

AFFINITY DIAGRAM



- A BUSINESS TOOL THAT HELPS IN ORGANISING DATA FROM BRAINSTROMING SESSION.
- WE CAN SORT OUT IDEAS INTO DIFFERENT GROUPS ANALYSING RELATIONSHIPS.

BENEFITS

Recurring
patterns or
themes

Categorizing
data

Looking for
critical
incidents

Emergent from data,
dependent on
observation framework
if used

Categorization scheme
may be emergent or pre-
specified

Helps to focus in
on key events

STEPS TO CREATE AFFINITY DIAGRAM

1. Record all notes on sticky notes
2. Look for patterns and notes or observations that are related
3. Create a group for each pattern or theme
4. Give each theme or group a name
5. Create a statement of what you learned about each group



PROBLEM STATEMENT

Sleep is a very important activity that every individual should observe daily.

However, in this era people are so involved in their day to day life that they don't find time to give rest to their brain and unfortunately it leads to issues like sleep disorders.

THEME

MENTAL HEALTH ISSUES

SOLUTION



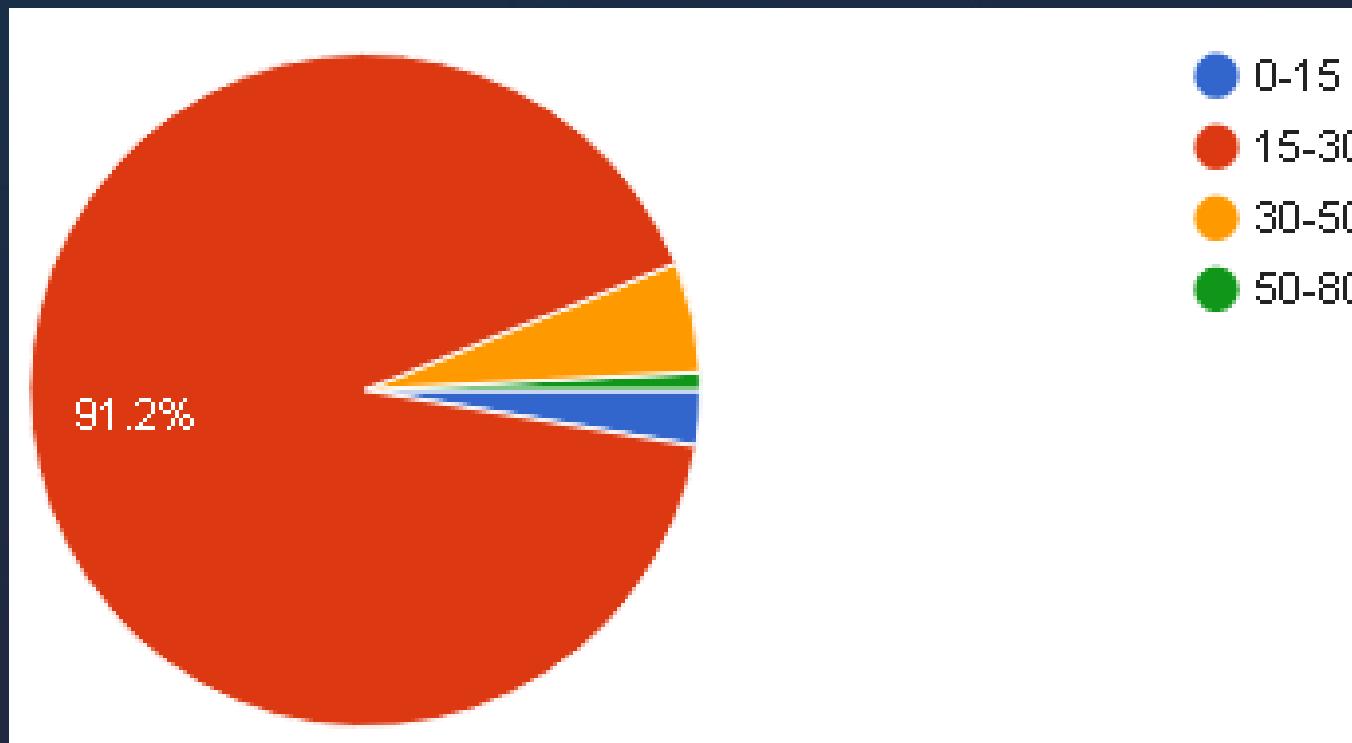
An application that helps you prevent sleep disorders and maintain the **best** sleep cycle in your life.

It'll provide the best sounds for sleep, track any irregularity, sleep factors and phases of sleep, health guide and much more ahead.

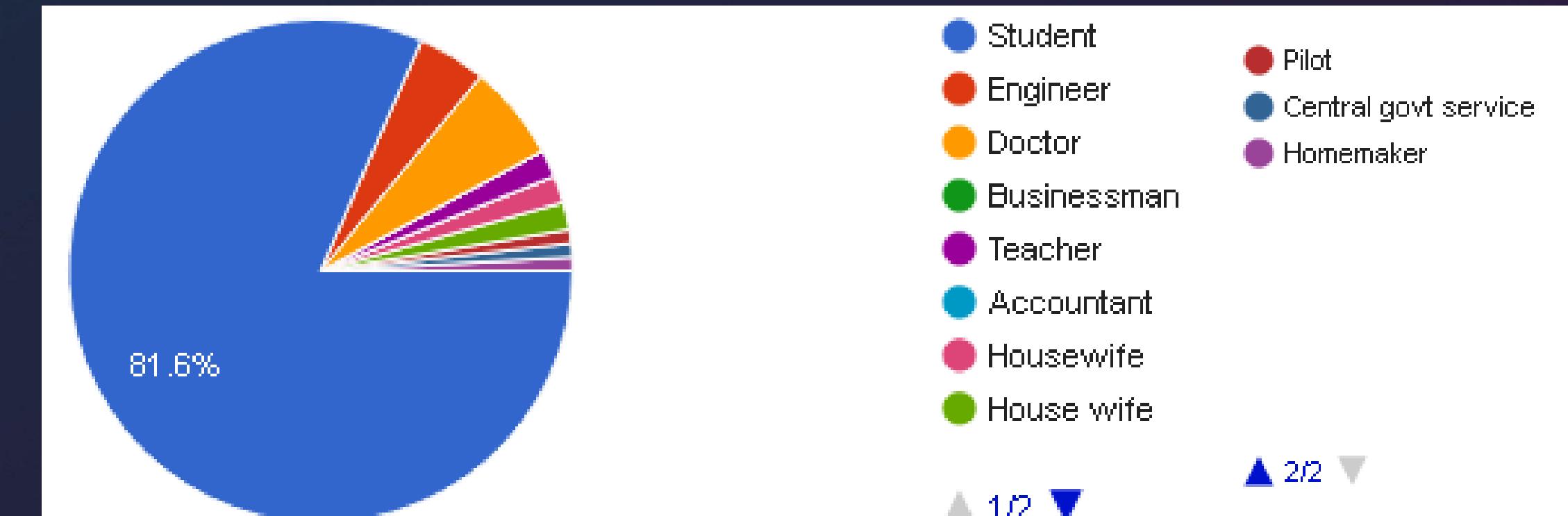
DATA COLLECTED FROM SURVEY

TOTAL FORM RESPONSES: 114

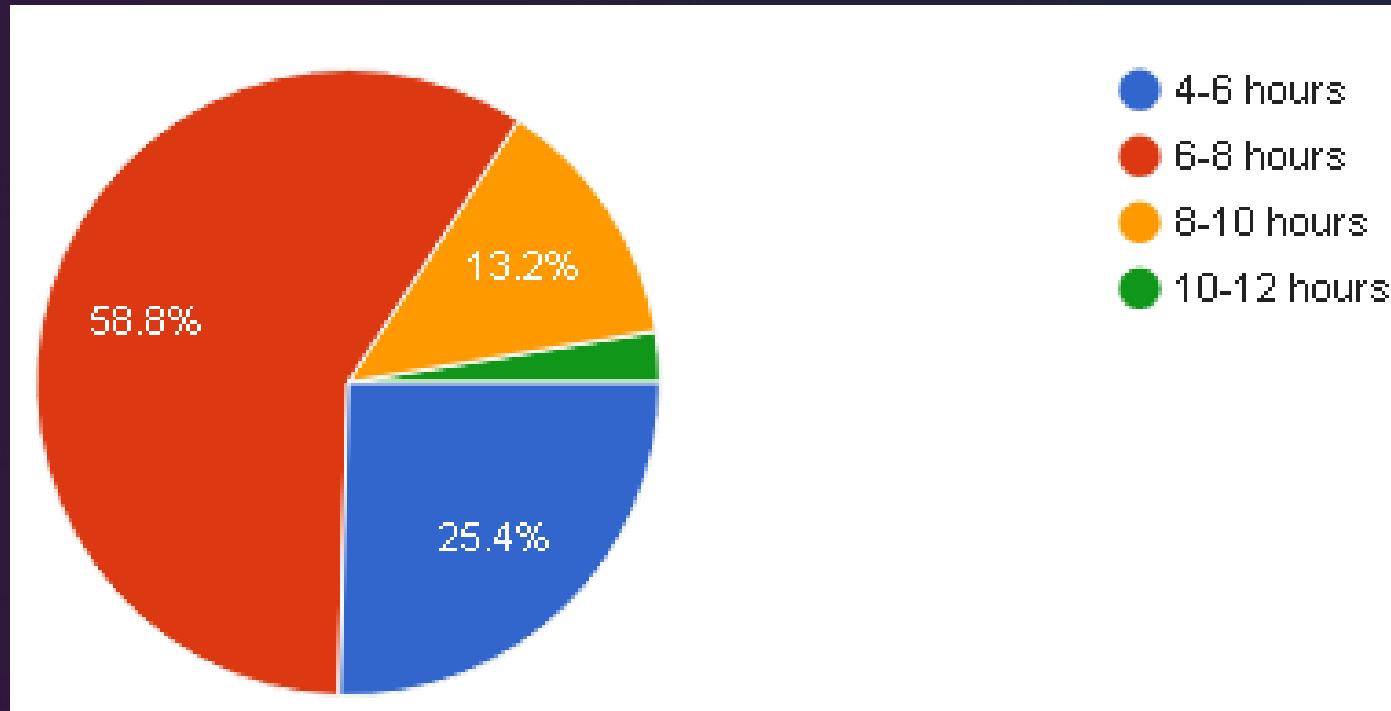
Q1. What's your age ?



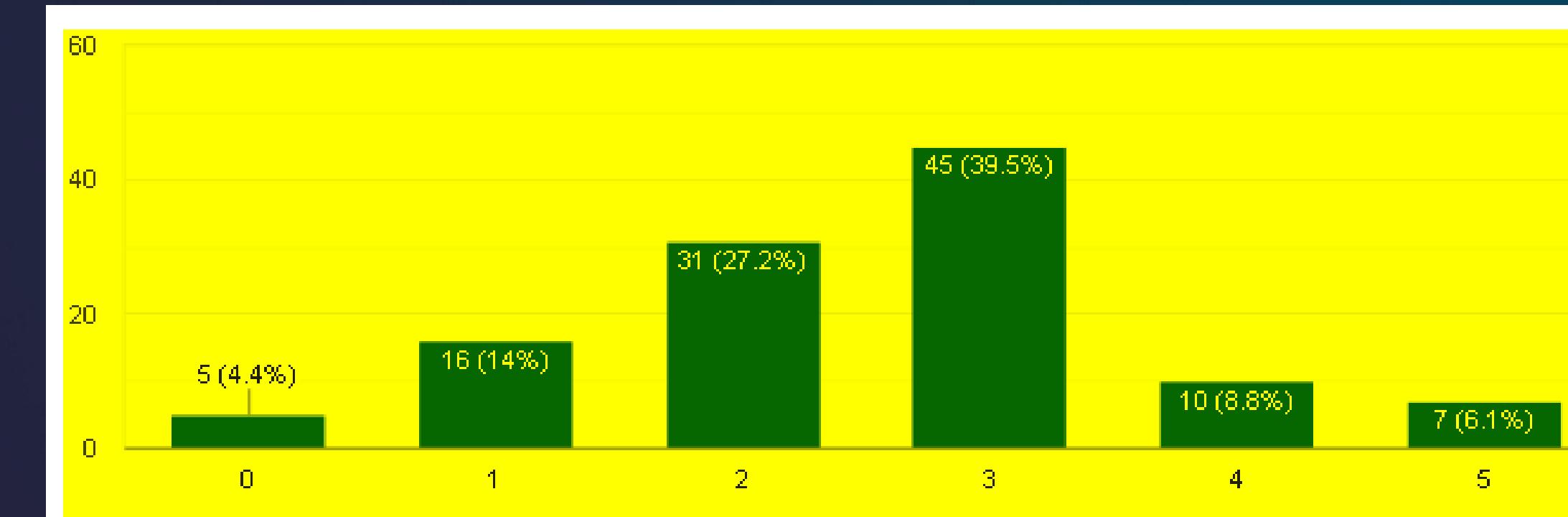
Q2. What's your occupation ?



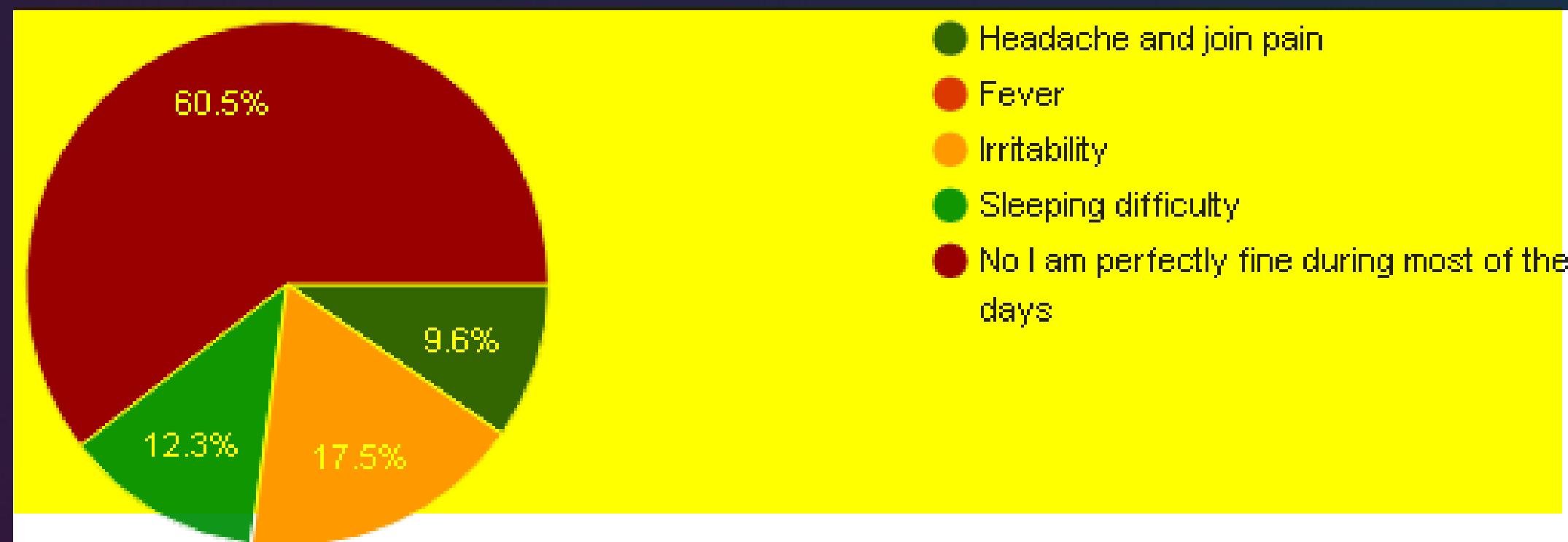
Q3. What's your sleep duration?



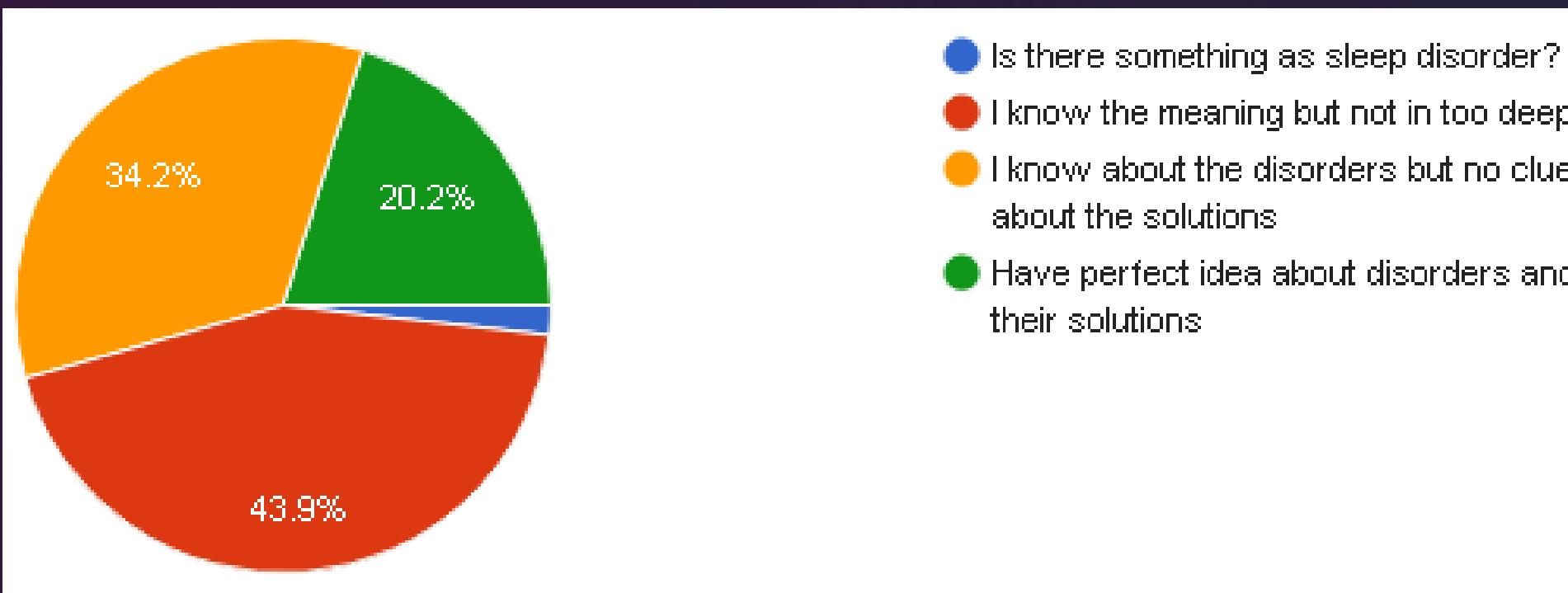
Q4. Do you think it's enough or oversleep?



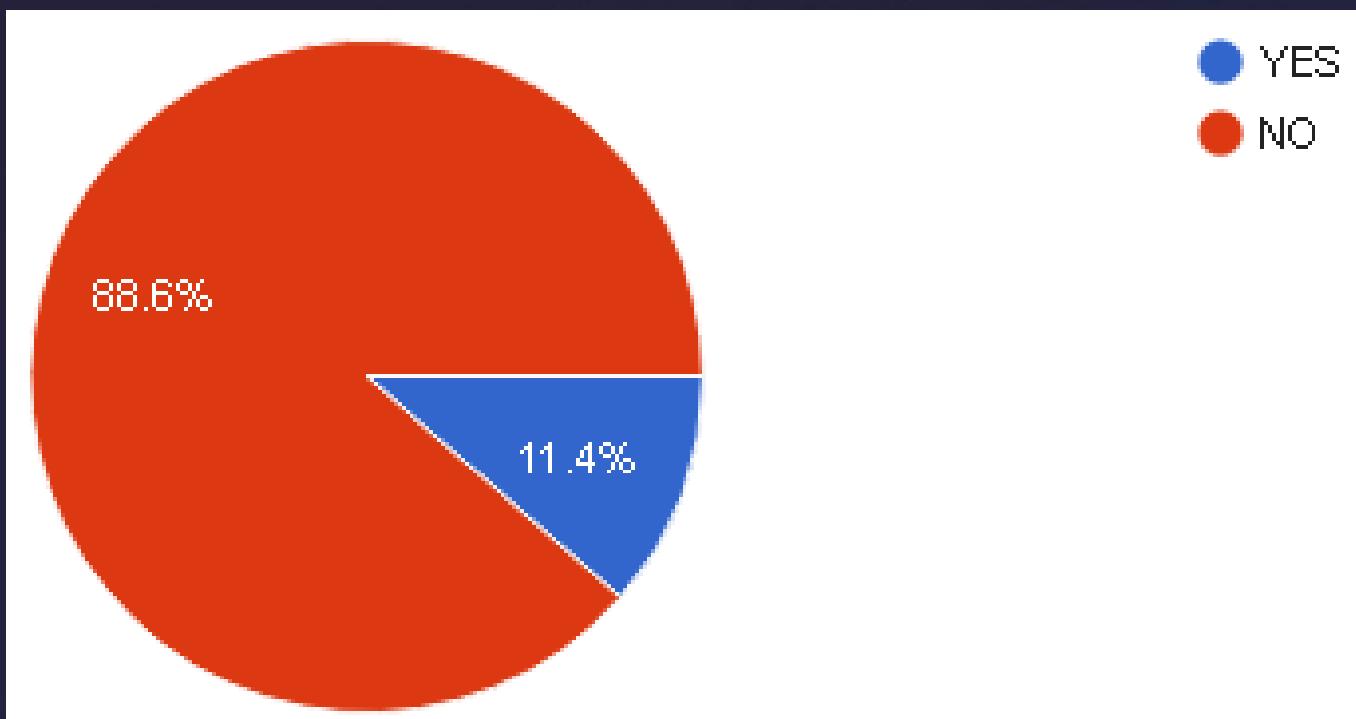
Q5. Is there something you experience during most of your days ?



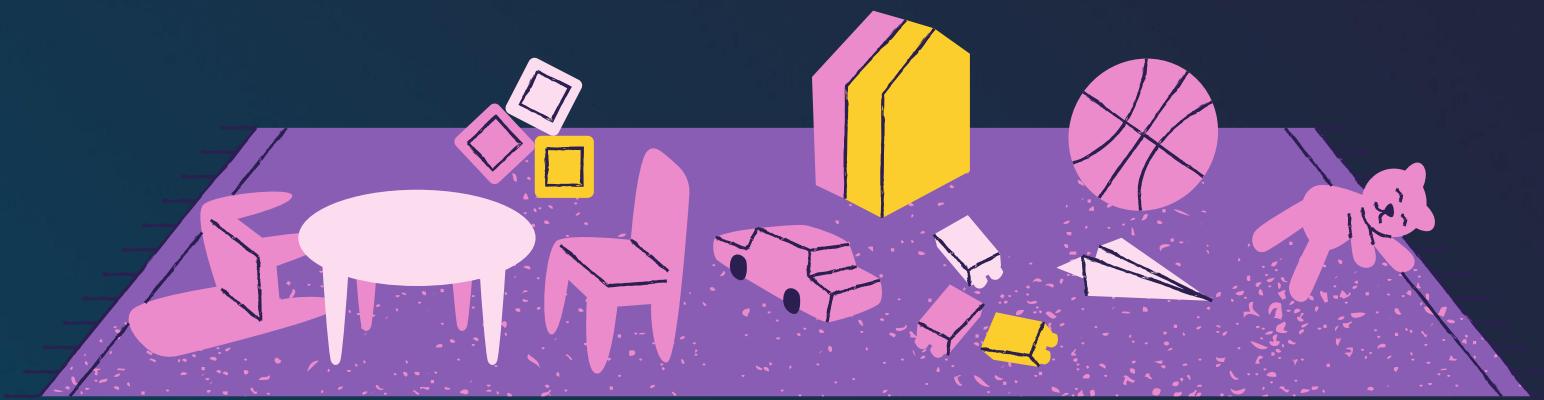
Q6. Do you have any idea about sleep disorder and it's solutions ?



Q7. Do you know any other application that solves sleep disorder problems?



UNGROUPED DATA



- The data given as individual data points
- The raw data collected from surveys and interviews
- Not analysed properly and categorized into different relationships





SOME POSTS FROM SURVEY

Work and
stress are
barrier to
sleep

Minimizing
irregularities
helps in
sleeping

I can't
sleep at
all

Nothing is a
barrier to
my sleep

I have
some info
about
insomnia

I sleep
4-6
hours

Noting my
thoughts
help in
sleep

I am
irritated
most of the
times

I prefer
gaming to
sleeping

I don't know
about any
sleeping
apps

My sleep
depends on
my mood

I have
fever most
of the time

Fake
scenarios
help me in
sleeping

Physical
disturbances
are barrier to
my sleep

I sleep
8-10
hours

I know about Pillow

Cheesecake helps me in sleeping

I can't sleep at all

Have perfect idea about sleep disorder

I sleep 6-8 hours

Imagining peaceful things help in sleeping

I prefer gaming to sleeping

I have fever most of the time

My asthma is a barrier to my sleep

I don't know about any sleeping apps

I know about Headspace

Meditation helps in sleeping

Fake scenarios help me in sleeping

I know about Calm

Having a convo before sleep helps

My BP is barrier to my sleep

I am currently practicing medicine

I sleep more than 10 hours

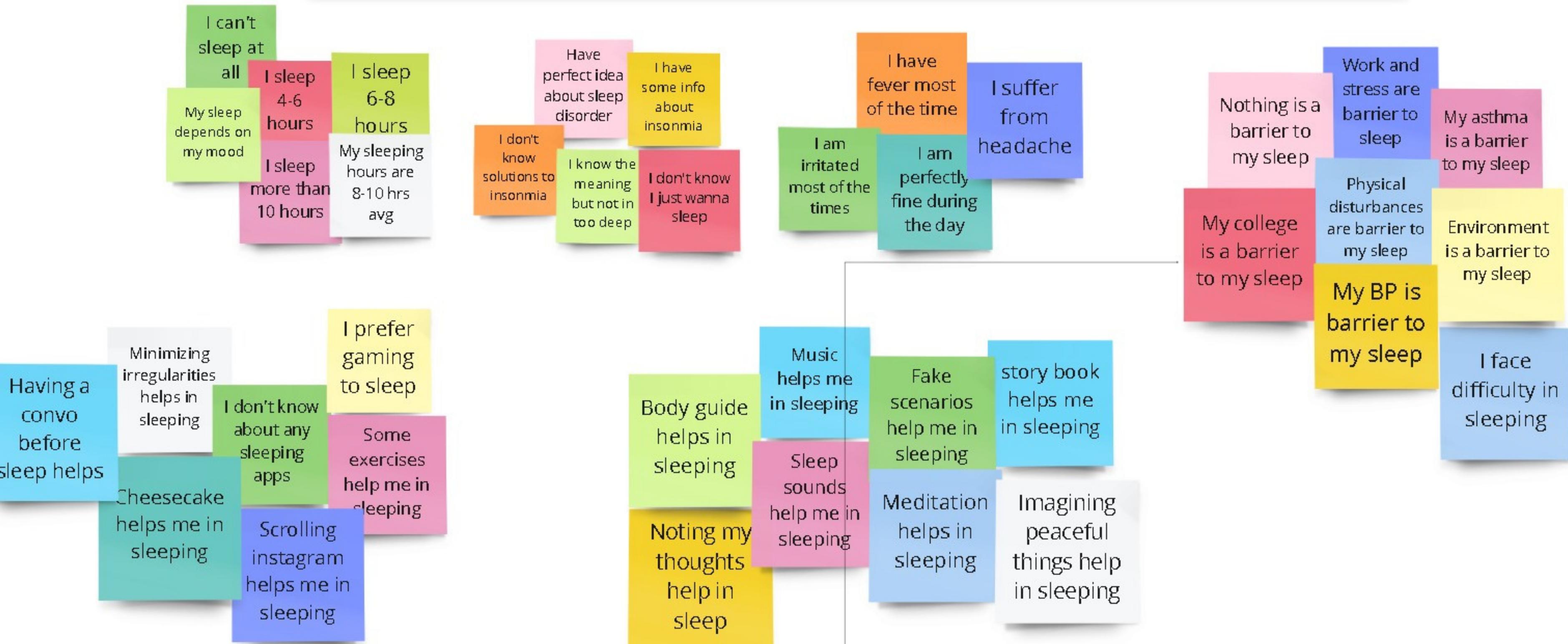
I don't know solutions to insomnia

GROUPED DATA



- The segregated data is kept in well define sections.
- The raw data collected from surveys and interviews is maintained
- and similar data is put under same section.
- Analysed properly and categorized into different relationships.

CATEGORIZING DATA



AFFINITY DIAGRAM



USER's
OWN
SOLUTIONS

Story book
helps me
in sleeping

Some
exercises
help me in
sleeping

Having a
convo
before
sleep helps

Scrolling
instagram
helps me in
sleeping

I don't know
about any
sleeping
apps

I prefer
gaming
to sleep

Imagining
peaceful
things help
in sleeping

USERS
EXPECT-
ATIONS
FROM APP

Music
helps me
in sleeping

Body
guide

Fake
scenarios
help me in
sleeping

Meditation
ideas

Sleep
sounds
help me in
sleeping

Noting my
thoughts

Minimizing
irregularities
helps in
sleeping

UI/UX

Engaging

Calm
interface

Easy to
use

Have most
of the
facilities

Feedback
options
available

SUGGEST-
IONS

No
boring
interface

Mindful
feature and
understable
options

Light
colors to
be used

Availability
of different
languages

App
available as
free source

THANKYOU !