

Group Assignment: 6

Affinity Diagrams

Affinity Diagrams are a step in the design process. These are powerful tools that help us identify major themes and ideas related to our product.

Group: 11

- DIVYAJEET SINGH
- MOHIT
- VINAYAK SHARMA
- DEEPANSHU ALURIA
- DEVESH KUMAR SHAW



AREA OF FOCUS FOR OUR PROJECT

THEME: Social Issues

DESCRIPTION:

Even in the modern world when everyone is striving for equality and equal representation, men who've faced bullying, harassment or violence often lack resources to get justice and speak up. Our project, a platform called **OpenUp!** is a step in the direction that aims to improve the situation of men from a "Mental Health" point of view.

ELABORATION:

Through our app, men who suffered and are suffering said issues considered Taboo by society would be given a platform to speak up about the incidents they faced. Survivors would be able to connect to people with similar experiences. Professional mentors would offer guidance to them, while the supporters may support the survivors to report their issues to the authorities.

STEP 1: GATHERING RAW DATA

For the initial phase, we dumped all the data collected from our surveys, questionnaires, and interviews on post-it notes on a board on MIRO for the initial phase. The points on these notes include the responses from the floated Google Form and our interviewees.

This data is raw in the sense that it is not organized into categories.



STEP 2: ORGANIZING DATA INTO GROUPS

We received some vague and some very concrete responses.

So, for step 2, we tried to identify commonalities among the collected data. These groups are not labeled with headings as they are just an idea of how we would like to group things. Some ideas fell under multiple categories, while others were difficult to fit under ANY identified group.



*Please Read Sticky Note 2

STEP 3: GROUPING SIMILAR IDEAS

Identifying patterns was the most challenging part; however, it became easier as we went along because we could see specific ideas repeated very frequently. The responses falling under multiple categories were unanimously decided to be placed under the most appropriate theme.

This frame makes the basis for further analysis.

NEEDS	Selective representation and resolution	To remove the taboo from these issues present society	Provide effective solutions at grassroot level	Dynamic support and suggestion platform
EFFICIENCY	Soothing sound and visual notification and alerts	Timely reminder for meditation, workouts and diet	Make sure that only suitable reactions to posts are given	Use ML Algorithms to optimize recommendations of posts
FEATURES	Option to toggle between survivor and supporter	Views, suggestions and solutions	Verifying volunteers as mentors	Sort and view similar posts and comments by statistics like age, location
FEELINGS	More trust with verified mentors	Make sure people don't demonize women	Some trolls may make it to the platform and troll people under their posts using comments	Promote inclusiveness on the platform for men from all races, sexual orientations and ages
SUGGESTIONS	There should be an option through which people who've seen one's post can be tracked	User should have the choice to either stay anonymous or reveal their identity	Platform should be wide-reaching	Less trust on other users as helpers
IGNORANCE	Sometimes, women may get preference over men	Relatively weak legislation for boys	Societal pressures discourage men from opening up	Late redressal for small scale problems
IMPACTS	The platform may provide some sense of confidence	There's a feeling to help others who have similar experiences	Social life balance	
UI / UX	Easy to understand at first sight	Mind retaining & relaxing features and functions	Ability to change the app from Light to Dark Mode and vice-versa	Adapted display for color blind persons
				Accessibility

*Please Read Sticky Note 3

STEP 4: HIGHLIGHTING MOST PROMINENT THEMES

For the last phase, we analyzed the sorted data and identified the most important themes from the lot.

- Key Features: Some features that were pre-decided by our team that were also "suggested" to us through the responses
- UI/UX: As designers, it was mandatory for us to include the responses pertaining to UI/UX of the app, which is all the more essential for an app like ours that deals with sensitive people
- Suggestions: The most important user suggestions have also been identified and mentioned – these would increase the involvement of the users in our design process

Key Features

Toggle between Survivor and Supporter:
In the previous assignment, as per our definitions, users should be free to decide whether they want to be Supporters or Survivors, or want to become a Supporter from a Survivor.

When some user posts a general query/issue that gets resolved, other users should be able to access those. This will maximize efficiency, just in case if the users need any assistance from the people involved. Sometimes, even reading up about some issues may clarify and resolve someone's doubts

Verifying volunteers as mentors: The platform may gain volunteers wishing to be Supporters. The ones qualified enough should be verified before assigning them as "Mentors" to the users. This ensures that only qualified and experienced people are selected as the professionals to help users.

One to One chat feature: The user should be free to choose who they want to chat with, whether they want to do so anonymously, with their real identity or with any other fake avatar.

Posts: A very prominent feature of the platform will be the ability to share posts through which the user will be able to share their stories with the world. This is a must have feature in the app, which was also appreciated by the interviewees in the interviews conducted prior to this assignment.

UI/UX

Easy to understand at first sight: This is more important for our platform more than any other platform. This is because people already going through trauma might not want to learn something new to use while they're in such pain.

Mind retaining features and functions: The interface should look calm, appealing and it must contain all the required useful functions. This is specifically required for an app that deals with sensitive issues, as flashy or bright colors or some other UI element may be a user's trigger.

Suggestions

Make sure people don't demonize women: While empowering men is the need of the hour, it is our responsibility to make sure that people don't paint any other gender, especially Women in bad light.

Should be open to all genders / women should be able to share their stories: This is something we did consider, however similar platforms exist exclusively for women. To first encourage men to open up, we must start by only allowing men to share their stories so that they can relate to one another.

Moderation: Even on a platform that deals with sensitive topics, some trolls may make it there and troll people under their posts using comments. This should be avoided at all costs as it defeats the purpose that our app is made for. So, heavy moderation is required.

Track: Track each and every user's daily activity and users. We should be able to identify a fake user if we ever come across them. This can be done by what each user does on the app, how he uses the app and for how long does he use the app.

NOTES: (PLEASE VISIT OUR MIRO BOARD FOR MORE CLARITY)

Sticky Note 1

From the 4 interviews conducted prior to this assignment, and from the surveys, the following RAW DATA has been gathered. We have explained our sorting and grouping process in the final PDF of this assignment as well.

Sticky Note 2

Our initial step was to identify commonalities among all the data given to us. Some patterns were easy to find, such as "Importance of Women or Equality of genders", while others such as "Providing Solutions" were vague and hard to group.

Sticky Note 3

As we tried to identify patterns among the responses, it became clearer what ideas were being repeated. This frame is a skeleton for what we identified as the major themes. Some points such as "Women being demonized" and "Should be open to all genders" fell under more than one category, however we chose to place them under what we felt was the most appropriate one.

Sticky Note 4

We found these 3 themes the most relevant, prominent and essential from the ones given on the previous frame. As designers, it was necessary to include some portion of UI/UX in our most important themes. However, for an app like ours, it is all the more essential to have a friendly UI.

CONTRIBUTIONS

DEEPANSHU ALURIA

2020051

Sticky Notes Dumping, Notes, Initial Grouping

DEVESH KUMAR SHAW

2021526

Sticky Notes Dumping, Organization of Data, NOTES

DIVYAJEET SINGH

2021529

Data Gathering & Collection, Coordination, MIRO Board & Content, Visual Design, Final PDF

MOHIT

2021542

Coordination, Content, Edits, Sorting of Responses

VINAYAK SHARMA

2021574

MIRO Board, Content, Grouping & identifying Themes, Prioritization of Groups

Thank You