AFFINITY DIAGRAM

PROJECT 5

HENDRIK HANEKOM

HOW I STARTED

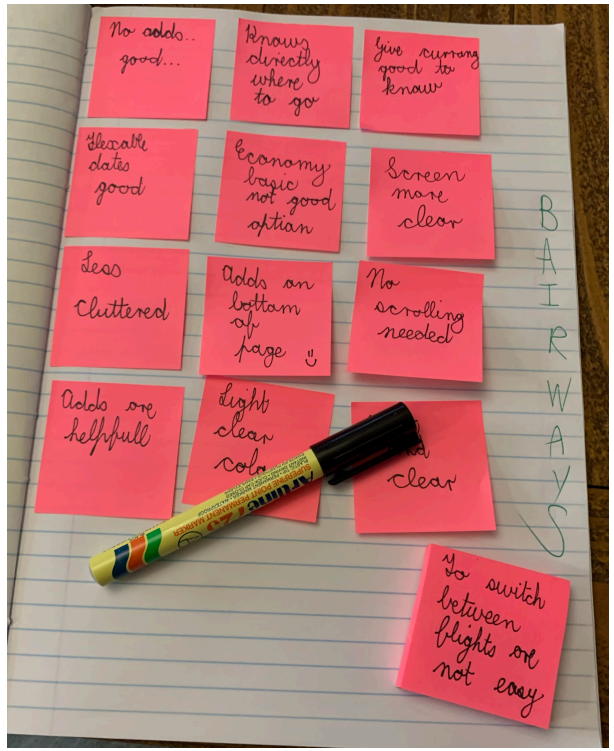
HENDRIK HANEKOM PROJECT 5

HOW WE DID IT

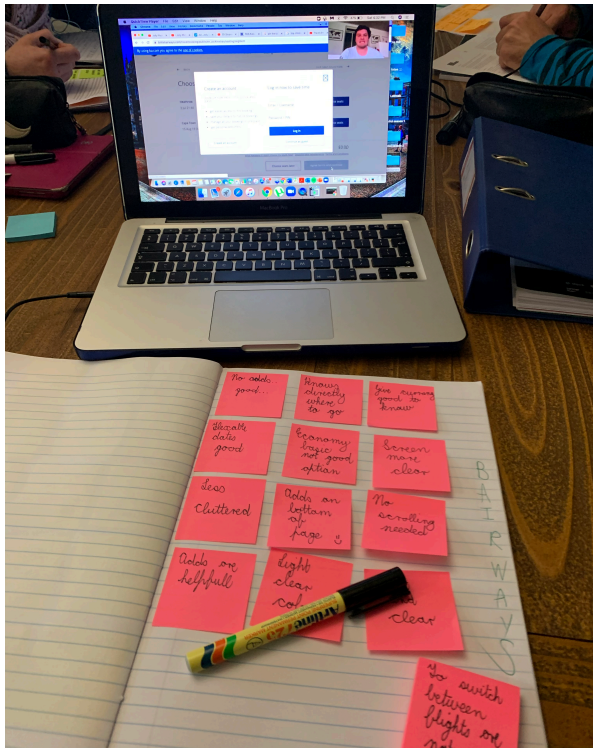
OBEJCTIVES FOR THE PROJECT

- CREATE AN AFFINITY DIAGRAM
- LEARN HOW TO PUT STRUCTURE ON QUALITATIVE RESEARCH DATA
- LEARN THE POWER OF COLLABORATIVE ANALYSIS
- LEARN TO LISTEN AND COLLABIRATE

HOW WE DID IT



WE STARTED BY WRITING DOWN THE FINDINGS OF THE USIABILTY TESTS ON STICKY NOTES.

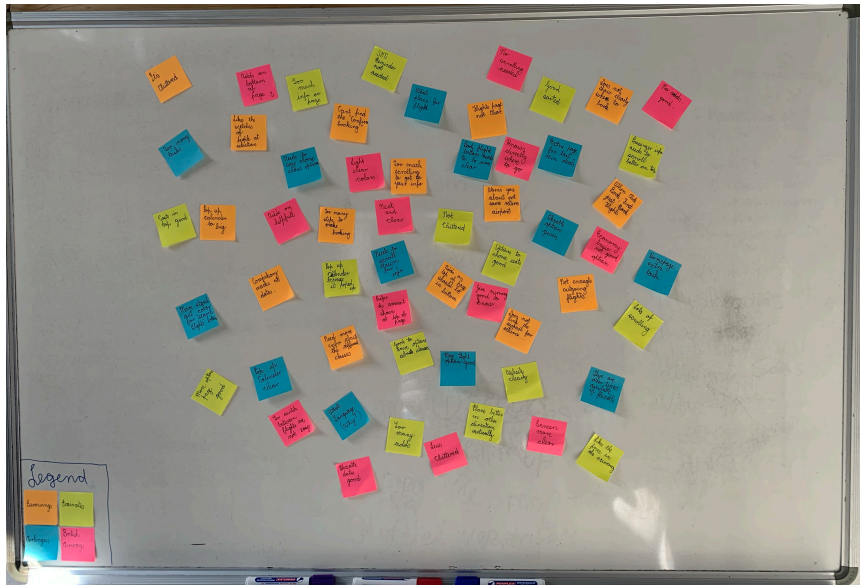


HENDRIK HANEKOM PROJECT 5

EUROWINGS	EMIRATES
AERLINGUS	BRITISH AIRWAYS

1. I FIRSTLY PUT ALL THE STICKY NOTES ON THE WALL IN NO PITICULAR ORDER.

2. I THEN EXPLANED THE FINDINGS TO MY TEAM OF HELPERS. I ALSO EXPLAINED TO THEM WAT THE GOAL IS FOR THIS PROJECT. THE HELPERS WERE A PHARAMCY MANAGER, ROOF TRUSS DISIGNER AND A GUESTFARM OWNER.



HENDRIK HANEKOM PROJECT 5

EUROWINGS	EMIRATES
AERLINGUS	BRITISH AIRWAYS

3. WE STOOD INFRONT OF THE WALL AND I EXPLAINED ALL THE NOTES TO MY TEAM

4. WE ORGANISED IT TO NEGATIVE AND POSITIVE STICKY NOTES.

HENDRIK HANEKOM PROJECT 5

5. WE SLOWLY STARTED TO ORGANISE THE NOTES TO USER POSITVES, USER NEGATIVES, DESIGN POSITVES AND DESIGN NEGATIVES

EUROWINGS	EMIRATES
AERLINGUS	BRITISH AIRWAYS

6. WE STARTED TO ORGANISE IT TO MORE GROUPS. WHILE WE ARE STILL WORKING ON THE NEGATIVES AND POSITIVES.

HENDRIK HANEKOM PROJECT 5

7. AFTER ORGANISING THE GROUPS. WE STARTED NAMING THE GROUPS.

EUROWINGS	EMIRATES
AERLINGUS	BRITISH AIRWAYS

8. I NAMED THE GROUPS INTO THE GOALS, BEHAVIOURS AND PAIN POINTS.

HENDRIK HANEKOM PROJECT 5

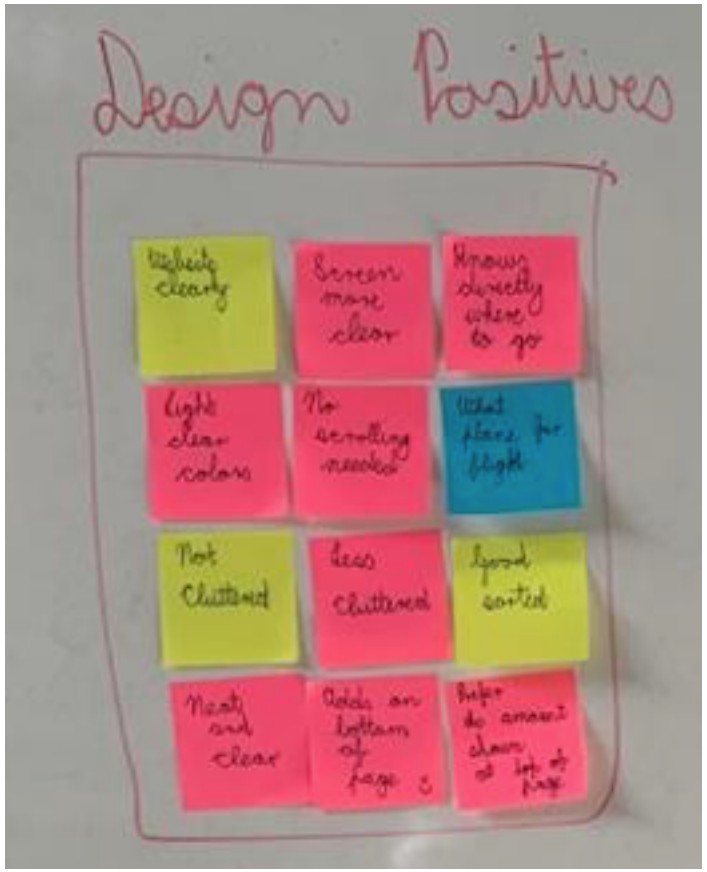
THE END RESULT

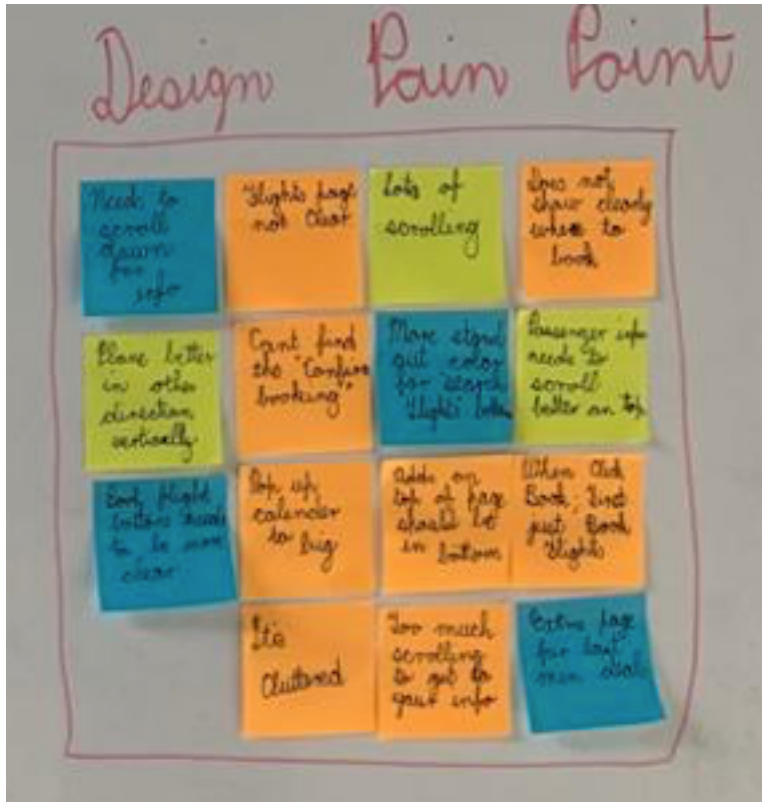
EUROWINGS	EMIRATES
AERLINGUS	BRITISH AIRWAYS

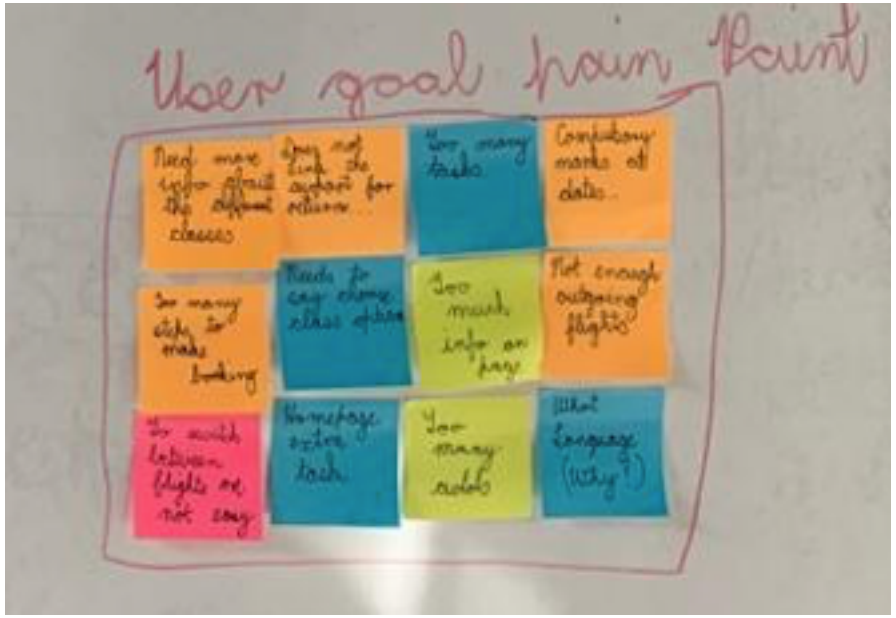
HENDRIK HANEKOM PROJECT 5

BREAKDOWN OF END RESULT

EUROWINGS	EMIRATES
AERLINGUS	BRITISH AIRWAYS







HENDRIK HANEKOM PROJECT 5

BREAKDOWN OF END RESULT

EUROWINGS	EMIRATES
AERLINGUS	BRITISH AIRWAYS

HENDRIK HANEKOM PROJECT 5