Please sit with your team
Translating Needs Into Functionalities

- Make data actionable
- Identify right time and place
- Turn problems into tasks
Translating Needs Into Functionalities

Make data actionable
- Adjust personas
- Affinity diagrams
- Breakdowns
- Cultural model
- Artifact models

Identify right time and place
- Physical model
- Sequence model
- Flow model

Turn problems into tasks
- Thinking
- Memory
- Attention
- Motivations
- Habituation
Translating Needs Into Functionalities

Make data actionable
- Adjust personas
- Affinity diagrams
- Breakdowns
- Cultural model
- Artifact models

Identify right time and place
- Physical model
- Sequence model
- Flow model

Turn problems into tasks
- Thinking
- Memory
- Attention
- Motivations
- Habitation
Make them more colorful and detailed based on the generalized characteristics of your participants you did not account for previously

(likely there are several)

Make data actionable

Adjust personas

- Affinity diagrams
- Breakdowns
- Cultural model
- Artifact models

Translating Needs Into Functionalities
Translating Needs Into Functionalities

Make data actionable

Adjust personas

Affinity diagrams

Breakdowns

Cultural model

Artifact models

Understand Your Users: Analyzing Qualitative data

Row Qualitative Data = "Fuzzy Data" = Not yet Actionable

Affinity Diagram

Notes on cards → Review the cards → Sorting and grouping → Smaller Subgroups → Themes in Data
Translating Needs Into Functionalities

Make data actionable

Adjust personas

Affinity diagrams
Breakdowns
Cultural model
Artifact models

A sense-making tool for qualitative data

Notes on cards → Review the cards → Sorting & grouping

Sub-groups → Themes in Data

Translating Needs Into Functionalities
Understand Your Users: Analyzing Qualitative data

Affinity Diagram

- Use color
- Use all data
- Prepare space
- Regroup often
- Use fresh view
- Give it time
- Trust it

Notes on cards → Review the cards → Sorting and grouping → Smaller Subgroups → Themes in Data
Translating Needs Into Functionalities

Make data actionable

- Adjust personas
- Affinity diagrams
- Breakdowns
  - Cultural model
  - Artifact models

Where and when things go wrong in individuals work practice

Points in time or space when individuals have a problem accomplishing the task that should otherwise be easy given the tools that they are using

Unpacking the tacit dimension for possible design solutions
Understand Your Users: Analyzing Qualitative data

Exercise:
Observations and Affinity Diagram