The Brainstorming and Affinity Processes

Purpose

To organize a large set of items into a smaller set of related items.

Guidelines

The rules of brainstorming are followed but each idea is written (in 7 words or less) on a self-adhesive Post-it note or card.

Team members silently move the Post-it cards around to form closely-related idea groups.

If disagreement exists when grouping, make copies of the contested card and place in more than one group.

Label each group with a header card which clearly identifies and reflects the theme of the group.

If there are single idea cards that don’t fit well with the other ideas, have the team decide if they should be kept (they may be excellent ideas thought of only by one person).