Affinity Mapping

Affinitty map is a representation of mapping your research insights to organized information.

Affinity Mapping is a practice used to organize ideas or insights. It allows large numbers of ideas stemming from research to be sorted into groups, based on their natural relationships, for review and analysis.

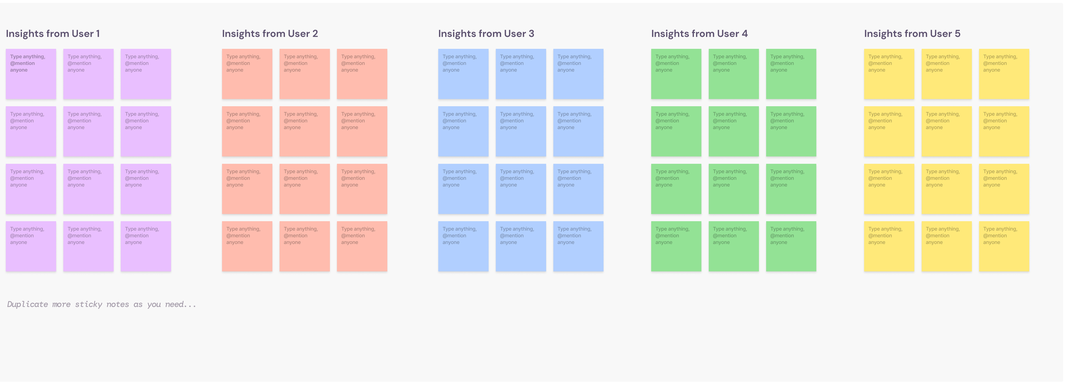
Using a simple Affinity Diagram technique can help us discover embedded patterns (and sometimes break old patterns) of thinking by sorting and clustering language-based information into relationships. It can also give us a sense of where most information is focused.

Please use the following template to do the affinity mapping activity.

Check the example on the right side of the board to see how it is done. →

Step 1: Import your data from research

Creating a virtual sticky note for each data point from your recorded observations.



Step 2: Look for patterns and sort them into themes. Name the groups.

Organize your stickies into groups. Duplicate this step for multiple iterations you do.

Copy paste all the above sticky notes below and start this step.

Example of Affinity mapping

Here's an example of affinity map made based on the insights obtained from college students on how they plan and manage their expenses.

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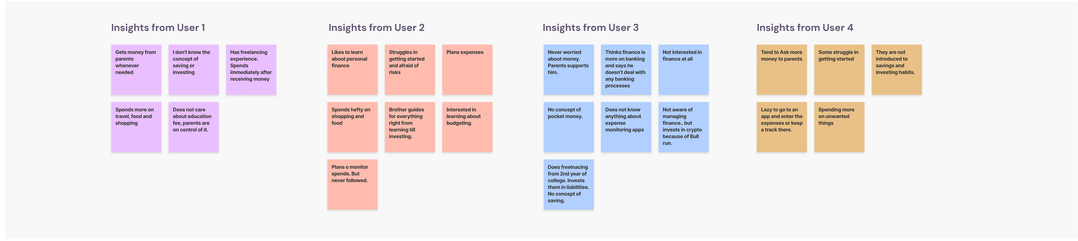

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