

Affinity Diagrams

Lindsay MacDonald

Overview

- * What is an affinity diagram?
- * When to use one
- * How to make one
- * What to do with it?

- * Ok, let's make one!



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WHAT DO THEY LOOK LIKE?

AFFINITY DIAGRAMS IN ACTION

What is it?

- ✱ Hierarchy of qualitative data gathered during user interviews.
- ✱ Made of post-it notes on a wall.
- ✱ Brings out common issues and themes present in the design problem or work practice being evaluated.

What does it do?

- * Process encourages team to re-think design strategy.
- * Sorts through a LARGE amount of qualitative data.
- * Can tell a story about the user and the work practice issue by organizing everything known about the design problem.
- * Serves as a map of the work to be done to solve the design problem.
- * Useful tool for dividing tasks among the design team.

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- ✱ Prove or disprove a theory.
- ✱ Test a hypothesis.

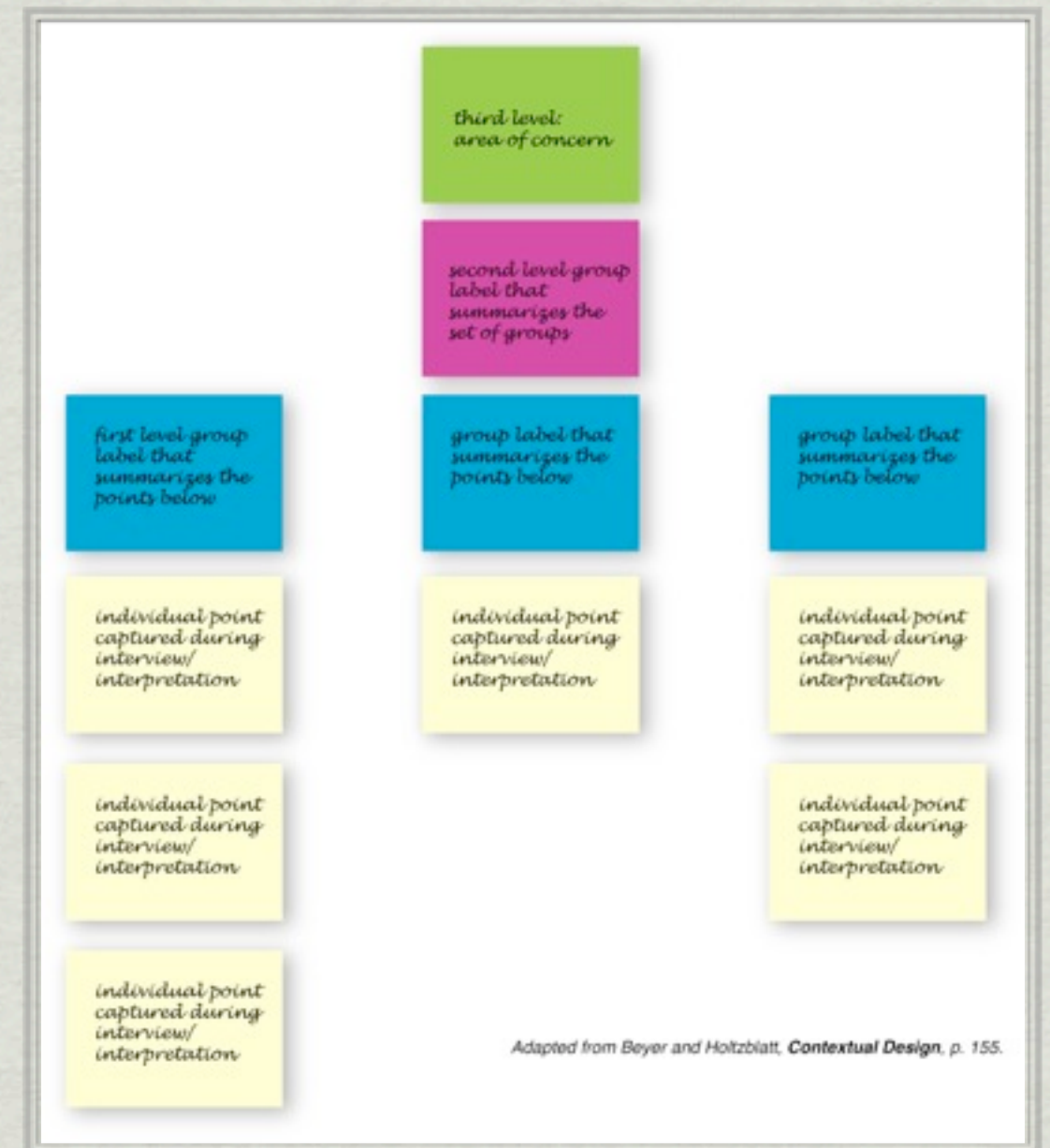
Where does it go?

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- ✱ Open space with a large wall
- ✱ Everyone should be able to access it easily
- ✱ Space should be appropriate to bring the client into.

Structure

- ✱ Read from the top down
- ✱ Green for top level
- ✱ Pink for second level groups
- ✱ Blue for first level groups
- ✱ Yellow or white for individual points



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5. Create second level groups, name with pink sticky notes.
6. Organize second-level groups into areas of concern, labeled with green sticky notes.

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- * Group labels can be changed if appropriate.

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- * Read each note aloud as it is being placed on the wall.
- * Keep talking!
- * Work in pairs.
- * Limit the number of notes in each first-level group.
- * Group labels can be changed if appropriate.
- * Take no longer than one day to do this.

Stuff to watch out for

- ✱ “Bucketing”
- ✱ Forgetting where notes were put!

DEMO TIME!