

Affinity Mapping Template

A synthesis guide for UX researchers. Use this template to group observations into themes and turn raw session data into actionable insights.

TIP

You can either run this template session-by-session and bring recordings into Looppanel OR paste this as a discussion guide within your study on Looppanel directly, which will be automatically used to auto-transcribe, tag themes with AI, and find patterns across participants.

This PDF is editable. Click any shaded field to type into it — the highlighted placeholders are yours to rewrite. Prefer pen and paper? Print it and write on the lines.

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01

SECTION 1 — SYNTHESIS DETAILS

Fill this in before starting.

Study Name

Researcher

Number of Sessions

Date of Synthesis

Participants

e.g. P1, P2, P3, P4, P5

02

SECTION 2 — DATA DUMP

Surface all raw observations before grouping. One observation per item.

Write each observation or quote as a single item. Include the participant ID (e.g. P1: "I never know where to find the export button"). Do not group yet.

Dump all raw observations here before moving to grouping.

SECTION 3 — GROUPING

Cluster related observations together. Name each cluster with a short label.

Cluster 1 label:

List observations that belong here:

Cluster 2 label:

List observations that belong here:

Cluster 3 label:

List observations that belong here:

Cluster 4 label:

List observations that belong here:

Cluster 5 label:

List observations that belong here:

Add more clusters as needed.

SECTION 4 — THEME DEVELOPMENT

Elevate clusters into themes. A theme is a pattern, not just a topic.

For each cluster, write a theme statement that answers: "What does this mean for our users?"

THEME 1

Theme 1

Supporting clusters

Number of participants

Strength

Strong

Moderate

Weak

THEME 2

Theme 2

Supporting clusters

Number of participants

Strength

Strong

Moderate

Weak

THEME 3

Theme 3

Supporting clusters

Number of participants

Strength

Strong

Moderate

Weak

Add more themes as needed.

SECTION 5 — INSIGHTS & IMPLICATIONS

Translate themes into insights your team can act on.

Insight 1:

Implication 1:

Insight 2:

Implication 2:

Insight 3:

Implication 3:

Top finding 1

Top finding 2

Top finding 3

Biggest surprise

Recommended next steps



 Looppanel

Grouping by hand works. Grouping by AI is faster.

Bring your sessions into Looppanel to auto-transcribe them, tag themes with AI, and find patterns across participants — in minutes, not weekends.

[Try Looppanel free](#)