Affinity Diagram

An affinity diagram is the organized output from a brainstorming session. It is used to generate, organize, and consolidate information related to a process, idea, or problem. After generating ideas, group them according to their affinity, or similarity.

Steps:

1. Define the question you wish to answer.

2. Brainstorm and record ideas to the question.

    ➢ Each person writes responses on sticky notes, one idea per note, until all team members have exhausted their store of ideas.

3. Attach all of the sticky notes to the wall, grouping similar ideas together.

    ➢ Tip: After posting all ideas the first time, fine-tune the groupings by moving cards from one pile to another to reflect closer ties. Team members should talk with each other as they arrange the ideas.

4. Label each final grouping with a header identifying the general topic that all items in the group share.