

선도인재양성 중급

(7주차)

AI + X

Advanced Project

✓ Schedule

- 7주차(4/14): Affinity (친화도) Diagram
- 8주차(4/21): 중간 프로젝트 발표 (평가 대상, 20%)

- 확정 컨셉

미니 프로젝트 설명

- 발표시간 15분
- 발표자료는 00시까지 제출

Affinity Diagram



Affinity Diagram (친화도 다이어그램)

- A group **decision-making** technique designed to gather a large number of **variables, findings, insights, ideas, concepts**, and to sort into naturally **related groups**.

관련성 있는 항목으로 분류!

- Situation to use it is after when
 - 1) **analyzing a large amount of research data**
 - 2) **brainstorming ideas**

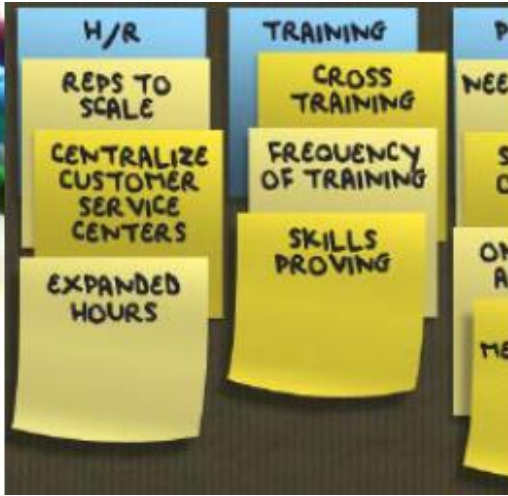
Affinity Diagram | Materials



Group
Members or
Participants



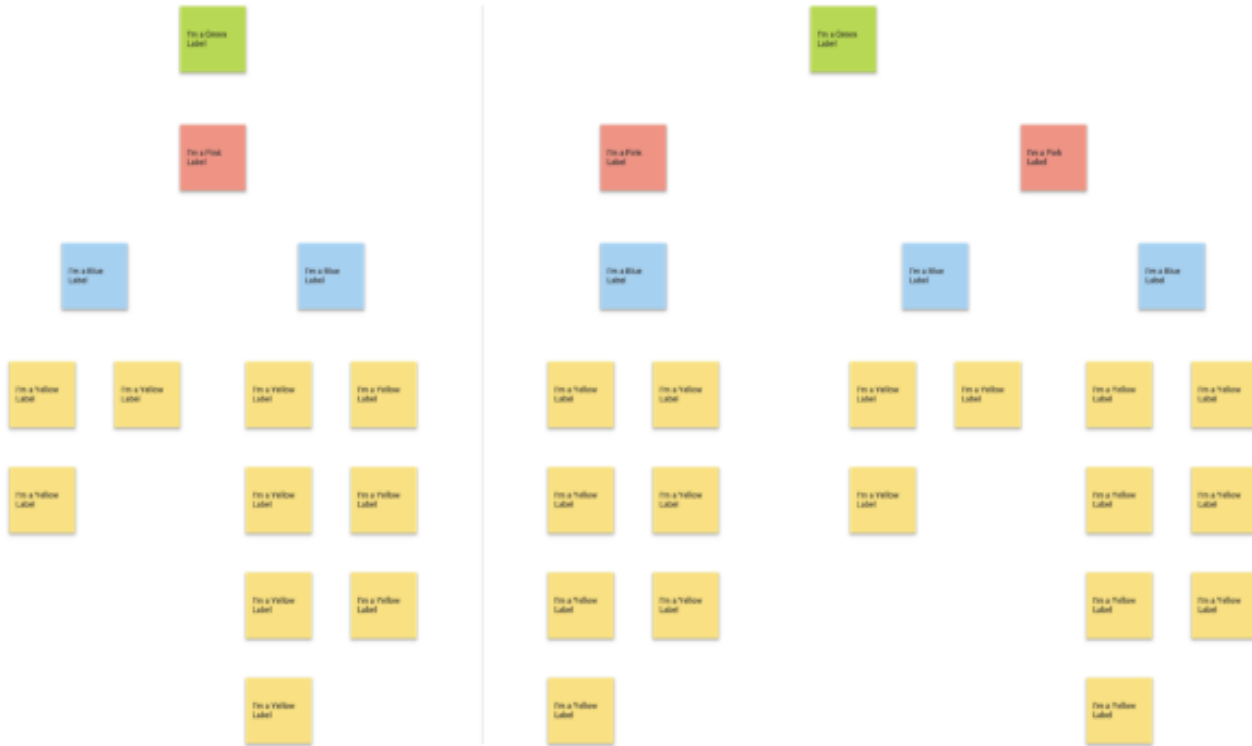
Pen



Post-it



Board/Wall



But Figma is fine . . .

Affinity Diagram | Guideline

- Insure ideas are described with **phrases or sentences**
not just keywords
짧은 문장으로 기술
- Minimize the discussion while writing & sorting
 - discuss while developing the header cards (groups)
- Aim for **5-10 groups**
 - If you have too many groups, group them again
- If one group is much larger than others, consider splitting it

Process

Step 0: Define Your Problem

Step 1: Label Making

Step 2: Grouping

Step 3: Group Naming

Step 4: Chart Making

Step 5: Explanation



How to increase
our company
profit?

slide-43-1024.jpg

Step 0. Define your problem

Redesign whole product.

Seeking new market in Asia.

Add the silver/gold bar to the product to make it sparkle.

Reduce the cost of manufacturer.

Create a new marketing campaign that can call many people to buy our products.

Have better promotion.

Reduce the price of a product.

Step 1. Label making

Write down one thought/fact/idea/concept related to problem per label until all issues are captured.

Step 1: Label Making

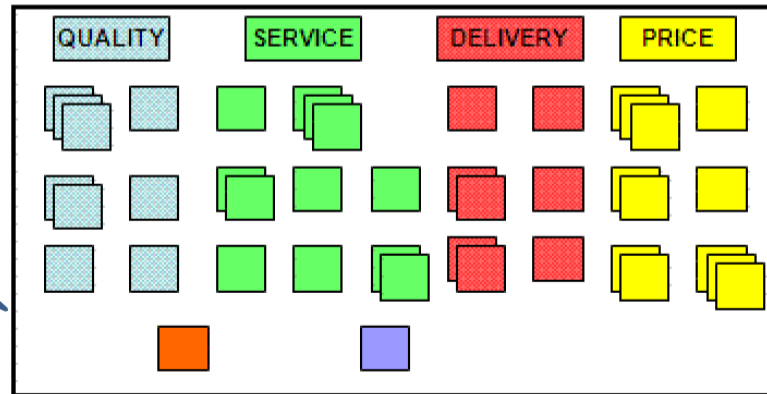
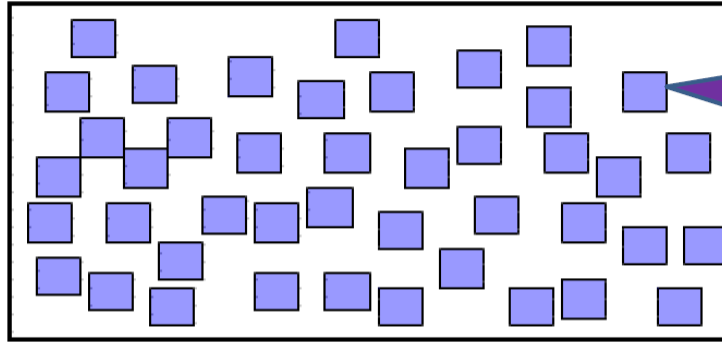
Use the brainstorming tool to generate a list of ideas.

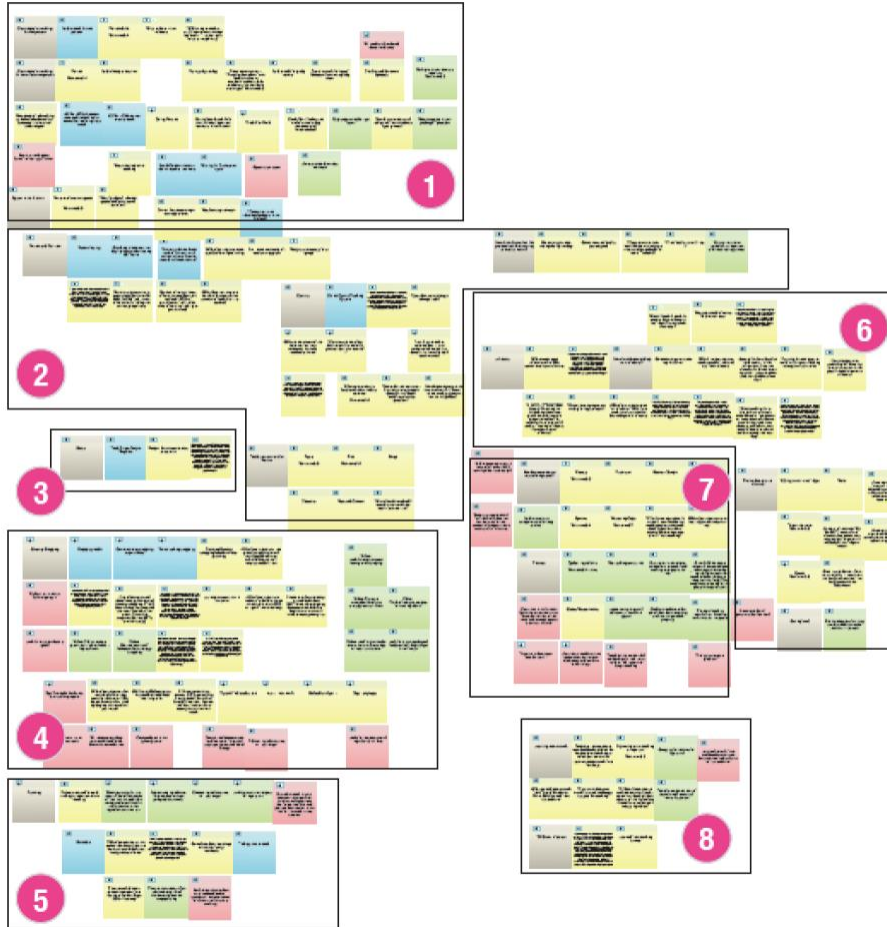
The rest of the steps in the affinity process will be easier if these ideas are *written on post-its*.

Post the ideas on *a board, a wall, or a table in a random manner*.

Collected
various user's
needs, pain
points, etc.

Diagram
based on
relations





COLOR OF POST-ITS REPRESENT WHERE THE INFORMATION WAS COLLECTED:

- Surveys
- Observational
- Photo Feature
- CoADP Forums
- Facebook

Collected various user's needs, pain points, etc.



[illegible]

Have better promotion.

Seeking new market in Asia.

Create a new marketing campaign that can call many people to buy our products.

Reduce the cost of manufacturer.

Reduce the price of a product.

Redesign whole product.

Add the silver/gold bar to the product to make it sparkle.

Step 2. Label Grouping

“Free yourself of prejudice and listen carefully what the labels are trying to say.”

Notice that some labels seem to belong together, Put them as a group.

Step 2: Label Grouping

Each team member participates in sorting the ideas into major groupings

- in silence and quickly, without discussion and without time for contemplation*
- until team consensus is reached*

range of
architecture
and atmosphere

at the
my walk,
the height

665

mc-GCS
hallway

Affordances for interaction attract attention

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

Displays that
we are not used to
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 etc.

Digital displays reflect status of a system or activity

Information on public displays are trustworthy


People trust information on public display more than personal devices even if they have both the options.

People took
pictures ~~at~~
~~of~~ at street
and and mid
of station.

People who are doing personal / private activities or sitting down tend to be at the edge of the room.

(Faint handwritten notes)

People in your
life are your
support system



People, we
have, I
Squid

Dining GCS
canteen

Subway display
tall, affords touch
but just a TV in
a window.

PHOTO 37

meets
Ticket most used
bar is out of
field of vision

PHOTO 50

Trashcan ^{mc-GES}
in the middle
of the way

Trash can ~~is~~ ~~not~~ contains ads
(wrapped brand)



version
play has
updates
timestamp

LED display reflects
status of ticket
booth

PEOPLE ^{ALREADY} USING
MOBILE PHONE
AT THE SAME
TIME AS
USING THE
PUBLIC DISA

Many people take pictures on the steps

rain cascades 6/5
People sitting
at edges of the
room. ~~the~~ ~~the~~

People that are
orienting
themselves
where they
in the night
in the room.

one person in a pair
is using cell phone, the
other person is looking
around

10. 11. 1911

Many ppl stop in the middle of the station to take pictures

Many people sit on
the steps at the
entrance, which are
located at the
edge.

in the center
most likely in
group

10/10/10
10/10/10
10/10/10

100

#1 PERSONAL M-68
I TRUST THE
INFORMATION
ON THE PUBLIC
DISPLAY MORE
THAN THE



New Marketing Campaign

Have better promotion.

Seeking new market in Asia.

Create a new marketing campaign that can call many people to buy our products.

Economized

Reduce the price of a product.

Reduce the cost of manufacturer.

New Design

Redesign whole product.

Add the silver/gold bar to the product to make it sparkle.

Step 3. Group Naming

Make a one line header that describe essence of all labels in the group.

Step 3: Group Naming

What is Header?

An idea that captures the essential link among the ideas contained in a group of cards.

- *Single card or post-it***
- *Phrase or sentence***
- *Clear meaning***

Technical Skills (15)

Technical Skills (15)

Parent-Child Interaction

Assessment Activities

Link Between Skills and Function

Technical Skills (15)

Technical Skills (15)

Parent-Child Interaction

Assessment Activities

Link Between Skills and Function

Technical Aspects of Vehicle

Technical Aspects of Vehicle

Vehicle Content

Vehicle Content

Vehicle Audience

Vehicle Audience

Vehicle Experience

Vehicle Experience

Website Emphasis - Purpose

Website Emphasis - Purpose

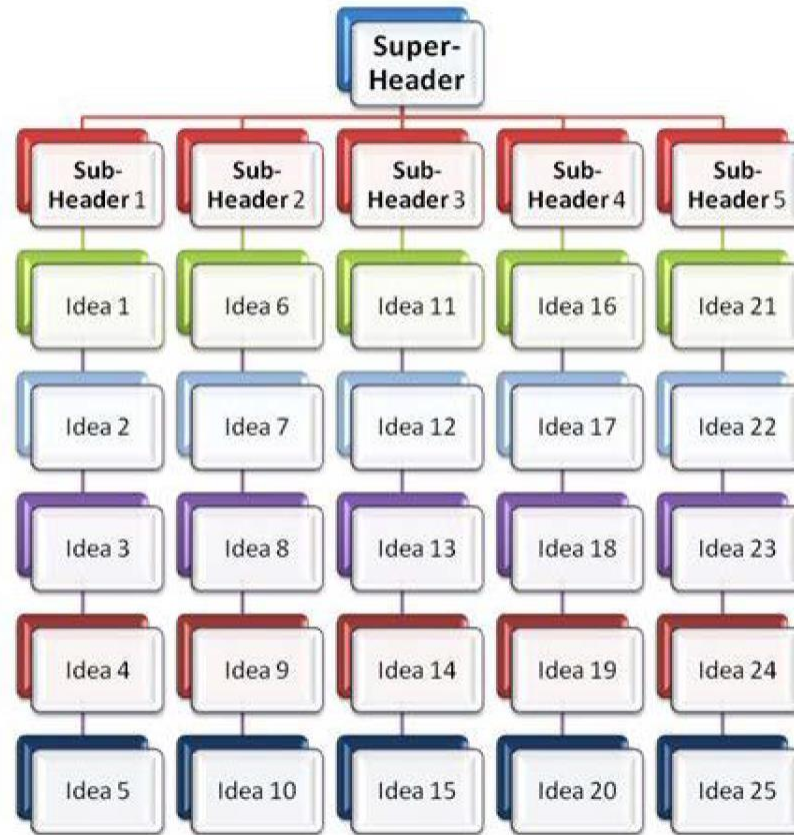
Mobile Research

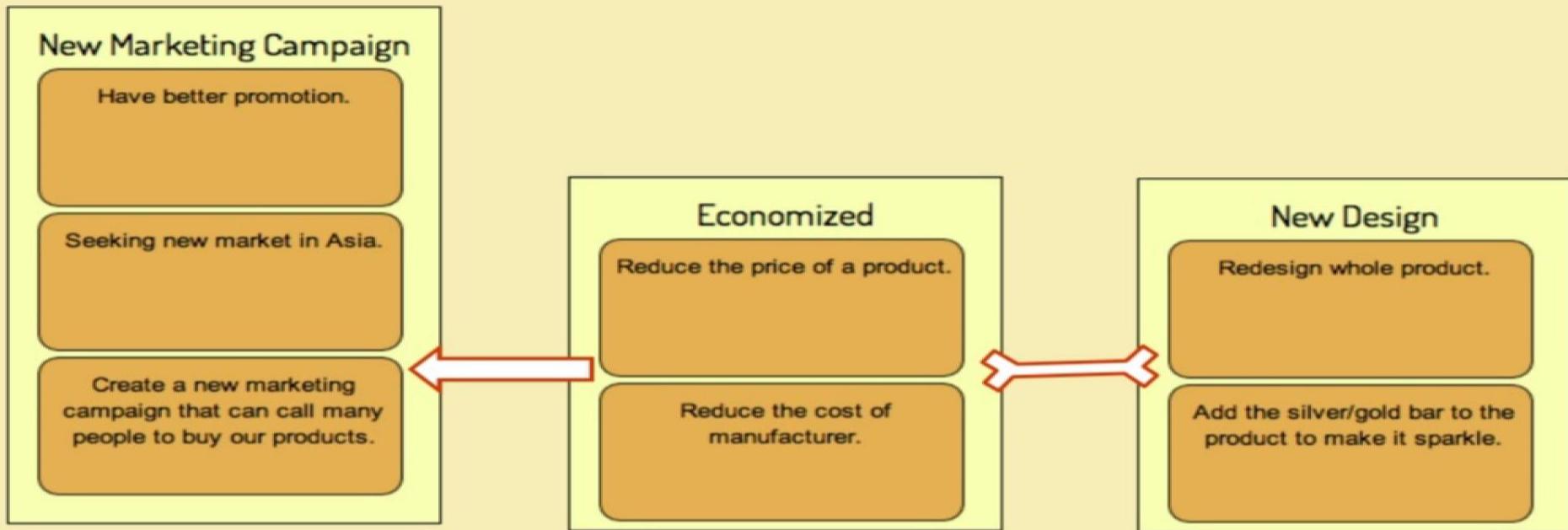
Mobile Research

Step 3: Group Naming

Make sure that each header placed at the *top of a group captures* the essential link among all of the ideas beneath it and consists of enough words *to clearly convey the meaning*.

Discovering a relationship among *two or more groups* and arranging them in columns under a *superheader*. The same rules apply for superheaders as for regular header cards.





Step 4. Chart Making

Make a stable spatial arrangement based on your understanding.



Cause & Effect



Interdependence



Connection



Contradiction

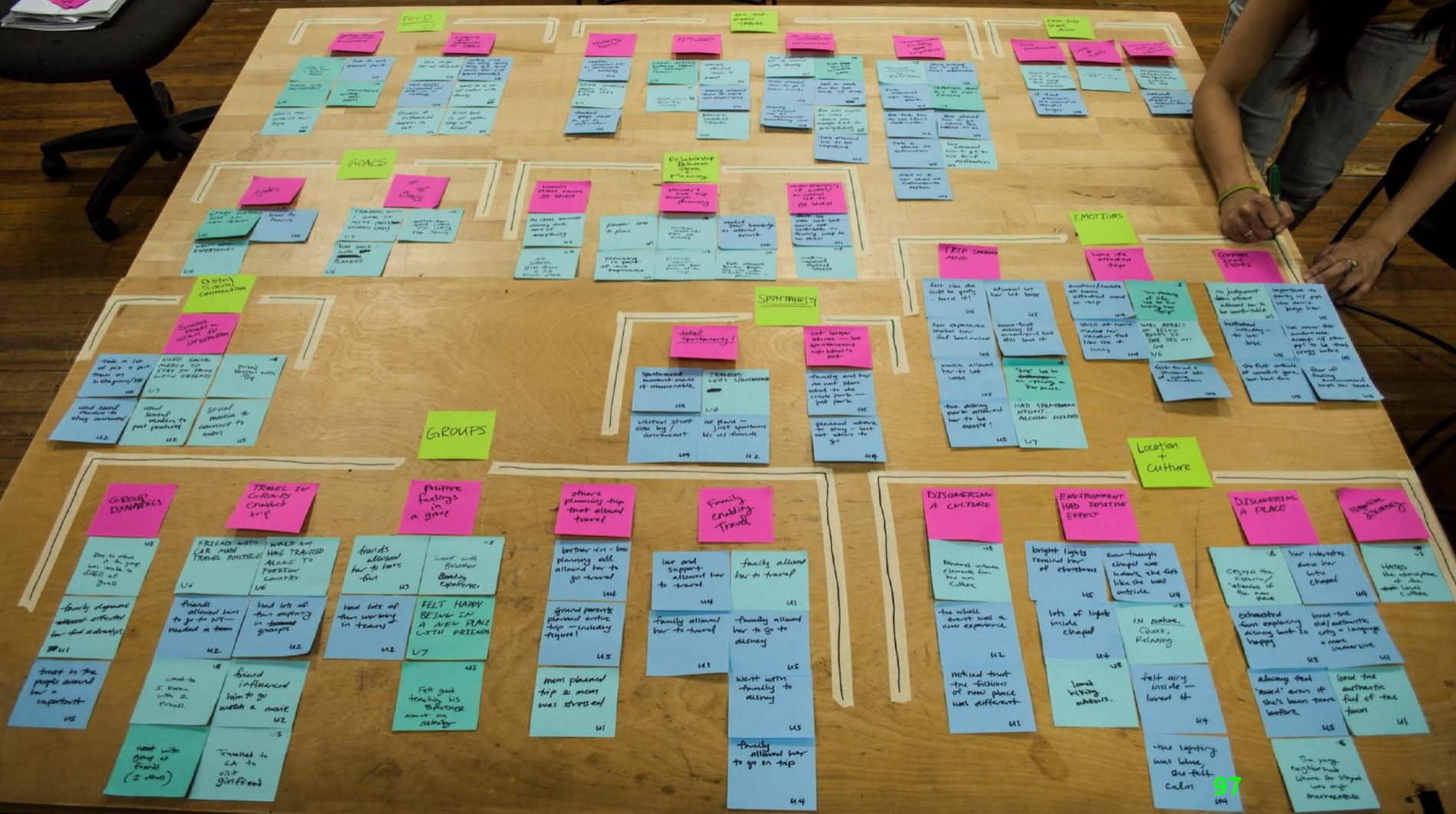
Step 4: Chart Making

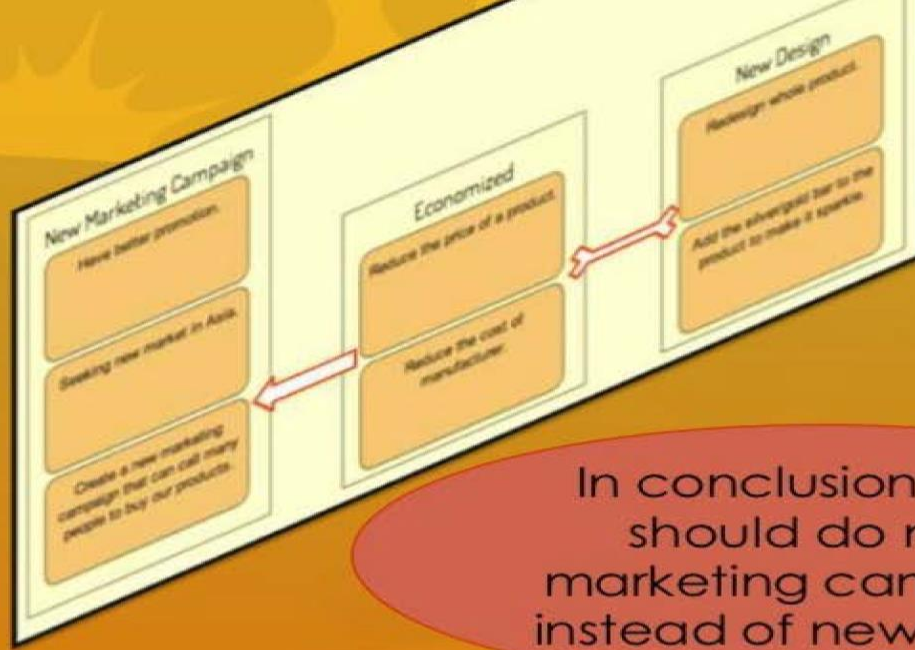
Draw the finished affinity diagram.

Make sure you write *the problem statement on top of the diagram*.

Place a header and superheader card above each group of ideas.

Allow the team to review and discuss points for clarification.





In conclusion, Let's
should do new
marketing campaign
instead of new design

Step 5. Explanation

Describe the chart verbally. Revise it many times until it is smooth and concise.