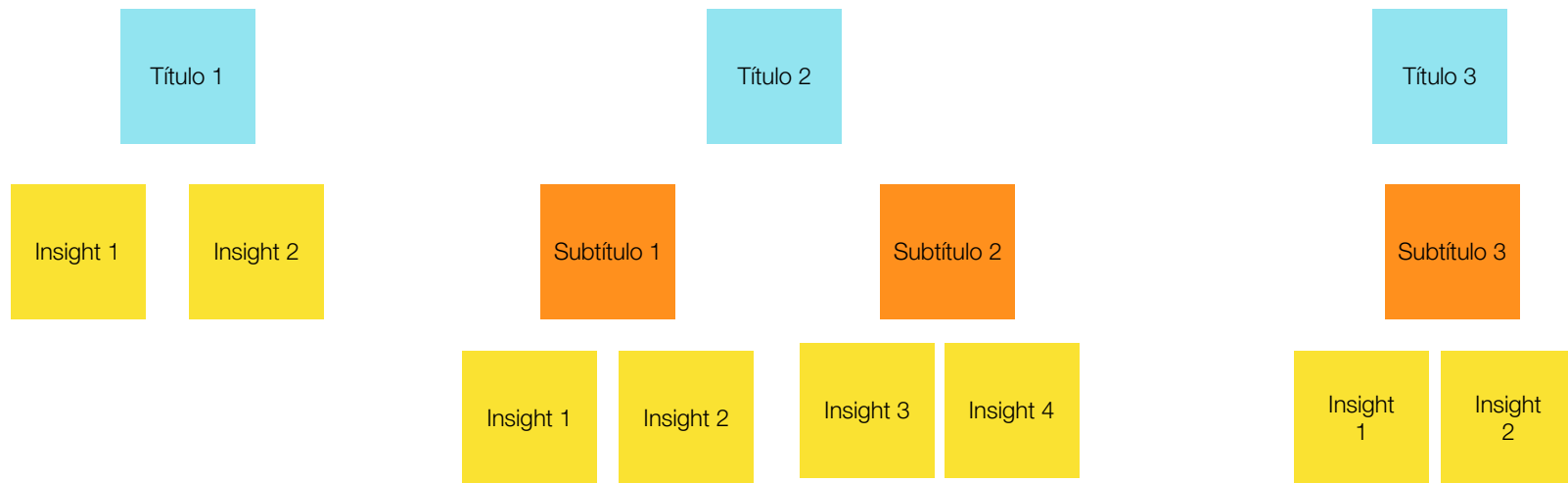


(Agrupamento, clusters, Affinity)

Diagrama de Afinidades

Diagrama de afinidades

É uma forma de **organizar e agrupar** as informações com base em **afinidade, similaridade, dependência** ou **proximidade**. Auxilia na compreensão dos dados e resultados de campo. Pode ser reorganizado quantas vezes necessário.



moment

are
range of
chitecture
to
near phone

at the
walk,
height
GCS

me-GCS
hallway
walk
(crowded)

obstacles for
interaction
attract attention

Information on
public displays
are frustrating

People looking
at phone and other
things in the room

People looking
at phone and other
things in the room

People looking
at phone and other
things in the room

These are displays
that are actually
non-interactive
but seem to
be interactive

Displays that
are out of vision
or non-interactive
failed to attract
Ppl's attention

Physical objects are
used to provide
information in format
advertisements on pillars
& trash cans or
pamphlets

Digital displays
reflect status
of a system
or activity

People look information
in public display more
than physical ones
even if they have
both the options.

People look
information in public
display more than
physical ones

People who are
doing general
private activities
are less likely to
look at the display in the
room

People looking
at phone and other
things in the room

People looking
at phone and other
things in the room

People looking
at phone and other
things in the room

Dining GCS
concourse
Subway display
tall, affords touch
but just a TV in
a window.
PHOTO 37

mc GCS
Ticket kiosk LED
bar is out of
field of vision
PHOTO 50

mc GCS
Trash can
in the middle
of the way
Trash can contains ads
(wrapped around)

GCS
LED display reflects
status of ticket
booth

PEOPLE USING
MOBILE PHONE
AT THE SAME
TIME AS
USING THE
PUBLIC DISPLAY

Many people use
phones in the
steps

People looking
at phone and other
things in the room

People looking
at phone and other
things in the room

People looking
at phone and other
things in the room

GCS
Seemingly non-interactive
display contains
interactive elements
(tabs)

mc GCS
Map + directory
few people viewed
display case

Poster on the GCS
on poster pillar
hard to read

mc GCS
Volleyball has
update
timestamp

PEOPLE LOOKING
AT THE PUBLIC
DISPLAY MORE
THAN THE
ONE ON A PHONE

Many people use
phones in the
middle of the
display to take
pictures

People looking
at phone and other
things in the room

People looking
at phone and other
things in the room

People looking
at phone and other
things in the room

People looking
at phone and other
things in the room

People looking
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