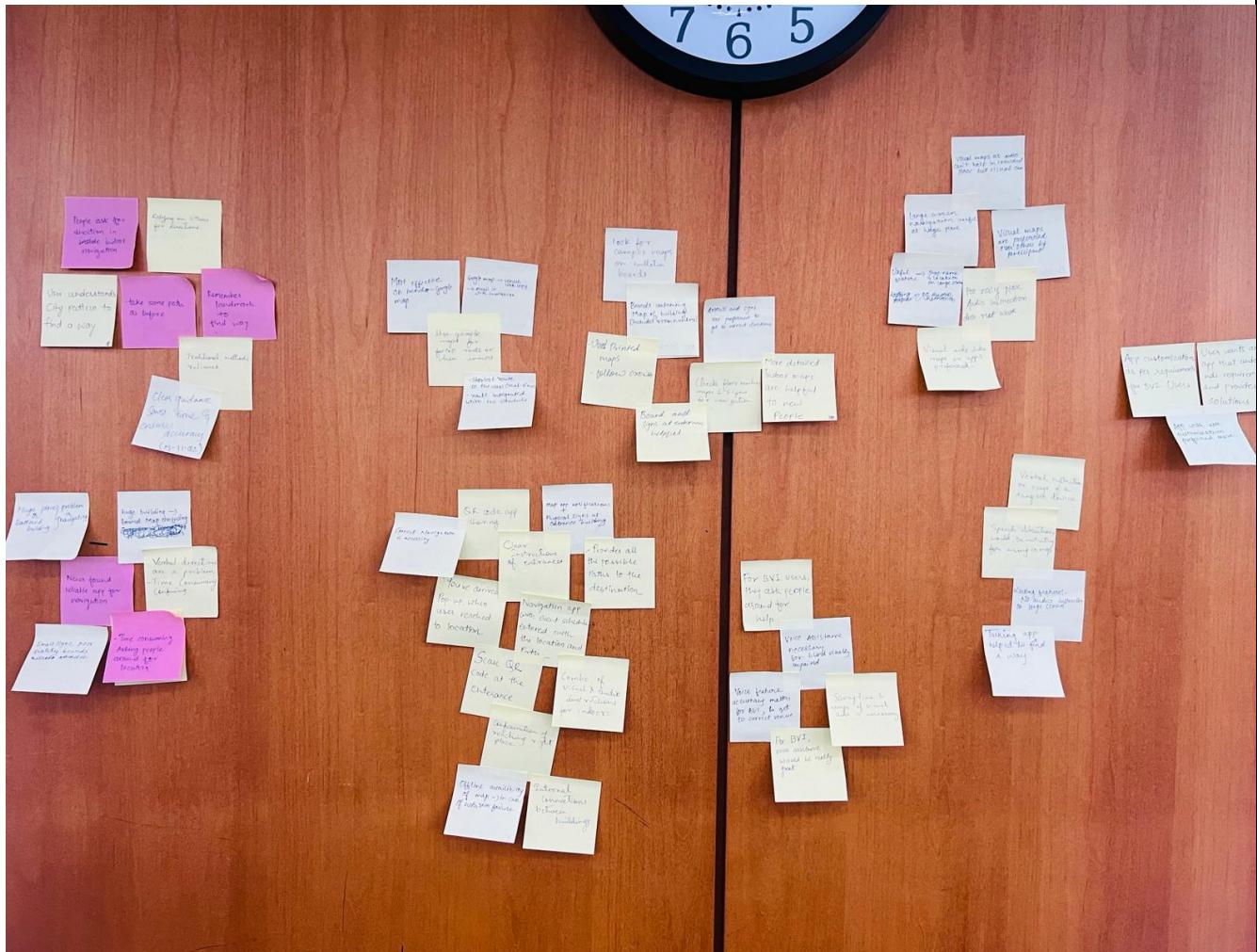
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| Project Team Name: | Group B |
| Present Members: | Kruti Panchal, Vishesh Patel , Princess Kachhadiya |
| Topic/device: | Find My Way / Mobile & Large Screen |

Screenshot/s of Affinity Diagram – after Round 1, Round 2 and Round 3

Round 1



Round 2



Round 3



Google Drive Link for Images:

<https://drive.google.com/drive/folders/174vkN71N-YMNXdKRiKoQW9HnIC0LTNBZ>

Theme Title, description and 2-3 direct quotes (or observations) From Round 3

| Theme | Description | Quotes or observation |
|--------------------------------|--|---|
| Navigating with Google Maps | Focuses on the effectiveness of Google Maps in providing efficient routes, particularly for finding the shortest path to classes and integrating these routes with personal schedules. | <ul style="list-style-type: none"> 1. Google Maps is frequently used for identifying the fastest routes, especially in unfamiliar areas. 2. The app's integration with users' schedules to suggest the shortest path is highly valued. 3. Reliance on Google Maps highlights its utility in simplifying campus travel. |
| Application Usability | Focuses on the need for accurate and diverse navigation tools, including QR code sharing, clear signage, app notifications, and a combination of audio-visual guidance, to ensure effective campus navigation. | <ul style="list-style-type: none"> 1. A variety of navigational aids, from QR codes to physical signs, are essential for correct direction. 2. Features like 'You have arrived' notifications and offline map access enhance user experience. |
| Navigation Signs | states the continued relevance of physical navigation aids like bulletin board maps, printed maps, and signage in aiding campus navigation, especially beneficial for newcomers. | <ul style="list-style-type: none"> 1. Campus maps on bulletin boards and printed maps are still essential tools for navigation. 2. Directional signage, including arrows and boards at entrances, guides students effectively. |
| Personalized App Interface | Focuses on the need for apps that can be customized to individual needs, highlighting a preference for apps that adapt to user-specific requirements. | <ul style="list-style-type: none"> 1. There's a strong preference for apps that can be personalized. 2. Users value apps that seem to 'understand' and meet their unique needs. 3. Customizable apps are more likely to be used regularly. |
| Audio Assistance in Navigation | Discusses the positive impact of voice directions on map usage and the effectiveness of navigation apps with speech features, while recognizing the limitations of large screens without audio support. | <ul style="list-style-type: none"> 1. Audio Guidance boosts user engagement with mapping services. 2. The absence of voice guidance on large informational screens can be a barrier. 3. Navigation applications with vocal feedback are helpful for users to find their way. |
| Visual Aids in Navigation | Focuses on the effectiveness of visual maps and large screens in busy areas where audio is less useful, and the overall preference for visual guidance. | <ul style="list-style-type: none"> 1. Visual maps are chosen over audio in crowded or loud spaces. 2. Large screens are particularly helpful in big areas for showing locations and shop names. |

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| | | <p>3. In noisy environments, people prefer to use visual maps and apps for directions.</p> |
| Issues in Traditional Methods | Addresses the common issues in navigating large buildings, such as the time spent asking for directions, the lack of dependable maps, and the confusion caused by unclear signage. | <ol style="list-style-type: none"> 1. Seeking help for directions often leads to time delays and can be inefficient. 2. The unavailability of reliable maps complicates navigation efforts. 3. Navigating large buildings can be particularly challenging, especially when signs are ambiguous or inadequate. |
| Accessible Navigation for BVI (Blind and Visually Impaired) Users | Highlights the importance of accurate voice features and assistance for Blind and Visually Impaired (BVI) users, emphasizing their reliance on both human help and technological aids for effective navigation. | <ol style="list-style-type: none"> 1. For BVI users, they ask people around for help. 2. Voice assistance would be great for BVI users. 3. Saving time and usage of visual aids in necessary. |
| Traditional Navigation Approach | Highlights the reliance on conventional navigation techniques such as asking for directions, memorizing paths and landmarks, and understanding city layouts, emphasizing their effectiveness in saving time and ensuring accuracy. | <ol style="list-style-type: none"> 1. Many people still prefer asking others for directions in indoor settings. 2. Familiarity with city patterns and repeating known routes are common strategies. 3. Recognizing landmarks is a key method for navigating, demonstrating the value of clear and consistent guidance. |
| Other Suggestions | Focuses on the need for diverse navigation options including multiple route choices, clear entrance directions, internal building pathways, and the integration of both visual and audio guidance. | <ol style="list-style-type: none"> 1. Offering various route options to destinations enhances user choice and satisfaction. 2. Clear guidance at entrances is crucial for initial orientation and smooth navigation. 3. Pathways linking internal sections of buildings facilitate easier movement across campus. |