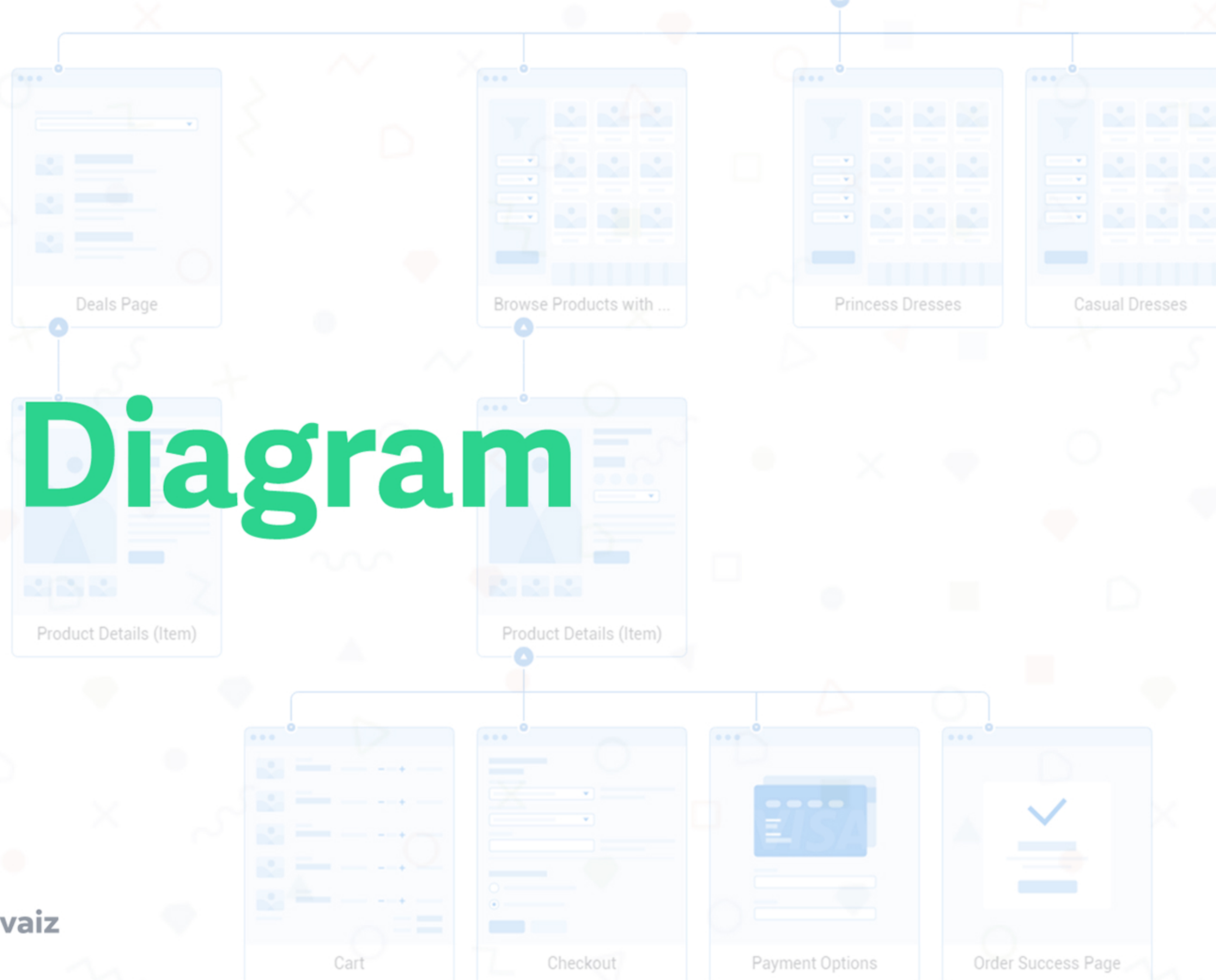


RESEARCH

Affinity Diagram

UX PROCESS SIMPLIFIED

A course by : Muhamad Ahsan Pervaiz



What is Work Activity Affinity Diagram?

A method for sorting and making sense out of data you collected in research phase to identify common themes and discover unseen connections.

In simple words, it means writing your findings on sticky notes and group them in sensible manner

UX Process Simplified

Muhammad Ahsan
UI/UX Interaction Designer

Steps to create WAAD?

- Write your findings on sticky notes
- Paste them on white board into groups
- Try to find common themes between them
- Create Groups and sub-groups (re-arrange)
- Give points and rating to most important ideas

UX Process Simplified

Muhammad Ahsan
UI/UX Interaction Designer