



Aalto University
School of Arts, Design
and Architecture

Evaluation analysis and final design

MUO-E3055 Interaction Design (IxD)

12 February 2024

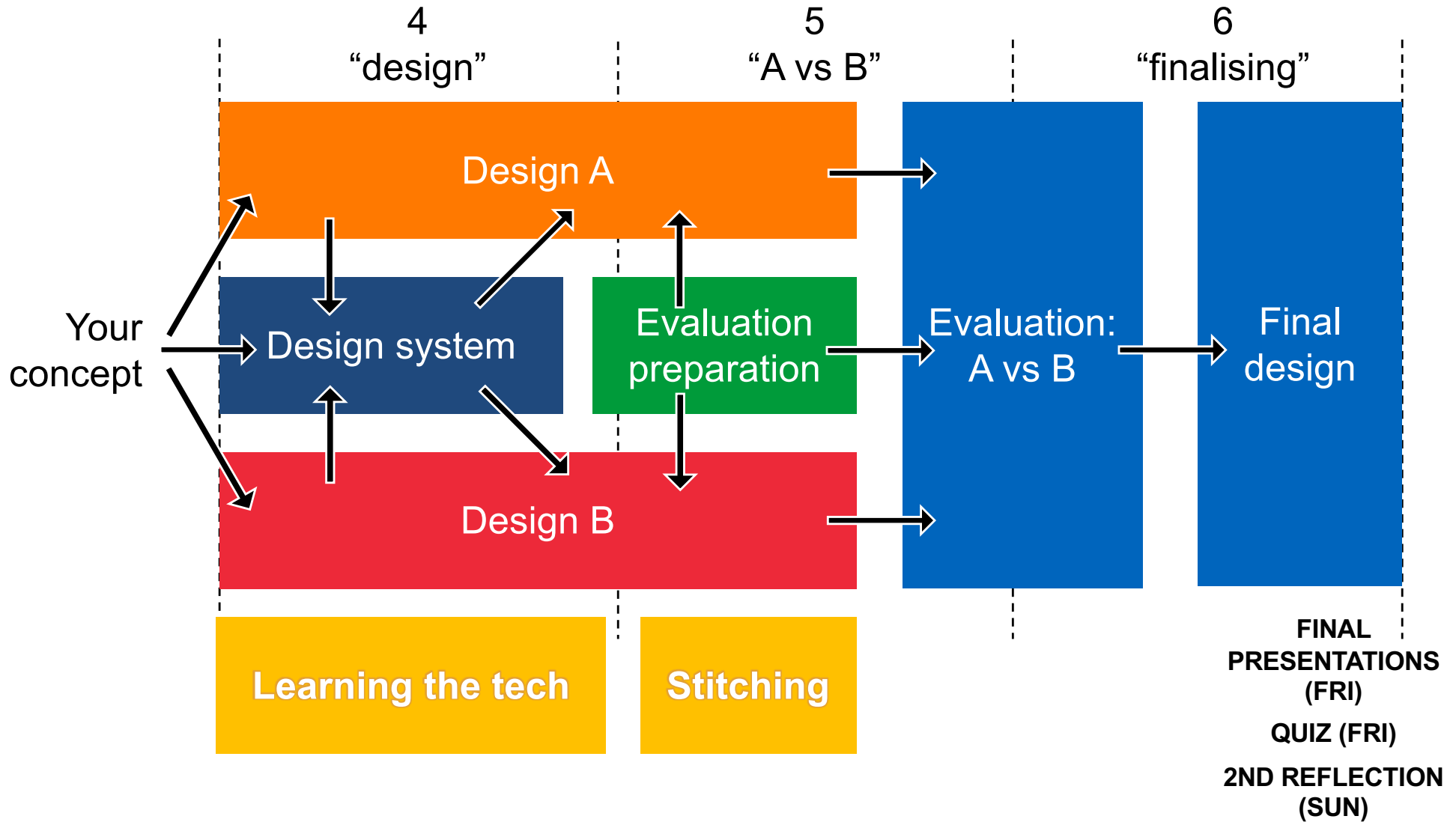
Antti Salovaara

MyCourses > Slides > 06a Evaluation analysis and final design.pdf

Contents of today

	Instructions for Friday
	Requirements for the final design
	Presentation
	Submission
MIXED CONTENTS	Reading materials + quiz questions for Friday
	Individual reflection n:o 2
	Tutor meeting bookings for this week's Tuesday
	AllWell? questionnaire
LEARNING CONTENTS	Data analysis using affinity diagramming

Weeks 4–6 in detail



Remember to reimburse your costs

Instructions:

Cost reimbursement instructions:

<https://mycourses.aalto.fi/mod/folder/view.php?id=1129571>

Evaluation participation compensations:

<https://mycourses.aalto.fi/mod/url/view.php?id=1129572>

Instructions for Friday

Requirements for the final design

Presentation's content template

Submission instructions

Requirements for week 6's final design

The final design is just an illustration!

It is non-functional but realistic-looking

Screenshots or pictures are enough

“What it would look like if we would really build it”

Its design is based on your findings

From your learnings during the creation A+B's interactive versions

From week 5's Friday's heuristic evaluations

From user evaluations

Final presentation

15 mins presentation + 10 mins discussion

1 slide from each point, please!

1. Title slide
2. Pictures of Designs A and B
So that the final design can be compared to them
3. Evaluation's research design diagram
UX goal(s) ↔ Methods that you used to measure the goals
4. Technologies that you used to build the prototypes
How you operated the prototype (Wizard of Oz? Programming? Lots of Figma screens? ...)
5. Evaluation setup
Tasks that users performed, how data was gathered
6. Picture from the entire affinity wall
7. 2–3 main findings from the analysis
8. Final design, based on the findings
Presented in a manner that is comparable to Designs A and B in the 2nd slide
9. Lessons learned for other teams (2 items)
Dos and donts, methodological recommendations, ...

Submission

Your presentation slides in PDF format

Deadline: Friday 13:00 before the presentations

Submit to:

MyCourses > Submissions > Week 6 final presentation

<https://mycourses.aalto.fi/mod/assign/view.php?id=1129583>

Grading:

This submission's grading: 1–5

Group's final grade: average of the two grades, with rounding up

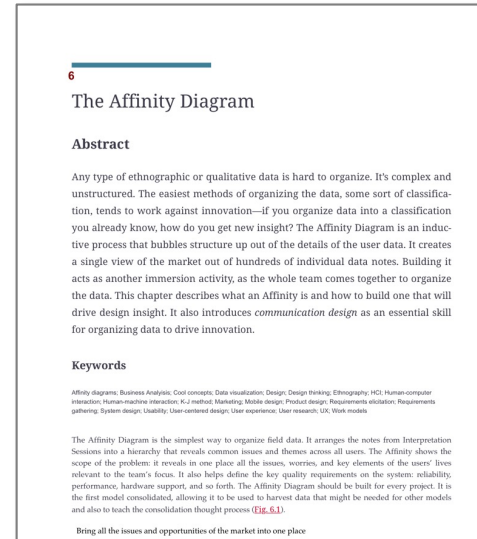
Reading materials

To be read this week
+ answered in a quiz

Reading materials for this week



Lucero (Interact2015):
Using Affinity Diagrams to Evaluate Interactive Prototypes
[https://link-springer-com.libproxy.aalto.fi/chapter/10.1007/978-3-319-22668-2_19](https://link.springer.com.libproxy.aalto.fi/chapter/10.1007/978-3-319-22668-2_19)



Holtzblatt & Beyer (2016):
Chapter 6: The affinity diagram
https://primo.aalto.fi/permalink/358AALTO_INST/ha1cg5/alma998386604406526

Quiz about learning materials

To be answered by 13:00 on Friday

3 questions, similarly as before

Discussion during Friday's first hour

Individual reflection n:o 2

Design problem focused reflection

MyCourses > Submissions > Weeks 4-6 Individual reflection

1 page (A4): max 1/4 page of image + max 3/4 page of text

Reflect on some design problem which you personally contributed to during weeks 4-6, such as:

A design of an interface element that meets certain UX goals

A challenge in choosing the right design solution or research among many possibilities

A dilemma where a satisfactory solution was not easy to find.

Alternatively, the design problem can be a teamwork orchestration challenge

Give a title for your essay that presents the problem that you write about (e.g., “Should the UI element for video selection be a carousel or an endless list?” or “Deciding whether to recruit experts or novices”)

Write about:

How did you personally work on that problem? Present contents about your own work as illustrations, if possible.

How did you analyse the problem? What solutions did you consider? What was your solution?

Your reflection about the solution. Were you satisfied with the solution? How did it fit to the group's overall work, or what effect did it have in the overall design? Could something have been done differently, now when you analyse this problem and your solution again?

Avoid writing about:

Do not just report what you did in the project (“I did this and then I did that”) because that is not reflection.

Do not write about your group’s work as a whole. Instead, write about something where you **personally** were an active member and about which you can present your own opinions about the solution's success.

Grading

Same as before: –, 0 or + (deficiente, regular, excelente)

Deadline: Sunday at 20:00

Tutor meetings

Tuesday's tutor meeting slots

9:00 – 9:45

9:45 – 10:30

12:30–13:15

13:15–14:00

14:00–14:45

You to Everyone 9.53

9:00 G4

9:45: G1

12:30: G3

13:15: G2

14:00: G5

AllWell? questionnaire

Aalto's wellbeing survey, sent to all 2nd year BA students and 1st year MA students

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What is AllWell?

Aalto measures all 2nd year BA students and 1st year MA students' wellbeing with an online survey

A personal link has been sent to your email

More information:

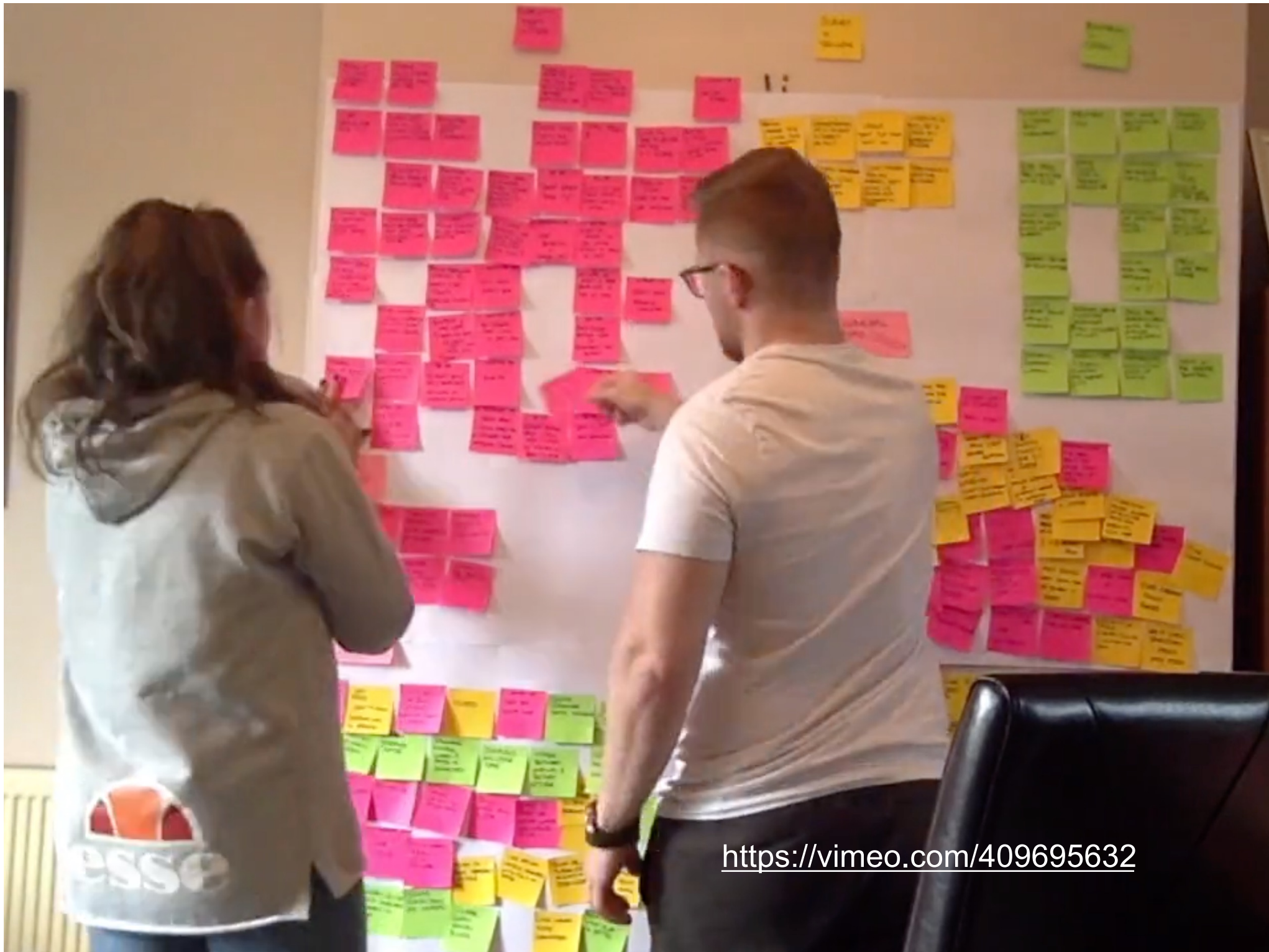
<https://www.aalto.fi/en/news/allwell-we-care>

Let's answer it now!

Break

Data analysis

Using affinity diagrams



<https://vimeo.com/409695632>

SYMBIOSIS WITH THE SOCIETY

RATHER THAN TRYING TO SOLVE THE UNEASY RELATION BETWEEN THE PUBLIC AND THE PUBLIC, WE COULD TRY TO FACILITATE WAYS HOW COMMUNITIES COULD BENEFIT FROM THE PUBLIC, DESPITE THE PROBLEMS

THE CAUTIOUS ATTITUDE THAT THE SURROUNDING SOCIETY SHOWS IS (1) UNPLEASANT TO THE MEMBERS, BUT ALSO (2) A FORCE THAT BINDS THE COMMUNITY TOGETHER AND ENFORCES ITS IDENTITY

TV-SHOW FROM LARPS

BUMPER NEWS LETTER ABOUT HARGAINS IN A GAME COMMUNITY

SHOULD WE BE CONSIDERED OF THE POTENTIAL NEGATIVE EFFECTS OF GAMING EXPERIENCES?

THE POINTS OF THE PRACTICE IS NOT ON "WHY" (WHY SHOULD GAMING BE IN SCHOOLS?)

CAT-ASSISTED FOR LARPS

FORUM FOR PARENTS TO SUPPORT THEIR CHILDREN TO PLAY AND USE COMPUTER

PARENT-DIRECTED SERVICES TO BUILD TRUST AND AMBIGUOUS

PORTING TOOLS TO UNLOCK ALL CONTENT

CONTENT RE-USE WOULD BE USEFUL. CONTENT COULD START WITH STABLE CONFIGURATIONS THAT WORK AND THINER THEM, RATHER THAN PUTTING EVERYONE START FROM SCRATCH.

CREATION APPLICATION THAT RUN ON NEW TECHNOLOGY/PLATFORM THAT PEOPLE CAN START TO EXPERIMENT WITH

COULD HIT/BE DO SOMETHING FOR THE LEGAL ISSUES IN RE-USE OF COPYRIGHTED CONTENT OR THE USE OF PIRATE SOFTWARE IN MOD CREATION?

CLEAR ALL-IN-ONE JURIDICALLY SOUND SERVICES FOR SELLING YOUR CONTENT TO THE GAME COMPANY WOULD HELP PLAYERS GET COMPENSATIONS FOR THEIR EFFORT AND COMPANIES GET INNOVATIVE CONTENT EARLY

DEVELOPER-HOTTEST RESTRICTED WEB FORM FOR MEMBERS TO PARTICIPATE

COMPANY COULD PROVIDE TEMPORARY LICENSES TO PROPERLY START TOOLS FOR MODDERS

AN AUTHORITY THAT LICENSES COMMERCIAL TOOLS FOR MODDERS FOR LIMITED PERIODS OF TIME

TOOLS FOR OPERATING CONTENT OR PORTING CONTENT FROM OLD FORMATS TO BE USED IN NEW TECHNOLOGY COULD BE HELPFUL TO COMMUNITIES

DIFFERENTIATION BECOMES EASIER IF THE COMMUNITY GETS AN ACCESS TO SOME COPYRIGHTED PROPRIETARY MATERIAL. THIS REQUIRES A MUTUAL BENEFIT FROM CONTENT PROVIDER OF PURSE

THROUGH CONTENT TRANSACTION SYSTEM, COMPANIES COULD EVEN BUY RIGHTS TO HARMFUL CONTENT (NUDE MODS ETC) AWAY

SKIN CREATOR TOOL FOR CREATING SPECIFIC CONTENT (LIPS, HAIR, GLOVES, WEAPONS, WEATHER, WEAPONS)

SKINS BASED ON GENDER TO BE USED IN MULTIPLE PLATFORMS/GAMES

TOOLS FOR CREATING DIGITAL CONTENT FROM OTHER MEDIA INTO MODS/GAME RESOURCES/AWARDS

MEDIA CLOUD COMPACT CLOUD SYSTEM FOR RESOURCES

IT COULD BE WORTHWHILE TO INVESTIGATE WHAT SECTIONS/AREAS THERE ARE AT WEAKNESSES THAT ISP'S CAN APPROPRIATE THEIR SERVICES FOR FAN-SITE BUILDERS

HOW SHOULD THE LEVEL OF COMMITMENT BE MEASURED? AMOUNT OF THE SPENT? NUMBER OF CONTRIBUTIONS? FEELS AS OTHER THAN CONTENTS IN THE GAME COMMUNITY? SHOULD THERE BE A BARRIER OF ENTRY MEMBERS OF THE COMMUNITY?

FAN-SITE STARTER KIT (must have a support system for users, tools for modding, tools)

TOOL FOR SERVICE PROVIDERS THAT FAN-SITE BUILDERS WOULD LIKE TO USE

WHEREAS IN A FAN-SITE IN A MODS AND GAME, SOME ACTIVITY IN THE GAME ARE SEEN IN THE FAN-SITE

FREE WEB SERVICES (EMAILING FACILITY FROM HERE, STORAGE SPACE FROM THERE) IN A NEAT-LOOKING WAY

THE TYPE CONTRIBUTIONS DEPENDS ON HOW BIG A AUDIENCE THE PERSON IS ADDRESSING: WHOLE GAMING COMMUNITY OR JUST THE CLOSEST FRIENDS AND THE OBTAINING MOTIVATIONS ALSO DIFFERS

COMMUNITY EXPENSE CALCULATOR THAT TELLS MONTHLY EXPENSES AND KEYS TRACK ON SITUATIONS IN THE WHEATIE CAN SHARED RESOURCES

FOR A CONTRIBUTOR, MONEY AS A COMPENSATION FOR EFFORT SEEMS TO BE NICE EXTRA REWARD

COULD THERE BE POLICIES FOR REWARDING MEMBERS THAT DO NOT INVOLVE DIRECT PAYMENTS?

TO BE ADDED TO FAN-SITE STARTER KIT: CASH-REWARDING SYSTEM AS AN ALTERNATIVE TO BOUNTIES

COMMUNITY DRIVEN LABOUR-INTENSIVE WORK IN PARTICULAR FOR WRITING, NEEDS TO A CROWD RECOGNITION THAT THEY NEED IN GAMING

REWARDING MONEY

FACILITIES FOR A NEW COMMUNITY NEED NOT BE READILY AVAILABLE: PART OF EXPERIENCE OF A GOOD COMMUNITY CAN BE JOINT EFFORTS THAT THE YOUNG COMMUNITY RIGHTS FOR ACCESS TO THOSE FACILITIES

COMMUNITIES WOULD REJECT FROM TOOLS THAT FACILITATE PREPARATION OF NEW CONTENT OF FUTURE EVENTS (HELP IN PREPARING SKILL FOR NEW SWIMMING CHANGES, IN SWIMMING)

TOOL FOR COLLECTING ALL KINDS OF INFORMATION RELATED TO FUTURE EVENTS TO BE USED WITHIN THE TIME IT BEGINS

A FEATURE TO FACILITATE COLLABORATIVE HEDGE BE HELPING TO REALIZE PROJECTS IN THE COMMUNITY

USE JARVIS'S PORT APPLICATION TO FIND OUT A TIME WHEN PEOPLE CAN GATHER TOGETHER TO SOLVE PROBLEMS TOGETHER

WHEN CONFLICTS ARISE, THERE SHOULD BE MECHANISMS FOR SOLVING THEM QUICKLY (BUT NOT NECESSARILY QUIETLY)

3RD PARTY PROVIDER: CUSTOMER RESOLUTION SERVICE FOR GAMES

INTER-SERVICE/INTRA-SERVICE CUSTOMER RESOLVER

VIRTUAL REALITY APPLICATION: WHEN CONFLICT HAS BEEN RESOLVED, HAVE A FEELING WHERE A BRIDGE IS BUILT BETWEEN THE TWO PARTIES

WHAT IF SOME PEOPLE IN A VAGUE COMMUNITY WOULD LIKE TO HAVE BETTER TIES BUT THE COMMUNITY DOES NOT

COMPARING THESE TO CATEGORY

LIMITED DEMOGRAPHICS IS STILL THE MAJOR LIMITATION FOR GROWTH IN GAMING INDUSTRY

GAMING CAN BRING ECONOMIC BENEFITS TO THE GAME

COMMUNITY RULES MUST BE EASILY UNDERSTANDABLE, OR AND COMMUNICATED IN A RIGHT TYPE OF WAY

REASONS FOR RULES: -existing everyone has from the complex reality -likely violation -disincentives from (non) communities

COMMUNITY IDENTITY BUILDING TOOL

EARLY UNDERSTANDING COMMUNITY RULES ARE THE KEY FOR SUCCESS BEING A CONTRIBUTOR DIFFERENTIATION FROM THE OTHERS

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Affinity diagrams

What kind of data can be analysed?

Many formats in one analysis (text, images, documents, ...)

Prerequisite: easy portability when working on the wall

What could be observed from the previous video:

Making affinity diagrams is creative data structuring

The organization is based on making interpretations of the data

Interpretations create an understanding of the research problem

Interpretations also include redefinitions of the problem ("framing")

Where can you learn more:

This week's reading material

Learning by doing

Suggestion for the analysis process

1. Read this week's reading material
2. Find a space with a lot of wall or table space
3. Gather your data
Videos from evaluations, interviews, questionnaires, earlier weeks' data, ...
4. Run data sessions
Go through (read, watch, ...) each set of data (e.g., each evaluation)
As you watch/listen/process, everyone writes remarks on Post-It notes simultaneously
⇒ You will have lots of notes (200 notes in the end of the sessions is quite good)
5. Start a collaborative analysis using affinity diagramming
Move your notes to a shared canvas
Group notes together to find more general patterns
Work in parallel, not one note at a time
6. Draw conclusions
What to keep / drop from Designs A/B
Other observations about use context / users / ...
What should be your final design?

As you watch/listen/process, everyone writes remarks on Post-It notes simultaneously

Use a different note colour for every participant
Everyone writes new notes without interruption

You can write about many things:

Direct observation (*“User does not find Undo button”*)

Insights (*“Our target users are visual thinkers => too much text in home screen”*)

Write only full sentences!

Your note must be understandable by anyone in your team without asking what the writer meant

Only one idea in each note!

Suggestion for the analysis process

1. Read this week's reading material

2. Find a space with a lot of wall or table space

3. Gather your data

Videos from evaluations, interviews, questionnaires, earlier weeks' data, ...

4. Organise data sessions

Go through (read, watch, ...) each set of data

As you watch/listen/process, everyone writes remarks on Post-It notes simultaneously

⇒ You will have lots of notes (target: 200 in the end is quite good)

5. Collaborative analysis using affinity diagramming

Move your notes to a shared canvas

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6. Draw conclusions

What to keep / drop from Designs A/B

Other observations about use context / users / ...

What should be your final design?

4. Collaborative analysis using affinity diagramming

Affinity diagramming is a parallel process

Everyone works at the same time

Notes do not have owners – any note can be moved by anyone

Talk what you do as you work

(“I’m gathering all the misunderstandings to this cluster here”)

If you start negotiating the location of each note, you’ll get tired very quickly

You can start from empty canvas

Add your notes to the canvas from your own piles

As you add notes, look for opportunities to create clusters

Continue clustering when all notes are on the canvas

Generate cluster names (with special-sized or coloured notes)

Write more notes

Your experiences & recommendations?

Those of you who have experience on affinity diagram analysis:

What problems have you noticed?

What mistakes should be avoided?

What practices and working methods are good?

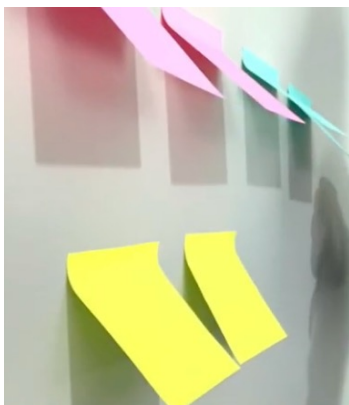
How to peel a Post-It note from stack

<https://www.youtube.com/watch?v=PIXpbRz1Bmg>

WRONG WAY:
From bottom to top



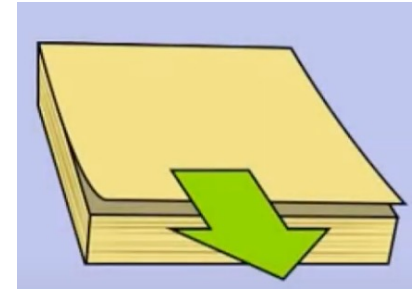
Curled notes
that will fall down



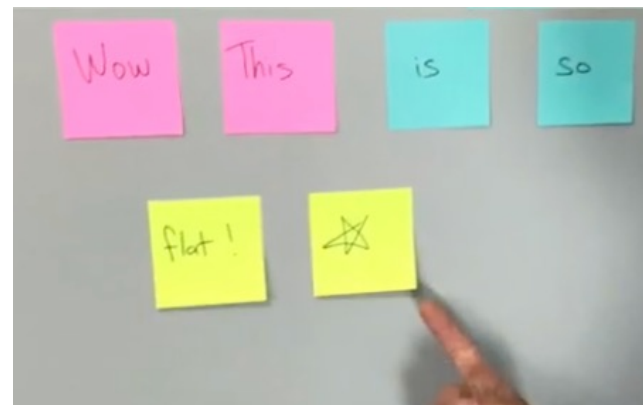
RIGHT WAY #1:
From side to side



RIGHT WAY #2:
Pull down



Flat notes
that will stay on the wall



What are good clusters like?

Just groupings of
same content

Insightful: ideas
that describe what
might lie behind
the notes
themselves

Colourful: notes
are from many
participants

Useful: they point
out findings that
you are searching
for (e.g., UX
problems or IxD
improvements)

Internally coherent

Contain ideas
that make you
think

**Happy analysis, and
see you in the group tutorings!**