

NTPC

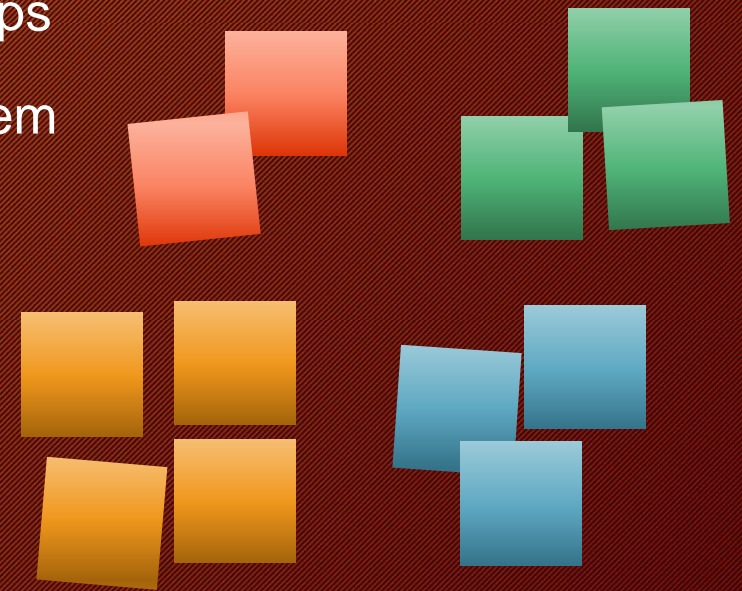


Continuous Improvement ToolKit

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*

