

CREATING YOUR AFFINITY DIAGRAM

Find the Simplest Solution that Customers Will Buy to Solve Their Problem

A

CUSTOMER PROBLEMS:

Time management (appeared a lot!!!)

B

EMOTIONS:

Staying organized is important (8 times!!!)

C

CHANNELS:

School (campus)

Facebook

Friends

Coffee shops

Google

Libraries

Family

(calendar, keep)

D

DEFICIENCIES:

Needs one platform

Constant (annoying) reminders

alarms need to be harder to turn off

Customizable

E

RECURRING THEMES:

Time management

Facebook

Staying organized is important

School (campus)

Google

Libraries