

# Affinity Diagram

Project 5

| **Hotel Website** Desktop Case Study

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# Objectives

- **To create an affinity diagram**
- **To collaborate with others and analyse the data**
- **To organise and structure the qualitative research data**

The data collected from the research projects has come from various means; competitive benchmarking, usability tests, interviews and online surveys.

Although some of the data is qualitative a vast majority is quantitative. In order to make sense of this, an affinity diagram is being used to organise it in a logical way.

# Tasks

- **Review all the research data taking from projects 1 – 4**
- **Conduct a affinity diagram session**
- **Sequence data in to chronological order to help build a customer journey**

Prior to the session research data was shared with my helpers.

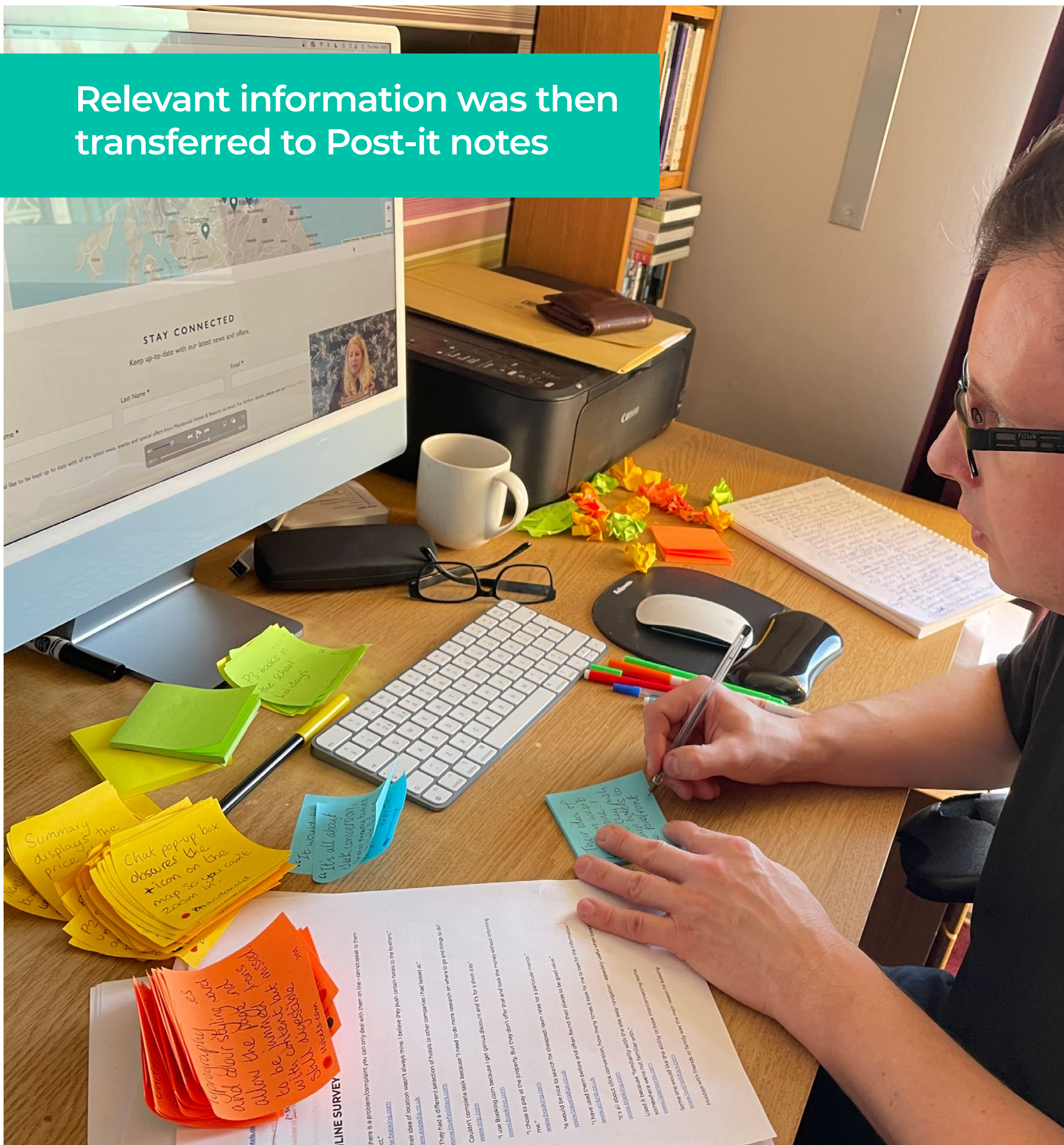
Any observations, thoughts or key findings relevant to the current user experience were written on to post-it notes.

For the session a room with a large wall was prepared with poster paper.



The research data was shared prior to the session

# Relevant information was then transferred to Post-it notes



# The Post-it notes

- One observation was added to each Post-it note.
- The colour of the Post-it note corresponded to the research method the data was gathered from.
- Coloured dots were added to illustrate the expression of the note.
- If the note referred to a particular website that was added as well.



Example Post-it note



**Competitive benchmarking**



**Usability tests**



**Online survey**



**Interview**



**Positive interaction**



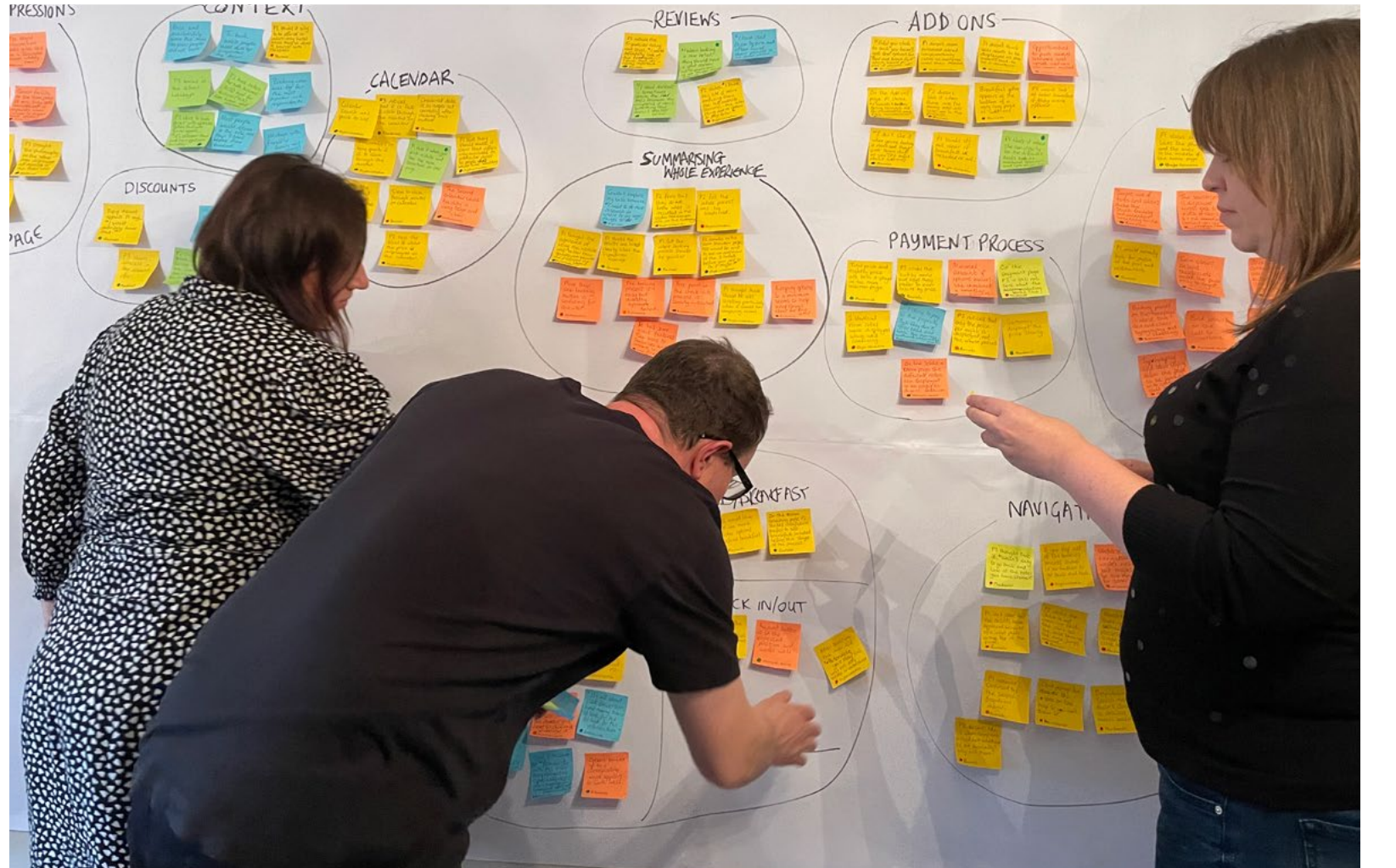
**Negative interaction**



**Unclear whether it is a positive or negative**



**Participant suggestion or thought**



During the session the Post-it notes were organised in to logical groups

# FIRST IMPRESSIONS

Some messages on the homepage that indicate keywords like 'cheap' and 'free'.

Great positioning of the booking button on the homepage.

The hardest information to look for on the homepage is the search facility.

Some links and filters are repeated throughout the homepage.

Search facility on the homepage is very busy and unappealing. It's important when designing to avoid clutter.

Proportion of messaging to functionality is unbalanced on the homepage.

P2 likes the sidebar of hotel photos and says it looks nice.

P3 thought the photography on the homepage was disappointing. All images should be high quality.

P2 likes the photos and the text in the sidebar of the homepage.

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# HOME PAGE

# CONTEXT

Price and availability are the main reasons people do not book.

To book hotels people need to be very confident in the price.

Booking.com was not for the most popular search engines.

P2 books in the school holidays.

P3 looks for hotels for business (P2) and for leisure (P3).

Deal or reward of a company is very important when booking.

P2 likes to book direct with hotels rather than through a travel agent.

Most people would return to the site more often if they had a better booking experience.

Holidays with family or friends is the main reason for booking.

# DISCOUNTS

People discount against P1 says "I would definitely have paid more."

Info would be nice to know for cheap room rates for a particular month.

P2 booked the four seasons because of an offer for drinks, but not breakfast.

P3 shows interest in the discount offer.

P2 wants booking.com to offer more discounts for future bookings.

P1 would like offers for the restaurant and spa as well.

Use location because I got a discount because of a short stay.

# LOCATION OF HOTEL

Map doesn't display hotel names and confuses the user.

P1 didn't like the map and didn't know what they were looking at.

P2 declares they like the additional location information such as distance from the airport.

It's an idea of location in a map is always nice to have. They might not use it, but it's a good idea.

P2 states that they would know how to search if it was close to the beach. They probably just need more info.

# ROOM TYPES

Insufficient photos of the rooms.

The filter on the room selection page displays a lot of questionable room features such as 'Pet-friendly', 'Pet-friendly', 'Pet-friendly'.

P1 doesn't understand the dimensions of the room in the filter. He had his husband check.

P1 likes it when you can pick a date and see the room selection on one page.

P2 doesn't like the 'Double Bed' option and thinks it's a bit weird.

P3 doesn't like the 'Double Bed' option and thinks it's a bit weird.

P1 doesn't like having to scroll through the room and prices to find the room they want.

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# CHOOSING A ROOM

Price, location and hotel facilities for the location are the main reasons for booking.

P1 understands the 1 room, 2 people filter.

P1 doesn't like having to scroll through the room and prices to find the room they want.

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# REVIEWS

P2 notices the 'Reviews' button is not clear and says 'I would like to see more reviews'.

P3 notices that it is fast to click through the reviews to the next page.

P1 notices that the reviews are not clear and says 'I would like to see more reviews'.

P2 notices that the reviews are not clear and says 'I would like to see more reviews'.

# SUMMARISING WHOLE EXPERIENCE

Could I complete my booking? I need to do more things to complete my booking.

P2 felt the whole process was too complicated.

P1 thought the experience of using the website was better than other booking sites.

More than one booking button is confusing for the user.

The booking process is easy but the website is confusing.

It has some great features like the ability to book multiple rooms.

P2 states 'I think this site is more confusing than other booking sites'.

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# PROCESS

## CHILDREN

When booking the children's page, P2 thought it was a bit confusing.

P3 suggests the date picker is not clear and says 'I would like to see more reviews'.

## BOOKING SEARCH

Search panel was easily understood.

P3 likes using the 'Double Bed' option and thinks it's a bit weird.

P1 doesn't like having to scroll through the room and prices to find the room they want.

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## FOOD/BREAKFAST

Breakfast option appears at the bottom of a very long page.

P2 was not clear if breakfast was included or not.

P3 would like to see more filter options such as breakfast.

## CHECK IN/OUT

Check-in/out process is clearly indicated.

P1 thinks the check-in/out process is clear and says 'I would like to see more reviews'.

P2 thinks the check-in/out process is clear and says 'I would like to see more reviews'.

# ADD ONS

Did you click on the 'Add-ons' button? It's not clear and says 'I would like to see more reviews'.

Options button is not clear and says 'I would like to see more reviews'.

P1 doesn't like the 'Add-ons' button and says 'I would like to see more reviews'.

# PAYMENT PROCESS

Total price and nightly price are not displayed on the room selection page.

Minimal amount of options makes the checkout a bit confusing.

On the payment page, P2 is not sure what the 'Summary' button is for.

Summary button is not clear and says 'I would like to see more reviews'.

# VISUALS + BRANDING

Simple use of fonts and colors make the search easier.

The search filters are not clear and says 'I would like to see more reviews'.

Booking button is not clear and says 'I would like to see more reviews'.

Great use of color and layout makes the site look professional.

Booking panel is not clear and says 'I would like to see more reviews'.

Build colors on the call to actions.

The homepage banner colors and layout make for a good first impression.

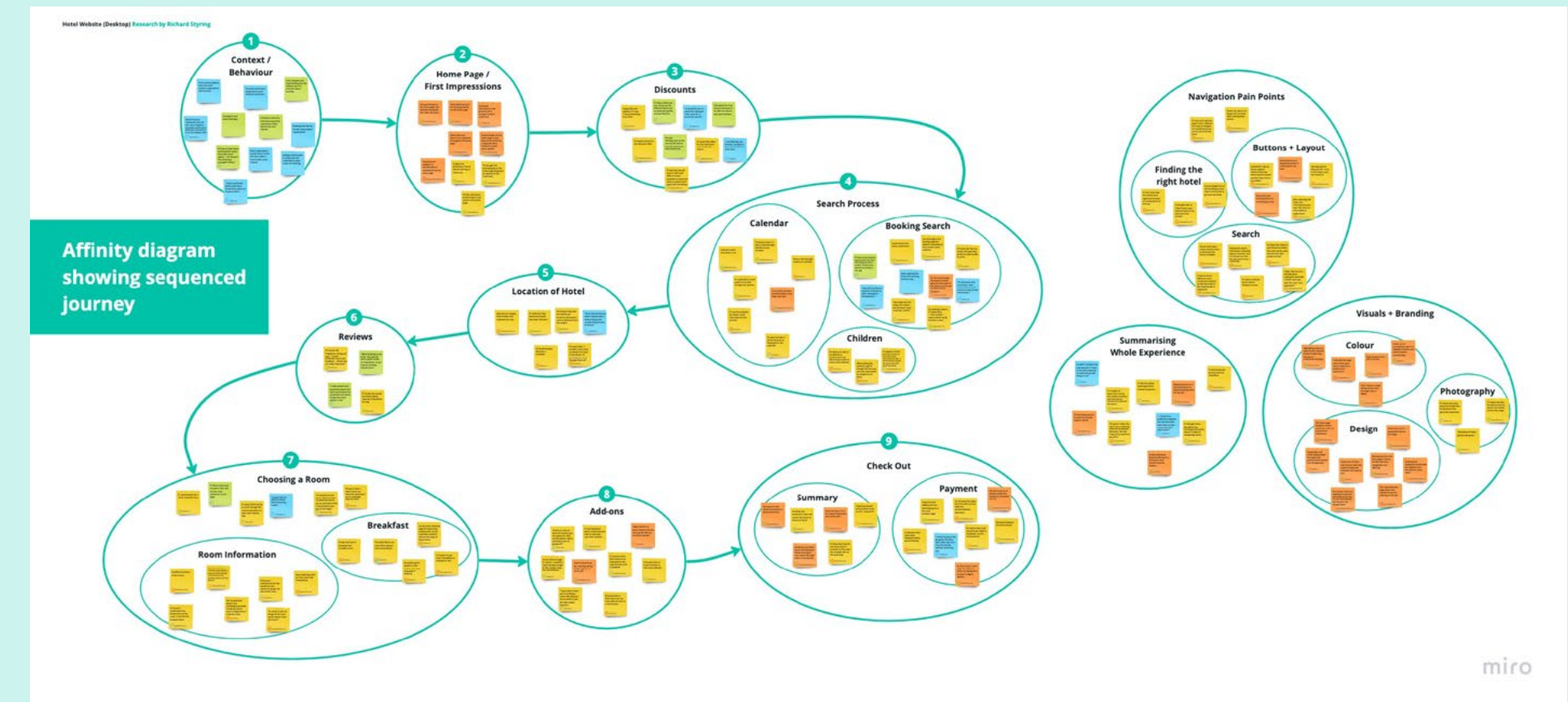
Clearing the page lists of the same color makes for a good first impression.

The outcome of the session...



# Analysis of the session

- To complete the exercise the diagram was then transferred to Miro for clarity and further analysis
- Sub groups were formed and sequenced in to a customer journey
- Each group was then summarised for future reference. (See next page)



[https://miro.com/app/board/uXjVPERq-7E=?share\\_link\\_id=921084292465](https://miro.com/app/board/uXjVPERq-7E=?share_link_id=921084292465)



# Summary

## → Context/Behaviour

The right availability, price and location are unsurprisingly peoples primary reasons for booking. Desktop computers were the most popular means of viewing these websites.

## → Home Page/ First Impressions

A strong message, good photography and a clear centrally placed search facility were the most successful aspects of home pages.

## → Discounts

People love discounts and most users said they would be draw in by them but could be put off when they were not clearly explained.

## → Calendar

The calendar was mentioned in all the usability tests and is central to peoples booking experience. Making it clear and easy to use is going to be important. Slow speed and bad functionality was what users commented on the most.

## → Reviews

Everybody in the usability tests felt that reviews were important. A good Tripadvisor rating was mentioned a number of times.

## → Location of Hotel

Getting a clear understanding of where a hotel was positioned or finding one in the right place proved to be one of the biggest pain points for users.

### → **Making a Booking**

Although most people found the booking process relatively easy, it was clear that having good functionality when it came to booking with children will need to be a consideration in the final design. Most people felt that displaying a breakfast option early on in the booking process would cause less frustration.

### → **Choosing a Room**

Good room photography and relevant information was what people looked for when selecting a room. In the usability tests a number of people commented on how much they disliked scrolling.

### → **Add-ons**

Users liked having clarity at this stage and didn't want to be burdening with too many add-ons.

### → **Check Out**

Displaying the price in a clear and concise way was what appeared to give users confidence at the point of entering their payment details.

### → **Summarising Whole Experience**

Some users felt the process of booking should not display too many options while others felt that it was oversimplified. Getting a balance between the two is going to be an important aspect to consider.

→ **Navigation Pain Points**

People having their flow through the process stopped by bad functionality proved to be the biggest cause of frustration for users. There were a number of aspects encountered that will need to be considered in the final design.

→ **Visuals/Branding**

Having a mix of calm colours for backgrounds, bold colours for buttons and simple typography proved to be the common design feature amongst the more successful sites tested.