

INTERVIEW AFFINITY DIAGRAM				
Emotional Associations with Digital Devices	Friends & Family	Work	Hobbies	Digital devices & media used
Overwhelmed everyday	Happy place is my two daughters and my husband	My inbox overwhelms me	Traveling, football, dinner	Laptop, office phone, personal phone.
Anxious about locating family w/o devices	Like to be with family in spare time	Own a small business, use devices to manage it	Fly fishing	Facebook
Increases level of stress	Spend time with my parents	I wasn't able to find my phone charger during a busy time in my business	Skiing	Emails
Anxious I might miss an important phone call	Spend time with my significant other	Need to be connected for clients and vendors	I'm usually outdoors in our free time	Texts, email, tweets
Feel overwhelmed with my inbox	I love seeing my kids make progress	Use technology to grow network	Yoga, cook	Instagram
Being connected adds stress to my life.	Spend weekend with kids		Camping	
Feel frustrated when I lose a connection			Shopping, Netflix	
I feel out of touch when I don't have my device			Boxing	

Observations Affinity Diagram			
Passing Time / Social Avoidance	Engagement in Conversation	Engagement in other Activities	At Work / In Meetings
People sitting alone in the coffee shop were "honed" in on their devices.	Observer is the only one with the device; everyone else is engaged in conversation	Everyone is listening to music at the gym.	Boss has laptop and cellphone in meeting
Observed people checking their phones on subway, in line, and while waiting for friends at restaurant.	People engaged in conversation in a busy coffee shop were not using their phones.	A person is talking to a friend at the gym.	Boss keeps checking cell phone throughout meeting.
The fewer people in an elevator, the more likely people pulled out their phones.	A conversation was instigated by something read on a phone.	Phone is used for navigation and music while driving.	Boss asked meeting attendees to be focused on meeting; they checked their devices when his/her back was turned.
Phones were used in the elevator.		One person was observed using a phone while shopping.	