Affinity Diagram

MEDIA

- Exploitation of food by aesthetics and media
- Use of media and technology to promote food preparation and presentation

CULTURAL HERITAGE

- Bring food education back!
- Tradition techniques and perfectionism in preparing are the heart of the oriental diet
- Bento lunch box is part of the japanese tradition of prepare food
- Japanese kids learn since young age about food how to prepare and about nutrition
- In japan many utensils use were developed according to the diet based on rice and fish

HUMAN BEHAVIOR

- Cooking: a choice that change a food system
- Change of behavior because of new adaptation
- Food subsidies distort the radical behavior of consumers salad is more expensive than bigmac
- Important event through history change the way we eat
- New behaviors change also the shape of food
- Human conduct that forces changes in food
- Food presentation can influence psychologically the consumer

GLOBAL VS LOCAL

- Italy, Disneyland of Food preparation + Emotion
- Community power: people can change the food system by network enhancing quality and offering better services
- There are many contradictions in food regulations, obstructing Slow Food?
- Developing countries have a more balance diet.
- Developed countries eat more junk and industrialized food
- The industrialization of food is killing the taste
- In a globalized world you can find a mix of food from different places in one dish
- There is an increasing demand of local food: An economic opportunity
- The creation of spin off due to important discoveries
- We love to eat food that can be found in our region, but now the exotic is a new trend
- The fair trade needs more entrepreneurs and freedom
- The preparation time is a key aspect to obtain high quality food
- There is a relation between easiness, low time preparation and obesity

AESTHETICS STANDARS

- Presentation of food is to reach all the human services
- Food ethics and aesthetic, just pretty is good?
- The natural aesthetics of food can influence other disciplines
- Humans seeks for the perfect look
- Use of chemicals to manipulate food appearance and quality
- People demand for beautiful food, so a lot of good food is being wasted for the sake of beauty
- Visual appealing can change from generation to generation
- Innovation in food businesses shouldn't be just to present a pretty but to enlarge the taste as well
- Potato chips are imitating the "shape" of tortillas because of its economic success

TECHNOLOGY PUSH

- Simplification of tasks by using technology
- Molecular Food, Cuisine revolution through new flavors
- Utensils: Design new utensils influence and it is influenced by food preparation
- Use of technology with a more sustainable approach
- We need more examples like Chipotle and their project Food + Integrity
- Food preparation and presentation driven by technology
- Technology as a helping tool for adding value to food preparation and presentation
- Food Innovation can bring cultural innovation inside tradition
- Mixing flavors scientifically: Food Pairing
- Importance of studying the future events to disrupt the current model
- Creation of tools that facilitates cooking
- New stakeholders because of new tendencies (tech and sustainability)

FOOD DESIGN AND ART

- Prepare food in a culture + Art, present the master piece
- Food presentation is a kind of information... What are you interpreting?
- Preparation of food is like a design process to create a product! Presentation is how you sell it?
- A empty plate is a blank canvas... Food is the ink to create new meanings
- Food is fun why don't the utensils can be fun as well Alessi

SOCIAL IMPACT

- By failing to prepare you are preparing to fail. BF (So we are failing...)
- Food should be enjoyed rather than endured. Steve Hamilton
- Good food ends with good talk. Ghandi
- Laughter is brightest where food is best. Irish Proverb

AFFINITY DIAGRAM

The Challenges to Implement Continuous Improvement initiatives in the business (Kaizen Projects).

Several members of a small company have just returned from a workshop on the methods of Lean Six Sigma. On the trip back from the seminar, the group engaged in a vigorous discussion of the challenges they would confront if they attempted to implement the Kaizen approach. One person quickly jotted down the list of challenges they generated. We give the list of brainstormed challenges below.

• Cost accounting discourages other measures	• Performance measures discourage cooperation
• Culture does not encourage quality at the source	• Poor cooperation among departments
• Distrust of "new initiatives"	• Poor opinion of team-based projects
• Inadequate performance reporting tools	• Reward systems do not accommodate teams
• No current process champions	• Supervisors resistant to required time to train
• Operators not well trained in quality	• Suppliers not held accountable for quality

Apply an affinity diagram to organize this list based upon common themes or relationships. For example, an affinity diagram for this example might look as follows.

Management	Training
Poor cooperation among departments	Operators not well trained in quality
Performance measures discourage cooperation	Supervisors resistant to required time to train
	Culture does not encourage quality at the source
Poor opinion of team-based projects	Distrust of "new initiatives"
Inadequate performance reporting tools	No current process champions

Systems
Cost accounting discourages other measures
Reward systems do not accommodate teams
Suppliers not held accountable for quality

By organizing the ideas into "affinity groups," it is much easier to visualize the commonality and plan for and address the challenges to the Lean Six Sigma approach.

PathStone Group

Another Example. A Customer Service problem

Step 1: First, write the potential problems we may encounter in implementing CI in the company. Then quietly put ideas, data, etc. on cards, pieces of paper, or Post-it notes. The operative word is quietly. This is not like a typical brainstorming session where people are very vocal about their ideas. We want this to be a quiet exercise so that no one person(s) biases the other team member's ideas.


Step 2: Quietly put into homogeneous groupings.

PathStone Group

Step 3: Affinity Heading

Develop affinity heading cards. For example, there is a homogeneous grouping for human resources related items. There is another grouping for the training department. Another grouping deals with general processing. One grouping has to do with billing. And, the last grouping addresses employee empowerment. We will place the heading cards on top of each of the homogeneous groupings.
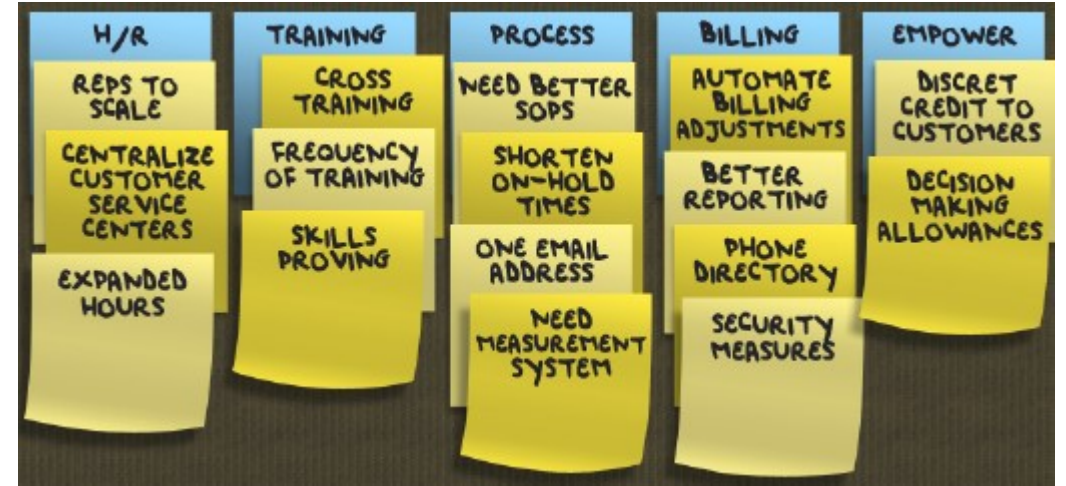
Step 4: Put the groupings into the order of the process. For instance, when employees get hired, they first start off with human resources. The human resources department deals with employee empowerment. And you have the process itself–that goes in the middle. Billing usually comes late in the game. And finally, training is something that involves all employees from now on, so the team put it in the last position.

So what? Now that the team has finished the Affinity Diagram, it is easy to visualize the homogeneous groupings and therefore might help to guide the team towards a viable project.

PathStone Group