

Lab 7 – Affinity Diagram and Feature Selection

Submit by the end of lab on Brightspace

(Note, Brightspace will be open until 11:00pm Wed. Nov 2
but you should be able to complete by the end of lab)

Instructions:

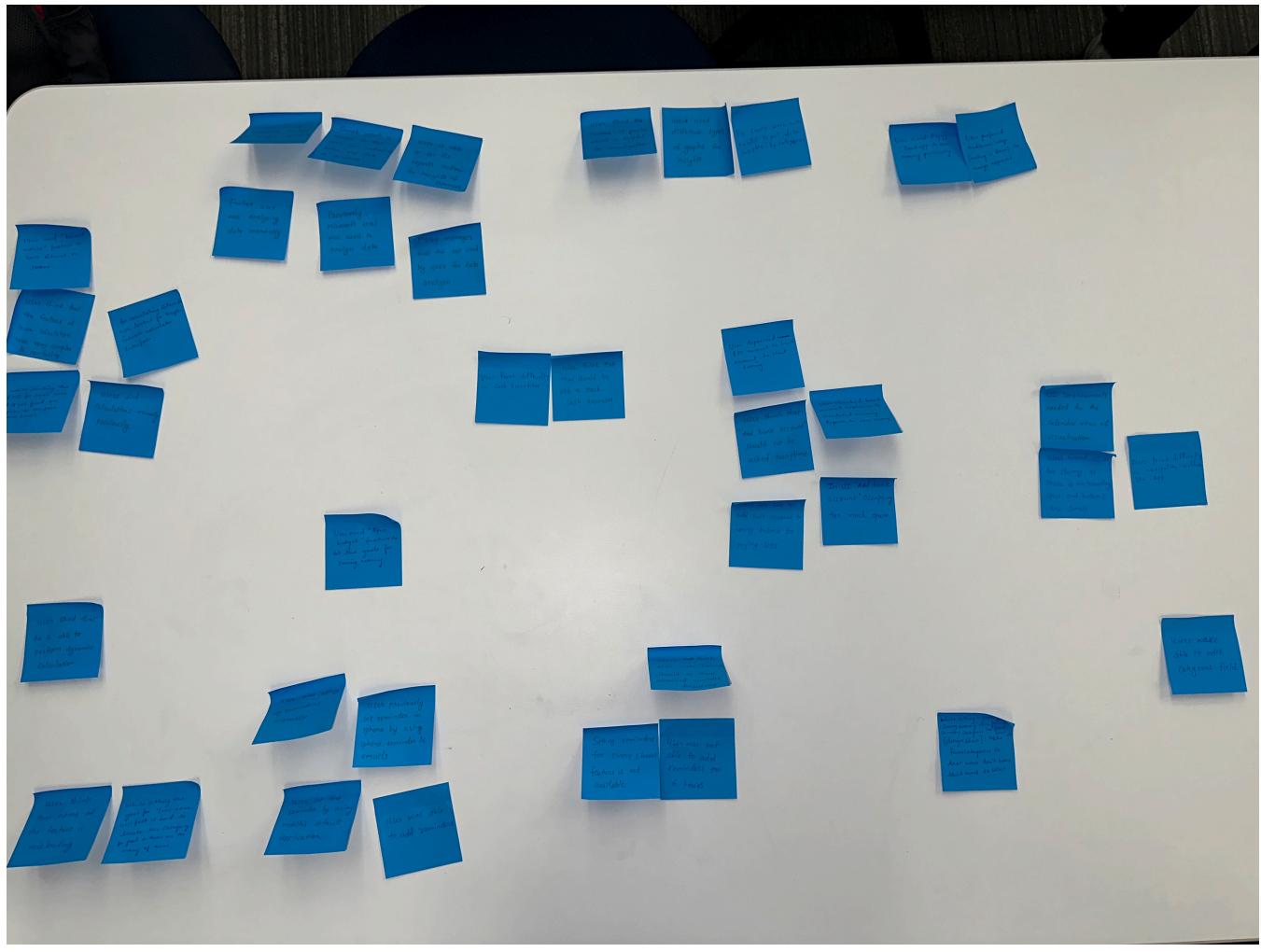
Using the descriptive results (interview questions and observations) from the first study, you will create an affinity diagram with your group. You will take screen shots of each round. In the final round, you will also write up a short description of each theme.

- **Round 1:** choose a large space to place your sticky notes (wall space or a large table). Place 1 stickynote in the middle of the space. Then divide up the stickynotes between the team members. Each member quickly adds each note to the workspace (don't take turns). Look at the note, and if it is similar to other another note or a group of notes stick the note close to that group (notes should be visible) or create a new group. Remember for the first round nobody talks or discusses the notes. You can also move other notes that others put up. Once everyone seems to stop. **Take a picture!!** Then move to round 2.
- **Round 2:** Discuss each grouping of notes – as a group decide to move notes into relevant groupings (or even create new groupings). Once everyone is happy the groups, **Take a picture!!** Move to Round 3.
- **Round 3:** Come up with theme titles for each grouping. Then write a short description of theme and include some exact quotes or observations for your notes. Note, you will probably have around 5-7 themes (maybe a couple more). **Take a picture!!**
- After you finish your Affinity Diagram and come up with themes. Brainstorm some ideas around possible solutions (either expanding on an existing feature/s or a new feature/s that can help with the problem AND relate it back to the theme suggestion/problem/observation)

Project Team Name:	GOLD
Present Members:	Sagarkumar Vaghasia, Dharmay Sureja, Radhey Rupapara, Tejaswini Rallapalli, Jayashree Ramasubramanian
Topic/device:	Banking: Spending / Saving / Bill Tracking (Smartphone)

Screenshot/s of Affinity Diagram – after Round 1, Round 2 and Round 3

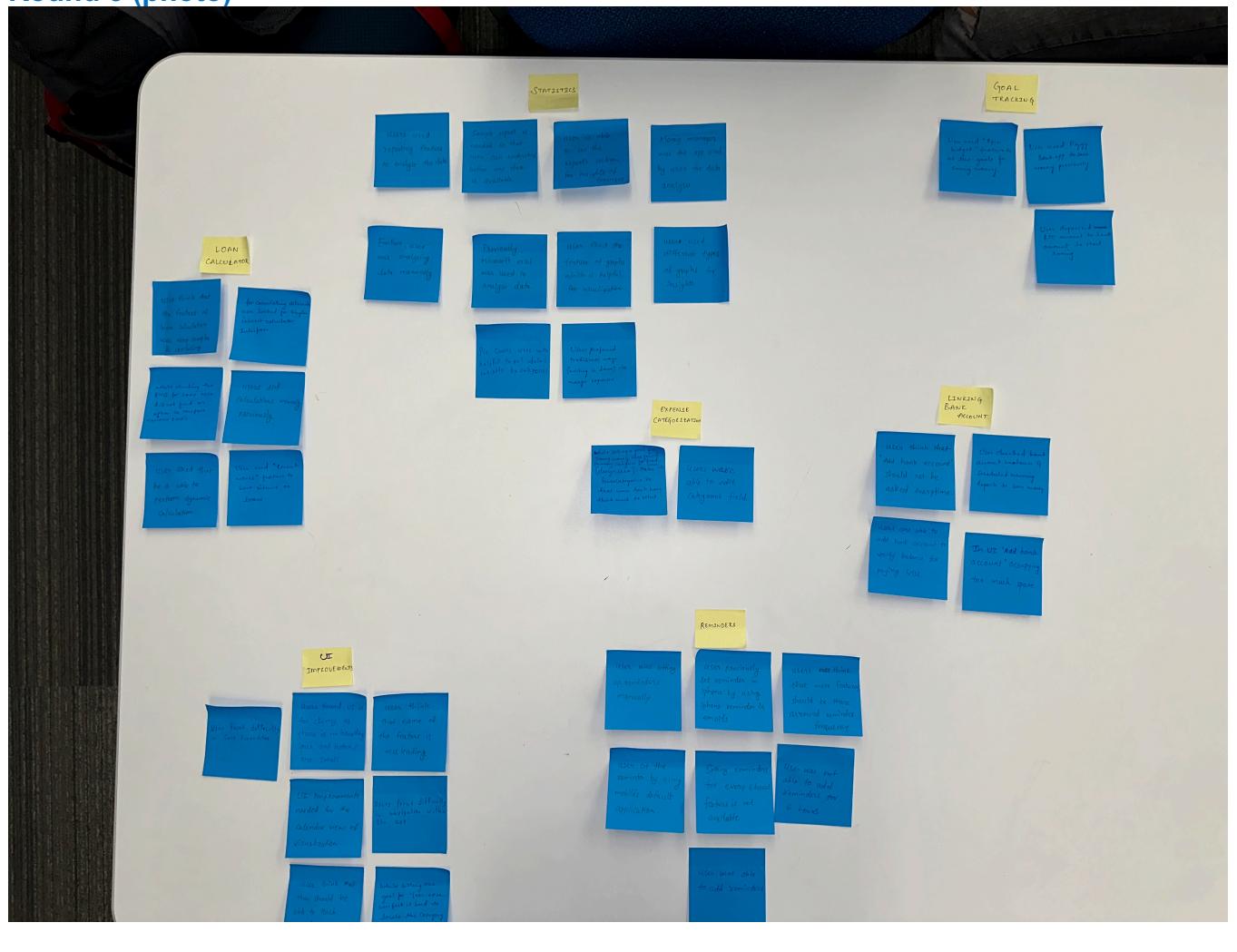
Round 1 (photo)



Round 2 (photo)



Round 3 (photo)



Theme Title, description and 2-3 direct quotes (or observations) From Round 3

Theme	Description	Quotes or observation
Statistics	This theme describes about the analysis of expenditure and reports generated in form of graphs.	"User used different types of graphs for insights"
Loan Calculator	It helps in paying off the loan amount by saving interest when user inputs necessary inputs.	The feature was found to be a bit complex due to many options. However, its capability of calculating dynamically was praised by users.
Reminders	This theme helps to set reminders before the due dates of bills. It also provides reminder prior to the due date at specific interval of time. So, the user will not miss the due date.	Setting reminders for specific interval was not found in application.
Goal Tracking	This theme encourages users to save money by reducing unnecessary over expenses on specific categories or items, it also notifies user for overspending.	In past, users opted for different tools (open budget and piggy bank) and methods for saving money to meet their goals.
Linking Bank Accounts	This theme mainly focuses on in-app banking activity, which provides seamless transaction monitoring for bill payments and expenditure tracking. User can easily link their bank account with app to track transactions.	"Users are able to add bank account to verify balance for paying bills."
Expense Categorization	Child categories are composed in the form of a parent category and vice versa. Resulting in, user preferred customized categorise.	In this feature, users can create customised categories as per their requirements. Also, we have observed they are decomposing child categories into fewer parent categories.
UI Improvements	Many users found needed improvements in user interface. Therefore, this theme emphasizes on the faults in the interface aimed by user, which are needed to be enhanced.	"Users found difficulty in navigation within the app." "User think that name of the feature is misleading." We have observed that User Interface is too clumsy (many things are congested) and some buttons are too small. Due to this, users are bit confused in accessing feature.

Choose three-four themes that you want to explore in more detail:

Theme (4)	Possible Solutions (2-3) – expand/fix current feature or new feature and short description of each (1-2 points)	Justification (relate back to the themes and feedback from above table)
UI Improvements	<ul style="list-style-type: none"> • Button size Buttons size should be increased. • Naming Convention Name of some features are bit confusing, which leads to cognitive overload. It should be renamed to more relevant name. • In-app Navigation In-app navigation is a difficult task for finding features. Therefore, flow of in-app navigation should be properly organized. 	By applying these modifications, we can enhance visibility and accessibility of features. This can help user to understand the feature by its name and also they can easily navigate within the application.
Reminders	<ul style="list-style-type: none"> • Custom interval reminder Setting reminder for every six hours feature is un-available and should be implemented for user convenience. • Reminder frequency User should be able to set customised frequency of the reminder (for example, user should get notification at set frequency at custom interval day) 	By implementing more add-ons in the reminder feature user have the access to customize reminders and its frequencies. By extending current feature, user satisfaction can be enhanced.
Statistics	<ul style="list-style-type: none"> • Extended analysis There should be more in-depth analysis for different categories to track spendings. • More graphs Currently, only two types of graphs are available, which provides limited insights for analysis. By adding more graphs users can get to know more about their expenses and savings. 	By adding and extending current feature, we will try to provide in-depth reporting and analysis of statistics. With the help of various charts such as pie charts, line charts, bar graph, histogram and many more, user will be able to get better visualization from different perspectives.