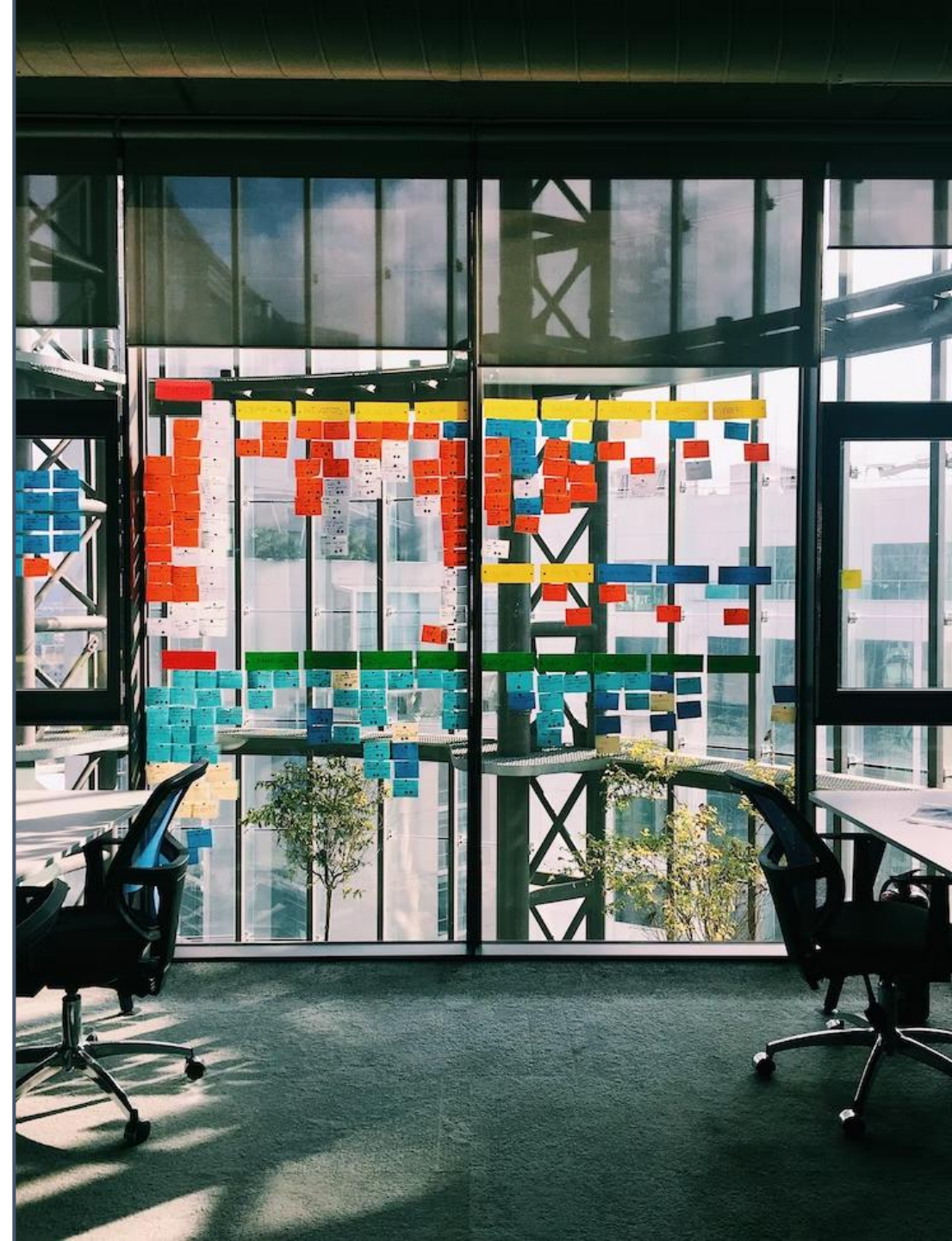


Affinity Diagramming

Affinity Diagrams

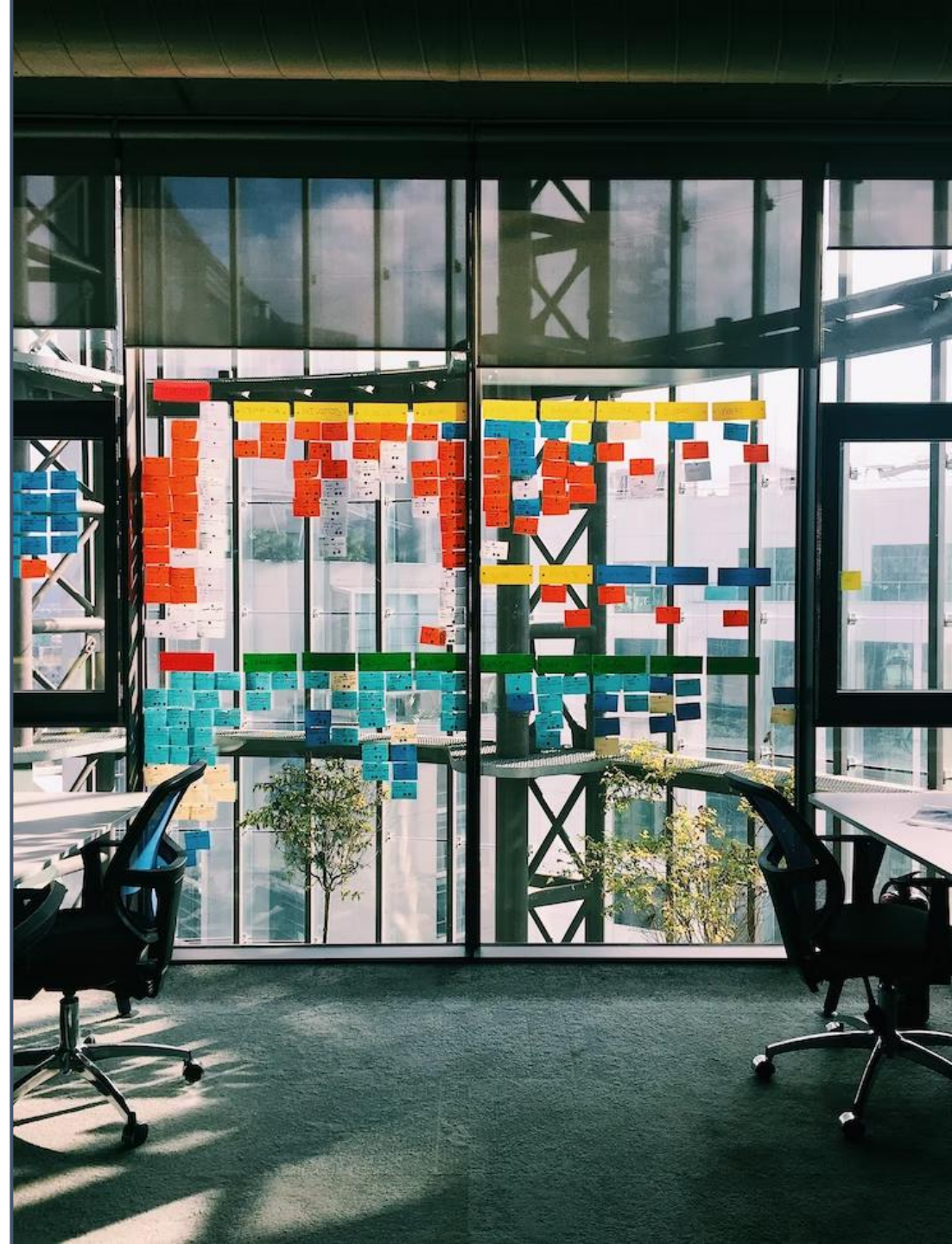
*“Affinity diagrams are a great method to use when you want to **make sense of a large volume of mixed information and data**—facts, ethnographic research, ideas from brainstorming, user opinions, user needs, insights and design issues [...]*”

<https://www.interaction-design.org/literature/topics/affinity-diagrams>



Affinity Diagrams

- What
- Why
- How
- Collaborative Exercise
- Report Out
- Interview Critique



Affinity Diagrams | What

When do we put similar things together?

...



Affinity Diagrams | What

When do we put similar things together?



Wardrobe/Closet



Grocery stores

Edit	View	Insert	Format	Slide	Arrange
↶	Undo				Ctrl+Z
↷	Redo				Ctrl+Y
✂	Cut				Ctrl+X
📄	Copy				Ctrl+C
📄	Paste				Ctrl+V
📄	Paste without formatting				Ctrl+Shift+V
📄	Select all				Ctrl+A
🗑	Delete				
🔄	Duplicate				Ctrl+D
🔍	Find and replace				Ctrl+H

Google slides

Affinity Diagrams | Why

Why do we put similar things together?

...



Affinity Diagrams | Why

Why do we put similar things together?

...



Affinity Diagrams | Why

The Ask ... why are we doing this?

Analyze and synthesize our all data.

- interviews
- observations
- photos you took
- quantitative data
- ...



Affinity Diagrams | Why

The Ask ... why are we doing this?

Analyze and synthesize our all data.

- interviews
- observations
- photos you took
- quantitative data
- ...

The Outcome ... what are you getting out of this?

- Creation of Themes, Topics and Concepts relevant to our problem space.
- Identification of links, relationships and correlations between themes, topics

A prioritization of potential design opportunities to address our problem space.



Affinity Diagrams | How

How do we get from here...

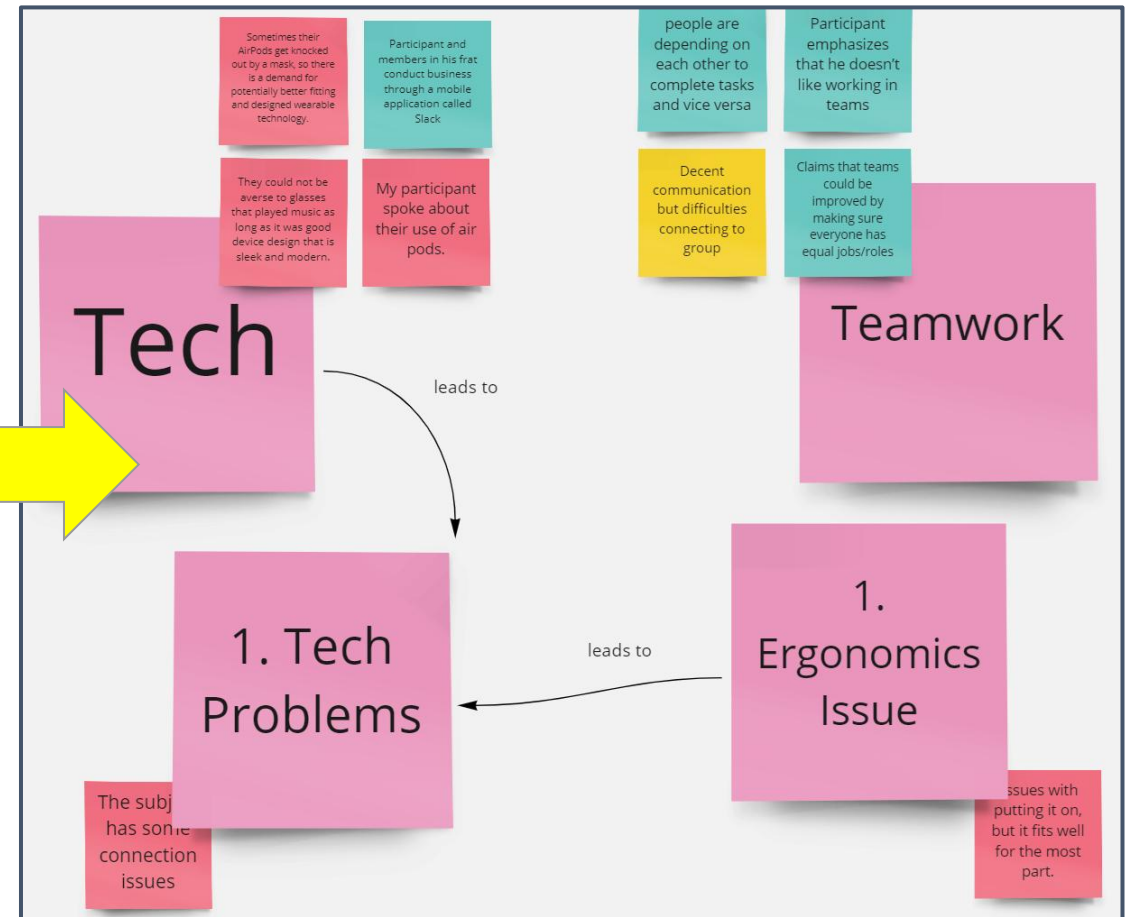


Affinity Diagrams | How

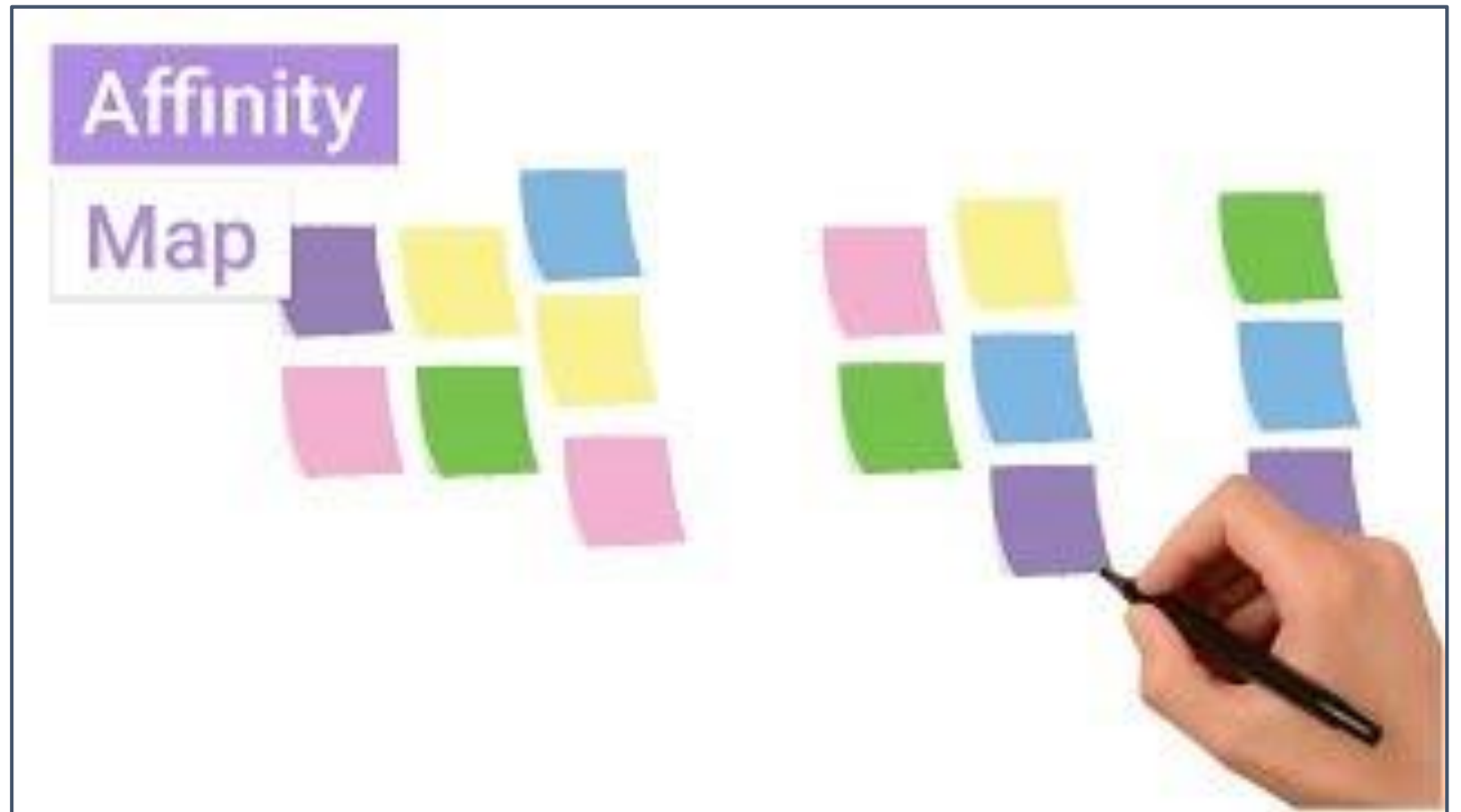
How do we get from here...



...to here?



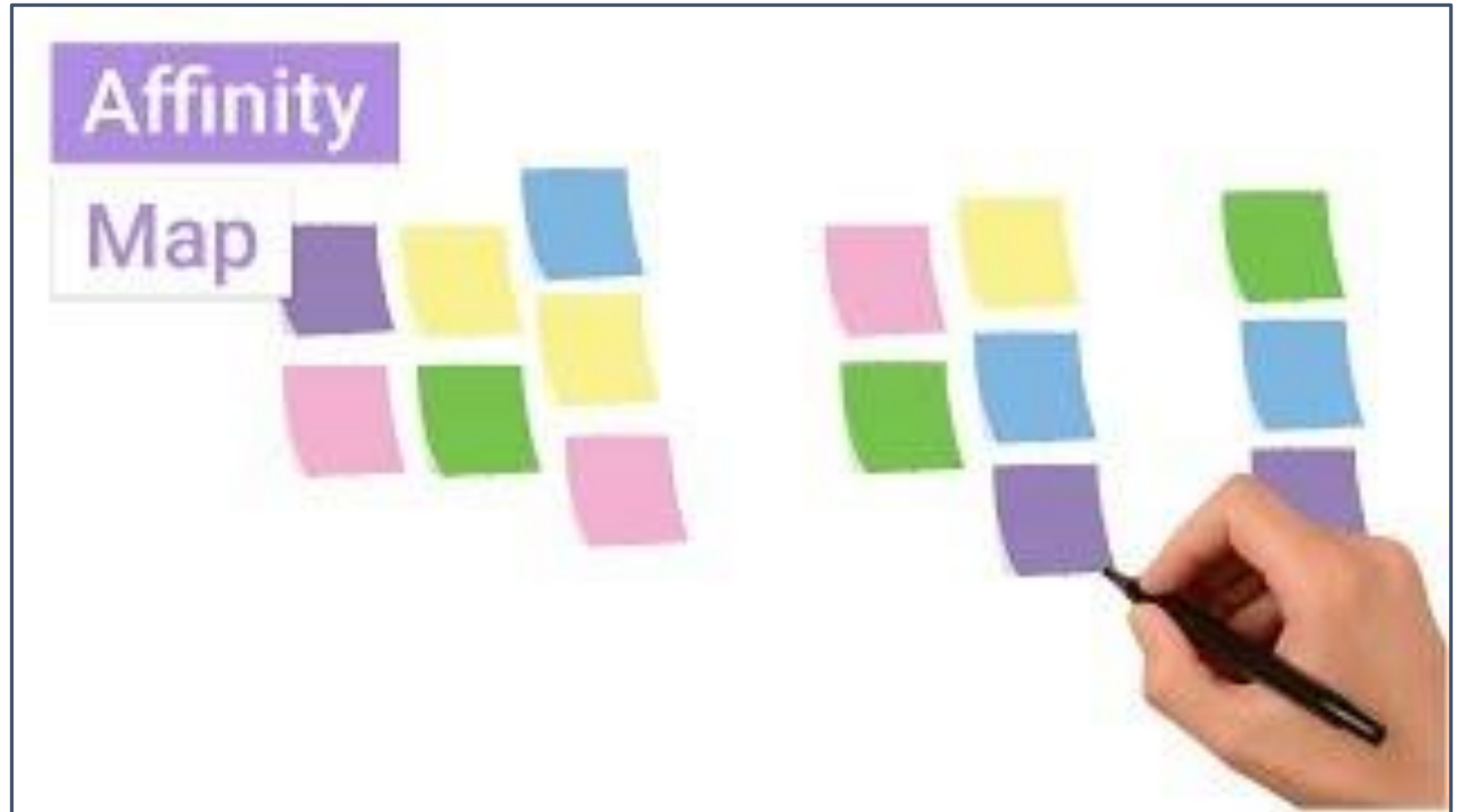
Affinity Diagrams | How



Affinity Diagrams | How

Things to keep in mind

- Collaborate and communicate (Google Sheets, Miro, Zoom)
- One color per interviewee
- Categories emerge, change, disappear
- Write down just enough information on the post-it (5-9 words)
- Break-up large chunks of information into smaller chunk
- maintain mutual exclusivity
- Identify Design Opportunities at the end



Affinity Diagrams | How

Prep



1 Piece of Data Per Post-it

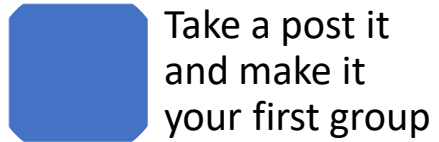
Affinity Diagrams | How

Prep



1 Piece of Data Per Post-it

Process



Affinity Diagrams | How

Prep



1 Piece of Data Per Post-it

Process



Take a post it
and make it
your first group



Take another
post-it



Is it similar than
any current
groups?

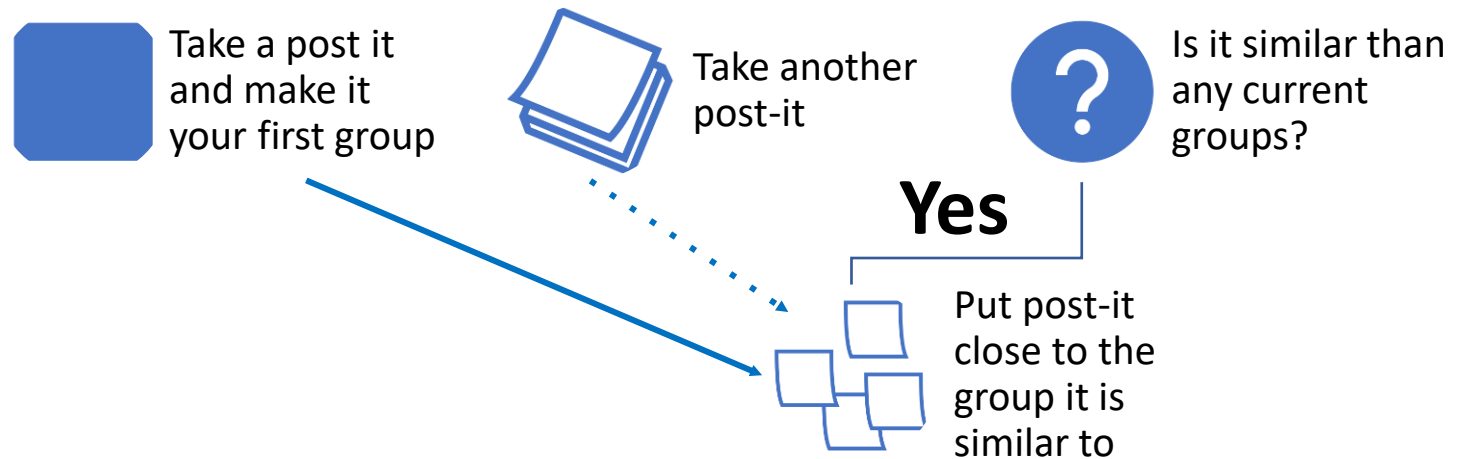
Affinity Diagrams | How

Prep



1 Piece of Data Per Post-it

Process



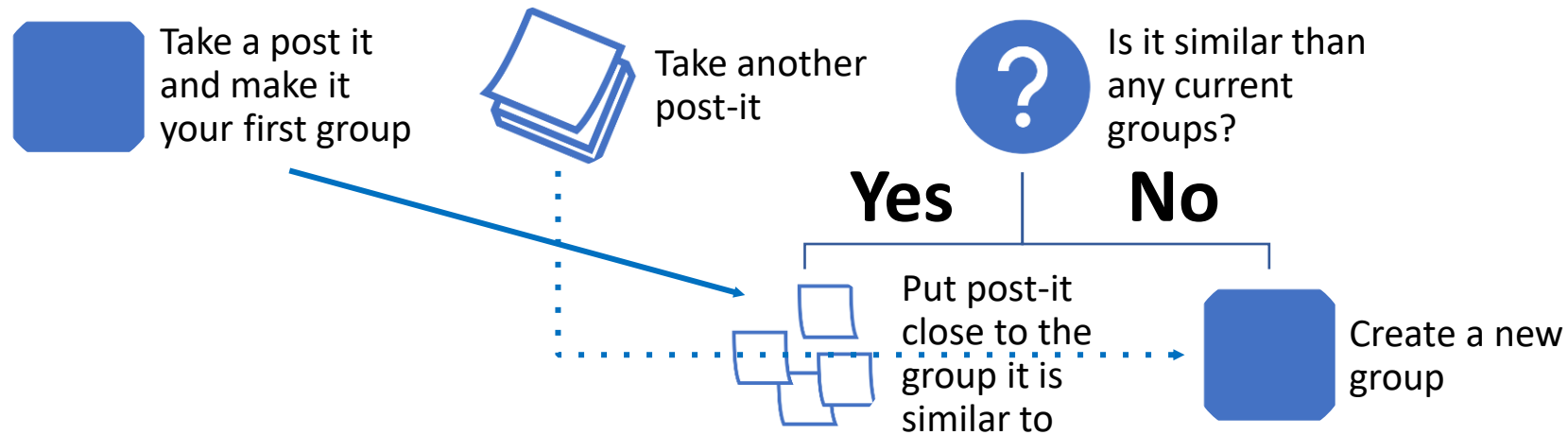
Affinity Diagrams | How

Prep



1 Piece of Data Per Post-it

Process



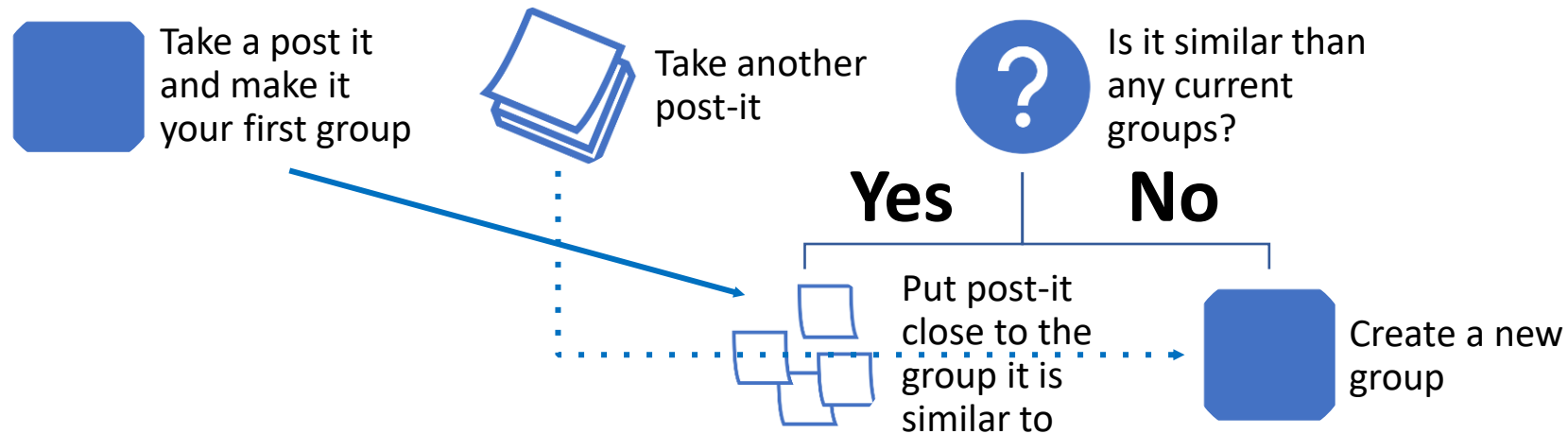
Affinity Diagrams | How

Prep



1 Piece of Data Per Post-it

Process



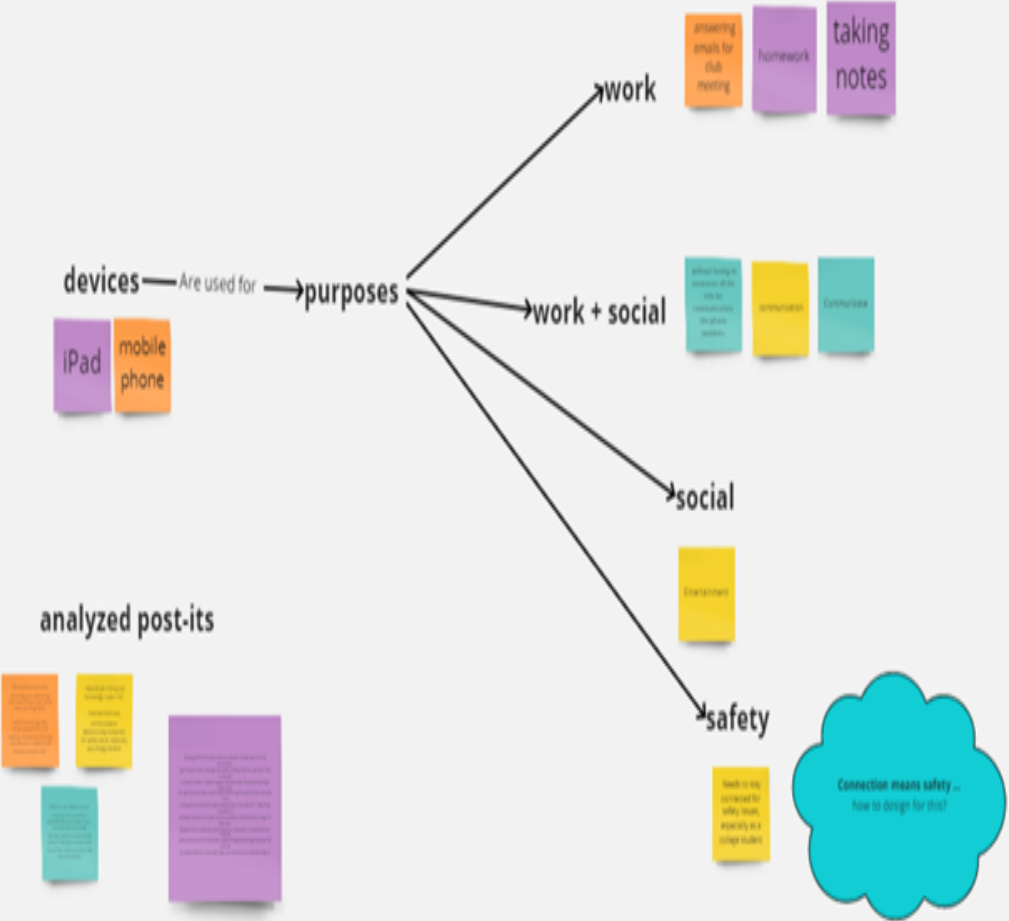
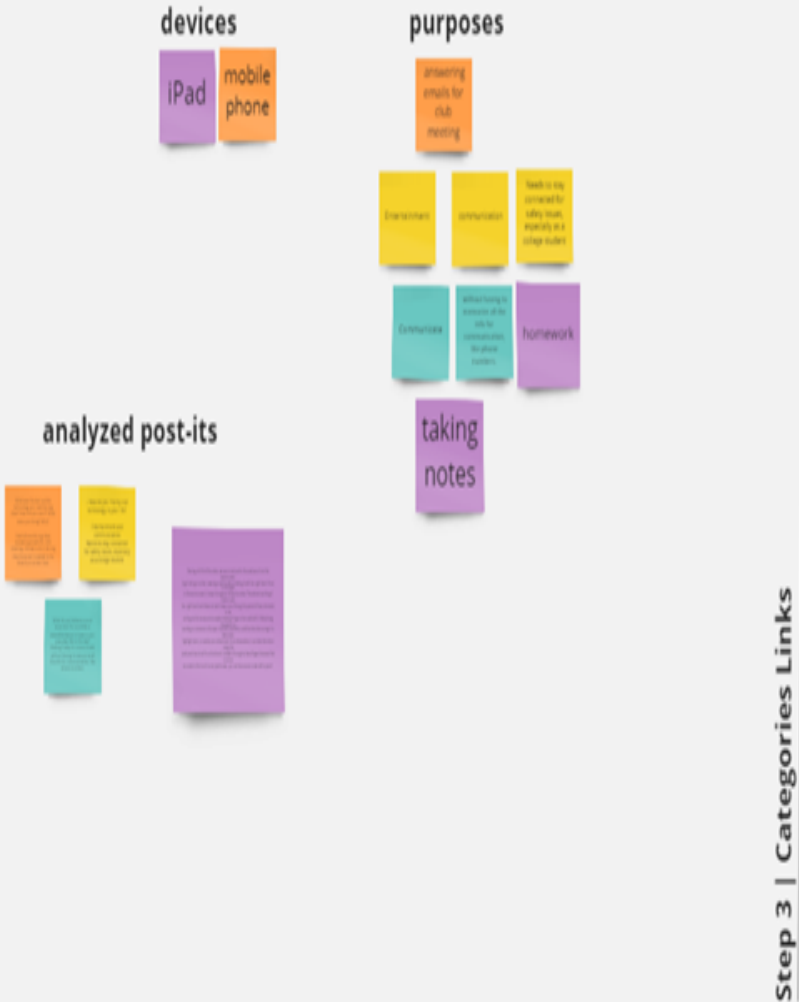
Repeat the Process



After sorting

Name, Prioritize, and Connect Groups

Step 1 | Data the Data



Practice

Practice

Transfer data into Miro

- Copy and paste first set of data into Miro
- Create Post-its by dropping multiple cells into the Miro Board.

Organize all data in Miro

- One idea/concept per post-it: Divide the data into discrete segments.
- Create Clusters and Topics of similar ideas and concepts.

Define visual links in data in Miro

- Establish logical connections between Clusters and Topics.
- Understand frequency and priority of observations.
- Identify a research and design opportunity to take advantage of.

Data link:

<https://docs.google.com/spreadsheets/d/1TU1gXsxW1676LohzpElVtTcq6Kef9TqCN7DfwMEswC4/edit?usp=sharing>