AFFINITY MAPPING

Led by Tyler & Xinming

AGENDA

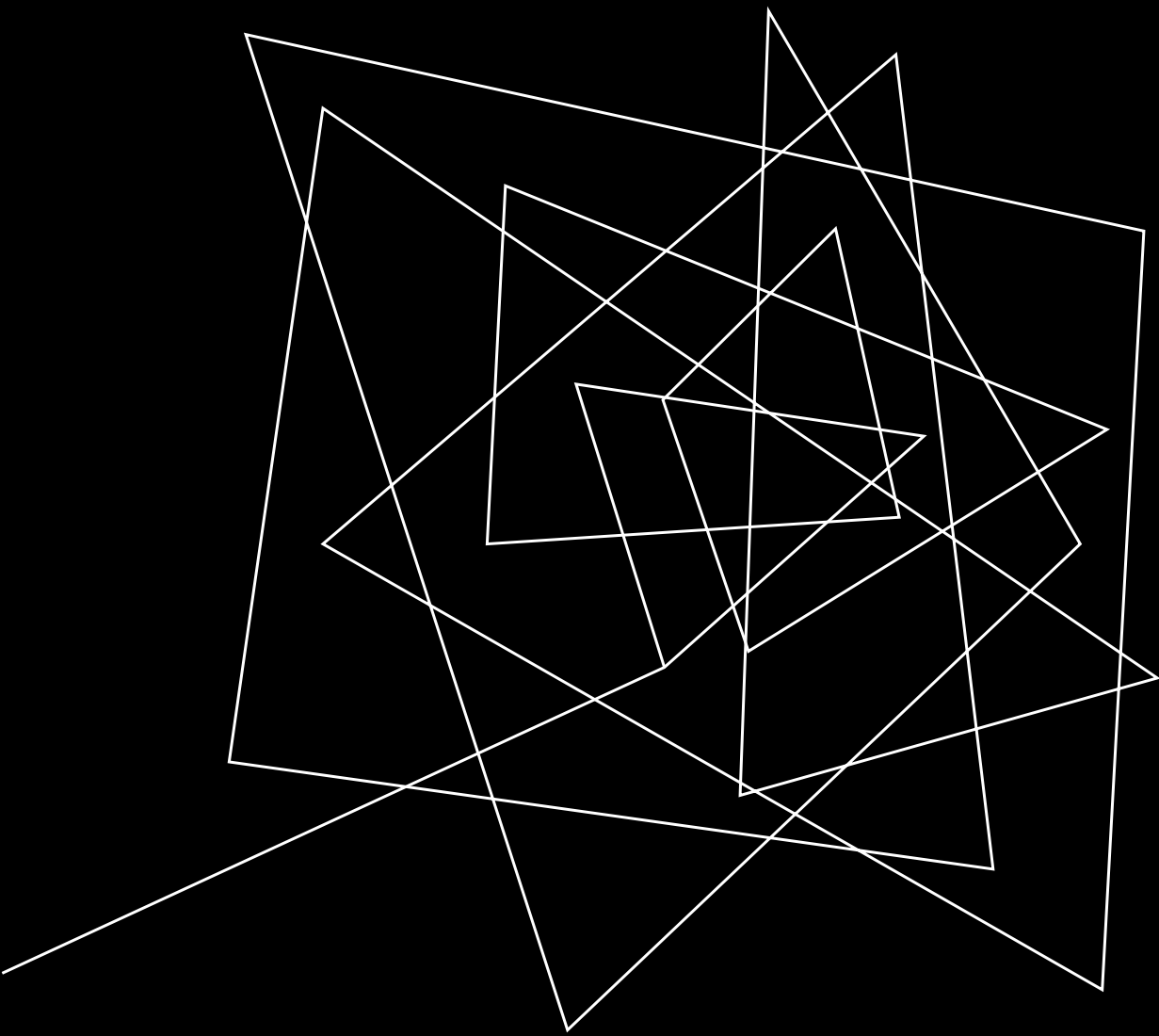What is affinity mapping?

Study

   Context

   Steps

AFFINITY MAPPING

Thematic Analysis

Often used to better understand qualitative data – users,
needs, define product requirements, plan product features

STUDY DESIGN

CONTEXT

Qualitative Data on overall impression and recommendations **two, different** orientation process
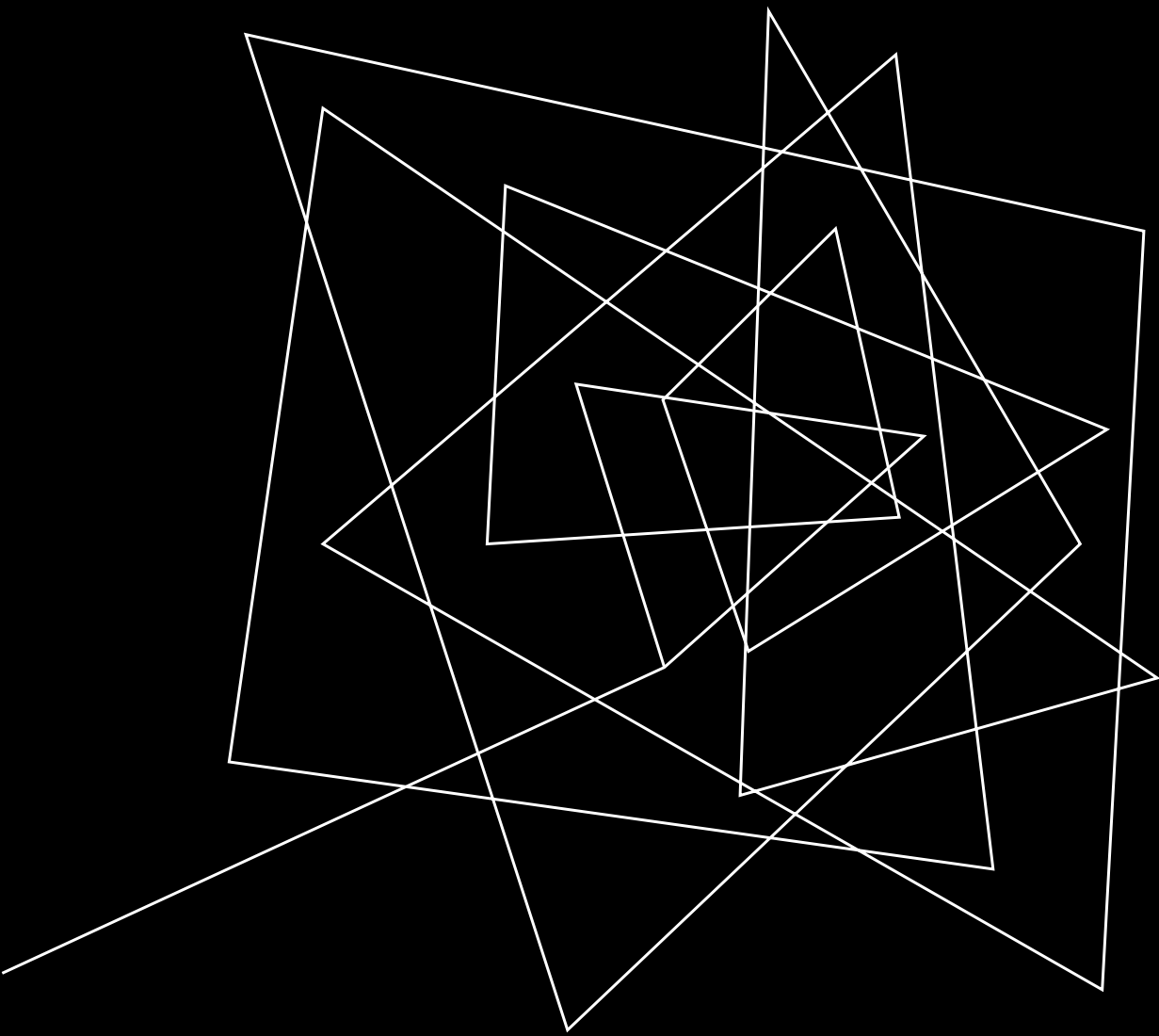
Group 1

Hack for LA volunteers completing volunteer validation process w/ Jordan

Synchronous format w/ 30 minutes for questions

Group 2

UCLA Students completing volunteer validation process w/ Erin Dean

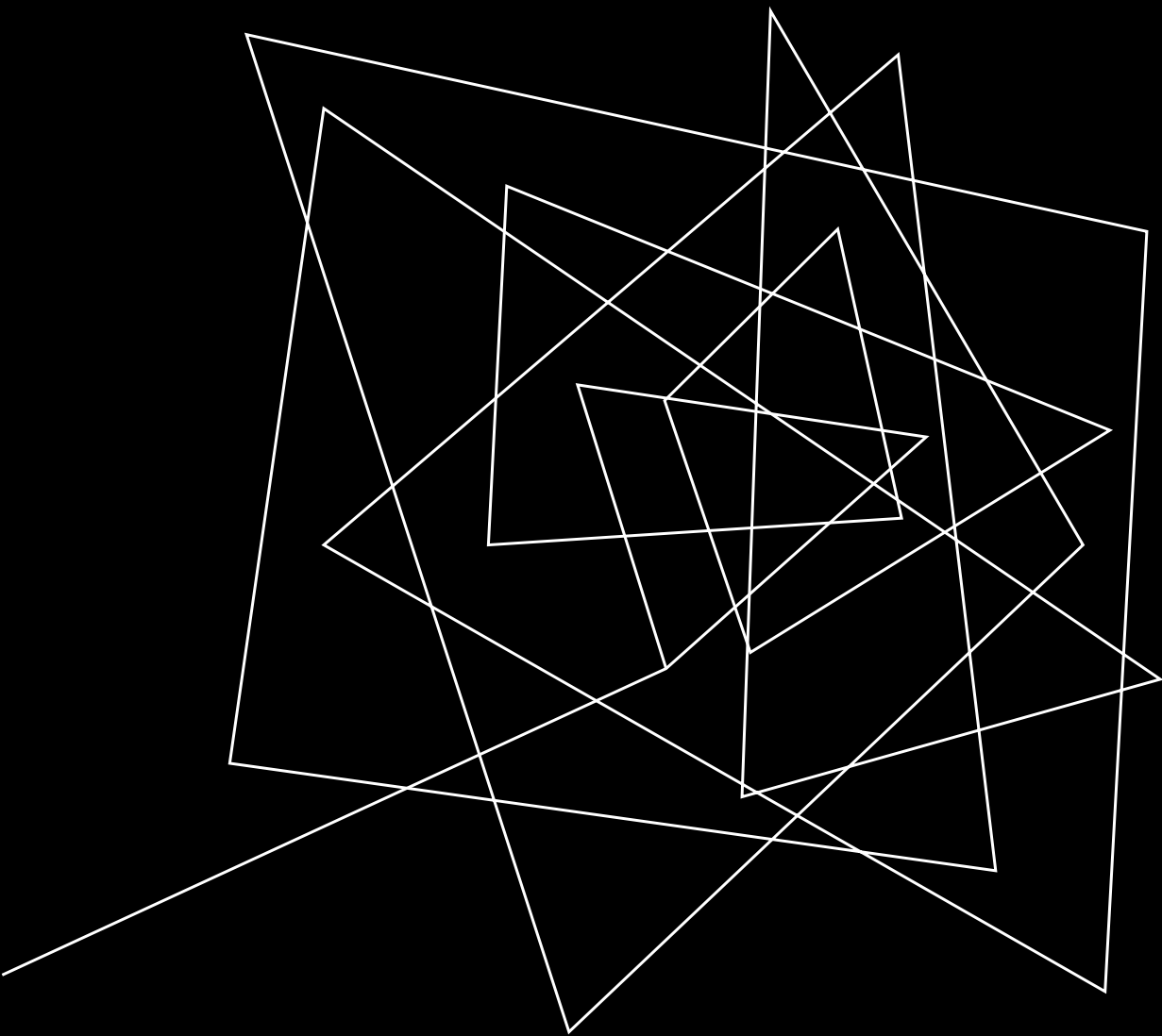Hybrid format w/ 15 minutes for questions

MIRO

INSIGHTS

1. Hybrid (Asynchronous, pre-recorded videos + 15 minutes of questions) provides decreased burden on participants

2. Presentation and slide sharing post-orientation helps consolidate learning

3. Quick email response alleviates uncertainty

4. Providing potential obstacles and practice scenarios increase preparedness

5. Further Research on Community – add motivation questions to volunteer questionnaire

QUESTIONS