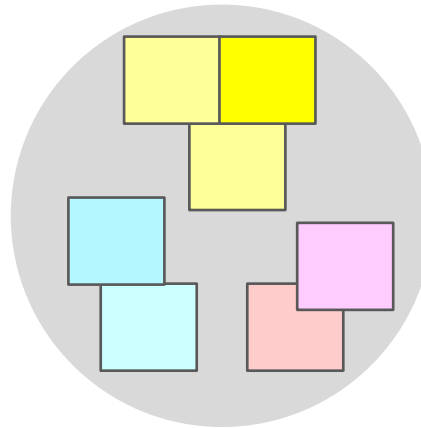


Continuous Improvement Toolkit

Affinity Diagram



The Continuous Improvement Map



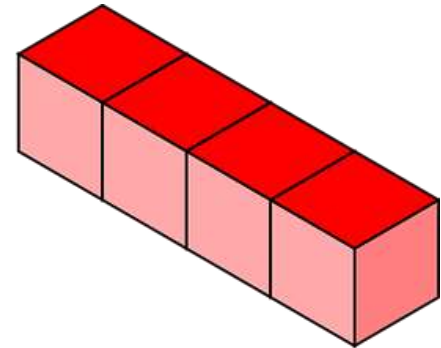
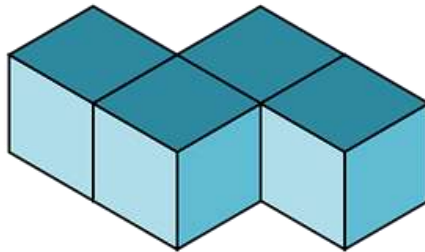
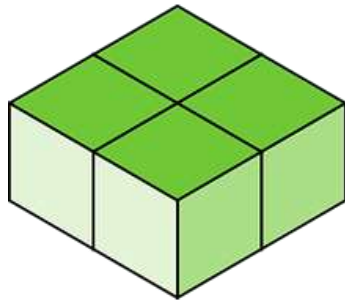
Affinity Diagram

Think of situations where you needed to organize many ideas or information to **make sense** of them



Affinity Diagram

A **grouping method** for classifying items together into meaningful categories



Also known as **KJ Analysis** and **Affinity Mapping**

Affinity Diagram

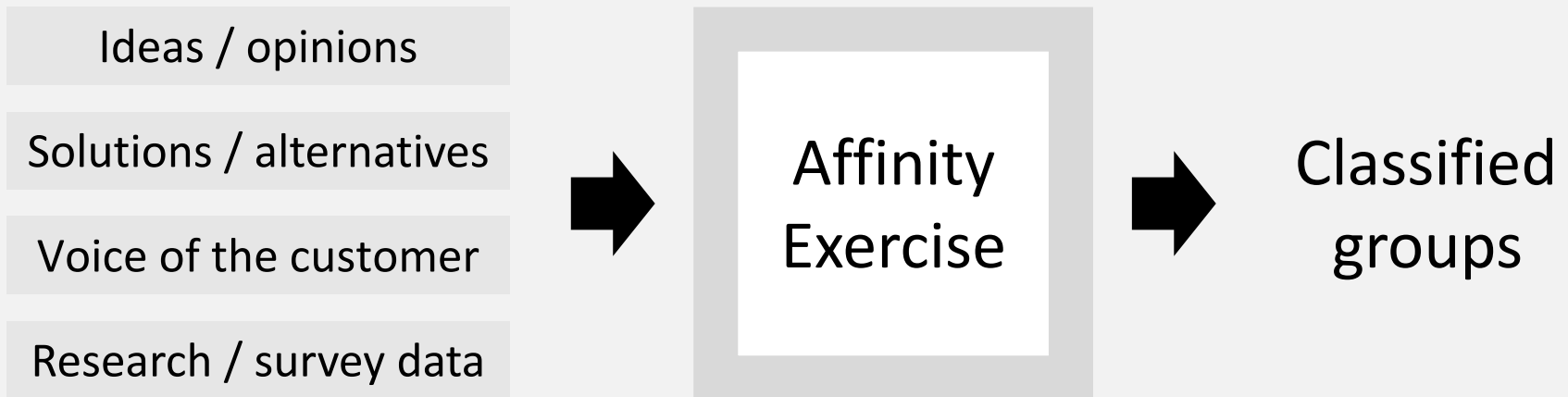
Often used to **capture** and **group** the output of brainstorming and problem-solving meetings in order to provide better understanding of the topic



The outcome is a better **understanding** of the problem or issue

Affinity Diagram

Allows to classify many **thoughts** produced by a team or customers for further review and analysis

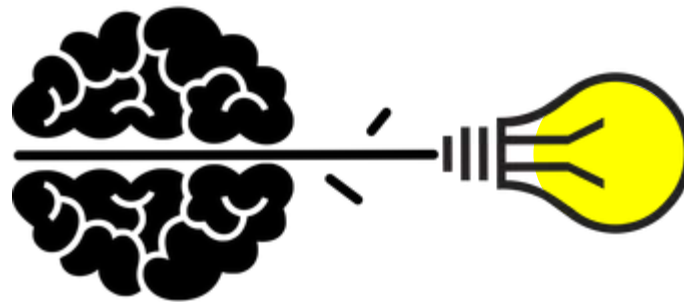


Information can be written, verbal, or both

Affinity Diagram

When to Use?

During idea-generation **brainstorming** sessions



Usually conducted **after** brainstorming, nominal group technique, etc.

Affinity Diagram

When to Use?

During **problem-solving** sessions



When the problem is **subjective** or held by different people

Affinity Diagram

When to Use?

Can be used at any stage in **research** and in verbatim/text analysis



Affinity Diagram

When to Use?

Can be used to organize the **voice of the customer**



Feedback from customers is valuable information and needs to be organized in an appropriate manner to be **useful**

Affinity Diagram

When to Use?

Used to find useful messages in **customer statements** which may come from different sources (discussions, complaints, interviews, ...)



Affinity Diagram

Benefits . . .

Helps organize ideas and information and see how they are connected

Helps identifies the characteristics that distinguish each category

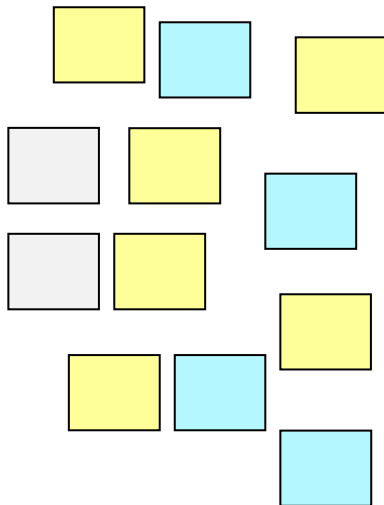
Helps bringing out the best ideas and leads to better results



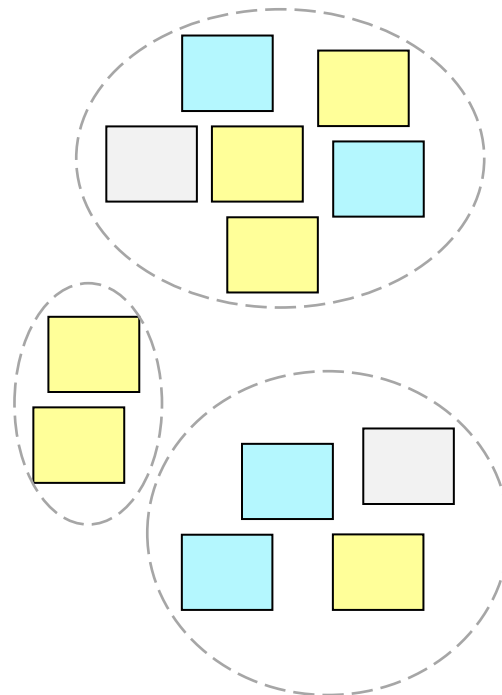
Affinity Diagram

Three Basic Steps . . .

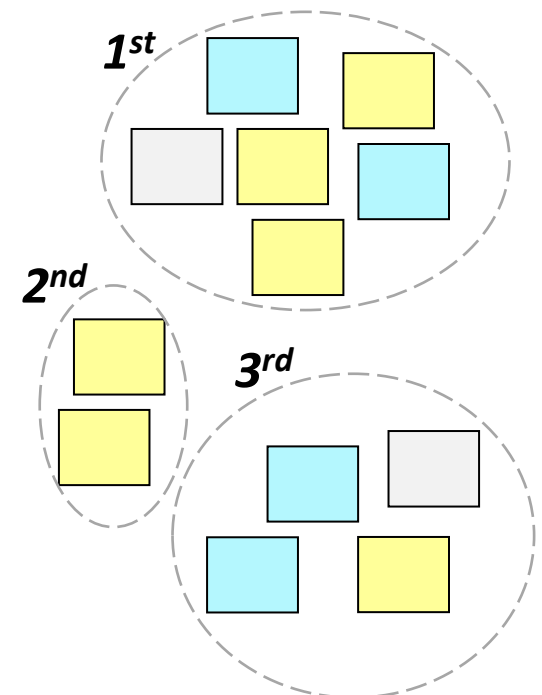
COLLECT



GROUP



LABEL



Affinity Diagram

How to Conduct an Affinity Exercise

You will need to hold an affinity mapping **workshop**

You will also need to assign a **facilitator** to lead the discussion

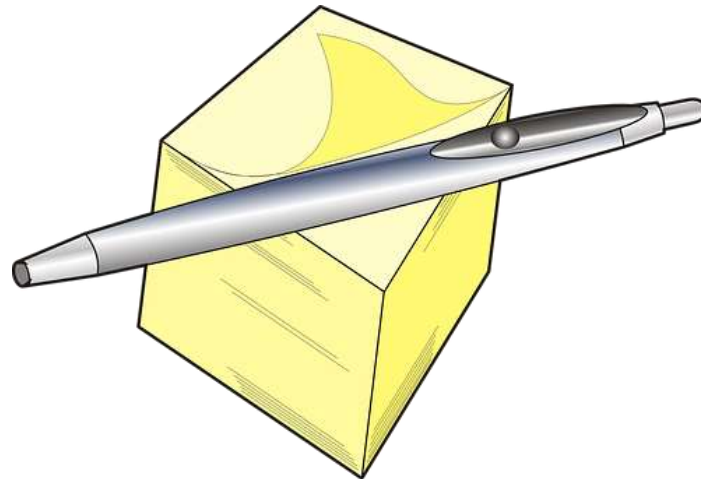


Affinity Diagram

How to Conduct an Affinity Exercise

Gather the team, then **present the topic** or define the problem clearly

Give them sticky-notes then ask them to **write one idea** or response per sticky-note

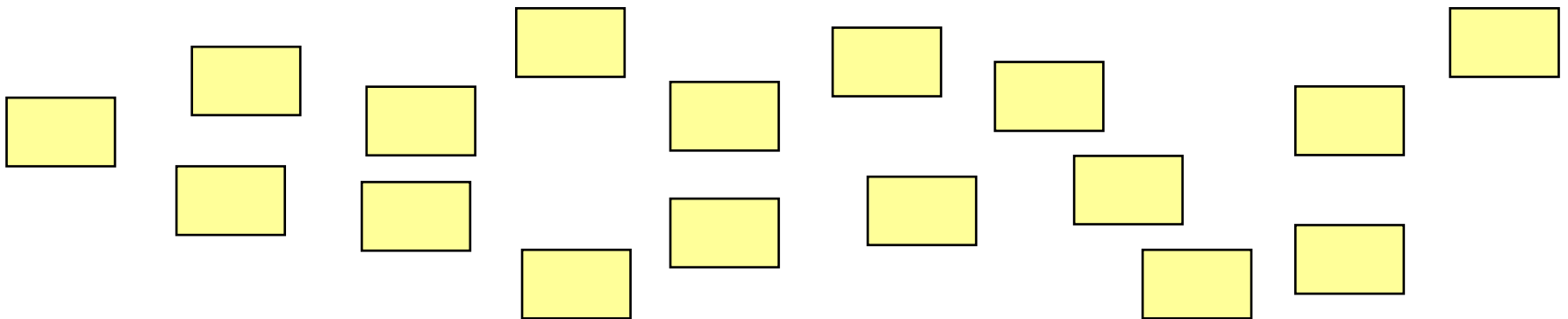


Affinity Diagram

How to Conduct an Affinity Exercise

Collect the sticky notes and stick them randomly on the wall or a table

Do not organize them initially on any sort of order



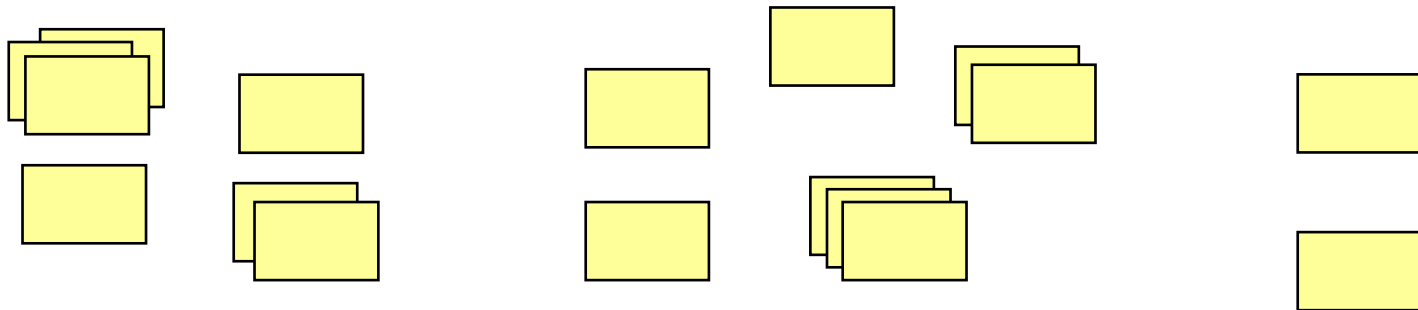
You will organize the information into categories that make sense in a later step

Affinity Diagram

How to Conduct an Affinity Exercise

Lead the participants to **group** the ideas into categories

Make sure that people are **collaborating** in the categorization process



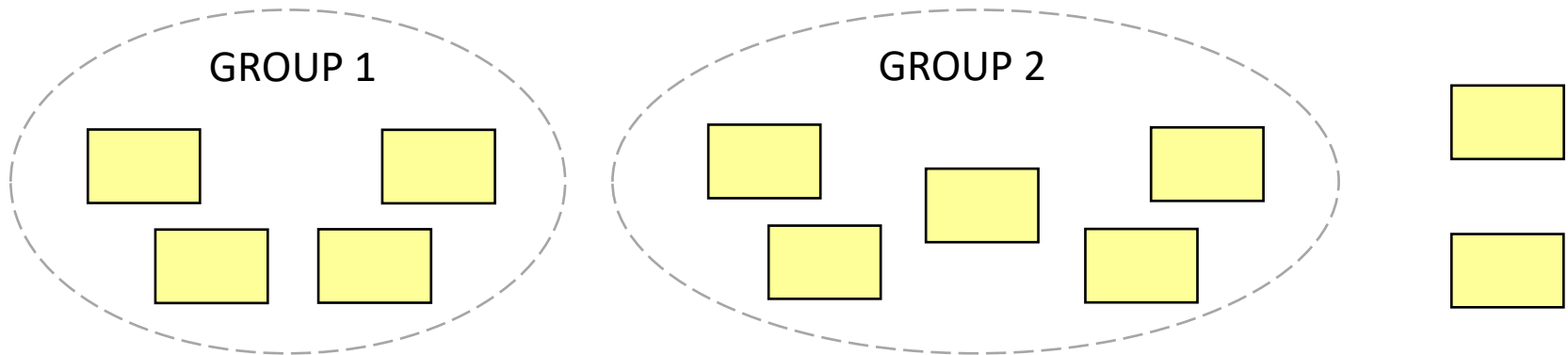
Start small by looking for just two items that are related to one another, then group them together

Affinity Diagram

How to Conduct an Affinity Exercise

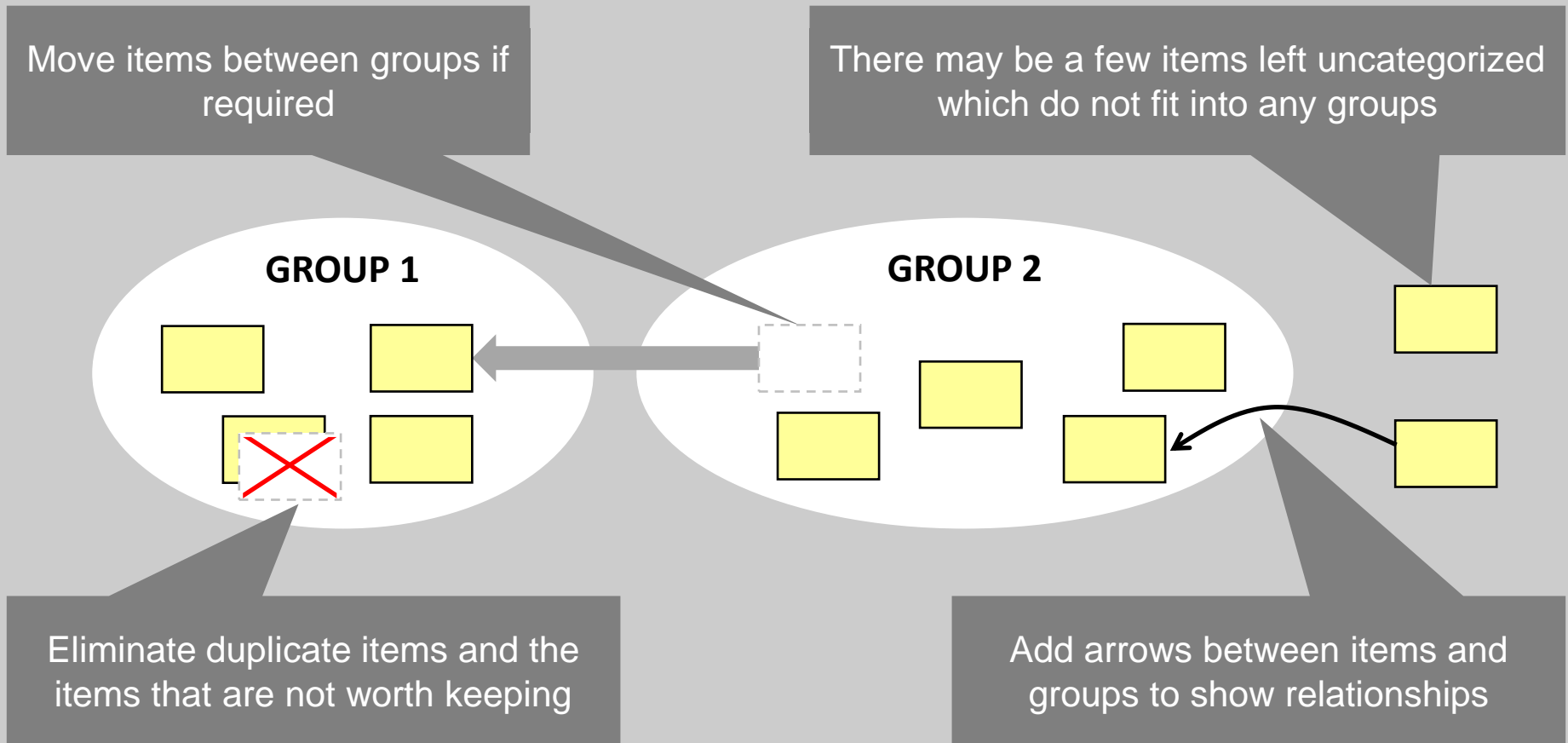
Lead the participants to **label** the categories

Use the produced affinity diagram to guide future planning and analysis



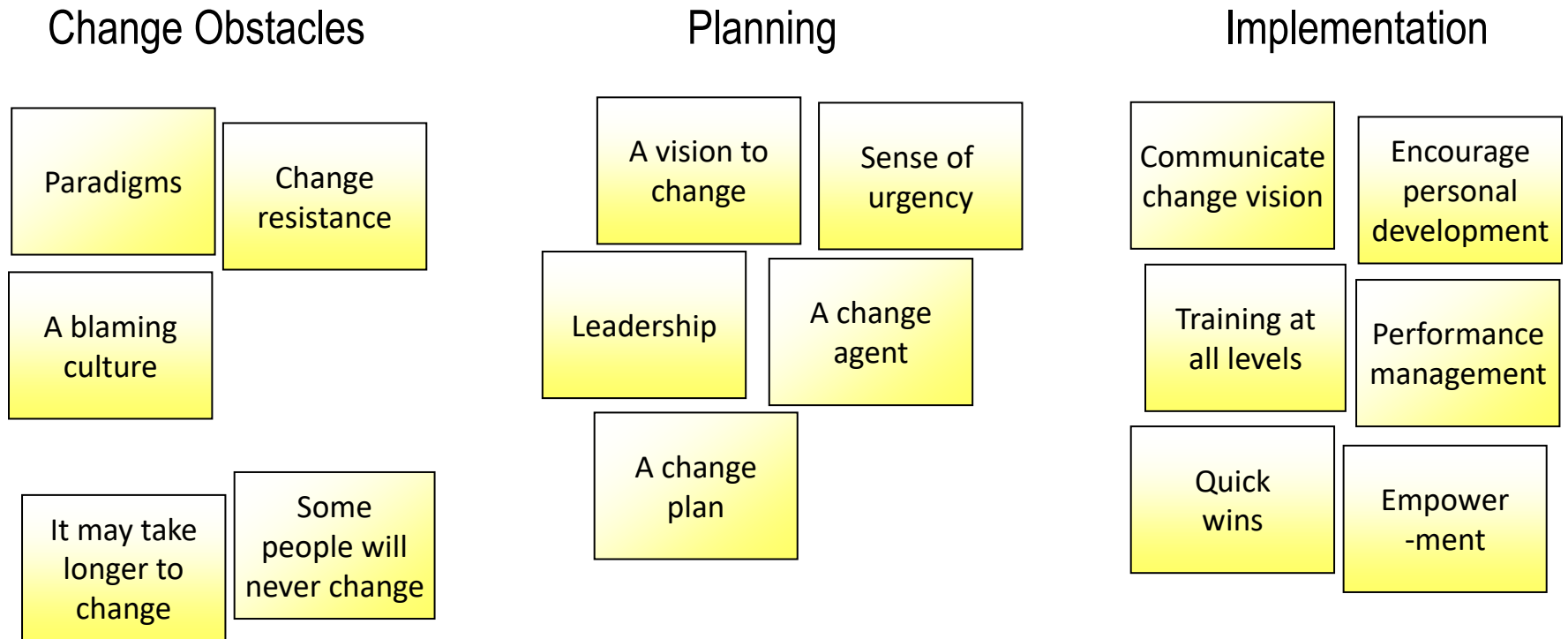
Share the affinity diagram with relevant stakeholders

Affinity Diagram



Affinity Diagram

Example - Identify How to Successfully Implement Change



Affinity Diagram

Further Information

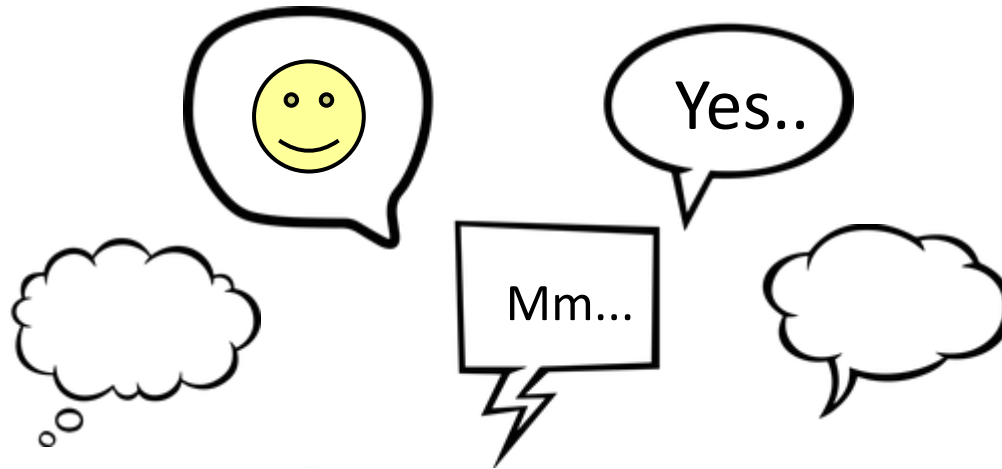
There should be no **discussion** or evaluation of ideas of any kind until the final affinity diagram is complete



Affinity Diagram

Further Information

Record the actual **spoken words** if the information to be collected is verbal (i.e., during interviews)



Affinity Diagram

Further Information

When grouping items, use **feeling** rather than conventional classifications .. Make patterns that make sense



Affinity Diagram

Further Information

Cluster analysis, classification analysis, or clustering is another grouping method that is used to classify a set of objects or cases into relative groups called clusters

