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# Affinity Diagram Template

## What is Affinity Diagram Template?

An Affinity Diagram, also known as an affinity map or affinity diagram template, is a visual tool used in brainstorming and problem-solving activities. It's a powerful technique for organizing and categorizing ideas, concepts, or data to gain insights and identify patterns.

The Affinity Diagram Template typically consists of the following elements:

1. **Index cards or sticky notes:** Participants write down their thoughts, ideas, or phrases on separate index cards or sticky notes.
2. **Categories or themes:** The facilitator or group leader identifies potential categories or themes that can help organize the ideas. These categories can be created beforehand or emerge during the session.
3. **Sorting and grouping:** Participants sort the index cards or sticky notes into the identified categories, grouping similar ideas together based on their content, meaning, or relationships.
4. **Labeling and summarizing:** Each group of sorted cards is labeled with a common theme or category title. A summary or key phrase is written to describe the main idea or concept within that group.

The Affinity Diagram Template offers several benefits:

- **Facilitates organization and categorization:** It helps to structure unorganized ideas, making it easier to identify patterns, relationships, and connections.
- **Encourages collaboration:** Participants work together to sort and label the cards, promoting active listening, shared understanding, and collective problem-solving.
- **Identifies themes and patterns:** The diagram reveals underlying themes, commonalities, and patterns that might not be apparent when considering individual ideas in isolation.

Common applications of Affinity Diagrams include:

1. Brainstorming sessions
2. Market research and customer feedback analysis
3. Problem-solving and decision-making processes
4. Idea generation and innovation workshops
5. Team building and collaboration exercises

To create an effective Affinity Diagram Template, consider the following tips:

- Use a large, flat surface or whiteboard for displaying the cards.
- Ensure each card has enough space for writing and is easily readable.
- Encourage participants to use clear and concise language when labeling their ideas.
- Set a time limit for each sorting and grouping phase to keep the activity focused.

By using an Affinity Diagram Template, you can unlock valuable insights, foster collaboration, and drive meaningful discussions within your team or organization.

[problem](#), [idea](#), [innovation](#), [collaboration](#), [problem-solving](#)

# Affinity Diagram Template

## Objective

*Define the purpose of the affinity diagram.*

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## Categories

*List the main categories or themes that will be used to group ideas.*

- Category 1**
    - Description of the category.
  - Category 2**
    - Description of the category.
  - Category 3**
    - Description of the category.
  - Category 4**
    - Description of the category.
- 

## Ideas

*Collect and list the ideas or data points that will be categorized.*

- Idea 1
  - Idea 2
  - Idea 3
  - Idea 4
  - Idea 5
- 

## Grouping Ideas

*Organize the ideas under the relevant categories.*

### Category 1

- Idea 1
- Idea 3

## Category 2

- Idea 2
- Idea 4

## Category 3

- Idea 5

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## Conclusion

*Summarize the findings or insights gained from the affinity diagram exercise.*



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