

# NTPC



## Continuous Improvement ToolKit

### *Affinity Diagram*

# Affinity Diagram

- **Affinity Diagram** helps categorize and organize a large number of fragmented uncertain information into logical cohesive groups
- The goal is to create a limited number of groups
- This results in better idea selection or a problem that is better understood
- Also known as KJ Analysis (Kawakita Jiro)



# Affinity Diagram

## When to Use it?

- During idea-generation brainstorming sessions
  - *It stimulates creative right-brained thoughts*
- During problem-solving sessions
  - *When information is subjective or held by different people, but no clear picture of the problem is emerging yet*
- Used at the beginning of a process improvement initiative:
  - *DMAIC and Kaizen events*
- Allow other stakeholders to agree on the project scope



# Affinity Diagram

## When to Use it?

- To capture the Voice of the Customer
  - *Feedback from customers is a valuable source for improvement*
  - *It needs to be collected, organized and analyzed to be useful*
  - *Affinity diagrams are used to find messages in customer statements which might come from different sources:*
    - *Complaints*
    - *Interviews*
    - *Focus groups*
    - *Telephone discussions*

