Group Research

Take all your research data and put it up visibly on a wall. Take some time with your team to rearrange the data and group it into different categories, but do not name the categories yet. For each of the categories you create, put them on a separate Research Affinity Group sheet.
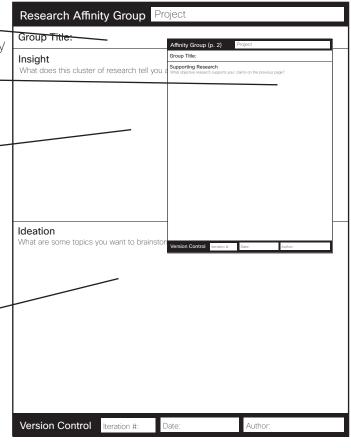
Name

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

Understand Trends

Each cluster represents a trend in your data. What does this cluster's trend tell you about your users or project in general?

Actionable Goal and Ideation

Turn your insight(s) into an actionable goal that your team can follow. For instance, if the insight was that most users like to eat breakfast in the morning, but feel to rushed to do so, your action might be to discover a way to allow users to enjoy their break-fast in the mornings without making them late. From your actionable goal, think of some topics you would like to brainstorm with your team to attempt to meet this goal.

Research Affinity Group | Project

Group Title:

Insight
What does this cluster of research tell you a

Affinity Group (p. 2) | Project
Group Title:
Supporting Research
What objective research supports your claims on the previous page?

Ideation
What are some topics you want to brainstor

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Why

Affinity maps are a great way to find trends and uncover meaning in a heap of data. Each of your affinity groups will help you understand patterns and discover insights about your users that you can leverage later on in the design process.

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 research.

What came before?

Observation
Contextual Inquiry
Interview
Usability Test
Domain Research

What's next?

Ideation
Persona Variable Map
Representation Models

Research Affinity Group | Project

Group Title:

Insight
What does this cluster of research tell you about your user/stakeholder?

Ideation
What are some topics you want to brainstorm based off this insight?

Project

Group Title:

Supporting Research
What objective research supports your claims on the previous page?