Concept Development
Affinity Diagram

An affinity diagram helps to synthesize large amounts of data by finding relationships between ideas. The information is then gradually structured from the bottom up into meaningful groups. From there you can clearly "see" what you have, and then begin your analysis. When you work through the process of creating relationships and working backward from detailed information to broad themes, you ultimately get an insight you would not find otherwise.

CLUSTERING PROCESS
1. Use your recorded research data to identify needs, issues, interesting observations or quotes, processes or other aspects that are important to your topic or strike you
2. Record each finding on cards or post-it notes
3. Look for meaningful relationships and patterns
4. Sort notes or cards into groups untill all cards have been used
5. Repeat this as many times as needed
6. Add labels to themes if appropriate. These labels should represent all the findings in the group

INTERPRETATION: INSIGHTS GENERATION
1. Take each cluster theme and ask why. Discuss the cluster: What is the reasons behind?
2. Formulate the cluster theme into a true insight.
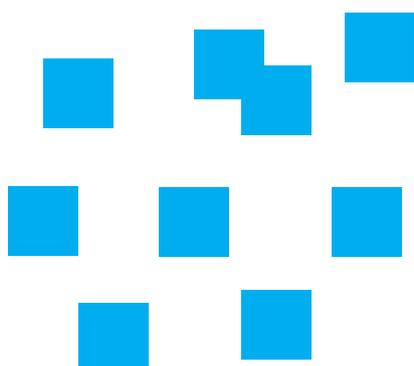
HOW TO CLUSTER AND MODEL DATA
Everyone reads through the post-its and arragnes them
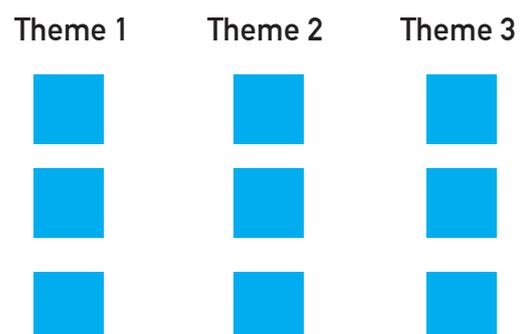Everyone is allowed to re-order
Group post-its into themes
Name and discuss the themes
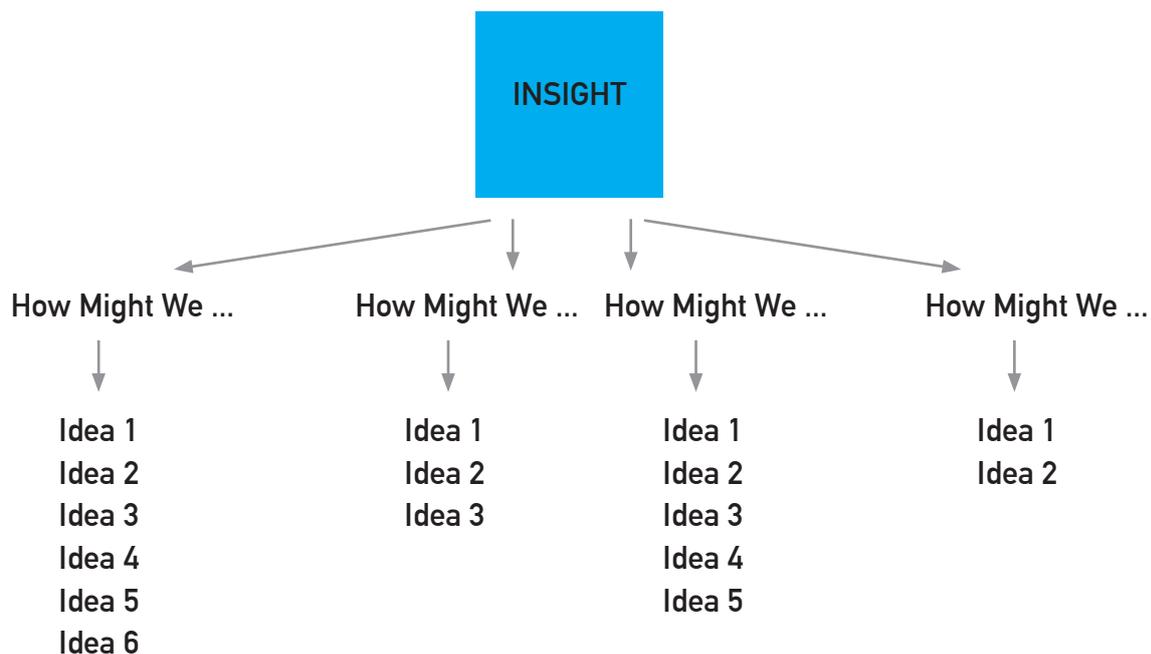
RANDOM DATA

AFFINITY DIAGRAM

Theme 1   Theme 2   Theme 3

Concept Development
How Might We

„How Might We" translates user research findings and insights into opportunity areas as a first step to-wards ideas. It helps to create a broader perspective on a topic and challenge an insight in different ways first - before creating ideas.

PROCESS
1. Take an insight from your research and use How Might We to tackle it.
2. Come up with as many HMWs you can come up with - always challenging your insight.
3. Start brainstorming on various ways of answering these questions.

INSIGHT

How Might We ...   How Might We ...   How Might We ...   How Might We ...

Idea 1   Idea 1   Idea 1   Idea 1
Idea 2   Idea 2   Idea 2   Idea 2
Idea 3   Idea 3   Idea 3
Idea 4   Idea 4
Idea 5   Idea 5
Idea 6

(The idea generation part will follow and be the focus tomorrow. Naturally, ideas emerge during the HMW process and this is great to capture them as a first base to start off from.)