

Affinity Diagrams

Lindsay MacDonald

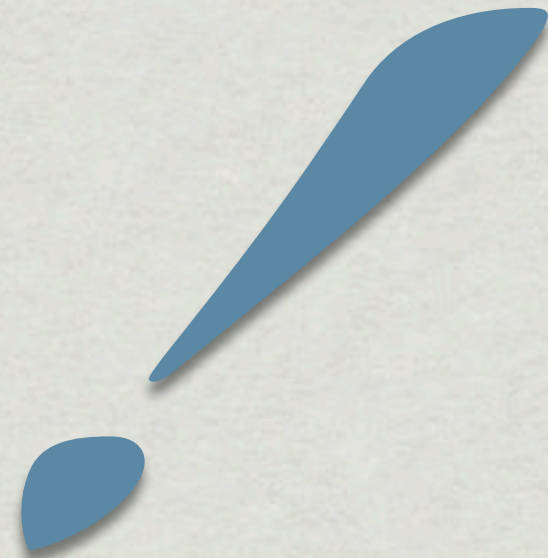


- What is an affinity diagram?
- When to use one?
- Where to put it?
- Who is involved?
- How to build one?
- How to read one?
- Add more data?
- How to document?

Your affinity diagram should list key issues and hot ideas present in your project.

Terms to know

- * Interpretation Session
- * Affinity Note
- * Walk the wall

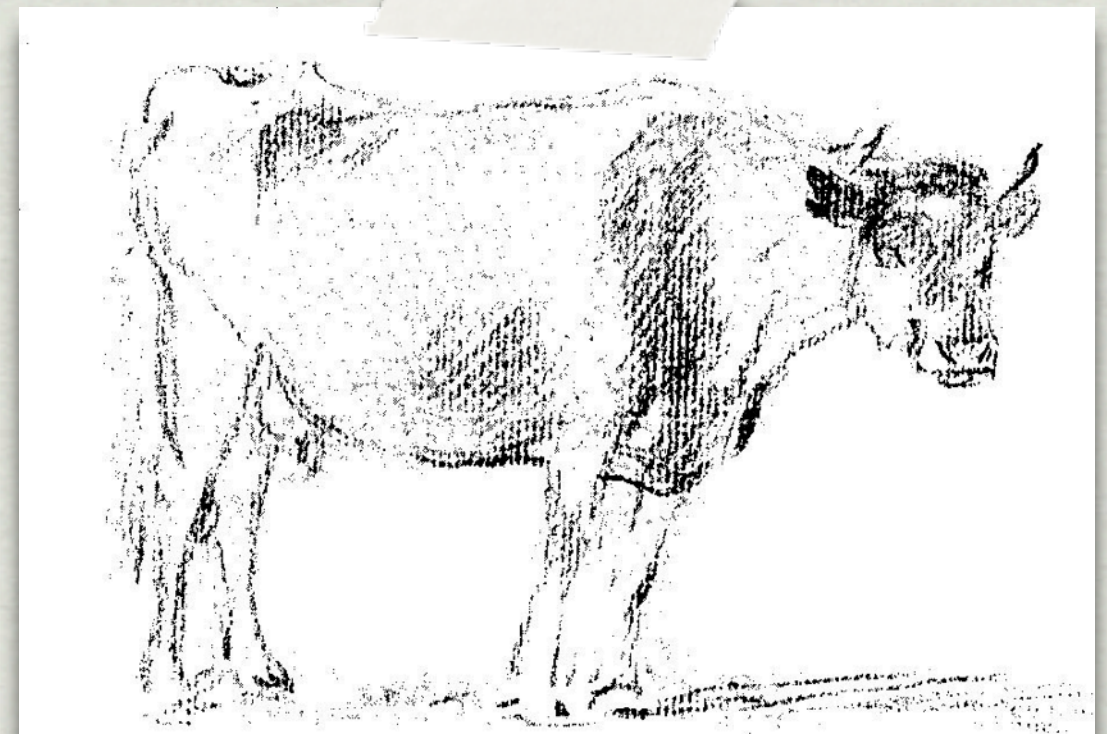




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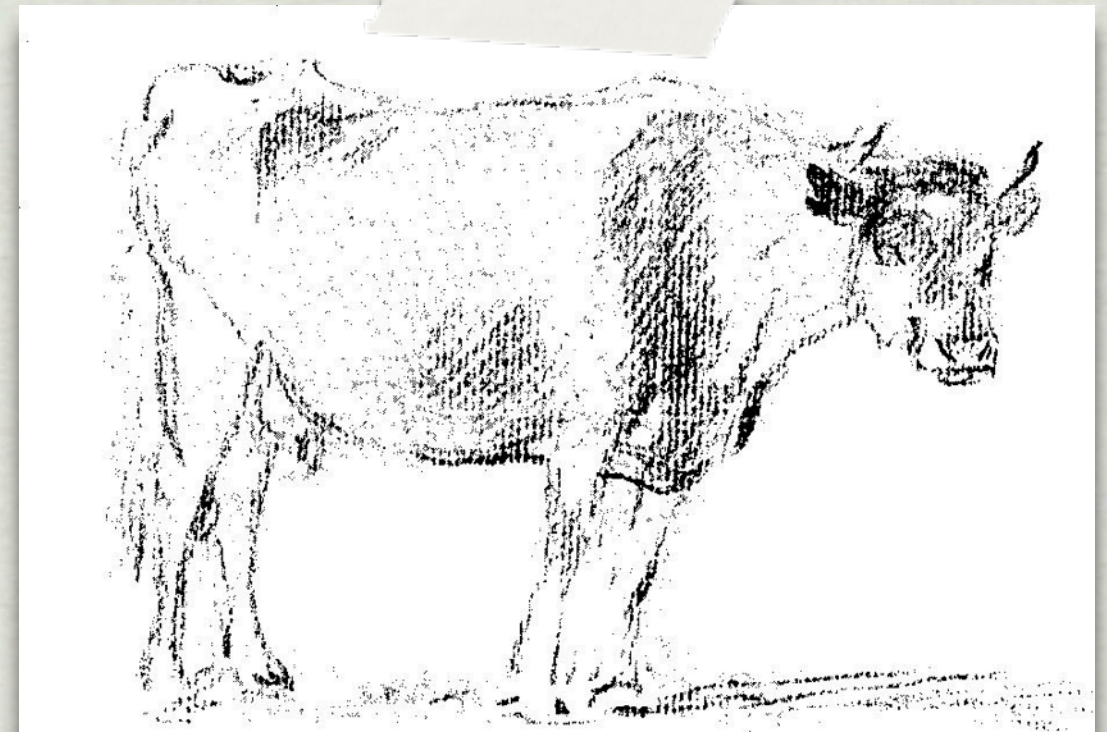
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What is it?



What does it do?

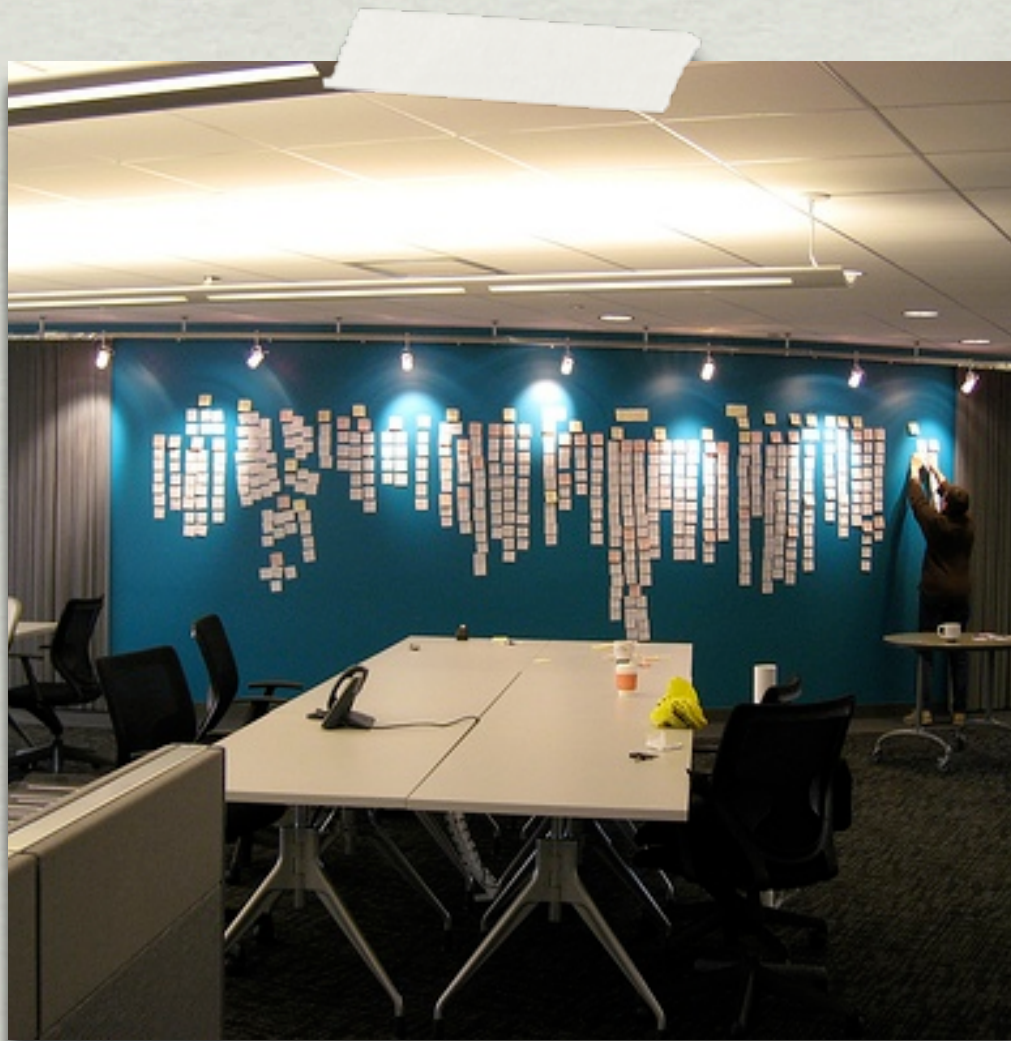


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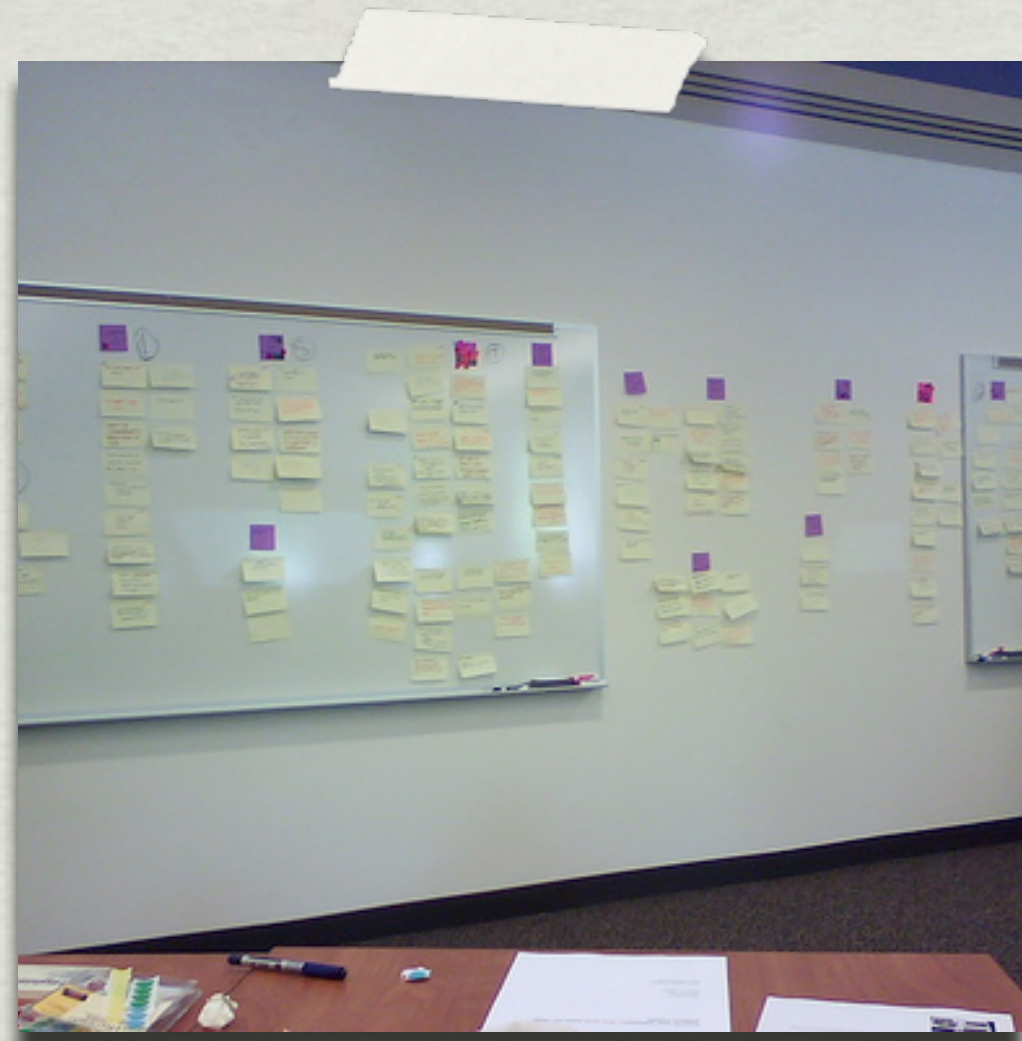
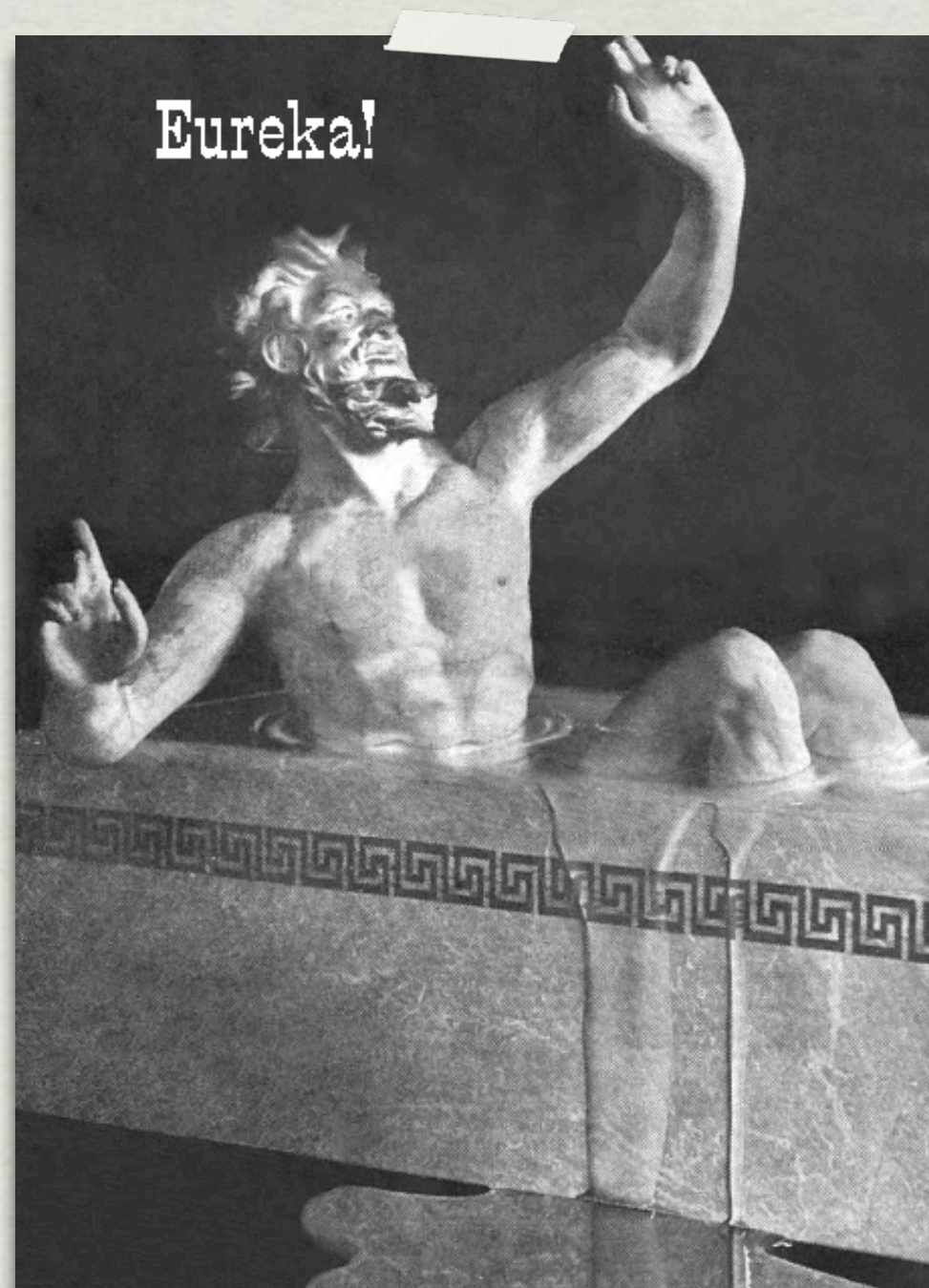


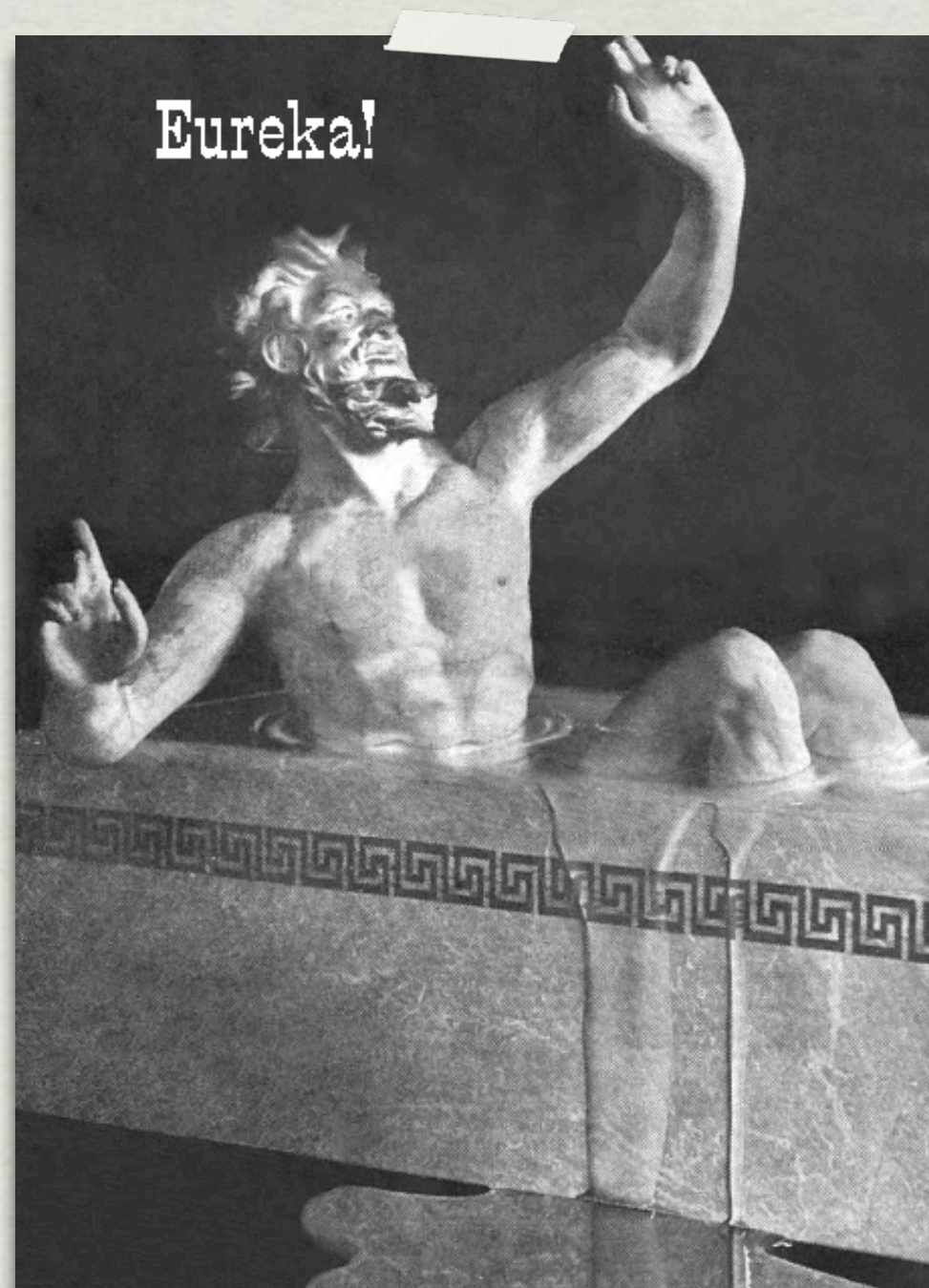
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What it won't do



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What it won't do



NO. →

[HTTP://PHYSICS.WEBER.EDU/CARROLL/ARCHIMEDES/CROWN.HTM](http://physics.weber.edu/carroll/archimedes/crown.htm)

When to do one?



✱ After interviews

When to do one?



✱ After interviews



✱ After interpretation session

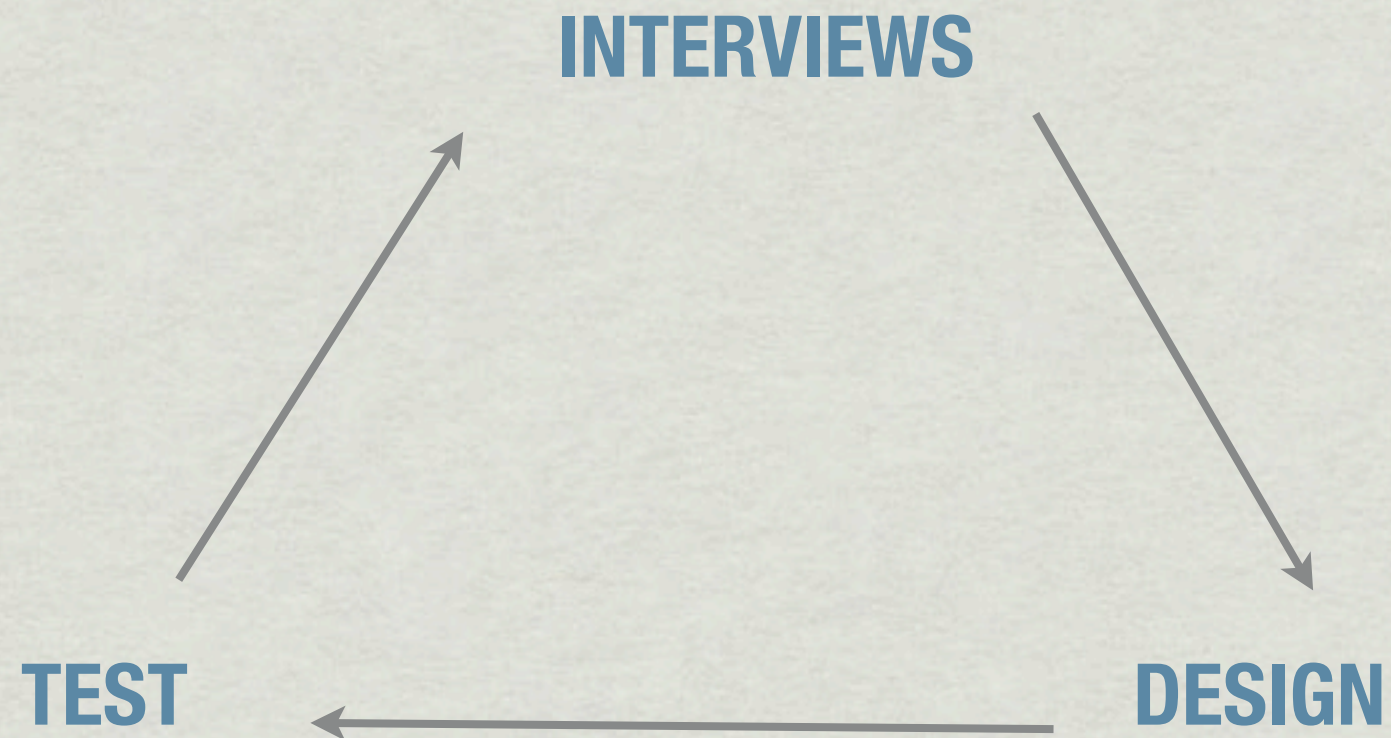


When to do one?

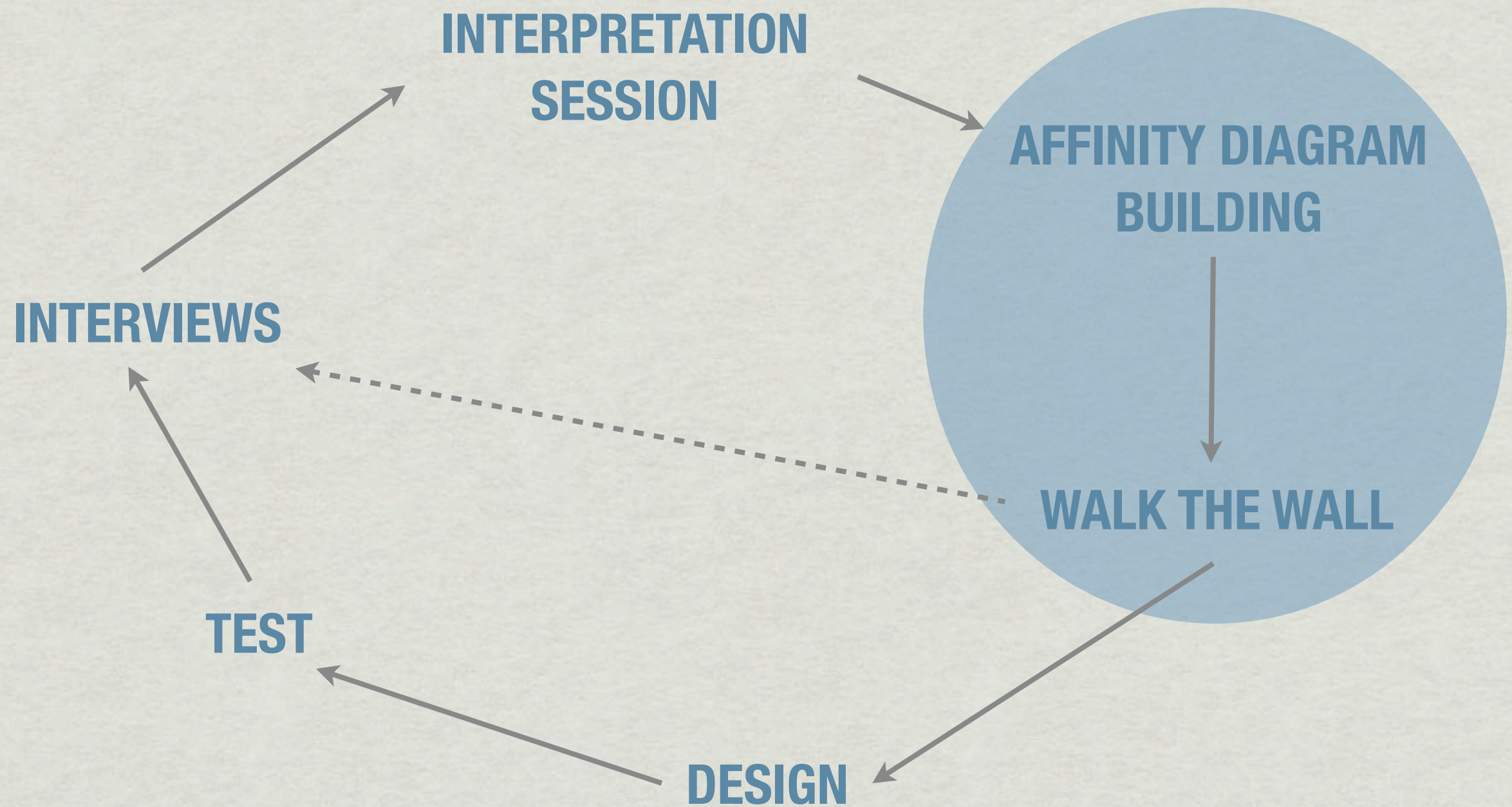
- ✱ After walking the wall and additional interviews.



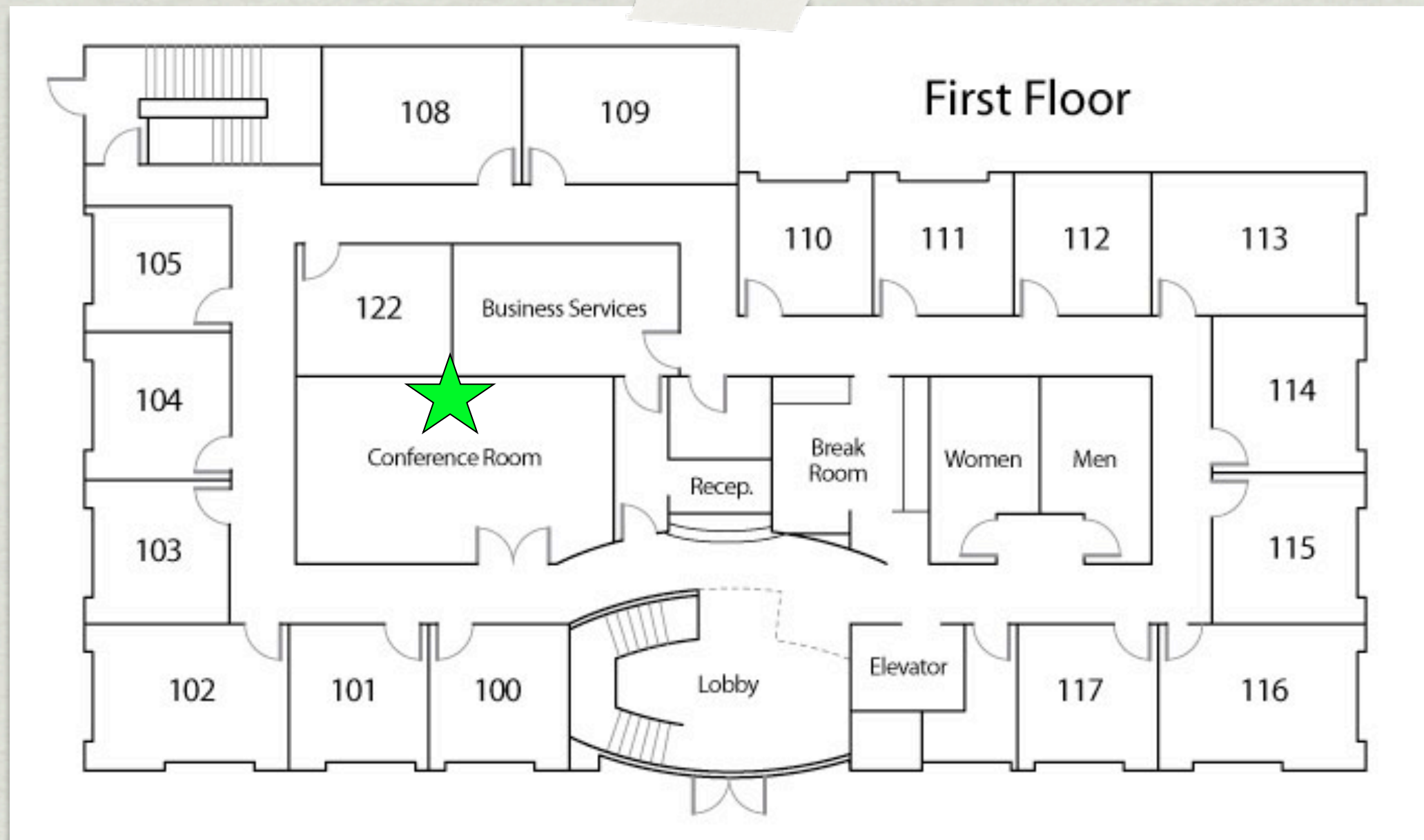
Design Life Cycle



Contextual Design Life Cycle



Where should it go?



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Who to involve?



DESIGN TEAM

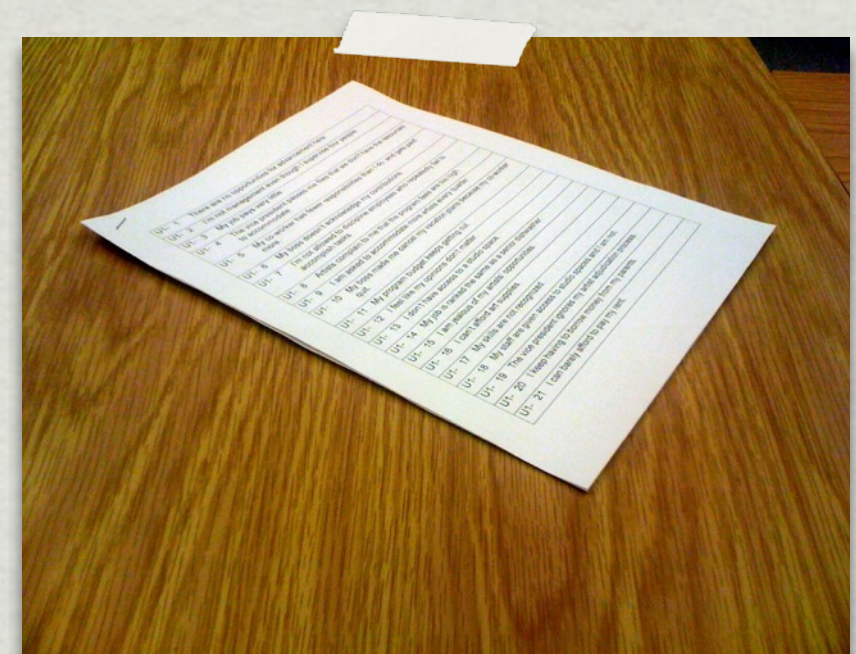


STAKEHOLDERS

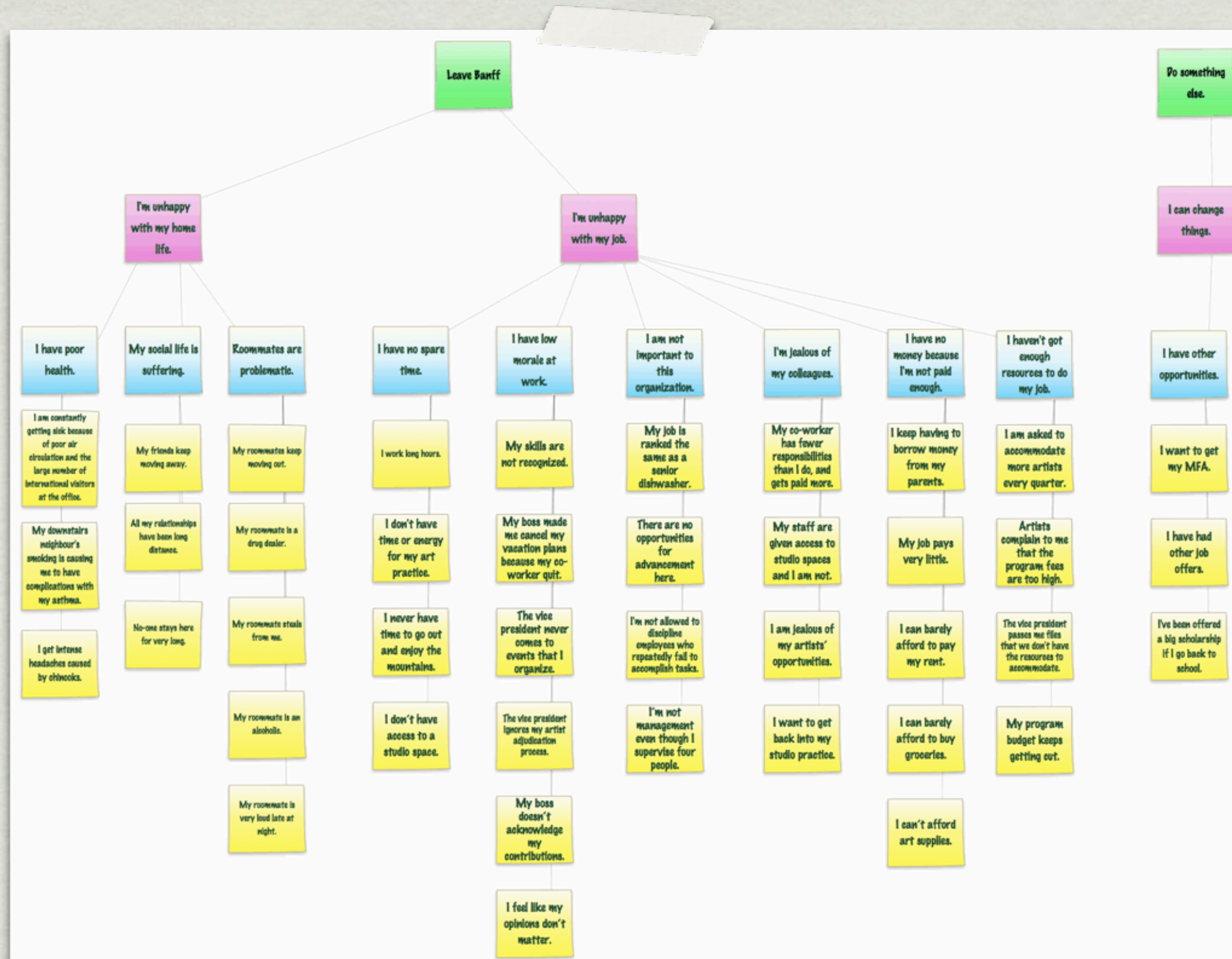


MANAGEMENT

Supplies!



Structure



The Rules of Building



The Rules of Building

- ✱ Start with observation.



The Rules of Building

- ✱ Start with observation.
- ✱ Moving is ok.



The Rules of Building

- ✱ Start with observation.
- ✱ Moving is ok.
- ✱ 3-6 per group.



The Rules of Building

- ✱ Start with observation.
- ✱ Moving is ok.
- ✱ 3-6 per group.
- ✱ One note, one idea.



Get set



The Affinity Note

U1-16

*I can't afford
art supplies.*

Affinity note stage

- ✱ The yellow notes
- ✱ The foundation!



Splitting up

U1-16

I'm not allowed to discipline my employees who repeatedly fail to accomplish tasks.

U1-16 A

I'm not allowed to discipline my employees .

U1-16 B

My employees repeatedly fail to accomplish tasks.



Blue label stage



A Good Blue Label



- ✱ Captures what matters about the notes below.

A Bad Blue Label



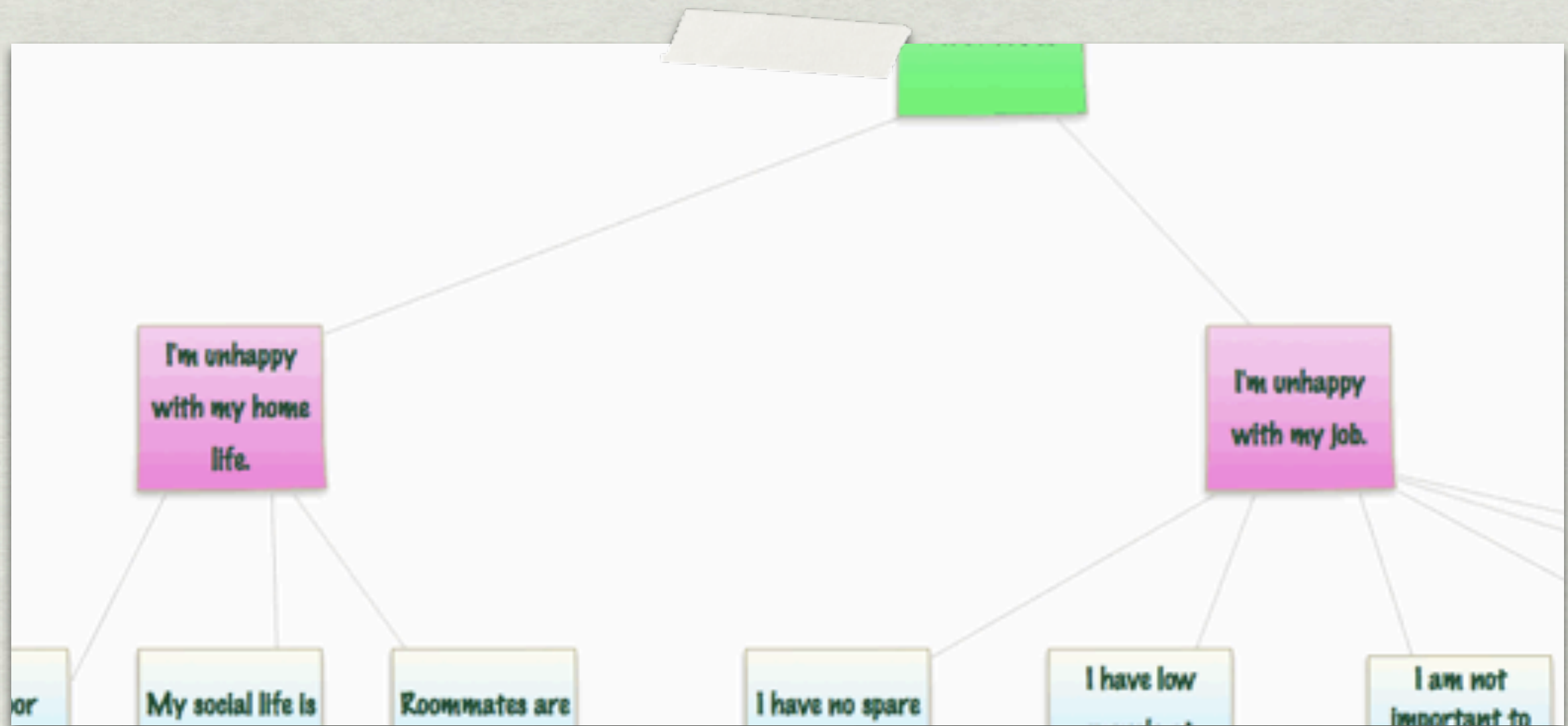
I don't like my living situation.



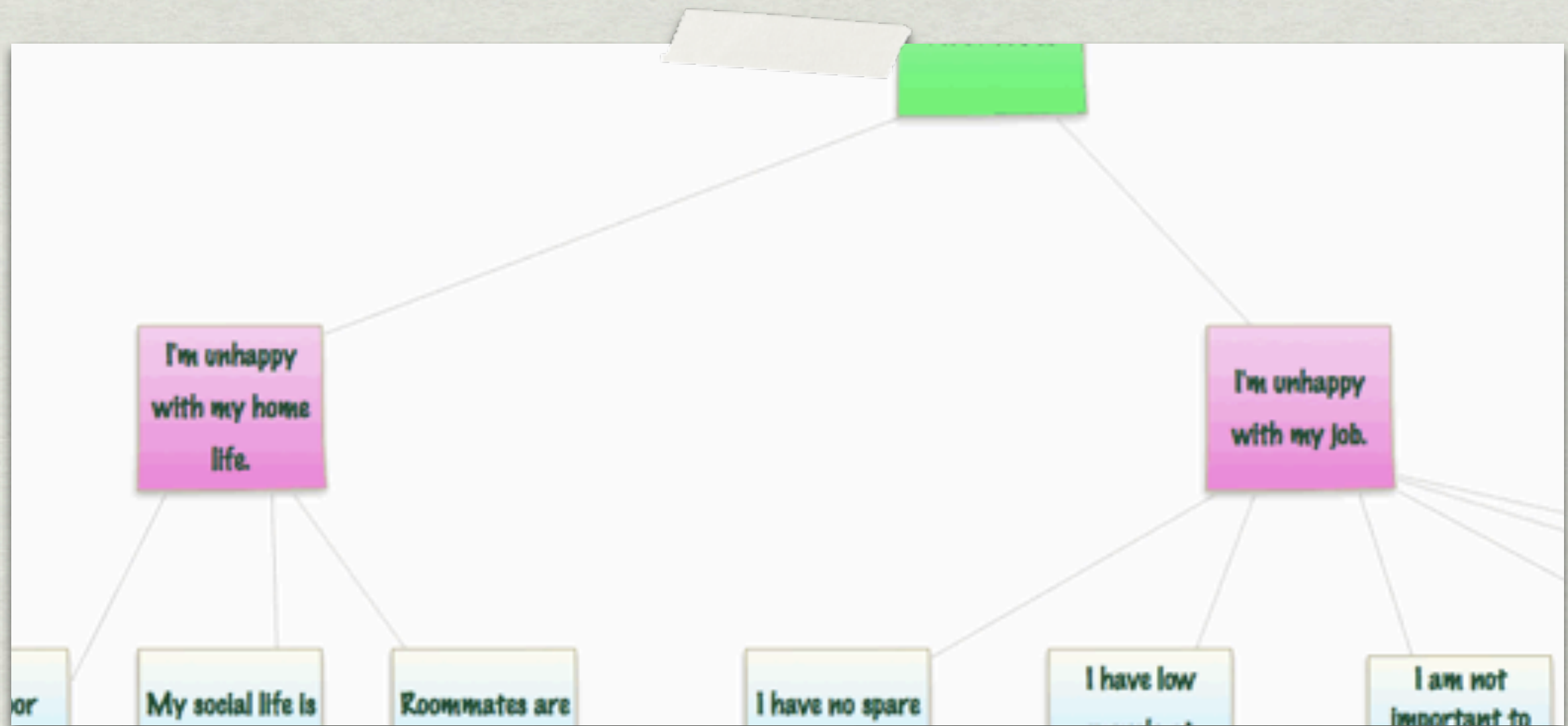
Roommates!!

✱ Why are these two bad?

Pink label stage



A Good Pink Label

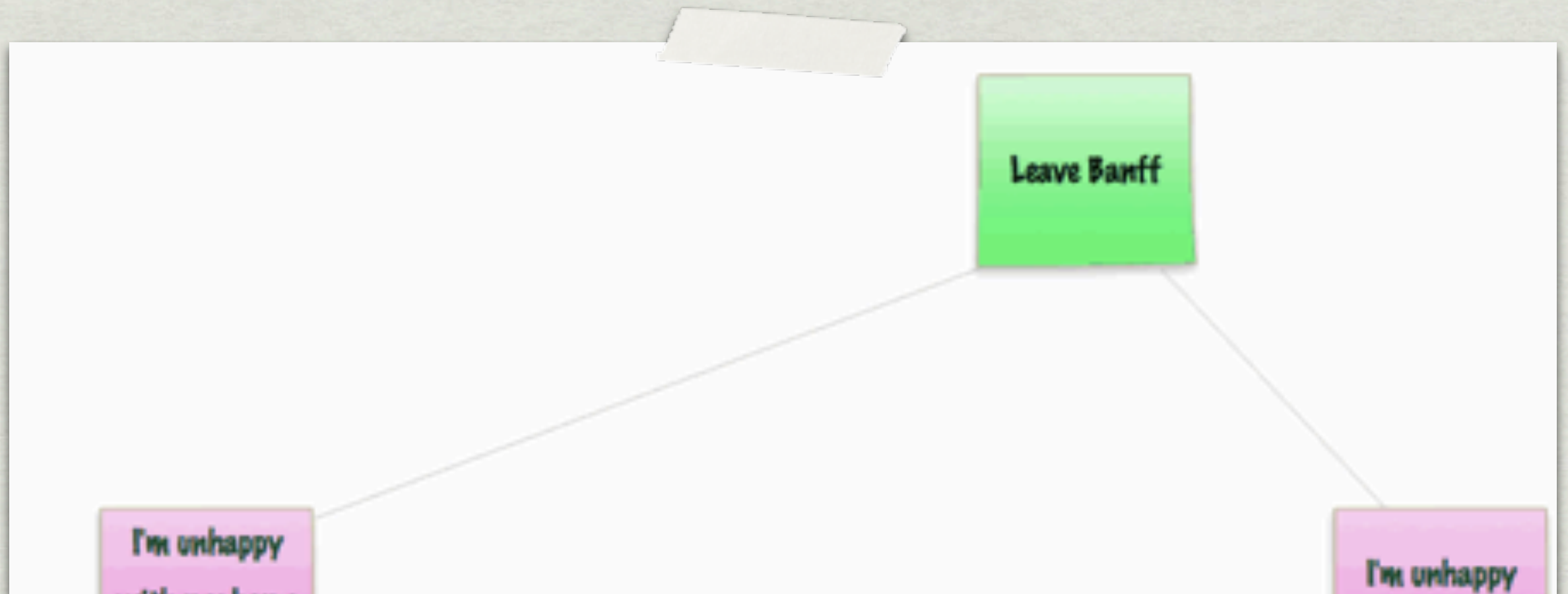


A Bad Pink Label

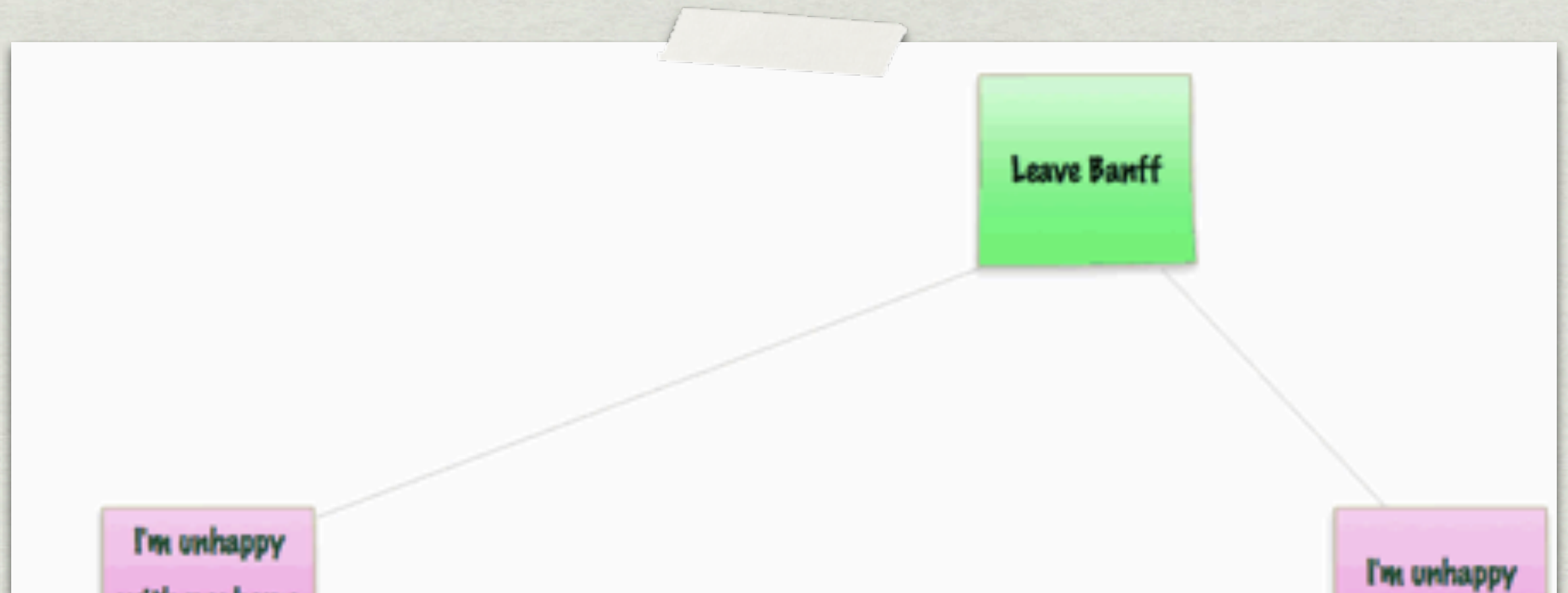


✱ Why is this bad?

Green label stage



A Good Green Label



A Bad Green Label



*Leave Banff and take
Saul Greenberg's class.*

✱ Why is this bad?

Reading an Affinity Diagram: “Walking the Wall”

Who reads it?



DESIGN TEAM



STAKEHOLDERS



MANAGEMENT



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Rules for walking the wall



PHOTO CREDIT: NASHIH

Rules for walking the wall

- ✱ Top to bottom.



Rules for walking the wall

- * Top to bottom.
- * Add your 2 cents.



Rules for walking the wall

- * Top to bottom.
- * Add your 2 cents.
- * Be quiet.



PHOTO CREDIT: NASHIH

Rules for walking the wall

- * Top to bottom.
- * Add your 2 cents.
- * Be quiet.
- * Do it twice.

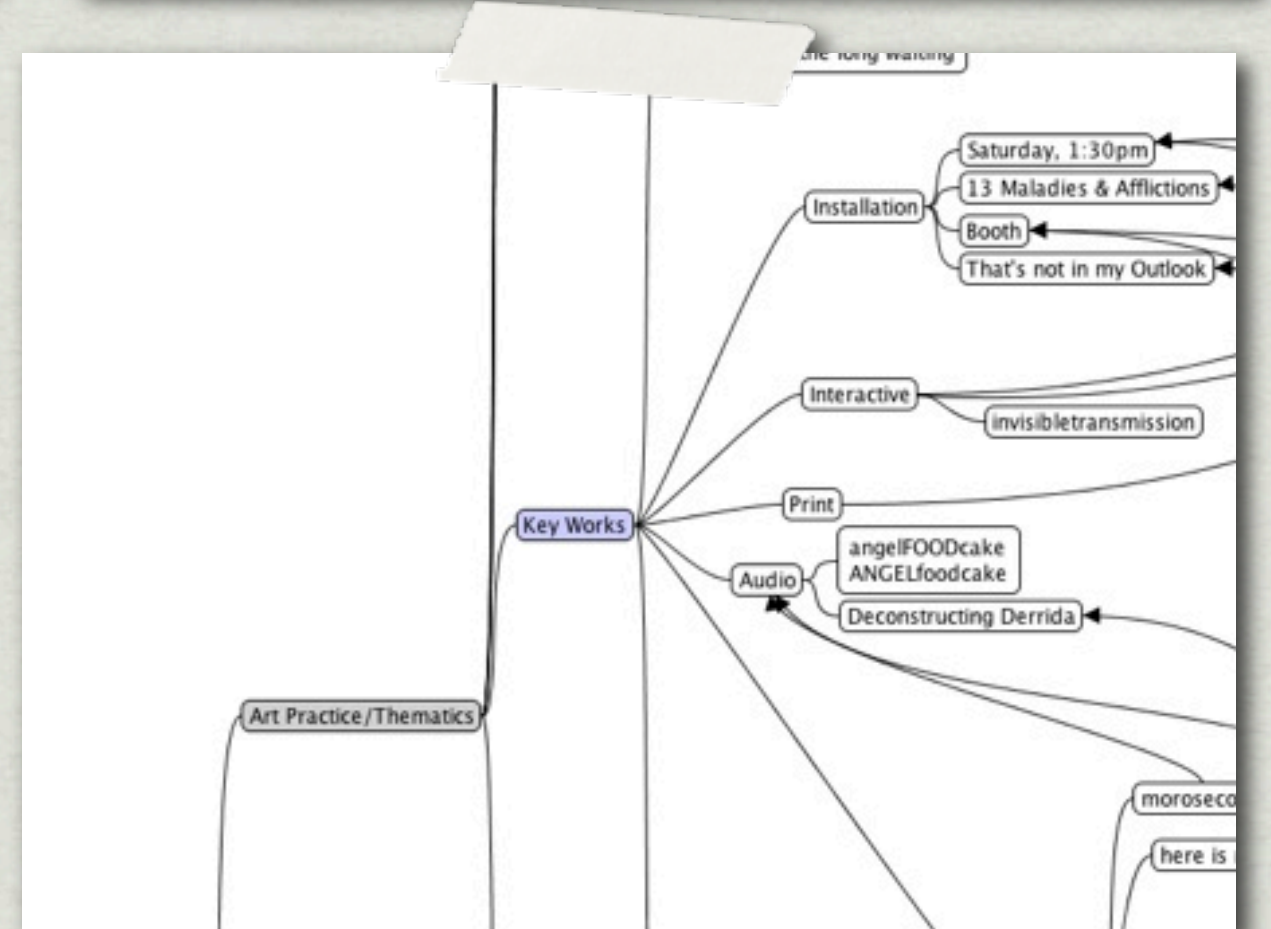
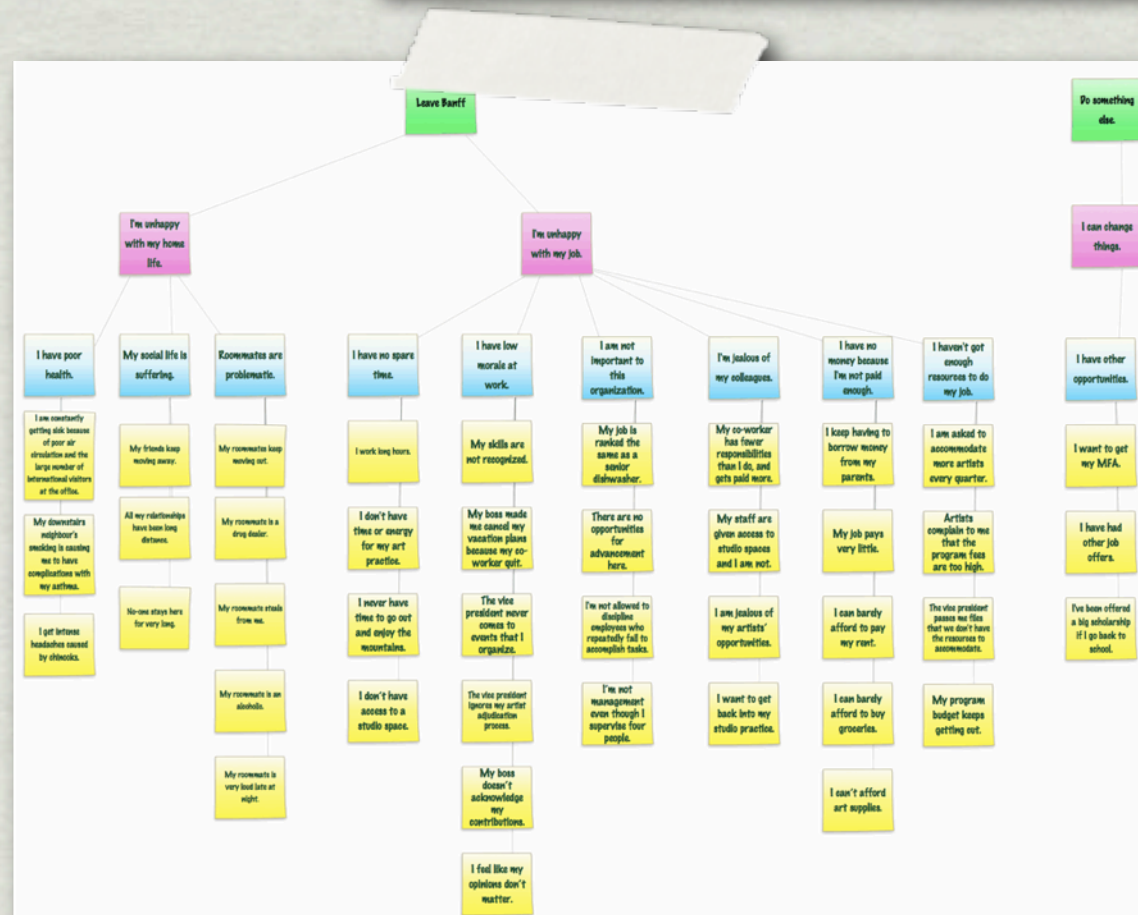


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Rolling in new data



Document that sucker!

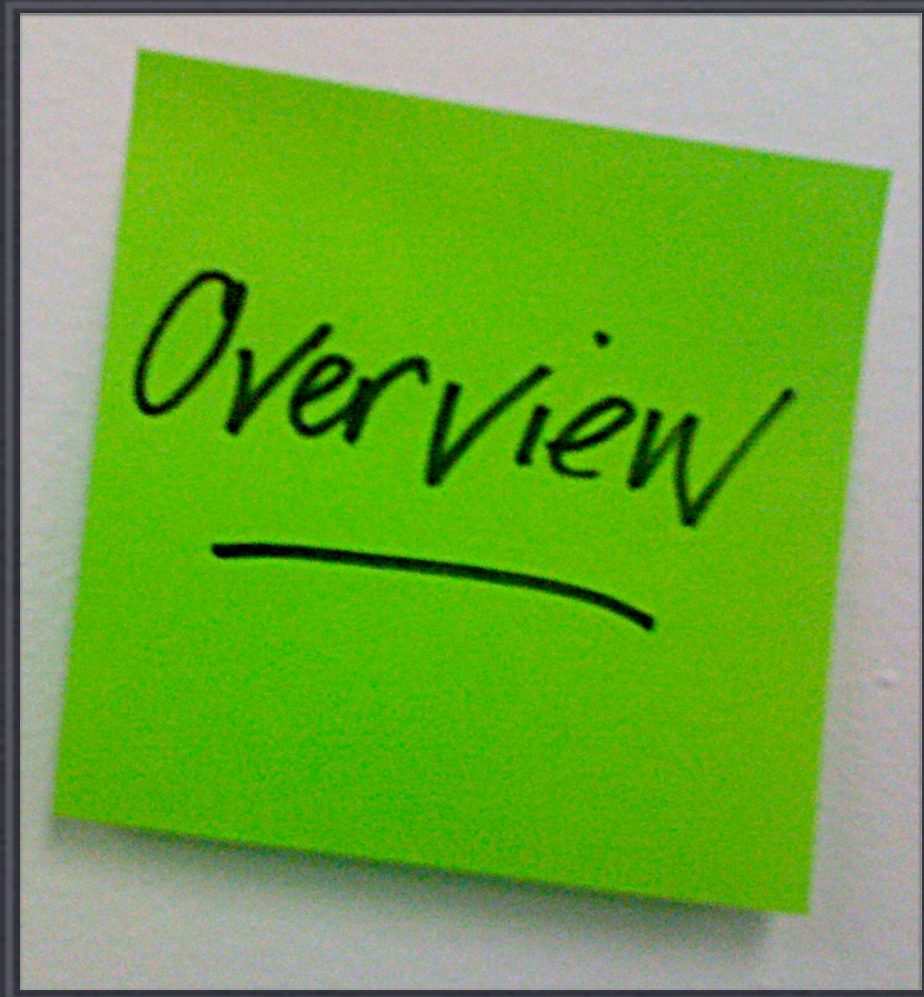


References

Beyer, H. and Holtzblatt, K., 1998. **Contextual Design**. Morgan Kaufmann Publishers, Inc., pp. 154-163, 201-203 and 275-276.

- ✱ Holtzblatt, K., Wendell, J. B., Wood, S. 2005. **Rapid Contextual Design : A How-to Guide to Key Techniques for User-centered Design**. Elsevier, Inc., pp. 159-179, 193-204.
- ✱ Straker, David., 2002-2007. **The Quality Toolbook: Examples of an Affinity Diagram**. Available at http://syque.com/quality_tools/toolbook/Affinity/example.htm





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