

Affinity Workshop

Wednesday, May 10, 2012

Overview

Today we would like to get a better understanding of how certain content and/or features related to a campaign lifecycle may be organized.

During today's exercise, we'll be using a collection of content and/or features identified in our current PointRoll process today.

Each item is listed on separate notes. Definitions are included to ensure we have a common understanding of those items.

Let's get started

- Working as a group, stick the notes on the board
- Rapidly group notes that seem to belong together - it isn't important to define why they belong together at this time
- Copy notes into in one or more groups if appropriate
- Clarify any notes in question
- Once consensus has been reached on groupings, name each group. Each participant is encouraged to add group names as they see fit

Wrap up

- Capture image/photo of workshop results
- If time permits, capture outcome in columns in a spreadsheet. Make sure you capture group names for each column. This will be compared to results of subsequent sessions.

Affinity Workshop Guidelines (facilitator)

Use the following guidelines to help facilitate affinity workshop sessions. Adjust as needed.

Plan

- Arrange a meeting of participants with the relevant expertise that will last one to two hours
- Provide agenda with time and topic

Facilitate

- Provide instruction - explain the process to the participants
- Allow participants to create their own items on sticky notes as a brainstorming activity when working with open or un-defined systems
- Ask participants to stick the notes on the board, close to any other notes on a similar topic
- Rapidly group notes that seem to belong together - It isn't important to define why they belong together
- Copy notes into in more than one set if appropriate
- Clarify any notes in question
- Allow all participants to contribute
- Pay constant attention. Otherwise, you may lose touch with what is happening, and it may be difficult to regain an understanding of the data structure
- Identify if large sets need to be broken down more precisely
- Identify if small sets should belong in larger groups
- Once consensus has been reached on groupings, name each group. Use different colored sticky notes if possible
- Groupings are arbitrary - be flexible in how you use the data

Encourage

- Encourage participants to place one note at a time
- Encourage participants to read notes aloud while placing them on the surface

Avoid

- Do not allow a given participant to take control of positioning and moving the notes
- Do not move someone's note without his or her agreement. Discussion will often indicate that the participant wanted to articulate a different issue
- Do not allow the activity to continue past the point of tiredness or boredom
- Avoid having more than two consecutive sessions during a workshop

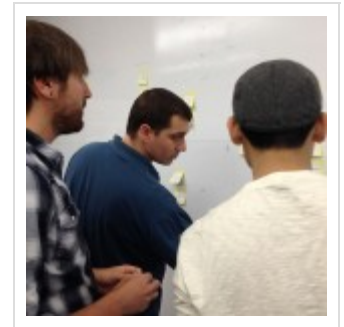
User Experience Research & Design

Users and content in context.

Card Sort Redux

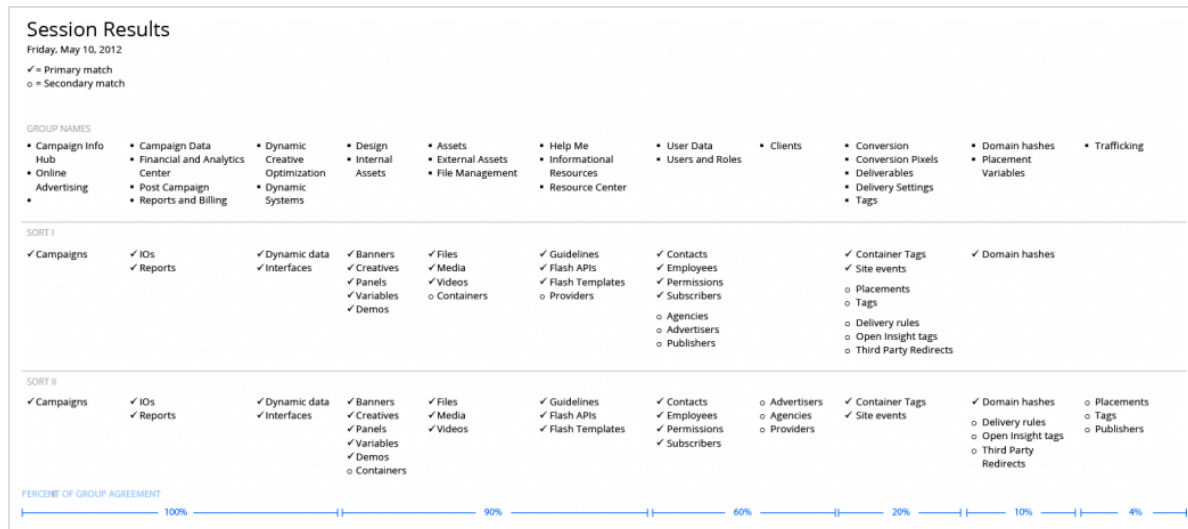
Posted on [May 11, 2012](#) by [Rick Butler](#)

In October 2011 the UX team conducted an *unmoderated* open card sort using Optimal Sort and Internal resources. We used the findings for directional insight on how to organize general navigation (tabs) for OnPoint. Not surprisingly, the findings closely mirrored AdPortal. In May we conducted a follow-up *moderated* session with internal users using sticky notes to validate the earlier findings.

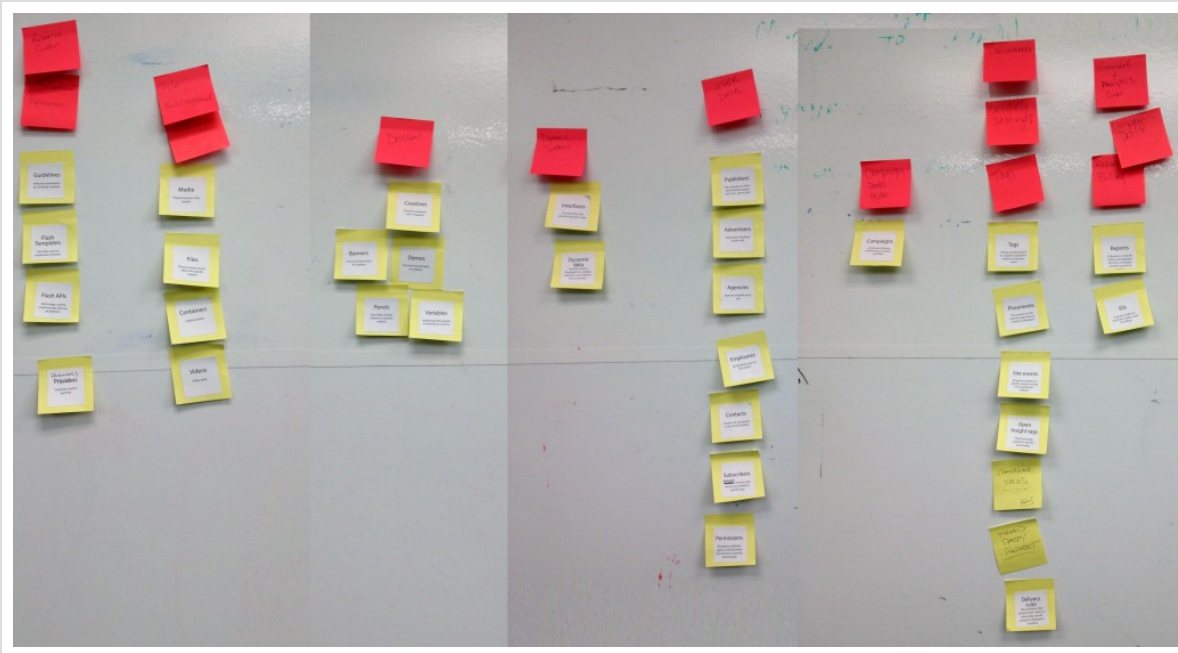


[Download session results, outline, cards, data sheet](#)

Session Summary



SESSION I



SESSION II

Session Results

Friday, May 10, 2012

✓ = Primary match

○ = Secondary match

GROUP NAMES

- Campaign Info Hub
- Campaign Data
- Dynamic Creative Optimization
- Design Internal Assets
- Assets External Assets
- Help Me Informational Resources
- User Data Users and Roles
- Clients
- Conversion Conversion Pixels
- Domain hashes Placement Variables
- Trafficking
- Online Advertising
- Financial and Analytics Center
- Post Campaign
- Dynamic Systems
- File Management
- Resource Center
- Deliverables
- Delivery Settings
- Tags

SORT I

- ✓ Campaigns
- ✓ IOs
- ✓ Dynamic data
- ✓ Banners
- ✓ Files
- ✓ Guidelines
- ✓ Contacts
- ✓ Container Tags
- ✓ Domain hashes
- ✓ Reports
- ✓ Interfaces
- ✓ Creatives
- ✓ Media
- ✓ Flash APIs
- ✓ Employees
- ✓ Site events
- ✓ Panels
- ✓ Videos
- ✓ Flash Templates
- ✓ Permissions
- Placements
- ✓ Variables
- Containers
- Providers
- ✓ Subscribers
- Tags
- Agencies
- Advertisers
- Publishers
- Delivery rules
- Open Insight tags
- Third Party Redirects

SORT II

- ✓ Campaigns
- ✓ IOs
- ✓ Dynamic data
- ✓ Banners
- ✓ Files
- ✓ Guidelines
- ✓ Contacts
- Advertisers
- ✓ Container Tags
- ✓ Domain hashes
- Placements
- ✓ Reports
- ✓ Interfaces
- ✓ Creatives
- ✓ Media
- ✓ Flash APIs
- ✓ Employees
- Agencies
- ✓ Site events
- Delivery rules
- Open Insight tags
- Publishers
- ✓ Panels
- ✓ Videos
- ✓ Flash Templates
- ✓ Permissions
- Providers
- ✓ Subscribers
- Third Party Redirects
- ✓ Variables
- Containers

PERCENT OF GROUP AGREEMENT

