

Affinity Map

Project..... Date.....

Top level

Theme

- What's the overarching theme?
- This could be the problem, or the space being interrogated.

Second level

Issues

- Here we begin to look at specific issues within the theme.
- This helps with understanding the user problem further.

Third level

Aspects

- What specific aspects does the issue contain?
- These will help when it comes to ideating specific features for example.

Singular

Single Insights

- Single related observations, insights or concerns.
- Note user or where insight came from.