

Reading materials discussion Final presentations

MUO-E3055 Interaction Design (IxD) 16 February 2024

Contents of today

Reading materials discussion Final presentations

Reading materials discussion

Reading materials for this week



The Affinity Diagram Abstract Any type of ethnographic or qualitative data is hard to organize. It's complex and unstructured. The easiest methods of organizing the data, some sort of classification, tends to work against innovation—If you organize data into a classification you already know, how do you get new insight? The Affinity Diagram is an inductive process that hubbles structure up out of the details of the user data. It creates a single view of the market out of hundreds of individual data notes. Building it acts as another immersion activity, as the whole team comes together to organize the data. This chapter describes what an Affinity is and how to build one that will drive design insight. It also introduces communication design as an essential skill for organizing data to drive innovation. Keywords Affine dagams, Busewa Anapisic. Cod concept: Data simulation, Daigo, Daugo being Elimogrape, HC. Hame comparamental threates an active to the control of th

Lucero (Interact2015):

Using Affinity Diagrams to Evaluate Interactive Prototypes

https://link-springercom.libproxy.aalto.fi/chapter/10.10 07/978-3-319-22668-2_19

Holtzblatt & Beyer (2016):

Chapter 6: The affinity diagram

https://primo.aalto.fi/permalink/358A ALTO_INST/ha1cg5/alma99838660 4406526

Question

Both reading materials (Holtzblatt and Lucero) emphasize that affinity diagrams are used to analyse data in a data-driven, bottom-up fashion without predefined categories.

In this course, however, the evaluation methods have been chosen in a top-down manner, based on your UX goals.

=> Do you think that there is therefore a contradiction? In your project's affinity diagram analysis so far, has it been difficult for you to analyse the data since it has been so closely based on predefined UX categories? How has this impacted your analysis process?

Other questions

What kind of things does Lucero suggest that the team members should talk out loud when they do the analysis together?

In Lucero's text, what kinds of benefits does he see in the creation of cluster hierarchies already early on in the analysis process?

Reminder: course feedback

Course feedback

Link in MyCourses (or in your email)
Anonymous answers

Please answer!

Course feedback is very important channel from students to teachers on how to develop teaching

Break

After the break: presentations

Order: G1, G5, G2, G3, G4

Presentations

What have you learned in this course?

F-formations

Sprint method

Storyboarding

Crazy eights

Having a Decider in the project

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Interaction design

Design systems

Design heuristics

Design patterns

PACT framework

Affordances

Wireflows

Interaction prototyping

Triangulation as a method

selection principle

Evaluation arrangements

Data analysis with small datasets

Interviewing

Heuristic expert evaluation

Affinity diagrams

A-B testing

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Have a good 7th week

Remember to return your reflective essays!