1. Card Sorting:

- **Purpose**: Used to organize information or content into categories that make sense to users.
    - **Ex 1**: Imagine you have 20 cards, each representing a feature of a mobile app (e.g., "Search bar," "Notifications," "Settings," etc.). Users are asked to group these cards into categories that they feel belong together, such as "Navigation," "Account Settings," and "Notifications."
    - **Ex 2**: You're redesigning a website for an online bookstore. You write down different types of books on cards (e.g., "Science Fiction," "Biographies," "Children's Books," "Cookbooks"). Users are then asked to group these into categories that make sense to them, like "Fiction" and "Non-fiction," helping you understand how users naturally categorize content on the site.

2. Affinity Diagrams:

- **Purpose**: Used to group and organize qualitative data (like user feedback, ideas, or research findings) based on similarities, helping to identify patterns or themes.
    - **Ex 1**: After conducting interviews with users, you write down each piece of feedback on sticky notes (e.g., "The app is slow," "I can't find the search function," "The notifications are overwhelming"). You then group similar pieces of feedback together to see which issues are most common, such as "Usability Problems" or "Performance Issues."
    - **Ex 2**: After conducting a survey asking users what they like and dislike about the bookstore's website, you get various responses like "The checkout process is too long," "I like the book recommendations," "I can't find the search bar," etc. You write each piece of feedback on a sticky note and group similar ideas together under categories like "Checkout Issues," "Search Function Problems," and "Positive Features."

Key Difference:

- **Card Sorting** focuses on how users categorize **content**, helping you structure navigation or menus.
- **Affinity Diagrams** focus on grouping **ideas or problems**, helping you find patterns in feedback or data for better decision-making.