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Ethnography

Synthesis

Prototyping

Making meaning through abductive sensemaking and reframing

Combining data in new ways Identifying patterns and anomalies Judging, and learning

A bottom-up process of organizing ideas by similarity, through grouping.

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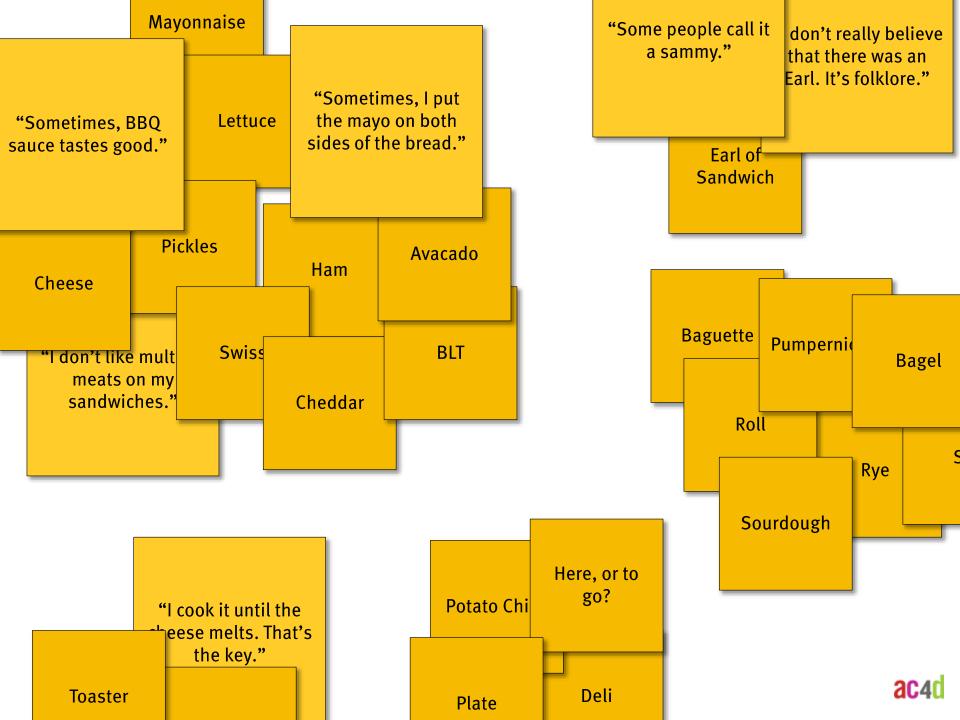
AFFINITY DIAGRAMMING/

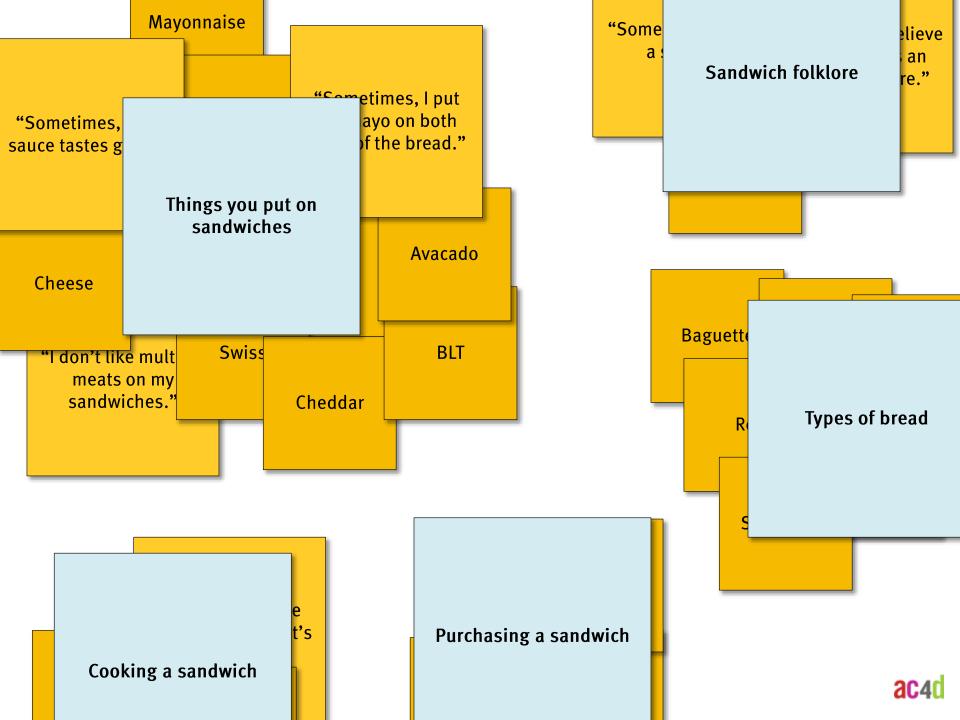
- 1. Requires a large amount of time to create
- 2. Requires interpretation, where meaning is assigned to the data.
- 3. Organizes ideas into groups.
- Allows for prioritization of ideas based on frequency.
- 5. Can be conducted by groups or individuals.
- 6. Can be used for organizing ideas, sentences, words, pictures, or any other data type.



Mayonnaise	Lettuce	Deli	Potato Chips	Earl of Sandwich	Sourdough
Pickles	Ham	Cheese	Baguette	Rye	Roll
Here, or to go?	Fat Content	Pumpernickel	Bagel	Swiss	Avacado
Cheddar	BLT	Plate	Toaster	Panini Press	Sub

"Sometimes, I put the mayo on	"I don't really believe that there	"I cook it until the cheese melts.
both sides of the bread."	was an Earl. It's folklore."	That's the key."
"I don't like multiple meats on my sandwiches."	"Some people call it a sammy."	"Sometimes, BBQ sauce tastes good."





A bottom-up process of organizing ideas by similarity, through grouping.

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HOW TO DO IT/

- Identify each idea, and place it on a single, movable tile (post-it, 8.5x11 paper, etc)
- 2. Move the ideas around, and identify relationships through a bottom-up process
- 3. When groupings start to emerge, give them labels.
- 4. When groupings get too big (8+ items), split them into smaller groupings.



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