



UNIVERSITY OF
MICHIGAN

Affinity Walls

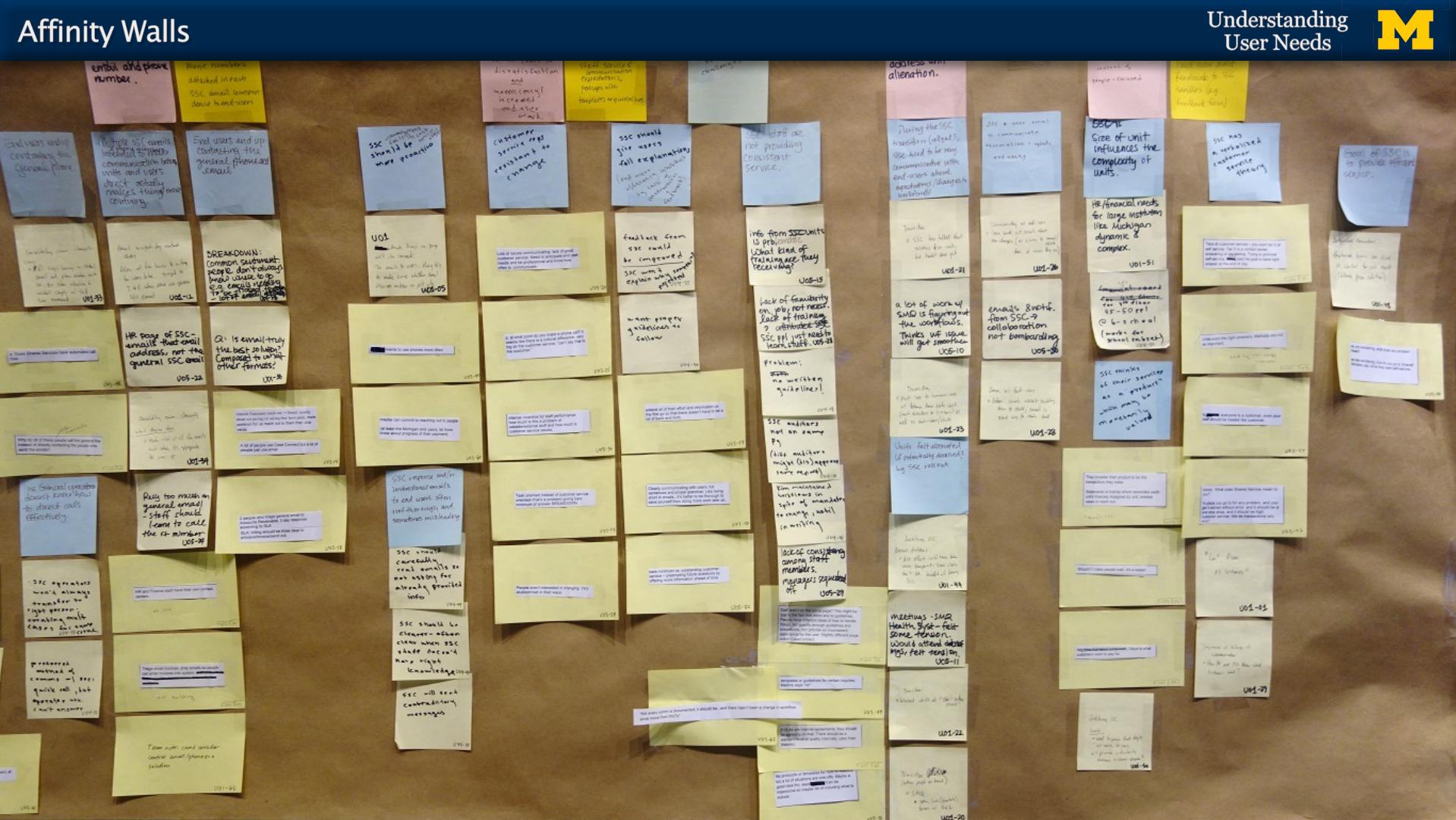
Understanding User Needs

Kentaro Toyama

Associate Professor, School of Information



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Affinity Wall Guidelines

At first, make clusters quickly.

- Don't get too attached to clusters.
- Move notes around as you see new patterns.
- Re-consider clusters.

Aim for clusters of 3-7 notes.

- Break up if more than 7 notes.
- Merge if less than 3 notes.
- Not a hard rule!

Writing the next-level notes is the crux:

- Summarize the knowledge in the cluster.
- Summary should be a full sentence and make sense on its own.
- Balance abstraction and precision.
- Think!

Stop creating levels when summaries become uninformative.



Affinity Wall Assignment

**Complete an affinity wall with extracted notes from last assignment.
Submit photo of completed wall.**

Choose two higher-level notes that have to do with user needs.

- Suggest a change to product / service.
- Suggest a new feature.

Write and submit a 1- to 2-page report (single-spaced; should come to 400-800 words):

- Brief description of your mini-project
- Summary of your two higher-level findings
- Detailed evidence, using qualitative data from research

See more details for full assignment description.

TEAM: MH/ers

CLIENT

SERVICE DESK

Good luck – have fun!