

Affinity Grouping

WHAT: Grouping or clustering similar ideas together.

WHY: To categorize and identify themes across various ideas.

HOW: Cluster Post-it notes with similar ideas together on the wall. This works best when using Post-it notes that can be easily moved and reposted under new clusters.

WHEN: Use this when trying to distill a large number of ideas into key themes or priorities.

VIRTUAL APPLICATION: *Select technology to allow for the movement of ideas on the screen. Mural is great for this and there are many others (see Resources below).*



RESOURCES:

- www.interaction-design.org/literature/article/affinity-diagrams-learn-how-to-cluster-and-bundle-ideas-and-facts (for the image and for more information)
- www.mural.co
- www.g2.com/products/mural/competitors/alternatives