

Assignment 1:

Affinity Diagram & Research Focus

Due 9/13

Please submit assignments to me digitally (lserota@ac4d.com) with the subject line: Assignment # – First Name & First Name

Description: A research focus establishes the goals and scope for your research. It directs the selection of participants and during the research helps manage limited interview time by providing structure and guidance to conversations and activities. It is the foundation on which all research planning will be based, and developing understanding around your focus is the primary goal of your research.

Using the same Affinity Diagramming technique we used in class, take your team's topic from class a step further. What are more detailed or particular questions you have about this topic? Think about the different people, places, objects and interactions that are affected by your topic area. When you've exhausted all of your questions and grouped them, find 1-2 groupings that are particularly interesting to your team to use as your focus. Keep in mind the constraints of your research (time, resources) and try to find a focus area that lends itself well to a contextual inquiry.

Document all of the questions that came out of this exercise as a list, with the groups titled.

What you should turn in:

A typed (PDF, .doc or .txt) document with all questions generated by your team's Affinity Diagramming exercise.

A typed focus statement (roughly a paragraph, also PDF, .doc or .txt) and a list of primary questions framing your research focus. These questions should come directly from the questions generated during your team's affinity diagramming exercise. The focus statement will:

- Describe your team's focus and its relationship to the class topic
- Articulate the appropriateness of your focus to the research methods chosen for this class
- Establish key questions that, when answered, will provide your team with enough context to design a holistic solution toward your focus area

Assignment 1	Weight
Completion of Affinity Diagramming exercise w/ documentation	20
Relevance to class topic	10
Appropriateness to research method	30
Attainable breadth and depth	30
Execution: Grammar & Articulation	10
	100

For reference on Focus-Setting:

Contextual Design

Chapters 1-4

Observing the User Experience

Chapter 5, p 57-65

Ethnographer's Toolkit: Book 1

Chapter 1

For reference on Affinity Diagramming:

Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis

Chapter 6, p. 76