

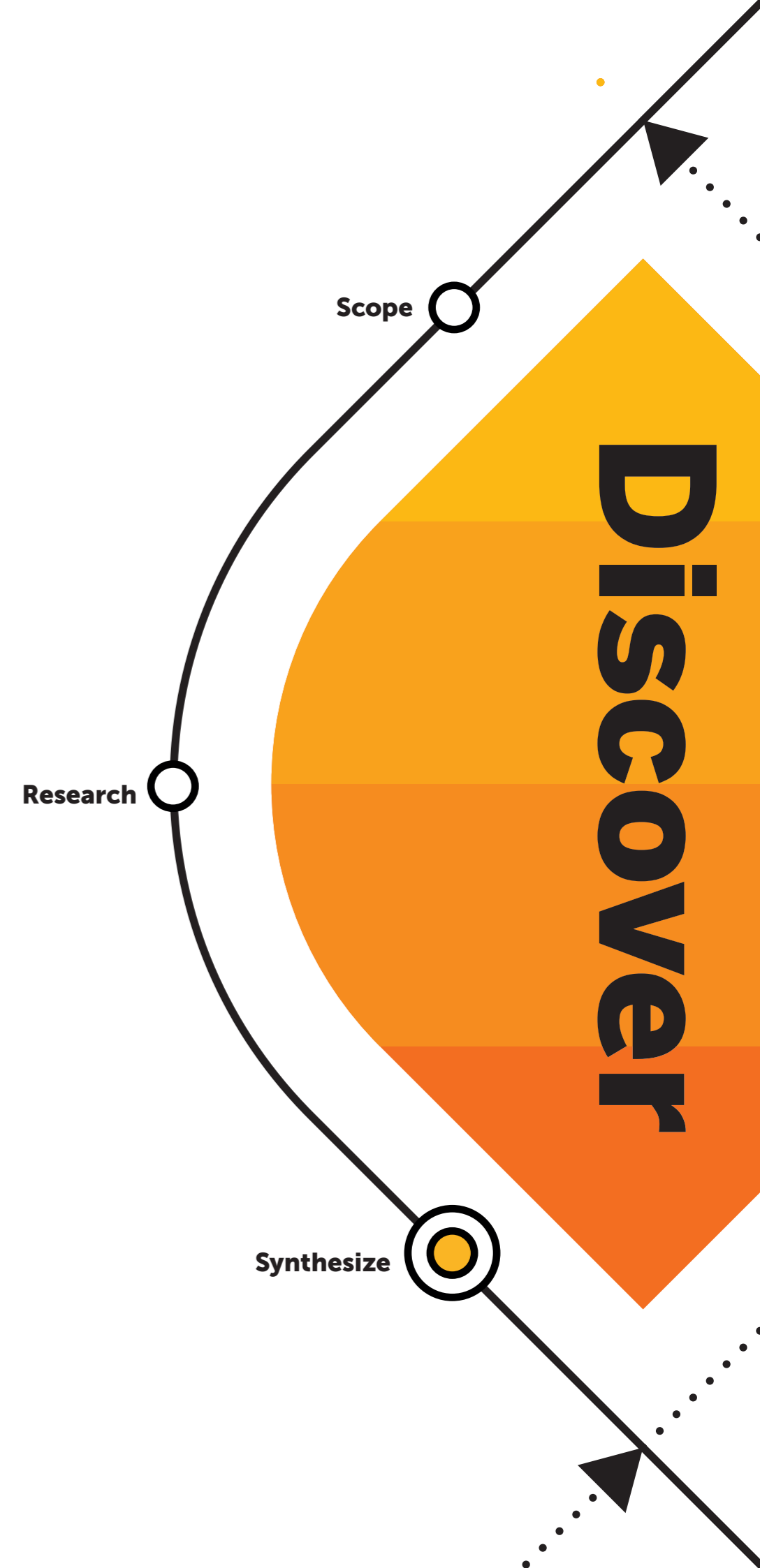
DISCOVER PHASE / Joint Activity

Affinity Diagramming

Analyze the data gathered from interviews by using storytelling and visual diagramming to get to actionable insights.

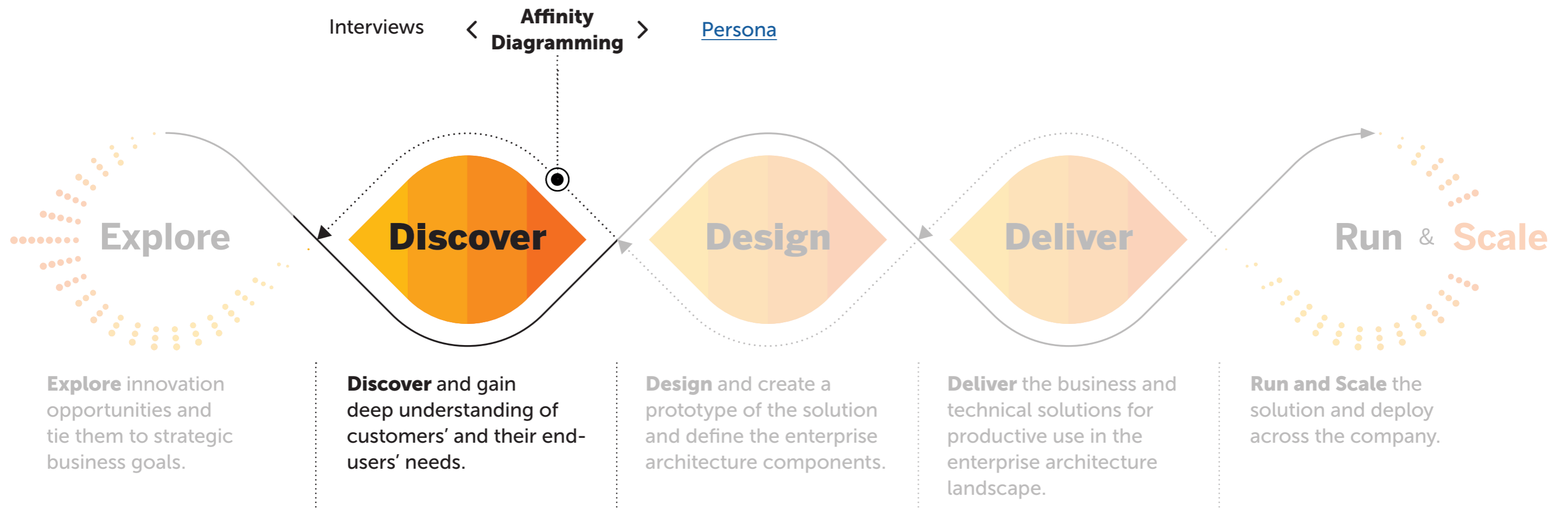
Why to use Affinity Diagramming

The Affinity Diagram helps the team analyze the data gathered from interviews. By using a storytelling approach, team members who haven't been to the interviews get a better understanding of each user's pain points, motivations and needs.



When to use Affinity Diagramming

We use Affinity Diagramming in the Discover Phase once user interviews are completed. The team can use Affinity Diagramming to digest and make sense of the data in the form of stories and visual connections.



Learn more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

How to use Affinity Diagramming



Duration
45–90 Minutes



Participation
5–6 People



Roles
Designers, Business Leads



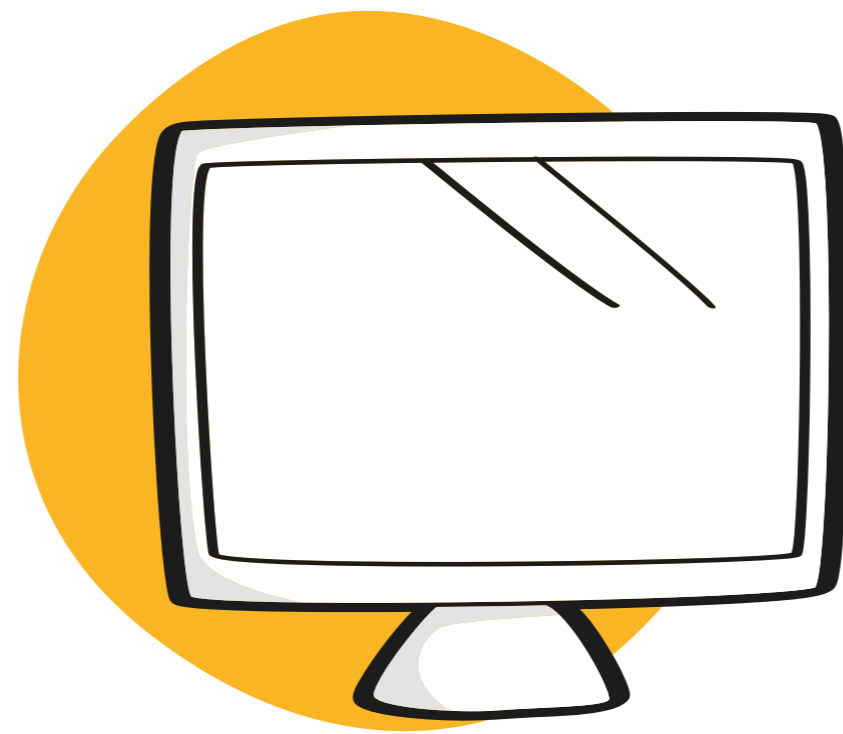
Use input from
• **Interviews**

Steps

- 1** The notetaker of each interview retells the interview. While the notetaker is telling the story, the other participants note down the findings on post-its.
- 2** Once the storytelling ends, copy the interview findings from each of the interviewees and start sorting them by similarity.
- 3** Describe each cluster in detail. Give each a name and summary that describe the key insight and what you learned about the challenge in this cluster.
- 4** Once you have all the clusters, review them and see if the cluster names are specific and actionable enough. Adjust them accordingly.
- 5** You can prioritize the clusters by voting on them as a group or using the Value Heatmap method.

Expert Tips

This board will potentially grow large. Adjust the lines and sizes of the board as needed.
Make sure the clusters are named as early as possible. The names and the content can always be changed.
Avoid clusters with more than seven insights. You can layer the same information on top of each other to help declutter. Don't delete same or similar information mentioned from different interviews, as you want to see if several interviewees had the same or similar insights.



Virtual Collaboration Template

MURAL Template

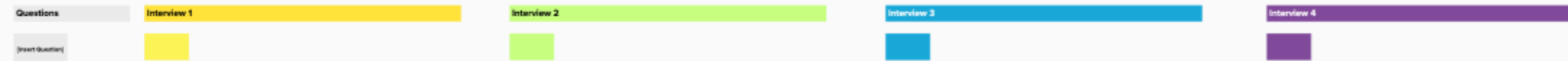
Affinity Diagramming

AFFINITY DIAGRAM

Structure your Research Results

1. Start your Storytelling (10 min/ interview)

The Notetaker of each interview retells the interview, while the Notetaker is talking, the other participants note down the findings.



Example:
Comparison between good and bad granularity for your insights

✓	Write all the company's sales in years	Write all goals for technology and innovation	Research being used from customer experience research	Customer and brand research in the interview context	Use an evidence-based approach to data analysis	
✗	10 years	Technology and Innovation	usability	Market research and insights	Product research	to the data
✗	emerge with a lot of repetition	Write goals in broad terms	usability and customer research	Research on user needs and research process generation	Market trends for customer experience	insights

2. Cluster the Interview Topics (30 min)

Copy the interview findings from above and start sorting them by theme.

Access the MURAL template: <https://app.mural.co/template/9bea04b0-d7c4-41a5-b7b9-26eacbd3fcb7/5b598925-124e-4265-9a2f-9cbaa899b35e>