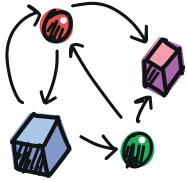


Clustering



What is Clustering?



1. A cluster map, or clustering, is used to identify the commonalities with the information you have collected. This visual arrangement of ideas and issues can be readily grasped in the round – even from across the room! This helps gather together similar aspects of the project to take forward.



2. From this interaction we gain new perspectives and opinions that help us dig deeper into the challenge.

3. This form of visualising can be especially helpful in seeing, for example, where gaps are or where specific challenges are stacking up.

