

AFFINITY MAP



An affinity map is a tool to collaboratively draw insights from the data gathered by your team. Share your takeaways from the observations, interviews, and desk research and summarize in the first column. Look at all data and search for themes and patterns by clustering. Draw insights from the clusters. Define the problems you can identify in the insights.

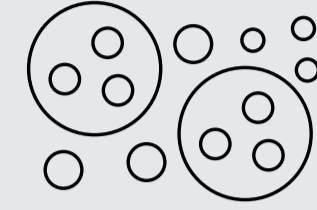
DATA

Summaries observations, interviews, and desk research



CLUSTER

Combinations of data



INSIGHTS

Insights from clusters



PROBLEM

What is the problem you see here?
Why is this a problem and for whom?

