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.

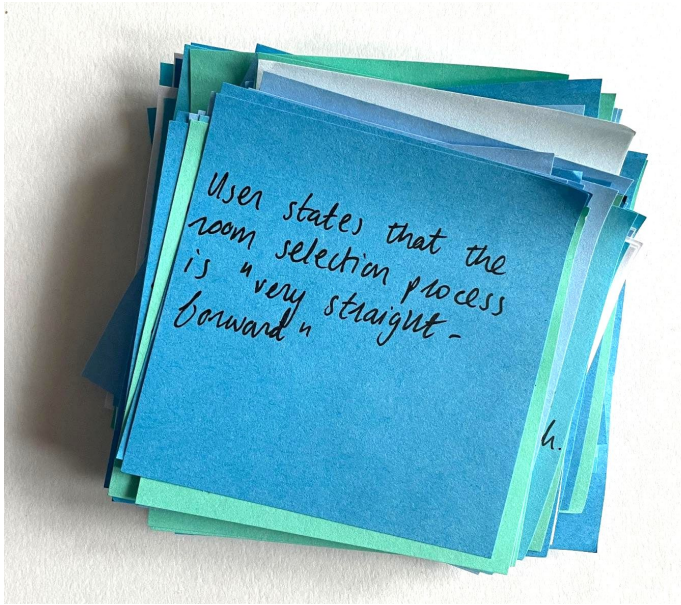
Tasks

- 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.

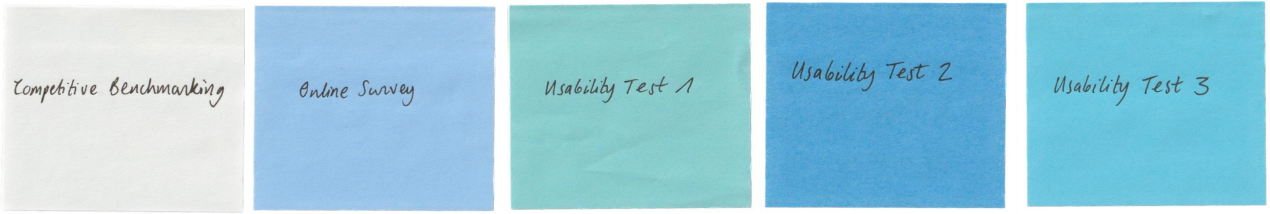
Process

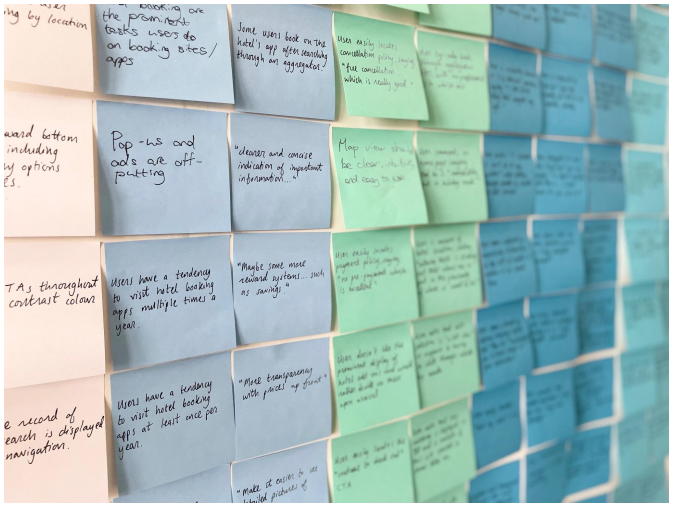
1. Research data was reviewed and notes were made on colour-coded sticky notes.
2. Sticky notes were placed on a wall and grouped in their corresponding project groups.
3. Myself and a collaborator began to sort the notes by similarity, and created brainstorms alongside the activity.
4. Once we had an 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.

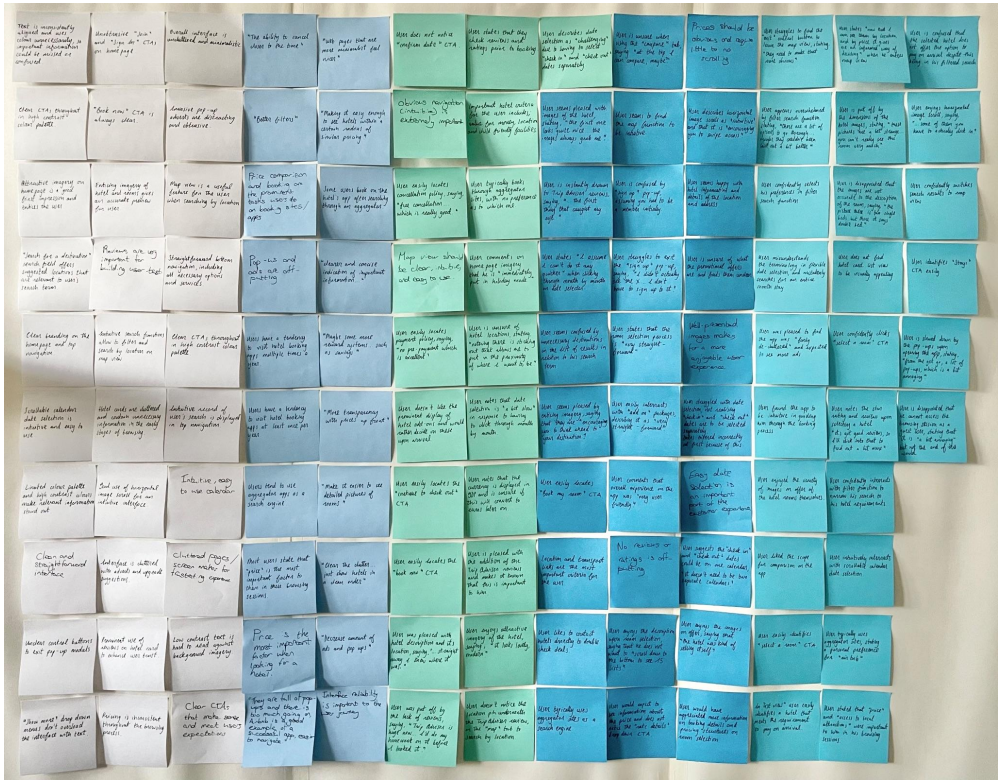
1. Research data was reviewed and notes were made on colour-coded sticky notes.



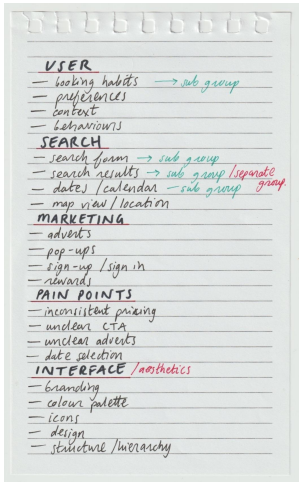
2. Sticky notes were placed on a wall and grouped in their corresponding project groups.

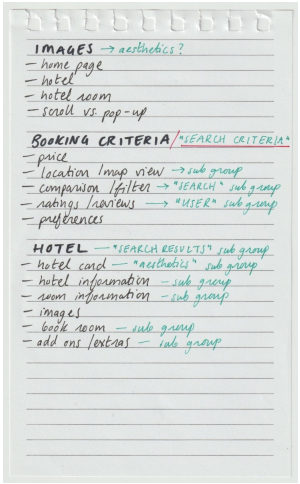


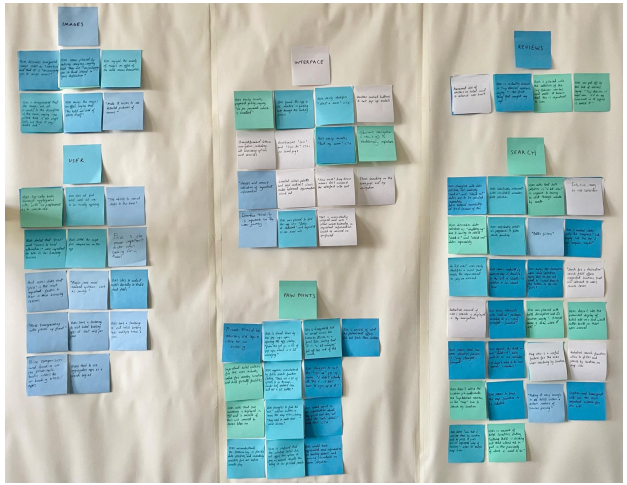




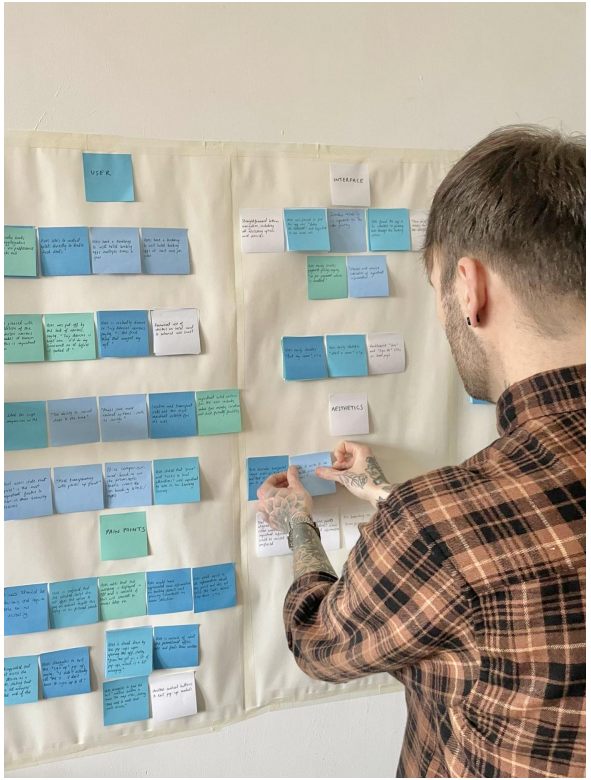
3. Myself and a collaborator began to sort the notes by similarity, stacking repetitive observations and creating written brainstorms alongside the activity.

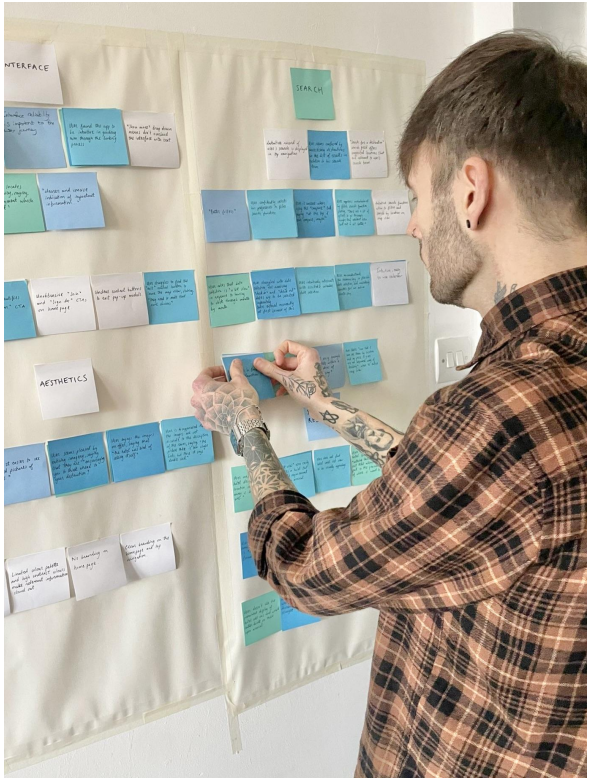




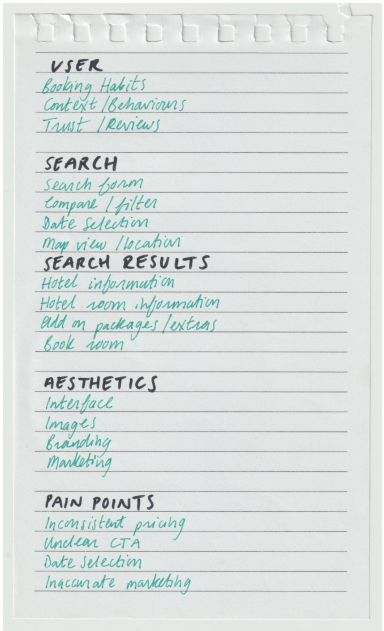


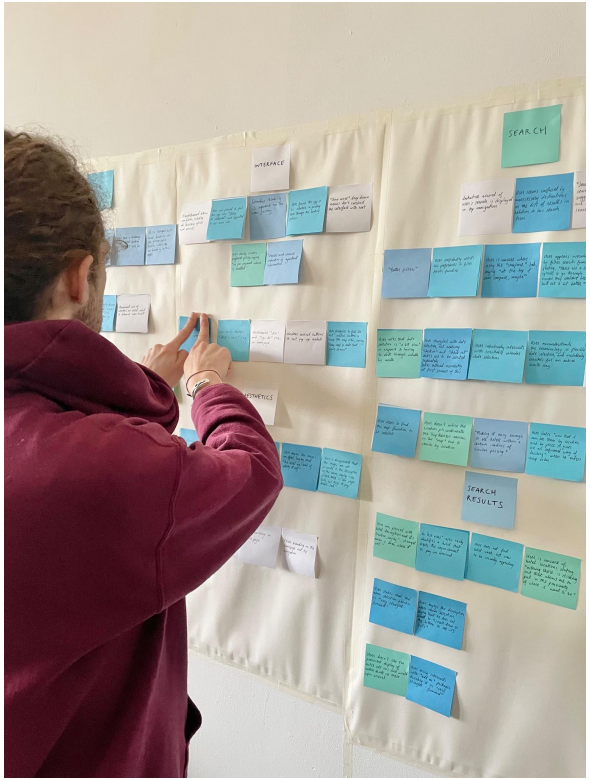
4. Once we had an initial sort, we then began to identify logical groups, and breaking these larger groups down into granular sub-groups.



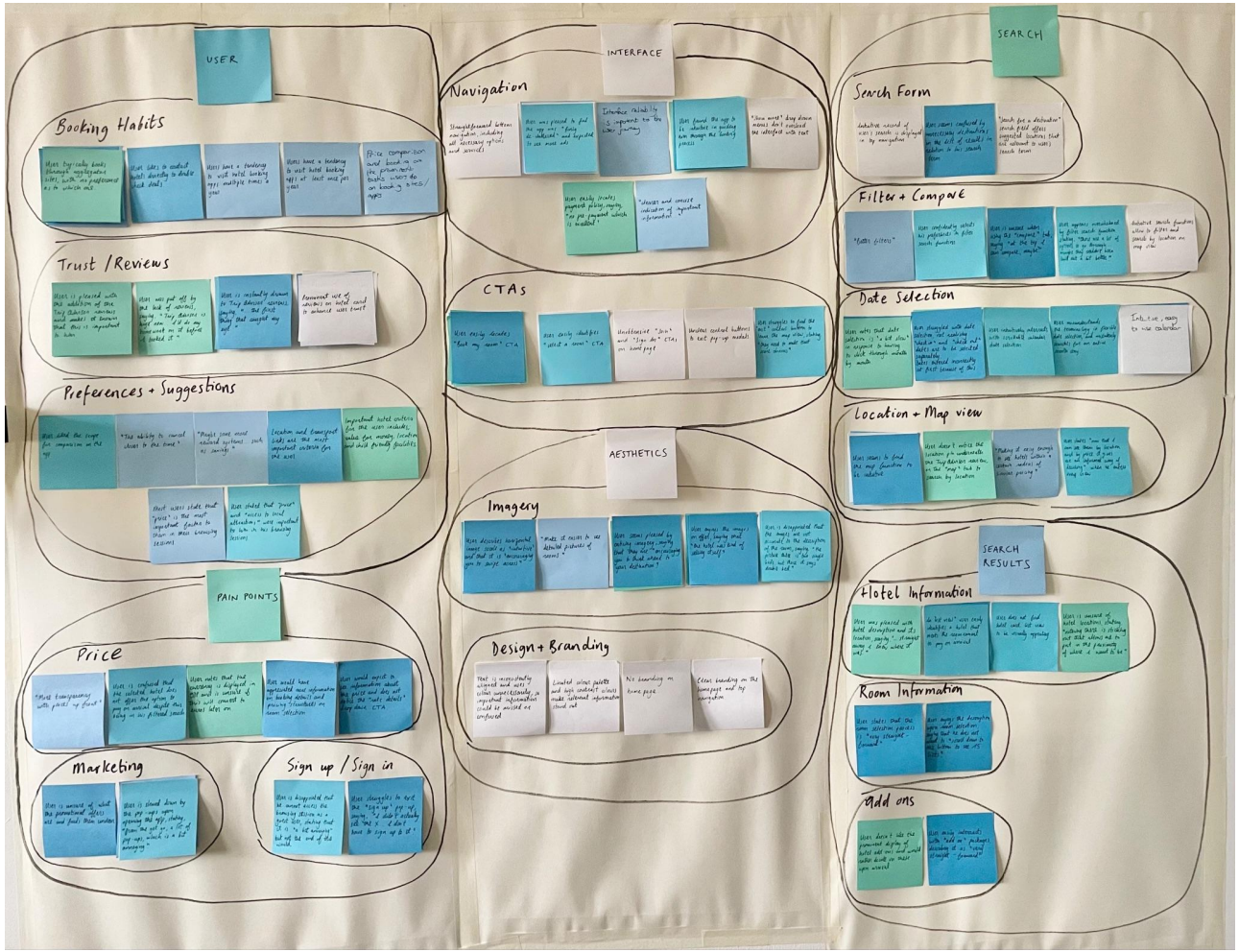


5. The process was repeated multiple times as new groups and sub-groups were identified.



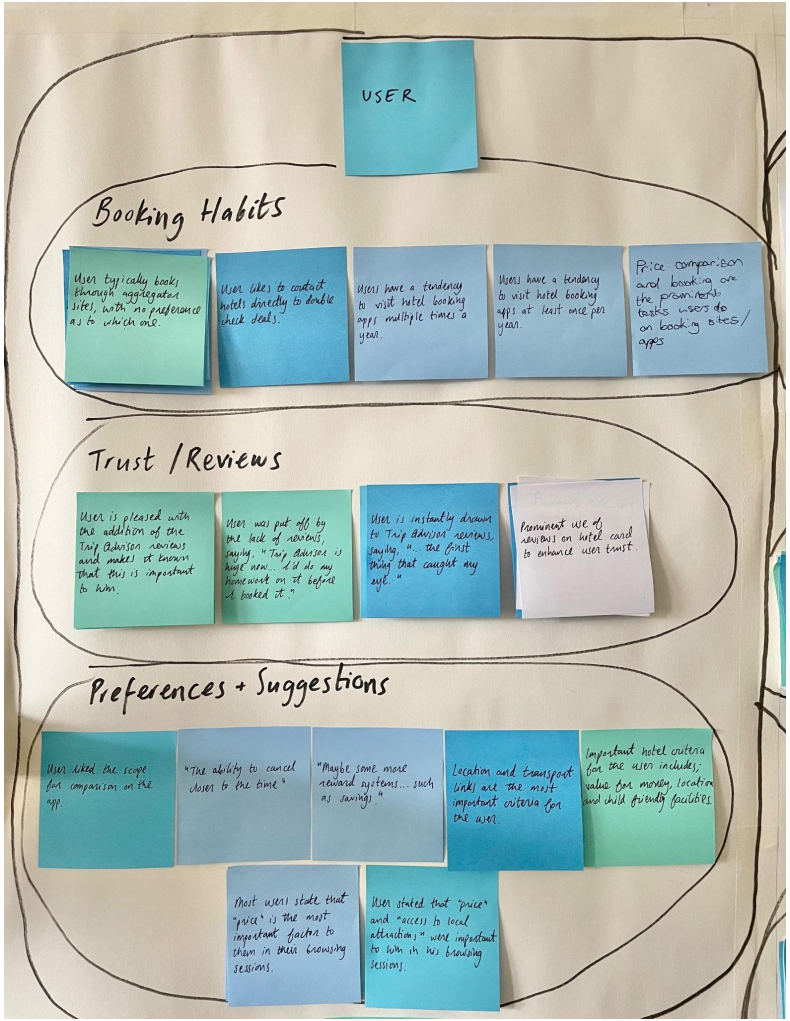


6. Final groups, sub-groups and titles were decided upon, and borders were drawn around each respective group and sub-group.



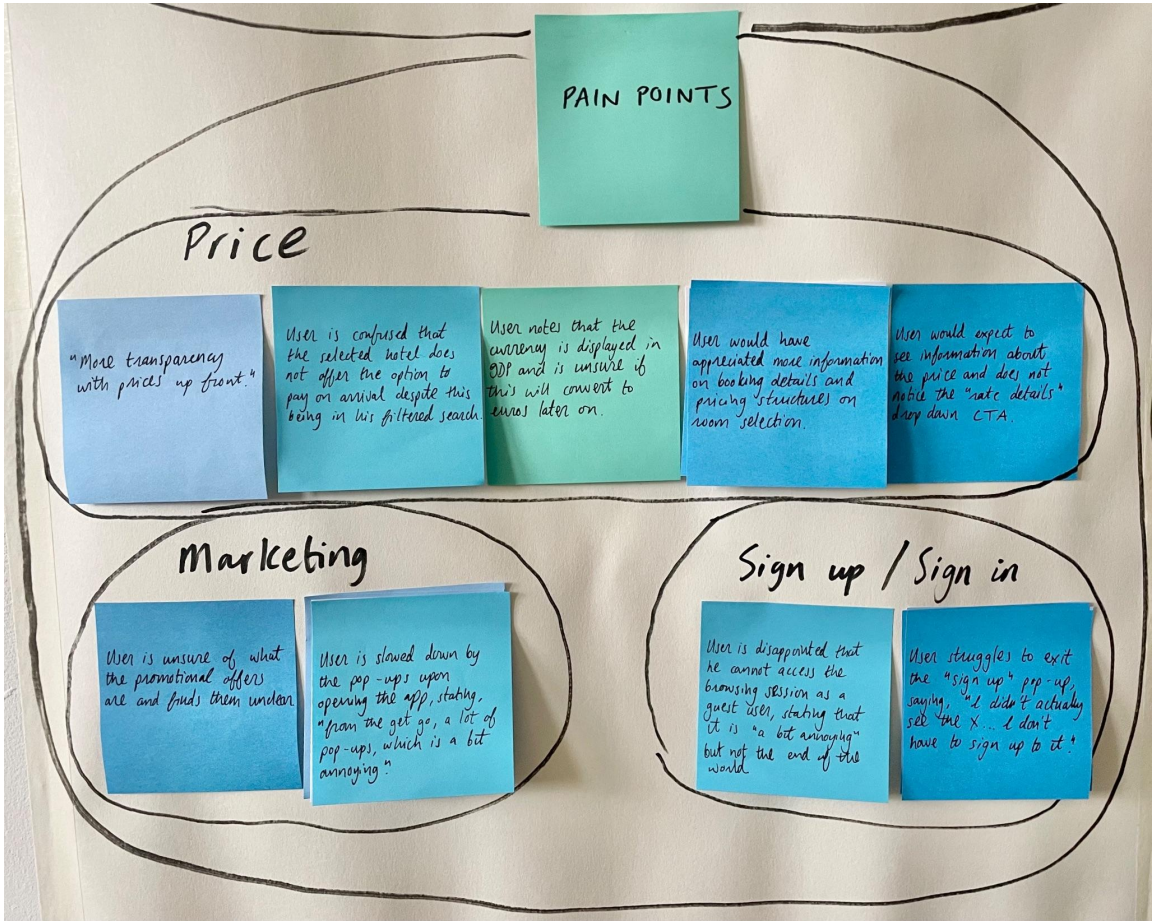
USER

- Booking habits
- Trust/Reviews
- Preferences + Suggestions



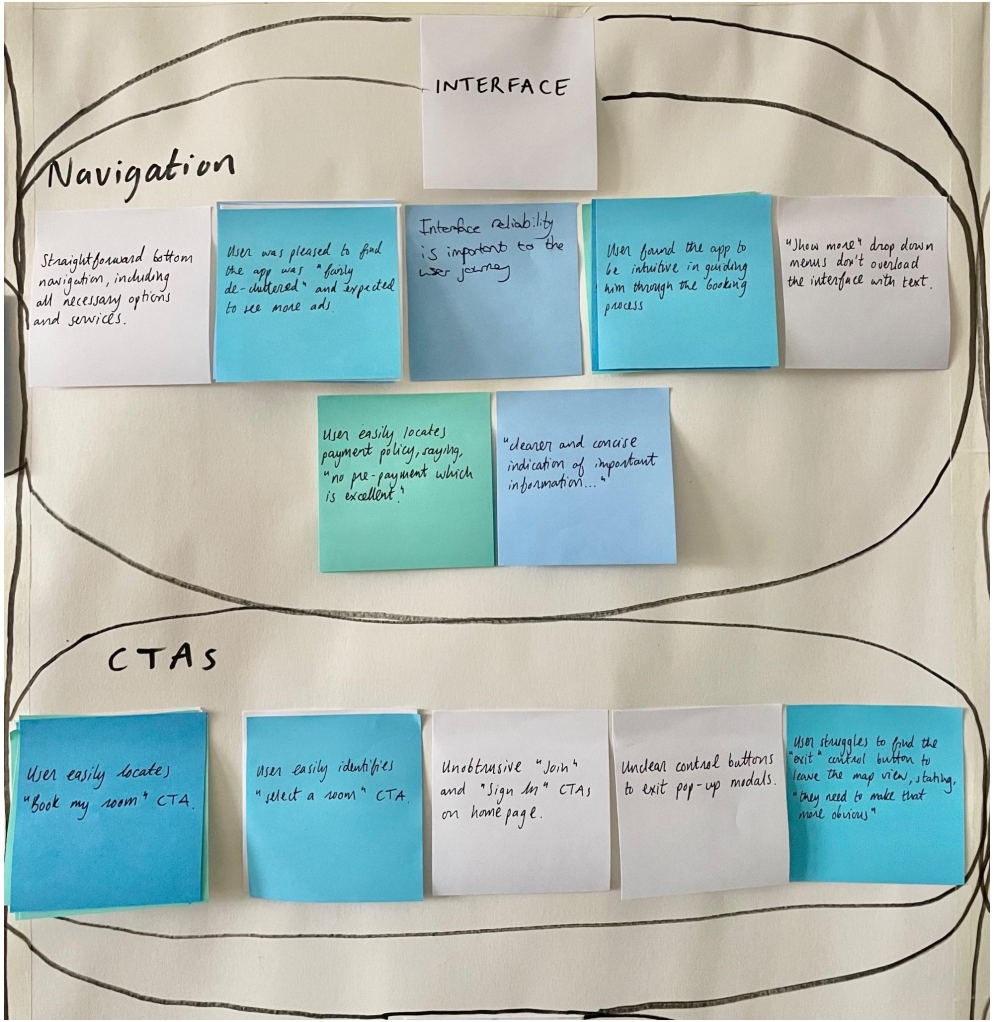
PAIN POINTS

- Price
- Marketing
- Sign up/Sign in



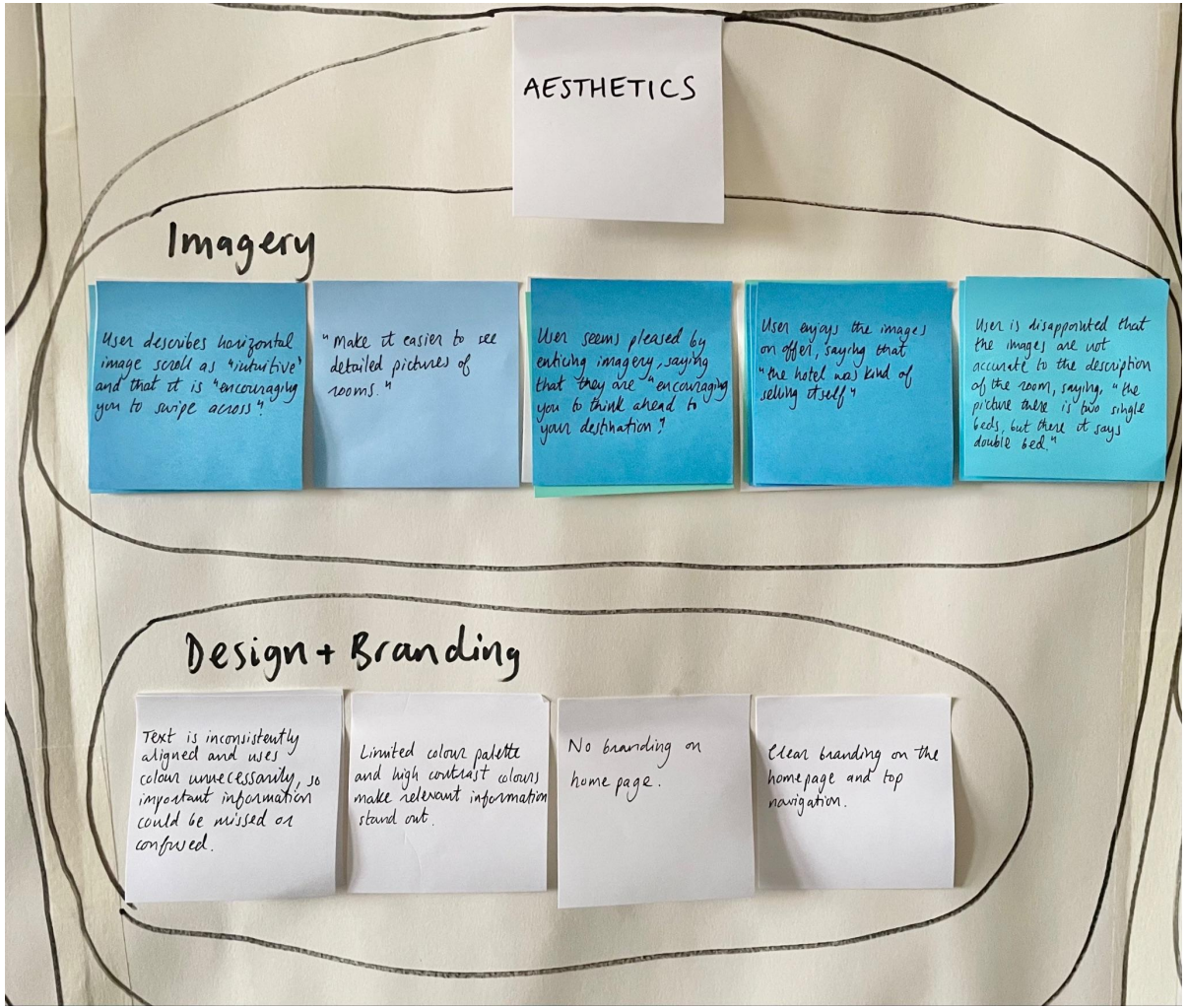
INTERFACE

- Navigation
- CTAs



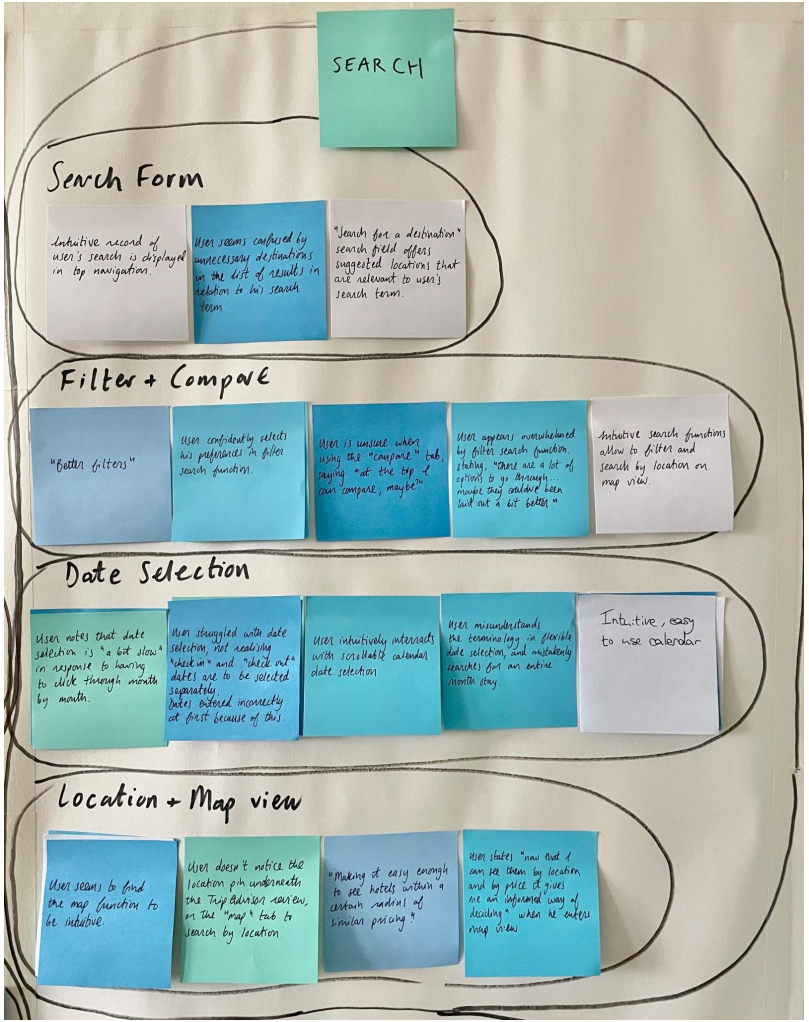
AESTHETICS

- Imagery
- Design + Branding



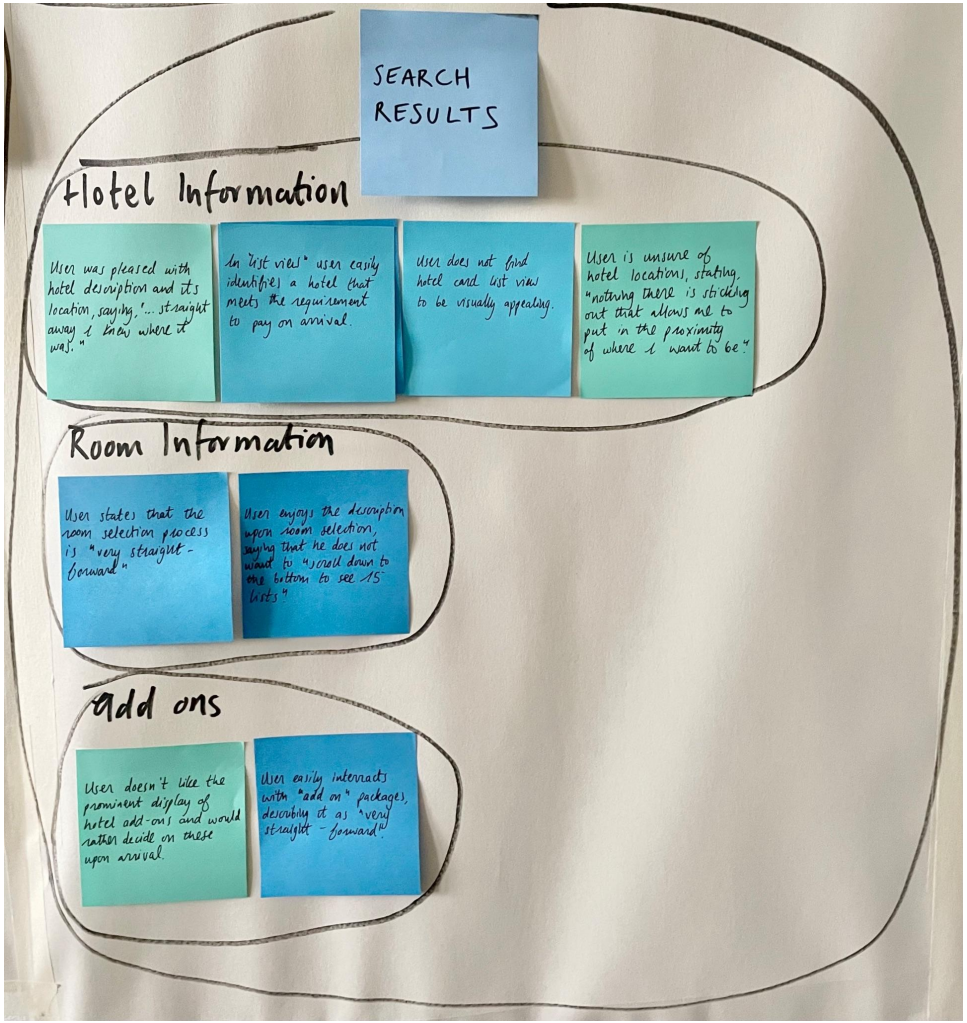
SEARCH

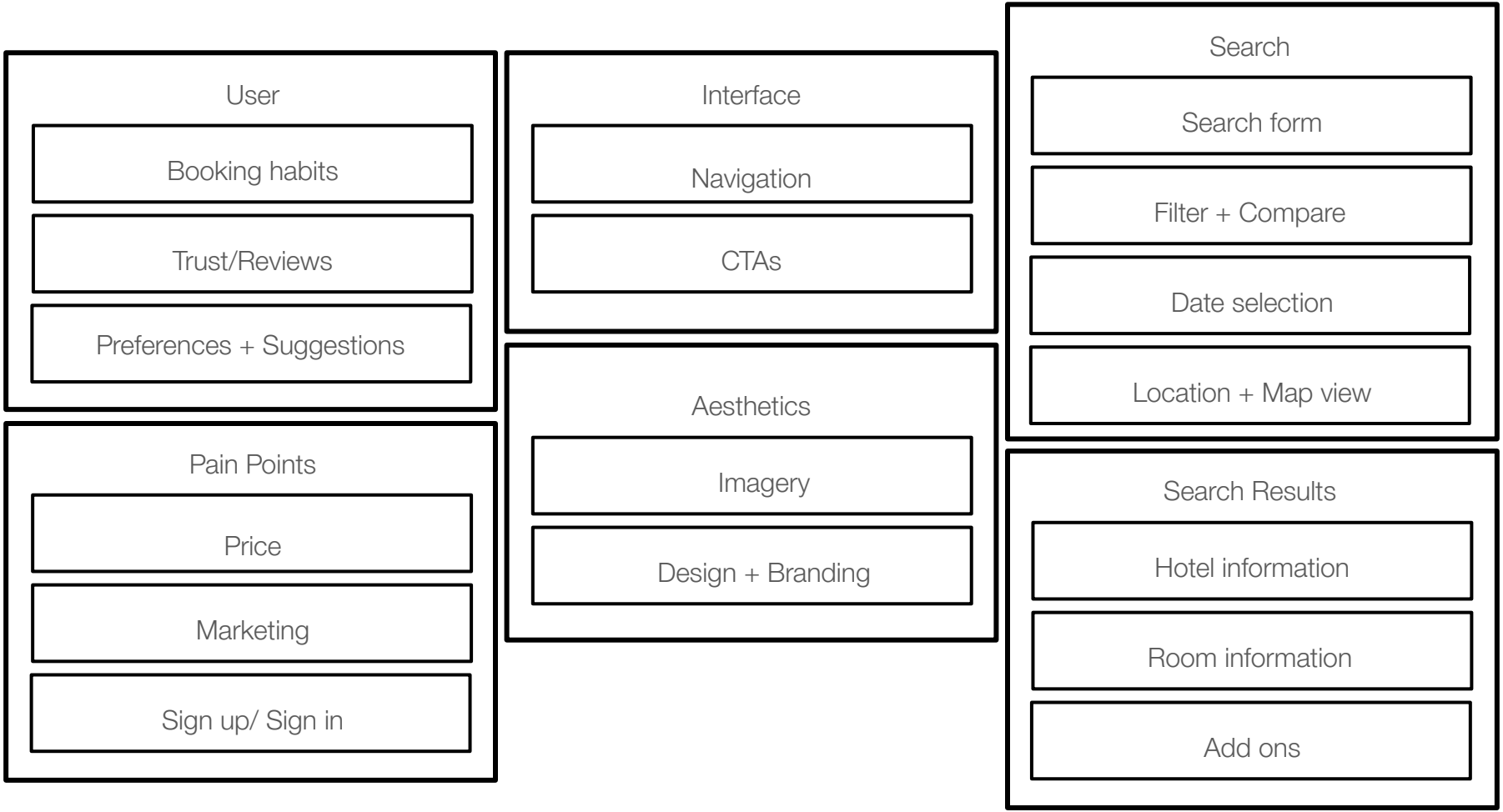
- Search form
- Filter + Compare
- Date selection
- Location + Map view



SEARCH RESULTS

- Hotel information
- Room information
- Add ons




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
Room information
Add ons