

Affinity Diagram

the **inn** thing - Project 5

Ben Jenner

Professional Diploma in UX Design
UX Design Institute 2023 - 2024

Contents

Objectives and Tasks	03
Affinity Diagram Process	04
Affinity Diagram Exercise	05
Final Group Images	11
Final Group Diagram	17

Objectives

- Review and sort findings from various research methodologies attributed to the usage of hotel booking apps through the formation of an affinity diagram.
- Create a series of observational notes from the gathered data that focus on user goals, behaviours, pain points, mental models, contextual information and direct user quotes.
- Organise notes through similarity, and then refine into final groups and sub-groups.
- Label the categorised groups with logical names according to the main themes that were identified.

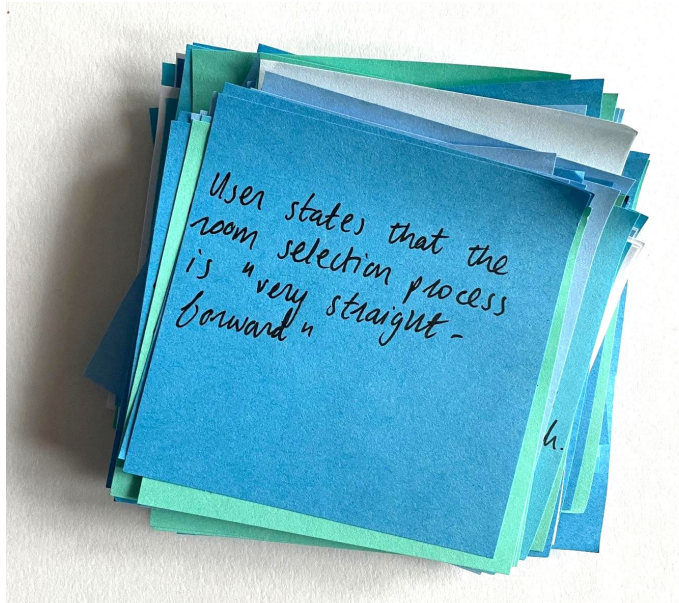
Tasks

- Share the research data garnered from competitive benchmarking, online survey and usability tests with a collaborator.
- Review the research data with collaborator and make notes on colour coded sticky notes.
- Group the notes and sub-group where necessary according to any themes or trends that are identified.
- Groups and sub-groups are then to be labelled with meaningful names.

Process

1. Research data was reviewed and notes were made on colour-coded sticky notes.
2. Sticky notes were placed on a wall and grouped in their corresponding project groups.
3. Myself and a collaborator began to sort the notes by similarity, and created brainstorms alongside the activity.
4. Once we had an initial sort, we then started to identify logical groups and sub-groups.
5. The process was repeated multiple times as new groups and sub-groups were identified.
6. Final groups, sub-groups and names were decided upon, and borders were drawn around each respective group and sub-group.

1. Research data was reviewed and notes were made on colour-coded sticky notes.



Competitive Benchmarking

Usability Test 1

Usability Test 3

Online Survey

Usability Test 2

Competitive Benchmarking

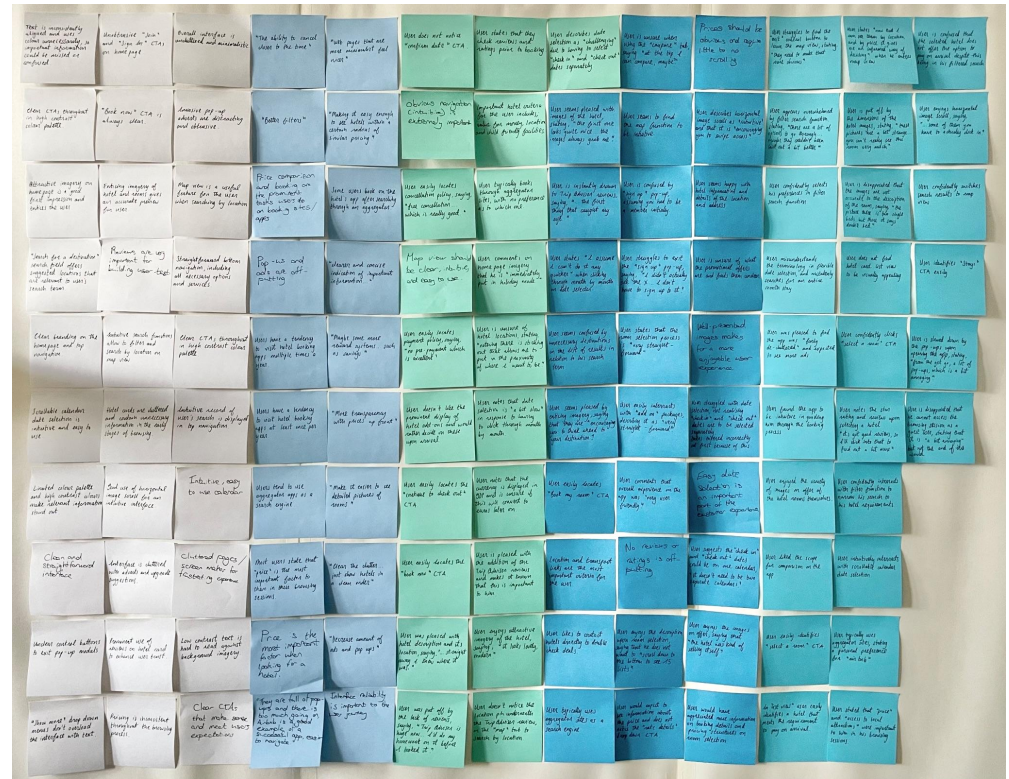
Online Survey

Usability Test 1

Usability Test 2

Usability Test 3

2. Sticky notes were placed on a wall and grouped in their corresponding project groups.



3. Myself and a collaborator began to sort the notes by similarity, stacking repetitive observations and creating written brainstorms alongside the activity.



USER

- booking habits → sub group
- preferences
- context
- behaviours

SEARCH

- search forms → sub group
- search results → sub group / separate group
- dates / calendar - sub group
- map view / location

MARKETING

- adverts
- pop-ups
- sign-up / sign in
- rewards

PAIN POINTS

- inconsistent pricing
- unclear CTA
- unclear adverts

INTERFACE / aesthetics

- branding
- colour palette
- icons
- design
- structure / hierarchy

IMAGES → aesthetics?

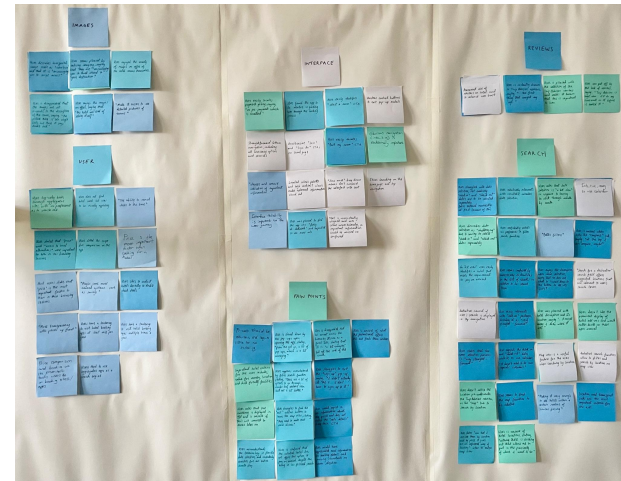
- home page
- hotel
- hotel room
- scroll vs pop-up

BOOKING CRITERIA / SEARCH CRITERIA*

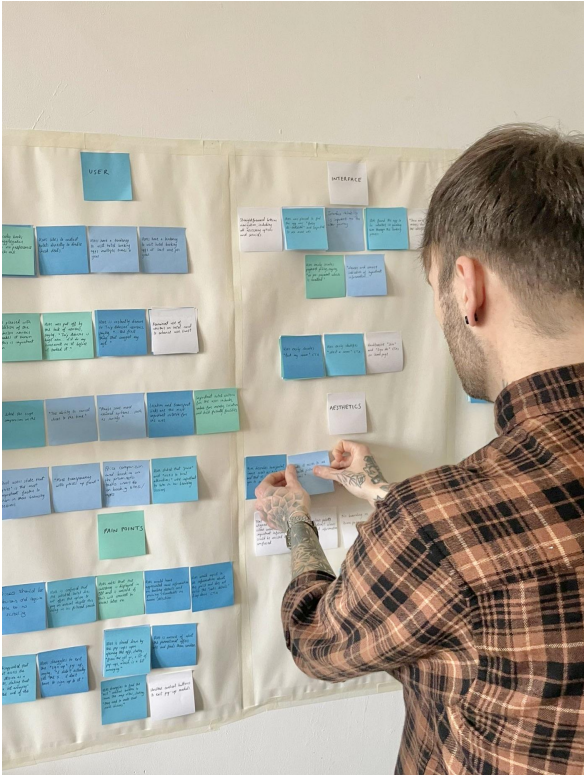
- price
- location / map view → sub group
- comparison / filter → "SEARCH" sub group
- ratings / reviews → "USER" sub group
- preferences

HOTEL - "SEARCH RESULTS" sub group

- hotel card - "aesthetics" sub group
- hotel information - sub group
- room information - sub group
- images
- book room - sub group
- add ons / extras - sub group

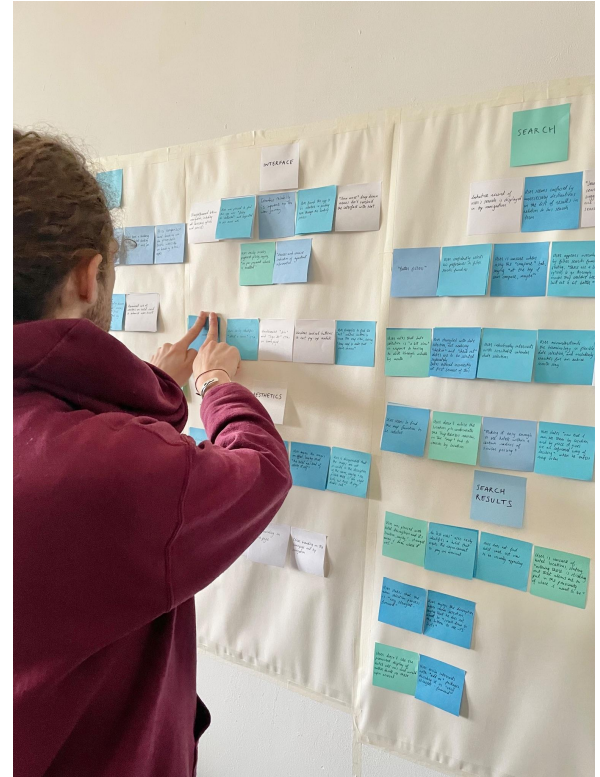


4. Once we had an initial sort, we then began to identify logical groups, and breaking these larger groups down into granular sub-groups.



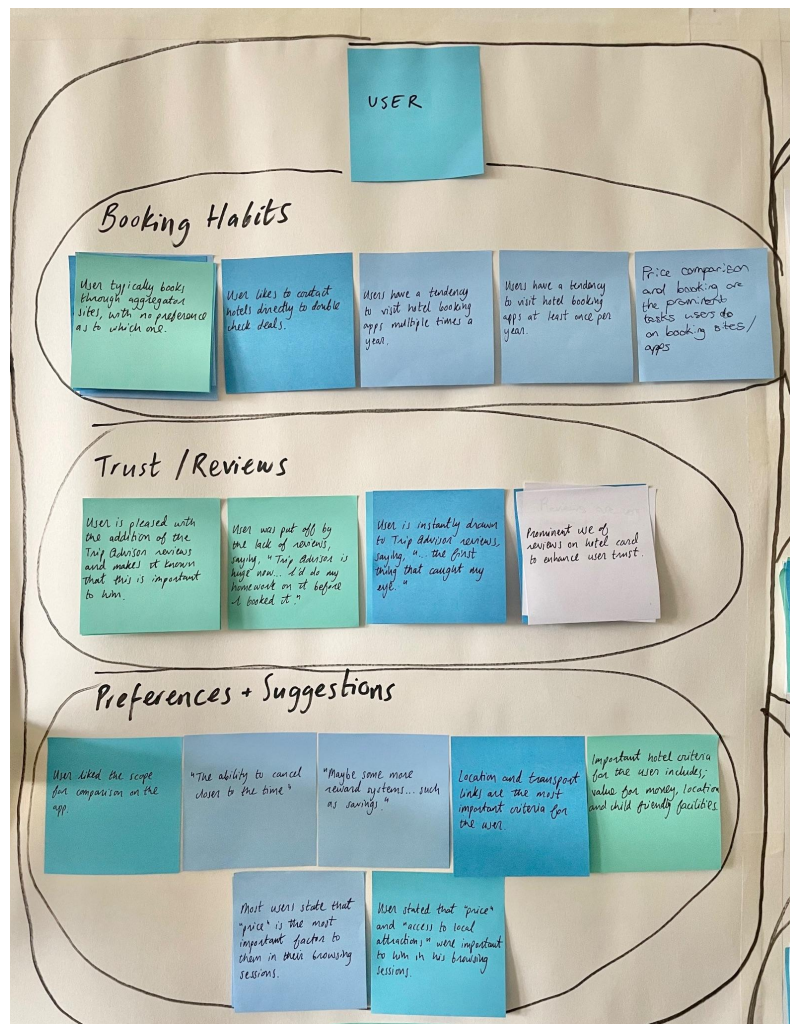
5. The process was repeated multiple times as new groups and sub-groups were identified.

USER Booking Habits Context/Behaviours Trust/Reviews
SEARCH Search form Compare/Filter Date selection Map view/Location
SEARCH RESULTS Hotel information Hotel room information Add on packages/Extras Book room
AESTHETICS Interface Images Branding Marketing
PAIN POINTS Inconsistent pricing Unclear CTA Date selection Inaccurate marketing



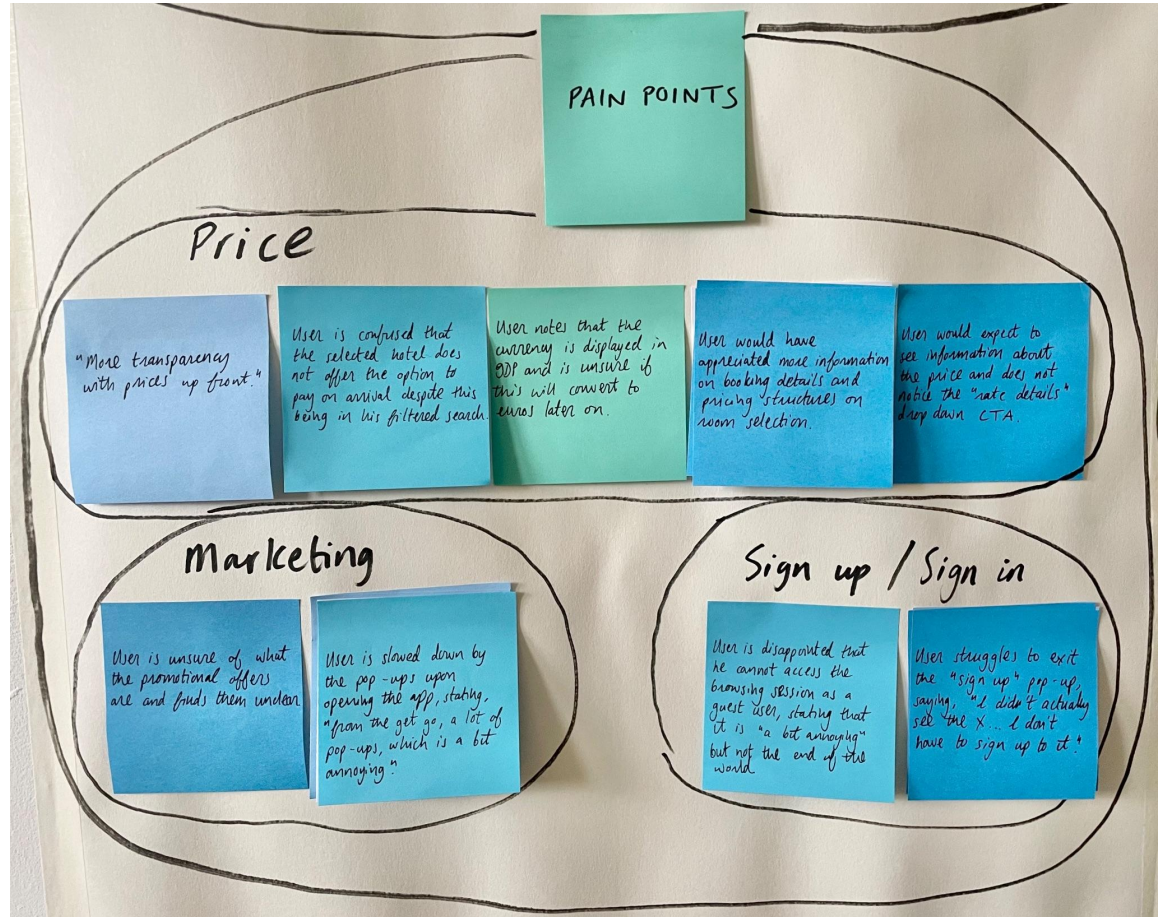
USER

- Booking habits
- Trust/Reviews
- Preferences + Suggestions



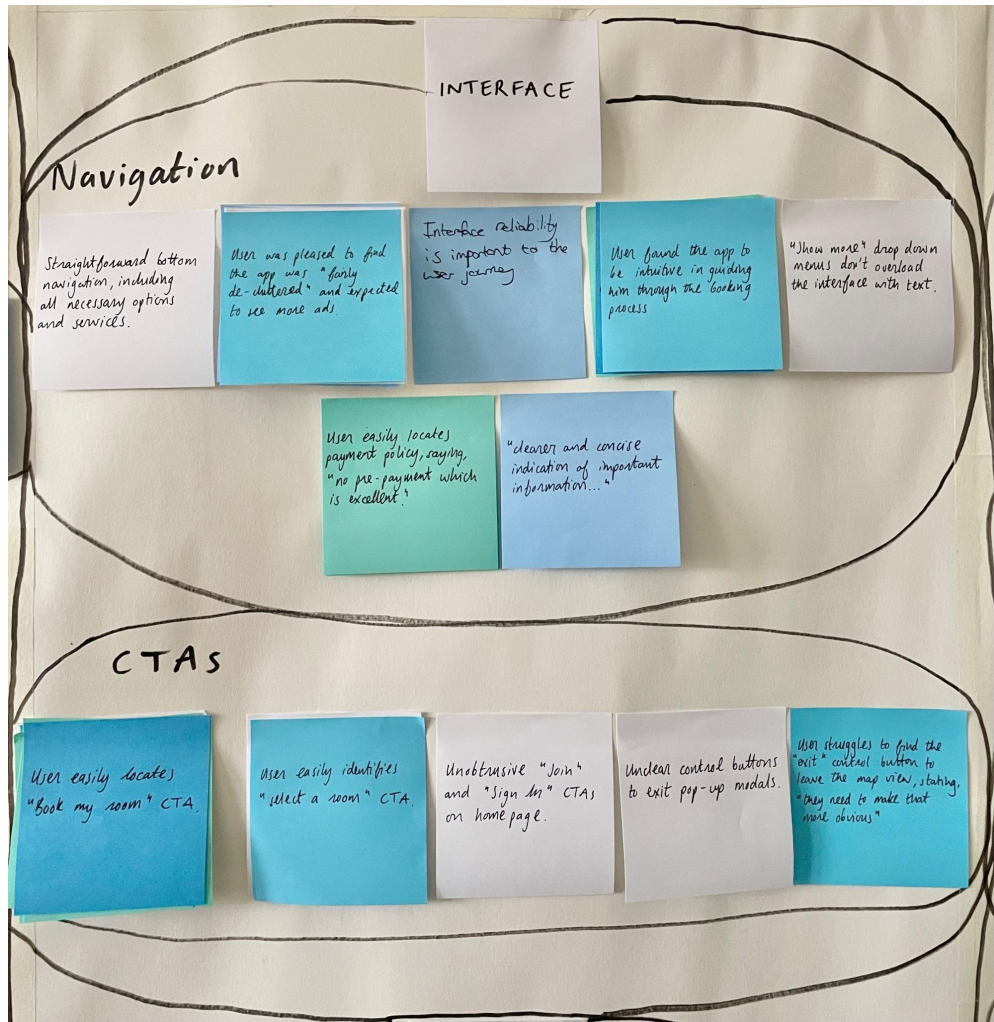
PAIN POINTS

- Price
- Marketing
- Sign up/Sign in



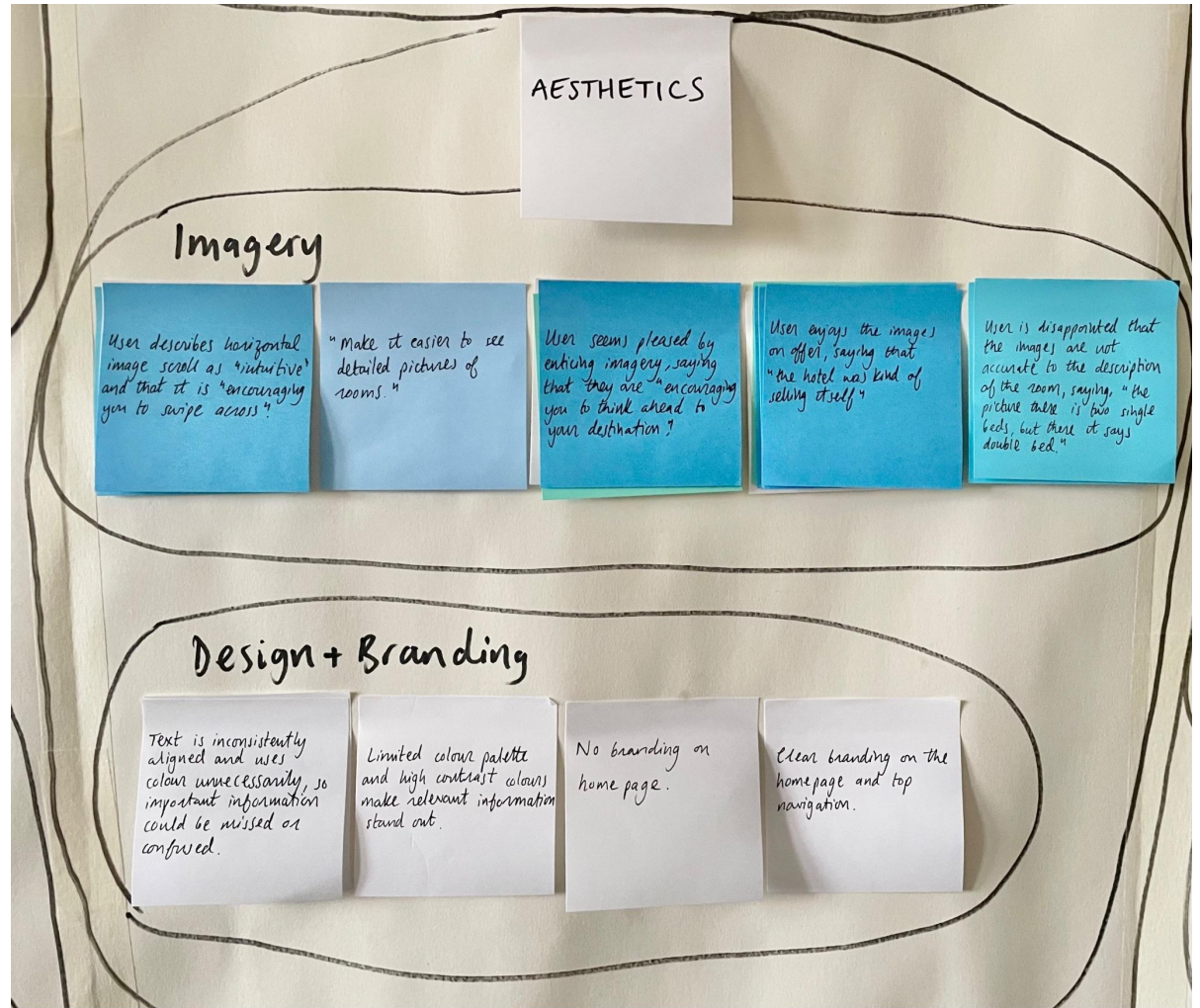
INTERFACE

- Navigation
- CTAs



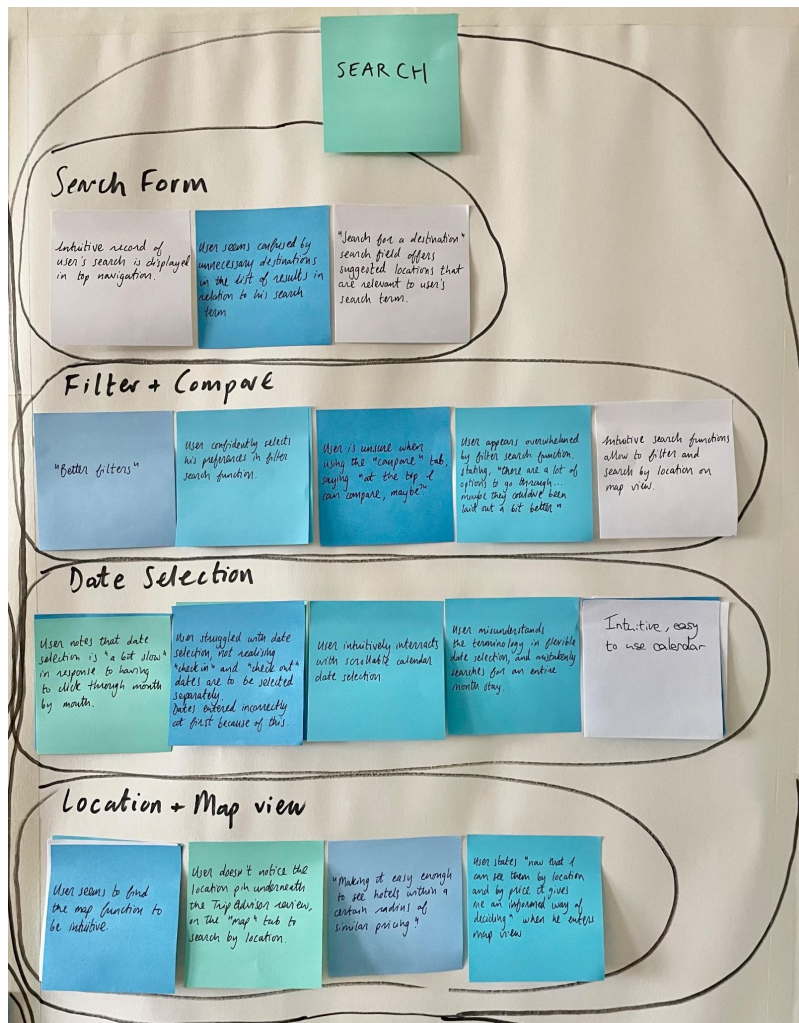
AESTHETICS

- Imagery
- Design + Branding



SEARCH

- Search form
- Filter + Compare
- Date selection
- Location + Map view



SEARCH RESULTS

Hotel Information

User was pleased with hotel description and its location, saying, "... straight away I know where it was."

In "list view" user easily identifies a hotel that meets the requirement to pay on arrival.

User does not find hotel card list view to be visually appealing.

User is unsure of hotel locations, stating, "nothing there is sticking out that allows me to put in the proximity of where I want to be."

Room Information

User states that the room selection process is "very straight-forward"

User enjoys the description upon room selection, saying that he does not want to "scroll down to the bottom to see 15 lists"

Add ons

User doesn't like the prominent display of hotel add-ons and would rather decide on these upon arrival

User easily interacts with "add on" packages, describing it as "very straight-forward"

SEARCH RESULTS

- Hotel information
- Room information
- Add ons

User

Booking habits

Trust/Reviews

Preferences + Suggestions

Interface

Navigation

CTAs

Aesthetics

Imagery

Design + Branding

Search

Search form

Filter + Compare

Date selection

Location + Map view

Pain Points

Price

Marketing

Sign up/ Sign in

Search Results

Hotel information

Room information

Add ons