



Affinity Diagrams

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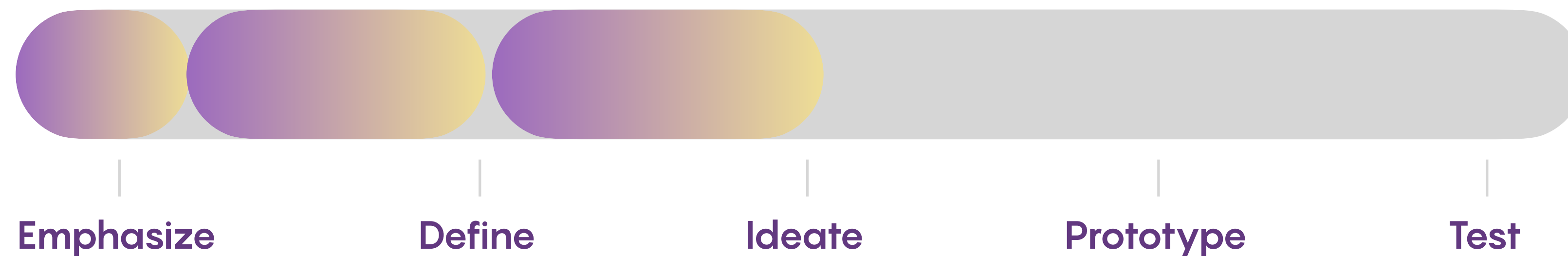
Introduction

An Affinity Diagram helps participants organize complex information by sorting it into groups or categories based on their relationships.

Can be used for:

- ▶ Ideas generated during brainstorming sessions
- ▶ Organising Survey responses
- ▶ Analyse observational and interview data gathered during Contextual Inquiries
- ▶ Unambiguous, disorganised and complex data

Design Phases





Materials

- ▶ Sticky Notes
- ▶ Pens
- ▶ Large Flat surface like a Table, wall or a blackboard
- ▶ If in person interaction is not feasible, an online software tool eg. Miro

Instructions



1. Select your team
 - Keep groups to six people or less
 - Have a diverse team
 - Involve internal and external stakeholders
 - Invite customer facing people
2. Choose a facilitator
 - Communicate the agenda and goals
 - Describe what people should do at each phase of the workshop
 - Track and communicate time for each step
 - Get all the notes on the wall
 - Facilitate moving past any issues that may arise

Instructions



3. State the problem statement to the team
Example: How to improve the XY Application?
4. Generation/Collection of ideas
Collect ideas concerning the problem statement
Participants list each of their ideas or information gathered from surveys on sticky notes separately
No ideas should be thrown out, and participants should not be limited to a certain number of ideas
5. Display ideas in a board, wall, table, eg with sticky notes

Instructions



6. Group the ideas

Recommendation to work in silence

7. Naming the groups

Write a header above each group that describes what connects the data in the group

The header should capture the association or affinity among the ideas contained in a group

Use different color sticky notes for the headers

The team develops headers by discussing and agreeing on the wording of the header sticky notes

8. Voting

Ask the participants to vote on the groups ideas and prioritise them

This step helps to efficiently select from a large number of ideas and carry the preferred ones forward in the design phase



Advantages

- Simple and easy to use
- Helps groups arrive at a consensus on importance of issues
- Allows for involvement of each team member
- Creative and analytical
- Helps see the big picture
- Encourages new patterns of thinking



References

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