# Reading materials discussion
# Final presentations

**MUO-E3055 Interaction Design (IxD)**

**16 February 2024**

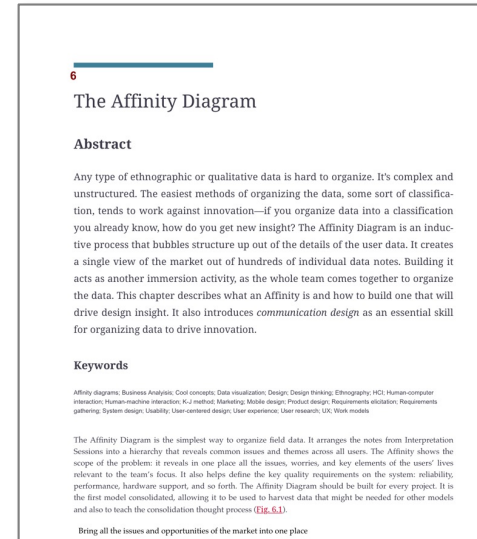# Contents of today

Reading materials discussion

Final presentations

# Reading materials discussion

# Reading materials for this week

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

Holtzblatt & Beyer (2016):

Chapter 6: The affinity diagram

https://primo.aalto.fi/permalink/358AALTO_INST/ha1cg5/alma998386604406526

# 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

    …

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!**