

## Affinity Diagram

L1

My research patterns vary depending on the context.

I need to contextualize and validate available information on a product

I rely on different factors to make my decision

L2

Research is just a way to reach my goal

I adjust my research process depending on constraints

I rely on trustworthy and official platforms

I think searching could be optimized for me

Other people's opinions shape my research process

I compare products

I narrow down my options based on people I know

I narrow down my options based on people I know

I narrow down my options based on the crowd

I need to build trust in my sources

I have mixed feelings about and varied usage of aggregation tools

I decide based on absolute information

I decide based on feelings or perceived information

L3

I buy stuff because I want to improve my current lifestyle

My search intensity depends on how much knowledge I have

I visit all kinds of online sits for researching

I feel limited by the search engine

I ask friends for suggestions for researching

I want to further research after initial foraging

I narrow down by asking people who I know have experience with the product

I narrow down based on qualitative personal factors

I use bad reviews to narrow down my options

I do not trust all content and reviews while narrowing down

I feel the current problems with tools and processes don't motivate me to collect data

I decide what to buy by looking at the price of an item

I decide what to buy after experiencing or physically holding the item

I want to go through the research process with minimal appropriate time

I think too much information is overwhelming

I visit well-established e-commerce platforms for researching

I start my research by looking at reviews

I compare by looking at product features

I narrow down by asking people who I know are experts

I narrow down based on a budget

I use general reviews to narrow down my options

I know what makes reviews authentic or trustworthy

I feel the current problem with tools and processes make me feel lost after I start aggregation

I decide what to buy depending on the sale or discount offered

I take brand into consideration while making the purchase

I search differently based on how much personal attachment I have for the subject

I visit familiar and known brand sites for researching

I prefer talking to people I know to get more insights on choices

I compare by looking at price points

I narrow down by asking people who I trust more

I narrow down my choices by believing in the wisdom of the crowd

I feel the need to validate a source or review before trusting it

I feel comfortable relying in browser tools for aggregating data and information

I narrow down based on popularity

I find it difficult in deciding whether the reviews would be useful per my situation

I feel good about aggregating data and information

I use non-browser tools to aggregate data as information

I don't use tools to keep track