

# Affinity Mapping



## Reflection:

In Week 4 (the Empathize phase) we learned how to affinity map. We started with a topic (PAINS and GAINS about Fontys building) and then started brainstorming. We wrote our ideas on a sticky notes and stuck them on the wall. Then we started categorising the ideas into sections based on the topic of the idea. Then we discussed most of the categories and analysed "the users' " pains and gains (our pains and gains actually, because we are the users of the Fontys building). We saw that some of us had similar ideas, there were categories with a lot of repeating ideas. So basically the main idea of the exercise was to learn how from all this large number of pains and gains we are going to make clusters based on similarities so the information will be easily analysed.