Conceptualize CODE TOOL 5

Affinity Diagramming

Affinity diagramming helps designers capture research-backed insights, observations, concerns or requirements on individual sticky notes. Notes are then clustered based on affinity, which form research-based themes through contextual inquiry and usability tests. Using usability tests each member simultaneously construct an affinity diagram of issues that are detected during the previous session followed by the contextual inquiry interviews on the design idea from the above task.





