Affinity Diagram

the **inn** thing - Project 5

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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.

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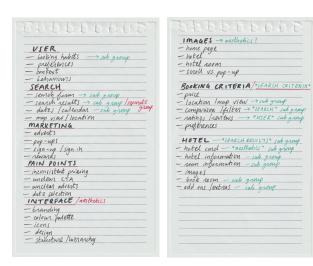
Competitive Benchmarking

Online Survey

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Usability Test 1

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.





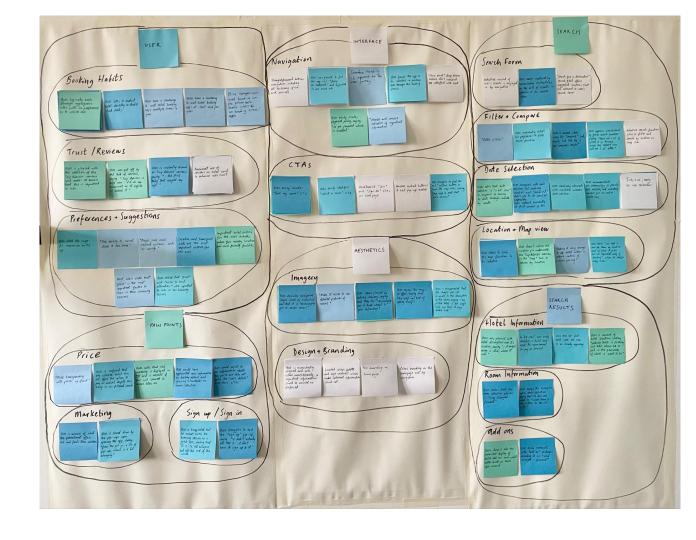
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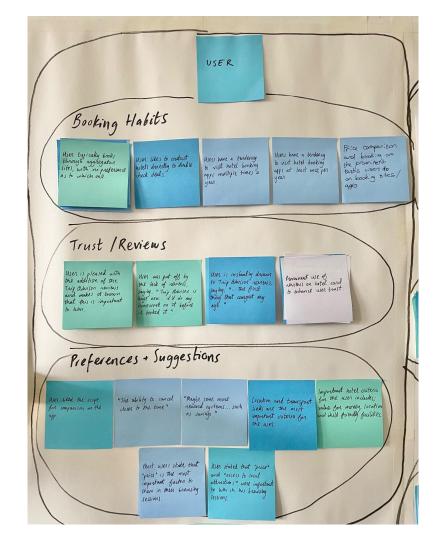


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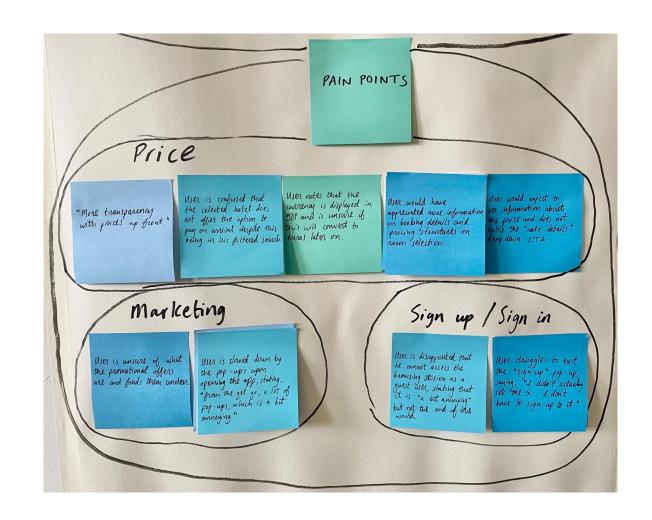
USER

- Booking habits
- Trust/Reviews
- Preferences + Suggestions



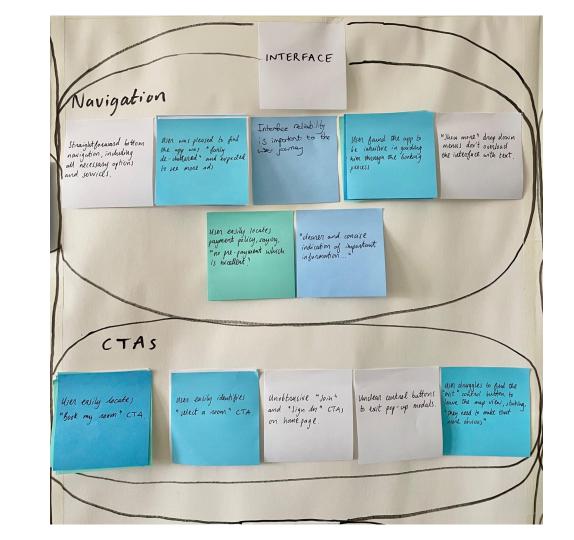
PAIN POINTS

- Price
- Marketing
- Sign up/Sign in



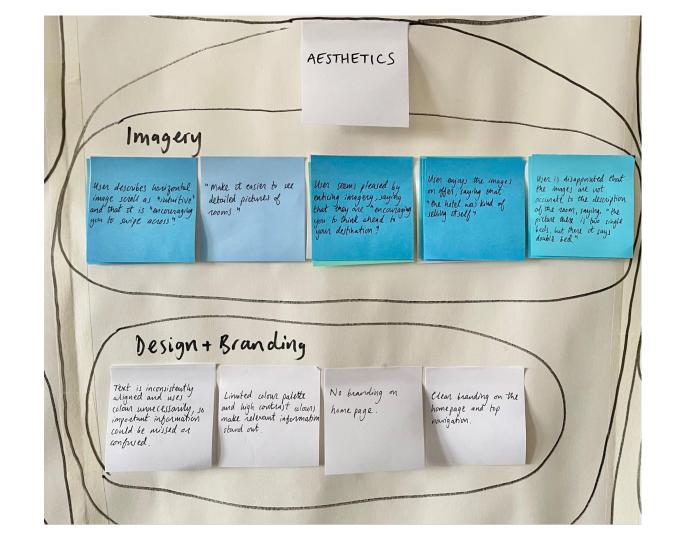
INTERFACE

- Navigation
- CTAs



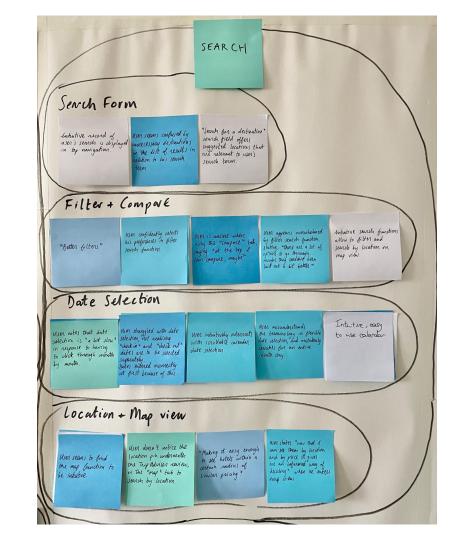
AESTHETICS

- Imagery
- Design + Branding



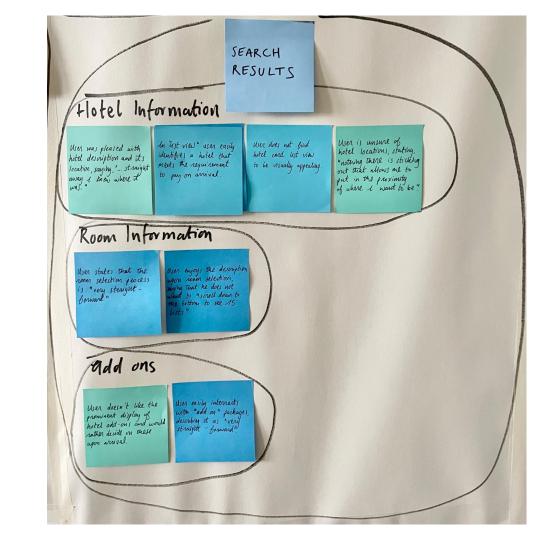
SEARCH

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



SEARCH RESULTS

- Hotel information
- Room information
- Add ons



		Search			
User	Interface	Search form			
Booking habits	Navigation				
Trust/Reviews	CTAs	Filter + Compare			
		Date selection			
Preferences + Suggestions	Aesthetics	Location + Map view			
Pain Points					
	Imagery	Search Results			
Price	Design + Branding	Hotel information			
Marketing		Room information			
Sign up/ Sign in		Add ons			