

KJ Technique

The KJ-Method, allows groups to quickly reach a consensus on priorities of subjective, qualitative data. It focuses the group on the task at hand and is excellent at eliminating unnecessary discussion and distractions from the goal.

**TIMEFRAME**

60 – 75 minutes

**GROUP SIZE**

5 – 50 people

**FACILITATION LVL.**

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**COMFORT ZONE**

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Use it to...

- Make sense of scattered data/inputs
- Align with different stakeholders
- Define priorities
- Decide faster
- Skip the unfruitful as-usual debates
- Foster participation from introverted team members
- Overcome hierarchy-biased participation



MATERIALS AND OTHER REQUIREMENTS

- Tape or flipchart paper sheets
- Pens/ markers
- Post-its

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- [UIE](#)
- [NNGROUP](#)
- [Affinity diagram - octopus clustering](#)



KJ Technique

Walkthrough

1. Determine a focus question

The focus question drives the results and every session will have its own focus question. Examples are:

- *Who are our users?*
- *What features do users need?*
- *What goals do users have when they come to our site?*
- *What did we learn in our usability study?*

2. Organise the group

Get everybody together.

3. Put opinions (or Data) onto sticky notes

Ask each group participant brainstorm as many items as they can think of and stick one item on each sticky note.

4. Put sticky notes on the wall

In random order, each participant puts their sticky notes up on the wall. Then, they read other people's contributions. If, at any time, they think of something else that should go on the wall, they need to jot it down on a sticky note and add it to the collection.

Group similar items into clusters Once everyone has had a chance to add their contributions to the wall, the facilitator instructs the group to start grouping like items in another part of the room.

Name each cluster

! DOs, DON'Ts & BE AWARE

- ! If participants have trouble constricting the clusters to just three what you can do is telling them to write down 5 and then cross two off. They will probably find it funny but it will often help.

Using the second color of sticky notes, we ask each participant to assign a name to each group. Here are the instructions we give:

- *Give each group a name. Read through each group and write down a name that best represents each group on the new set of sticky notes*
- *A name is a noun cluster, such as 'Printer Support Problems'. Instruct people to refrain from writing entire sentences.*
- *If a group really has two themes tell everyone they can feel free to split those groups up, as appropriate.*
- *Also, if two groups really share the same theme they can feel free to combine the two groups into one.*
- *Next, give every group a name. A group can have more than one name. The only time they are excused from giving a group a name is if someone has already used the exact words intended to use.*

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Walkthrough (cont.)

7. Voting for the most important clusters.

Now is time for every participant to democratically share their opinion on the most important clusters. This three-step method avoids influencing from peers.

- *This is done individually - on a piece of paper write down the 3 clusters you think best answer our focus question.*
- *Rank them from most important to least important.*
- *Now is time to go back to the wall and vote. Use Dots or X's on the stickies that name the clusters. Say they are written on blue stickies, three dots on the sticky that represents your first most important choice and put three dots on it. (For more detail on how dotmocracy works see activity E2)*