UX Design Diploma: Project 5

Affinity Diagram

Hotel Track

Desktop



By Kathryn Wheeler

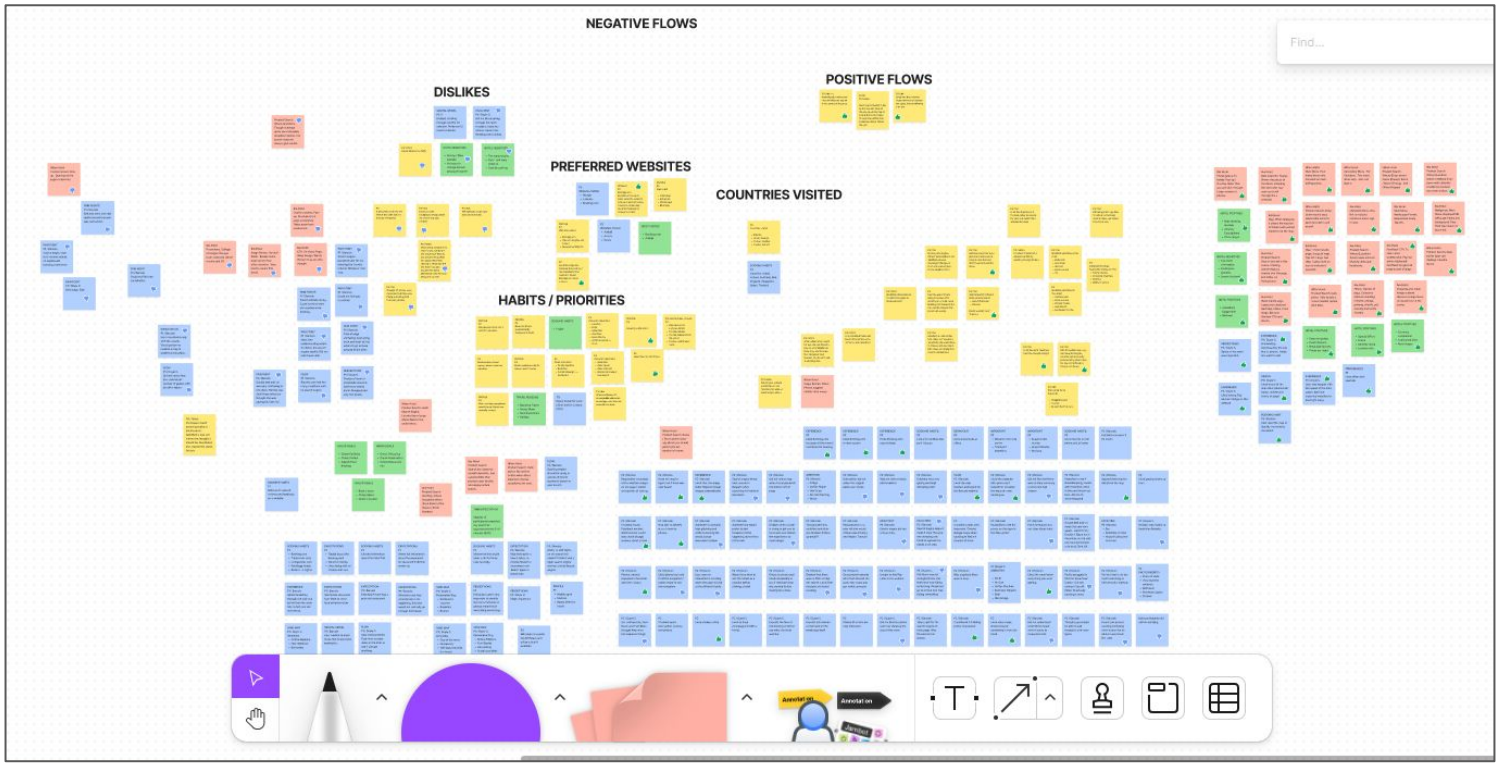
Objectives

- Review your research, taking notes as you do. Use those notes to create an affinity diagram
- Learn how to put structure on qualitative research data
- Learn the power of collaborative analysis
- Showcase this technique in your portfolio

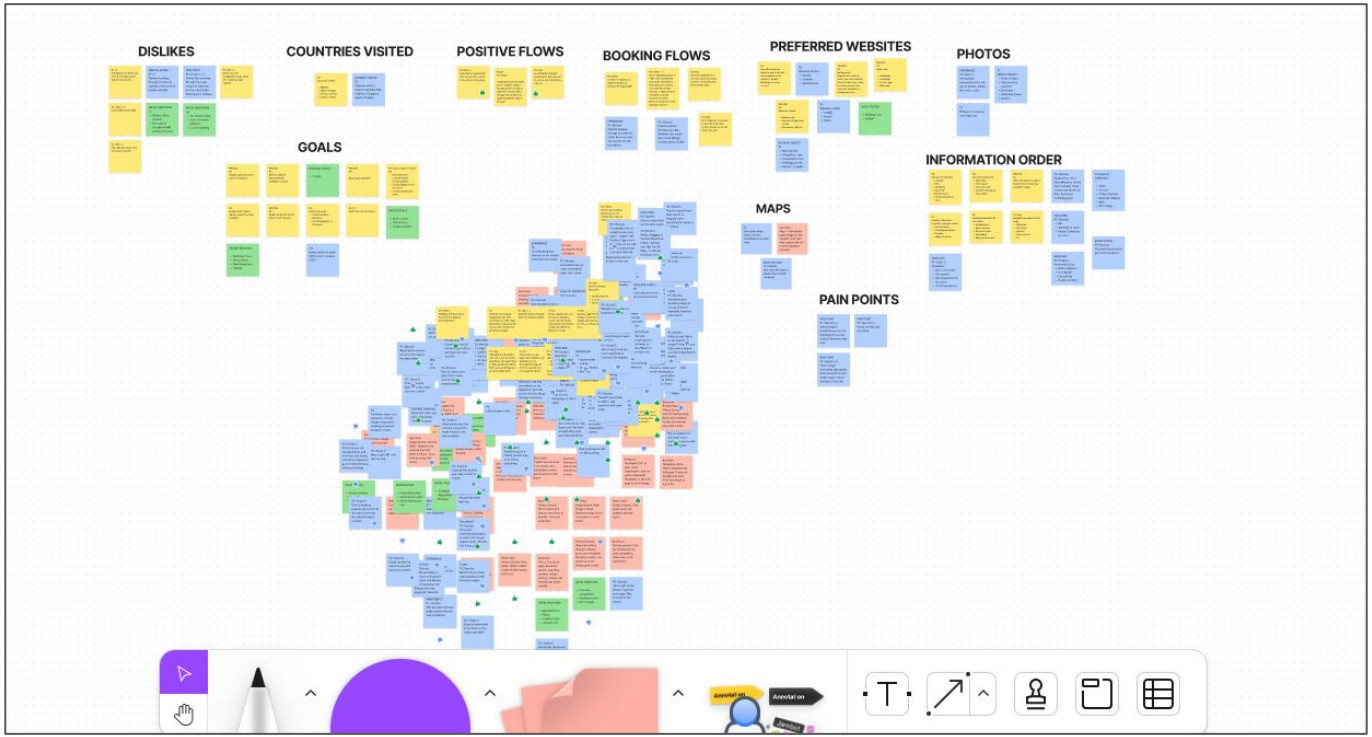
Tasks

- ❑ Share your research data from projects 1- 4 with your helper. You can do this prior to the session or during. If you didn't complete projects 1 and 2 you can work with the data you have.
- ❑ Prepare a room for the exercise. You'll need a large whiteboard, a stack of Post-it notes, whiteboard markers, and your laptop to review the recordings. If it's not possible to do this work in-person see a guide on conducting a remote affinity diagramming session here.
- ❑ Review the research data with your helper and begin to make notes on Post-its. Your notes should be about anything relevant to describing the current user experience: goals, behaviours, pain points, mental models, and contextual information.
- ❑ Write one observation per Post-it only
- ❑ Be as descriptive as possible but stick to the findings, don't worry about suggestions for change
- ❑ Allow at least 30 minutes for this part of the exercise
- ❑ Stick the Post-its to the whiteboard and start to organise them into groups.
- ❑ Start by taking two Post-its that seem related and group them together
- ❑ Keep adding more if you find other relevant Post-its
- ❑ Wherever possible, take large groups and organise them into smaller subgroups. The more specific the group, the more useful it will be to your design
- ❑ Some Post-its don't belong to any group and that's fine.Don't waste time trying to find them a home, just leave them on their own
- ❑ Allow 60 minutes for this activity
- ❑ Draw a border around each group and give it a meaningful name to describe what the group means. If you are having difficulty describing the group, you might need to subdivide further.

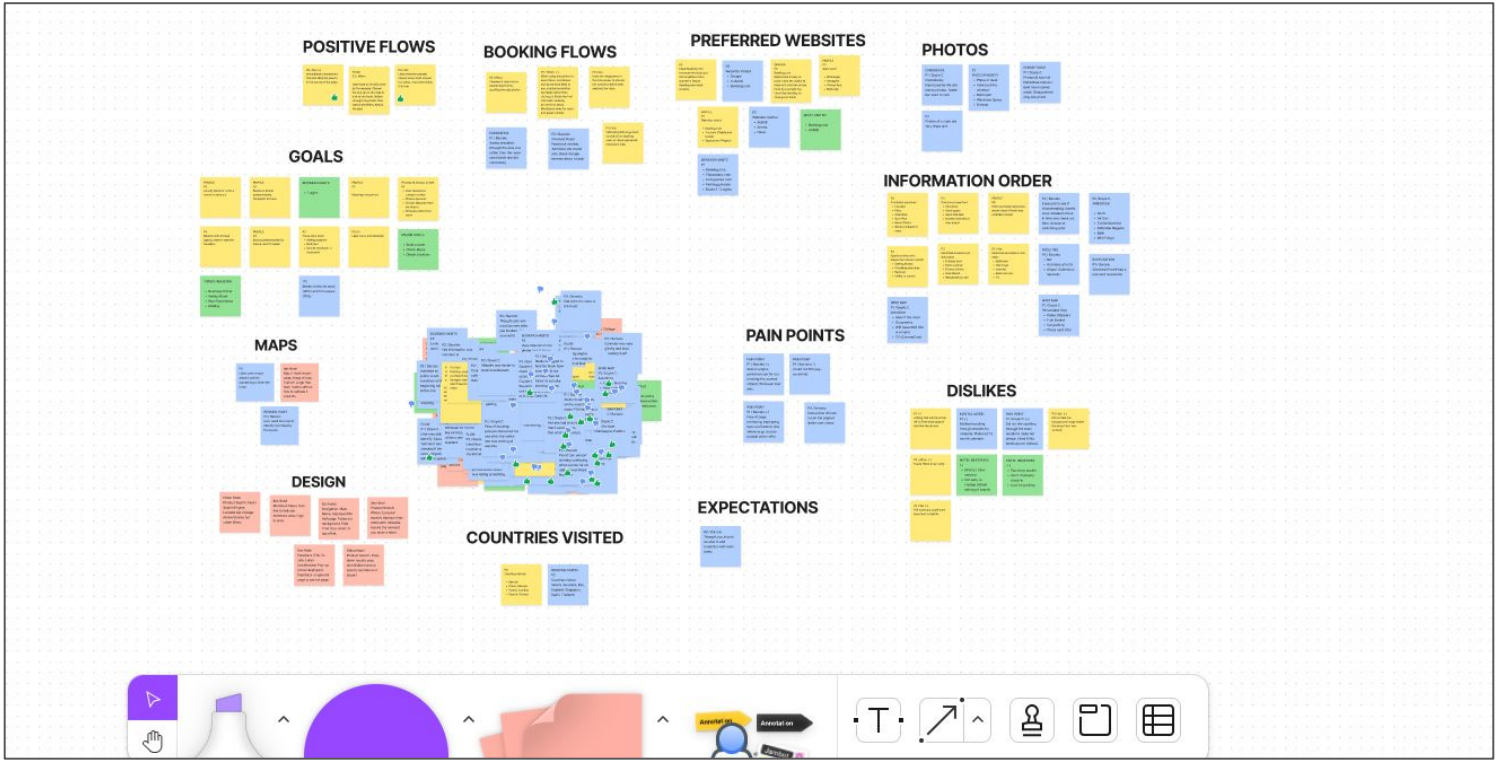
Process


NEGATIVE FLOWS
DISLIKES
POSITIVE FLOWS
PREFERRED WEBSITES
COUNTRIES VISITED
HABITS / PRIORITIES
Find...

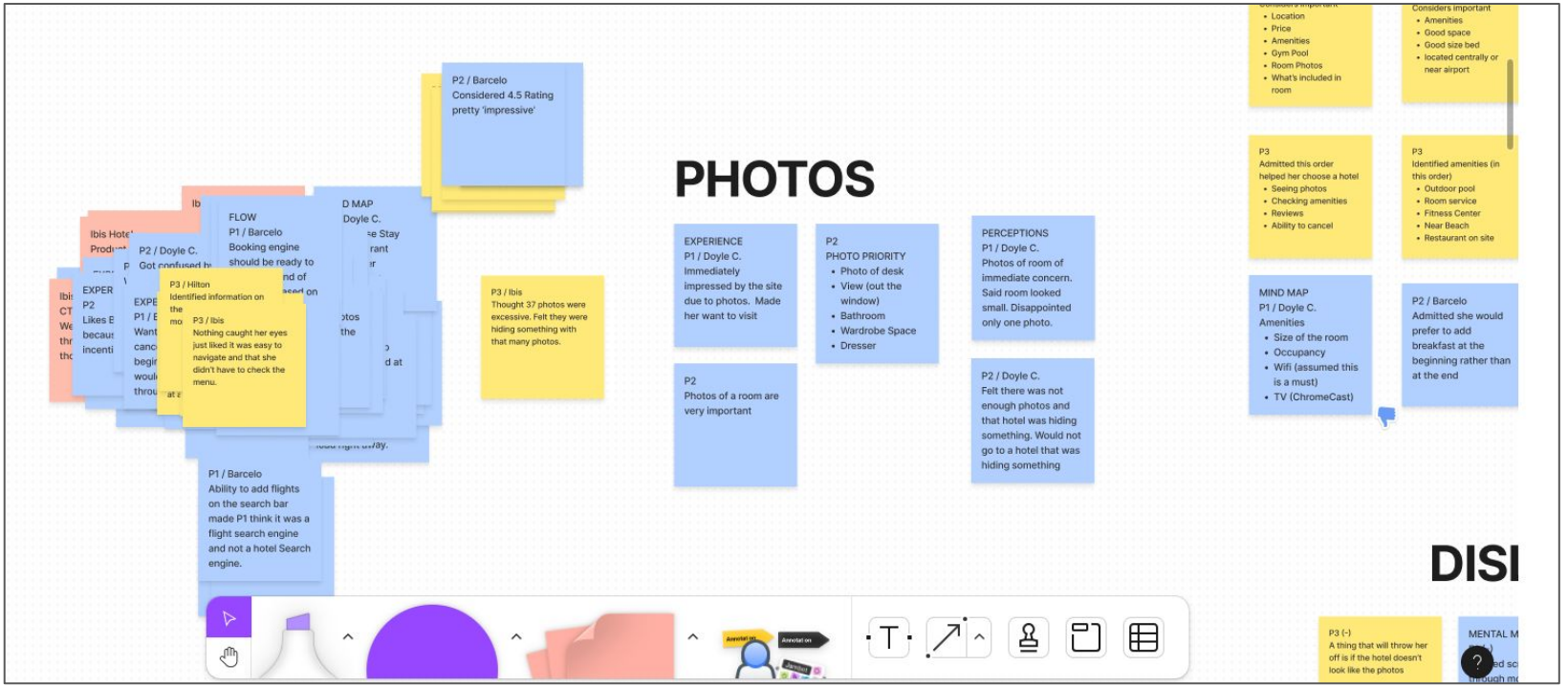
Process


DISLIKES
COUNTRIES VISITED
POSITIVE FLOWS
BOOKING FLOWS
PREFERRED WEBSITES
PHOTOS
GOALS
INFORMATION ORDER
MAPS
PAIN POINTS

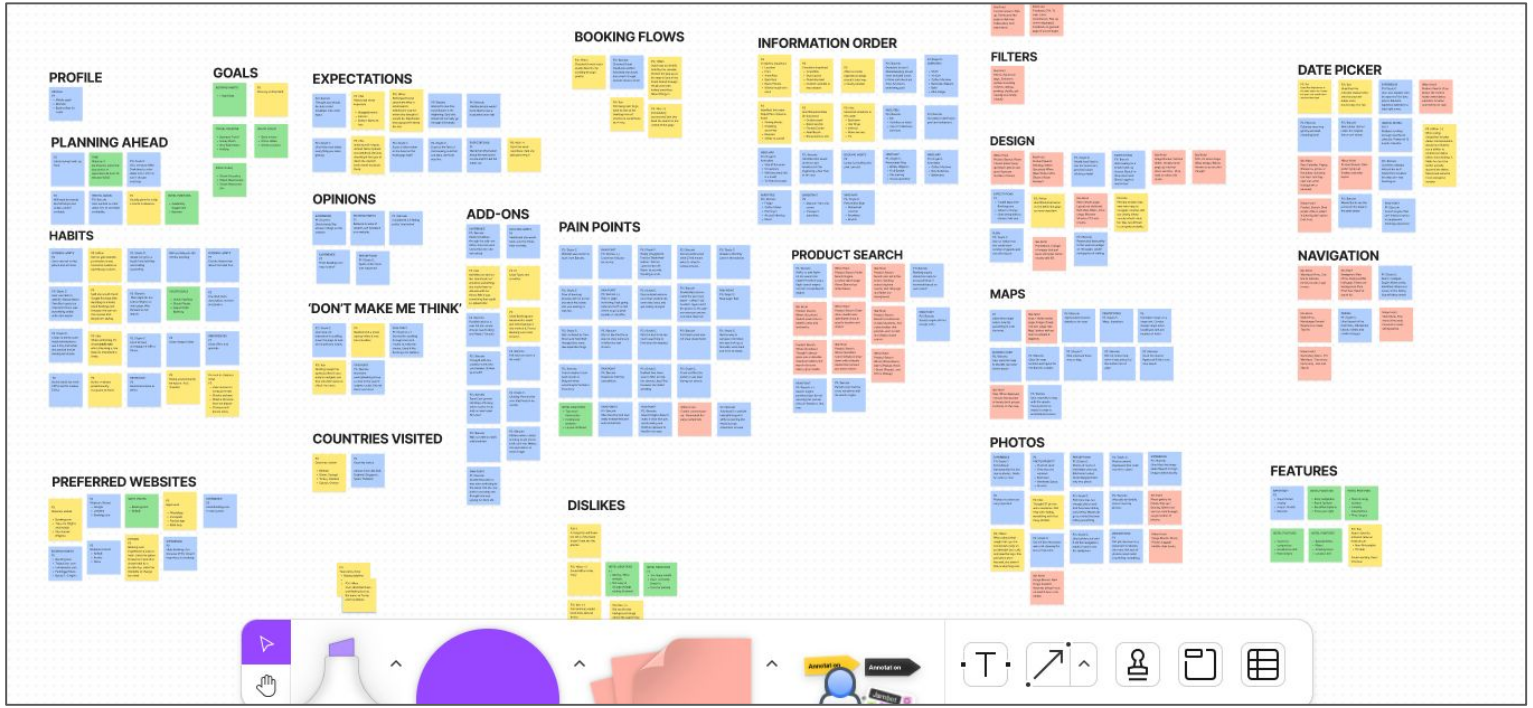
Process


POSITIVE FLOWS
BOOKING FLOWS
PREFERRED WEBSITES
PHOTOS
GOALS
INFORMATION ORDER
MAPS
PAIN POINTS
DISLIKES
DESIGN
EXPECTATIONS
COUNTRIES VISITED

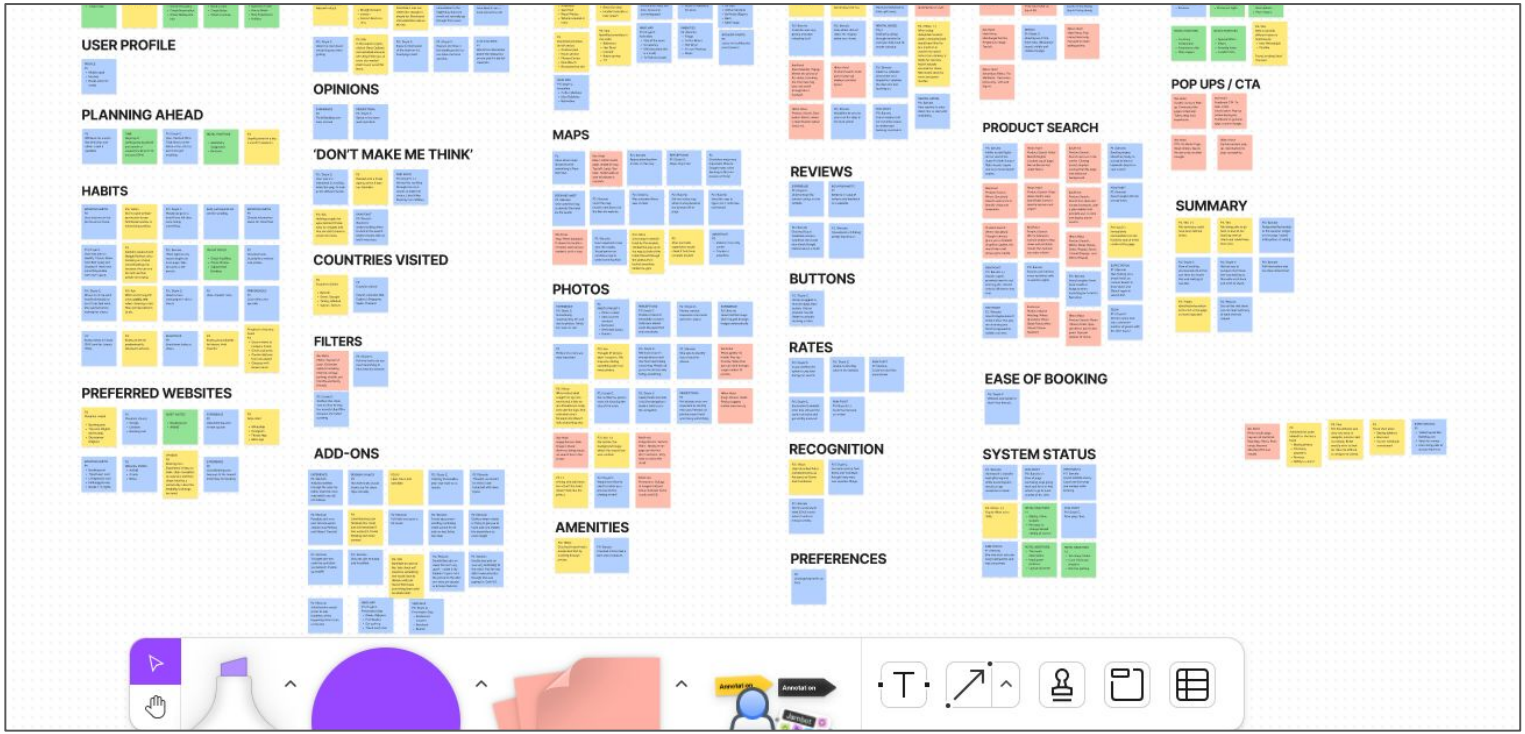
Process


P2 / Barcelo
Considered 4.5 Rating pretty 'impressive'
P3 / Ibis
Thought 37 photos were excessive. Felt they were hiding something with that many photos.
P1 / Barcelo
Ability to add flights on the search bar made P1 think it was a flight search engine and not a hotel Search engine.
PHOTOS
EXPERIENCE
P1 / Doyle C.
Immediately impressed by the site due to photos. Made her want to visit
P2
Photos of a room are very important
P2
PHOTO PRIORITY
Photo of desk
View (out the window)
Bathroom
Wardrobe Space
Dresser
PERCEPTIONS
P1 / Doyle C.
Photos of room of immediate concern. Said room looked small. Disappointed only one photo.
P2 / Doyle C.
Felt there was not enough photos and that hotel was hiding something. Would not go to a hotel that was hiding something
Location
Price
Amenities
Gym Pool
Room Photos
What's included in room
Amenities
Good space
Good size bed
located centrally or near airport
P3
Admitted this order helped her choose a hotel
Seeing photos
Checking amenities
Reviews
Ability to cancel
P3
Identified amenities (in this order)
Outdoor pool
Room service
Fitness Center
Near Beach
Restaurant on site
MIND MAP
P1 / Doyle C.
Amenities
Size of the room
Occupancy
Wifi (assumed this is a must)
TV (ChromeCast)
P2 / Barcelo
Admitted she would prefer to add breakfast at the beginning rather than at the end
DISI
P3 (-)
A thing that will throw her off is if the hotel doesn't look like the photos

Process


PROFILE
GOALS
EXPECTATIONS
BOOKING FLOWS
INFORMATION ORDER
FILTERS
DATE PICKER
PLANNING AHEAD
OPINIONS
ADD-ONS
PAIN POINTS
DESIGN
HABITS
'DON'T MAKE ME THINK'
PRODUCT SEARCH
NAVIGATION
MAPS
COUNTRIES VISITED
PHOTOS
PREFERRED WEBSITES
DISLIKES
FEATURES

Process


USER PROFILE
PLANNING AHEAD
HABITS
PREFERRED WEBSITES
OPINIONS
'DON'T MAKE ME THINK'
COUNTRIES VISITED
FILTERS
ADD-ONS
MAPS
PHOTOS
AMENITIES
REVIEWS
BUTTONS
RATES
RECOGNITION
PREFERENCES
PRODUCT SEARCH
EASE OF BOOKING
SYSTEM STATUS
POP UPS / CTA
SUMMARY

Link

Affinity Diagram - Click here