# **Affinity Diagram**

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#### **Purpose:**

- The purpose of the affinity diagram is to identify and sort large quantities of ideas. The process groups ideas together that are similar or have a close relationship.
- Possible uses of affinity diagrams:
  - Explore possible causes of variation
  - Identify barriers to improvement
  - Identify opportunities for improvement
  - Identify processes in a system





### **Definition:**

- A non-judgmental method for sorting ideas into categories to help teams focus on larger themes.
- Gives all ideas equal weight
- Encourages everyone to contribute
- Gives team members the opportunity to view ideas of other team members





#### When to use:

- This tool is used after brainstorming or idea generation sessions when a non-judgmental process for grouping ideas is needed.
- Use anytime you have many ideas, issues, or information that needs to be organized into categories or larger themes.





#### How to use:

- 1. Start with a brainstorming session for the topic for which you want ideas. Using sticky notes with one idea per note works well.
- 2. Team members randomly place the sticky notes on a smooth surface.
- 3. Team members then read all the sticky notes to see what ideas others have.
- 4. Team members silently place ideas that are similar or related into groups. Team members can ask for clarification of an idea, but there isn't any evaluating of ideas at this time. Any team member can move anyone's sticky note into the group where they think it fits best.
- 5. The team then reviews each group of sticky notes and decides on a theme or category that the ideas represent. Place a label of that theme or category above each group of sticky notes





## Affinity

- An affinity diagram is often used after a brainstorming session to group ideas.
- The team members post all the ideas on a flat surface and in silence move the ideas into groups.
- The team then discusses and decides what categories to name the groups. This activities visually captures areas of ideas and give the team the opportunity to organize their discussion.
- This tool can be easily used to help consolidate and sort in many places throughout the problem-solving process.
- In the diagram here the team brainstormed all the wastes or nonvalue added activity they knew of in this process. They then sorted the waste into categories. This tool can help the team prioritize where improvements can have the biggest impact.











