Group Ideas
Take all the ideas your team came up with and put them up visibly on a wall. Take some time with your team to rear-range the ideas and group them into different categories, but do not name the catego-ries yet. For each of the categories you create, put them on a separate Ideation Affinity Group sheet.

Name
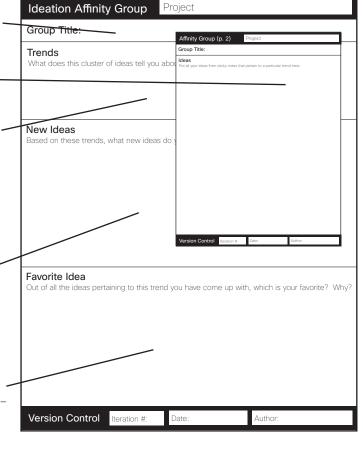Create a category name that describes all data in this affinity group.

Understand Trends
Each cluster represents a trend in your ideas. Does this cluster's trend tell you about where these ideas are going? What are common themes?

Ideate Again
Use this cluster's trends to ideate around that trend again. For example if you are designing a new wallet, and there are 5 distinct ideas that all have to do with digitialzing the wallet, try ideating around that specifically to generate more ideas.

Converge
From this cluster, what is your favorite idea? How might you pair it with an idea from another cluster to form a more cohe-sive solution?

Ideation Affinity Group   Project

Group Title:

Trends
What does this cluster of ideas tell you abo...

New Ideas
Based on these trends, what new ideas do ...

Favorite Idea
Out of all the ideas pertaining to this trend you have come up with, which is your favorite? Why?

Version Control   Iteration #:   Date: Author:

Affinity Group (p. 2)   Project
Group Title:
Ideas
Put all your ideas from sticky notes that pertain to a particular trend here.

Version Control   Iteration #:   Date: Author:

Why
Affinity maps are a great way to organize your ideas in a meaningful way. These affinity maps will help you eliminate repeat ideas, sort through related ideas, and discover new ideas related to the trend.

Tips
Don't create names for your affinity groups until after you are done making the groups.

You can use affinity maps anytime you have a large group of data points, it does not just have to be ideas.

What came before?
Ideation

What's next?
Ideation
Exploring an Idea
Dot Voting

Ideation Affinity Group

Group Title:

Trends
What does this cluster of ideas tell you about trends in your ideas?

New Ideas
Based on these trends, what new ideas do you have that pertain the trend?

Favorite Idea
Out of all the ideas pertaining to this trend you have come up with, which is your favorite? Why?

Version Control

Iteration #:	Date:	Author:

Project

Group Title:

Ideas
Put all your ideas from sticky notes that pertain to a particular trend here.

Version Control

Iteration #:

Date:

Author: