

Affinity Mapping

We recommend adding one or two pieces of flipchart paper to the right of this template to give you space to cluster insights

1 Start by adding one post-it to the template, then add similar insights to create a cluster.

If you have 7+ insights in a cluster, try to break them down into smaller clusters to be as specific as you can.

Your first insight		

2 Continue to create clusters until all of your insights have been added.

It's okay if some insights can't be clustered into groups. Clusters ideally range from 1-6 post-its.

3 Critique your clusters.

Take a step back to review them as a team. Are they actually doing the same thing? Decide if you want to move them into different clusters

4 Critique your clusters.

Take a step back to review them as a team. Are they actually doing the same thing? Decide if you want to move them into different clusters

4

Draw connections.

Using a marker, show how clusters relate to one another by drawing arrows, dotted lines, circles that groups clusters together, and more.
