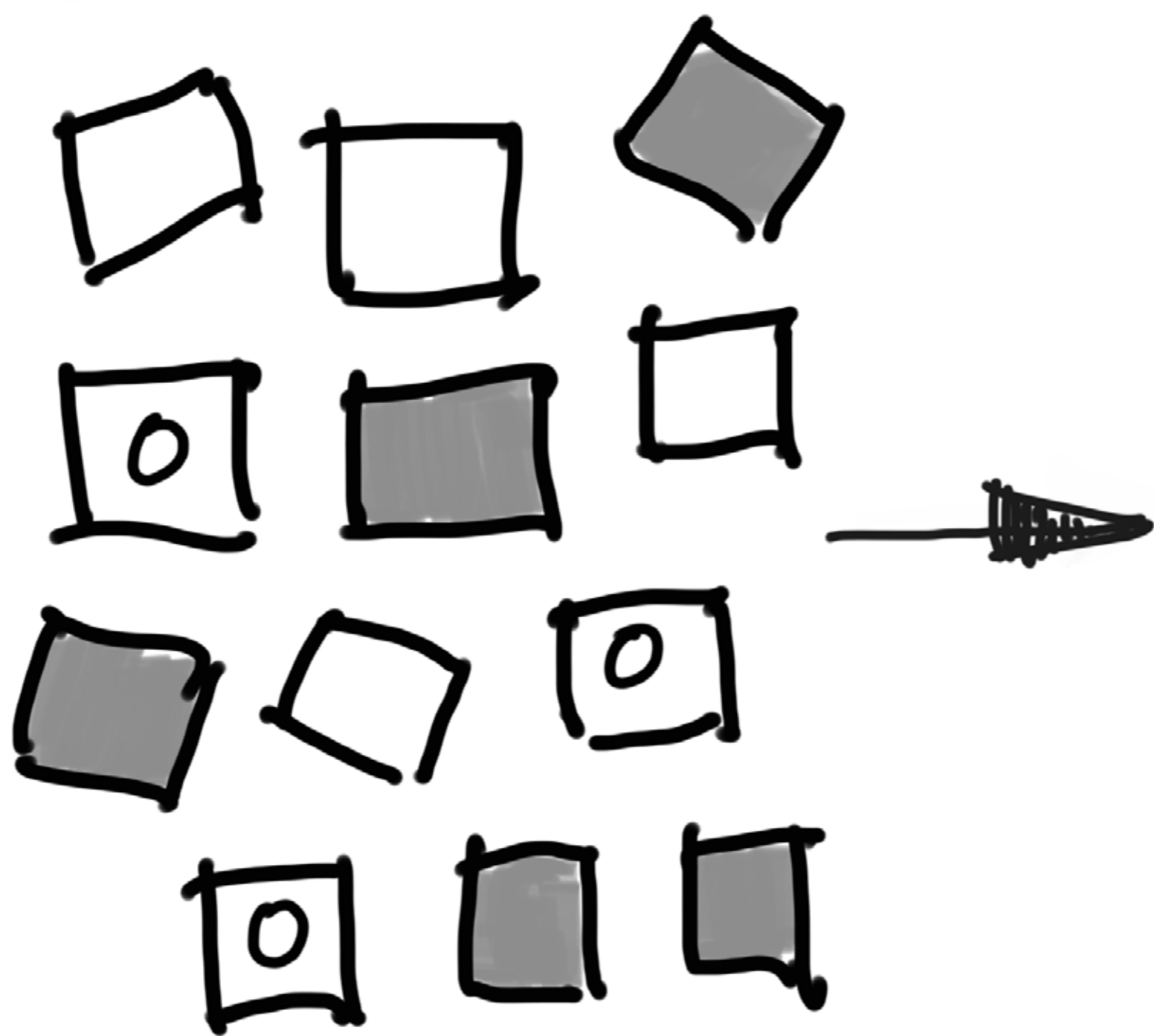


# HOW DO AFFINITY DIAGRAMS WORK?

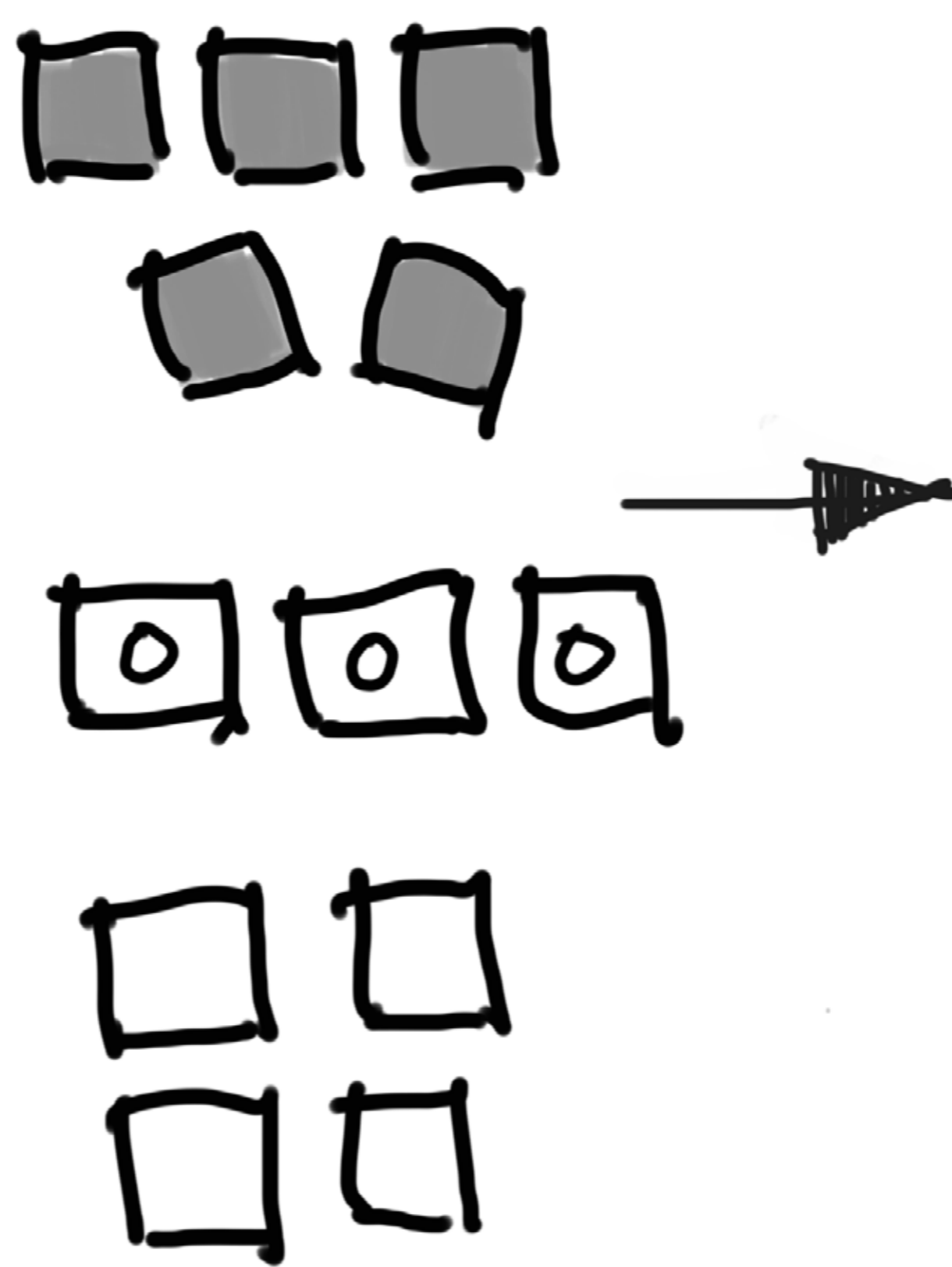
## ① COLLECT DATA

PRIMARY (YOURS/NEW)  
+ SECONDARY (EXISTING)



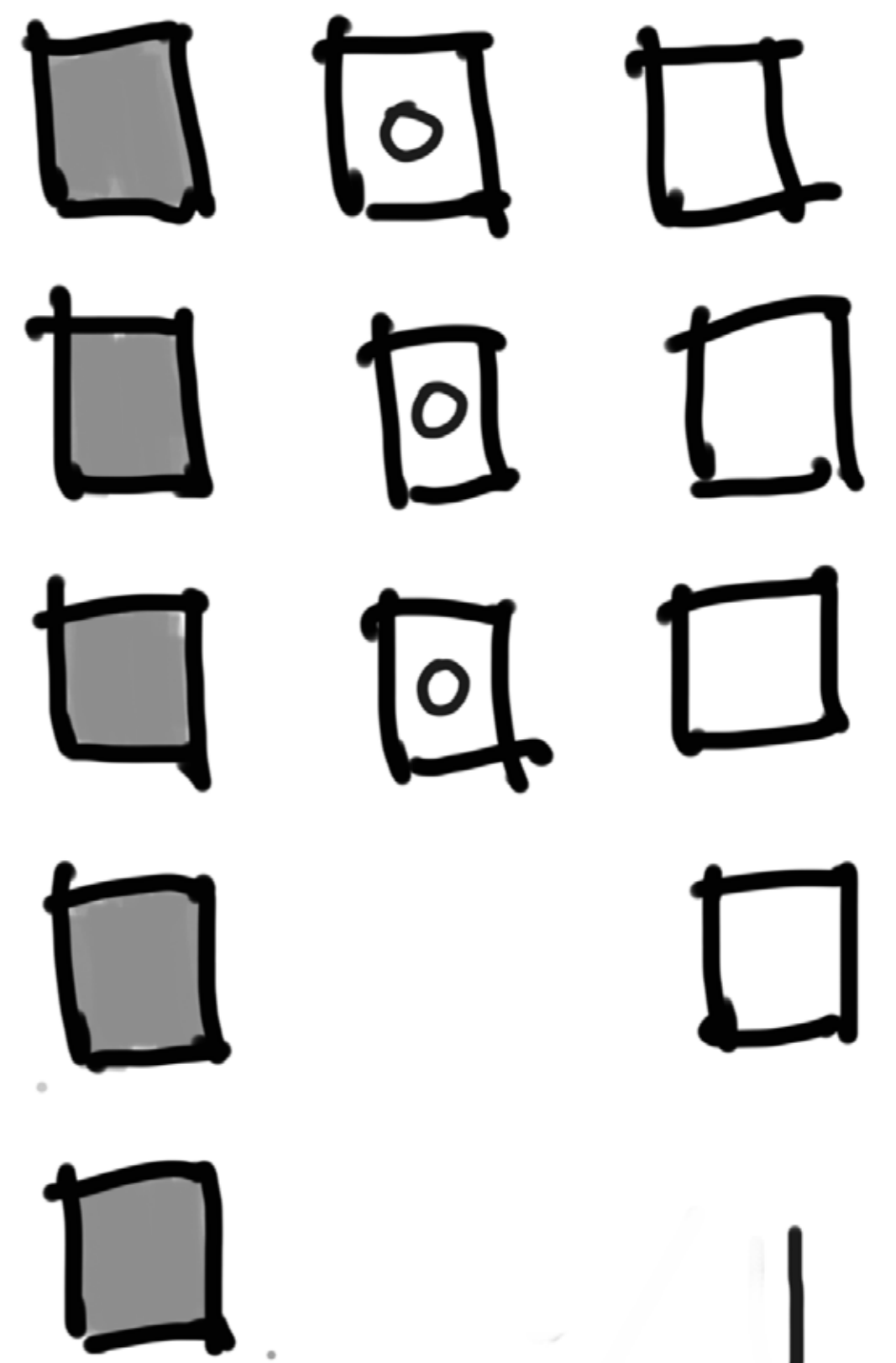
## ② GROUP

LOOK FOR OBVIOUS  
PATTERNS AND THEMES



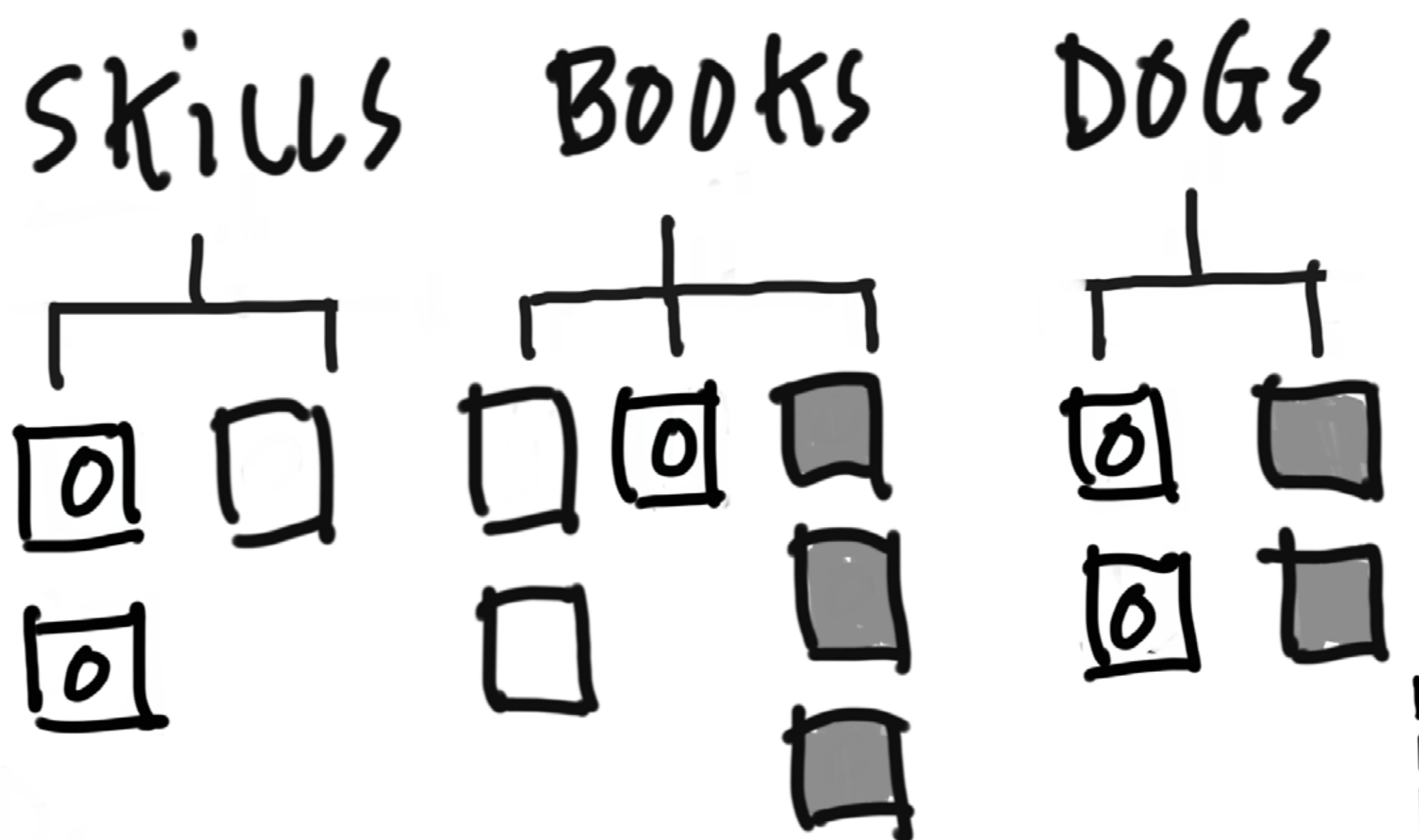
## ③ ORGANISE

USING TITLES  
AND/OR LABELS



\*ONLY ONE IDEA ON  
ON EACH POST-IT NOTE.  
DATA HAS BEEN TAKEN  
FROM INTERVIEWS,  
OBSERVATIONS AND  
SURVEYS. THESE ARE  
UNCATEGORISED.  
IDEAS. IN STAGE ④  
THESE HAVE NOW ALL  
BEEN CATEGORISED.

IF YOU HAD LOADS OF  
DATA IT COULD MAYBE  
LOOK LIKE THIS. ④



NOW YOU CAN GO IDEATE.