



Project Five

Affinity diagram

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Objectives

Review my research, taking notes as I 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 my portfolio



Tasks

Share my research data from projects 1-4 with my collaborators

Prepare an online collaborative whiteboarding platform for the exercise.

Review the research data with my collaborators and begin to make notes on digital sticky notes. The notes should be about anything relevant to describing the current user experience: goals, behaviours, pain points, mental models and contextual information.

Position the digital sticky notes to the online whiteboard and start to organize them into groups.

Draw a border around each group and give it a meaningful name to describe what the group means.

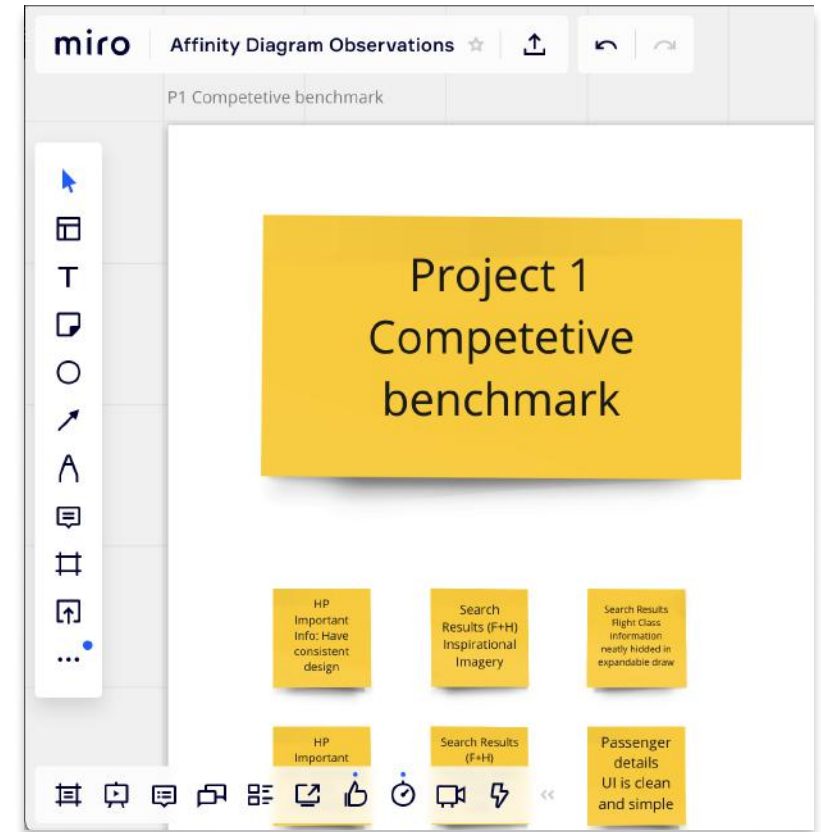
Sequence each group in chronological order, assigning number one for the first group encountered by our users on their journey, number two, and so on.

Finally, review my work. I should have clear groups that correspond to experiences that need to be addressed during a redesign of the website.



Observations

	A	B	C	D
1	HP Important Info: Have consistent design	Search Results (F+H) Inspirational Imagery	Search Results Flight Class information neatly hidded in expandable draw	Search Panel Minimalistic UI, but lots of blank space so looks lost
2	HP Important Info: Repeating same information	Search Results (F+H) Imagery takes up 50% of page	Passenger details UI is clean and simple	Search Tabs inconsistent UI (Inputs, widths, buttons etc.)
3	HP Inspirational Imagery	Search Results Upgrade information clearly layed out	Booking Summary Included benefits icon easy to understand	Search Results Modify Search always present
4	Search Panel Tabbed panel is easy to understand	Search Results Upgrade comparisons easy to view	Seat Selection Hard to navigate in horizontal view	Search Results Filters and Sort Options in prominent place
5	Icons and text combination is clear and easy to understand	"Change flight" option is always visible	Seat Selection Whole Airplane graphic not visible and user must scroll	Information sections not kept together and looks messy
6	Search Panel Not all search Tabs are the same website	Payment page UI is clean and simple	Payment page Well spaced out	Search Results Side-by-Side Flight Class comparison easy to read and understand
7	Search Panel Inconsistent UI of each Search Type	Breadcrumb indicating where you are in the booking process	HP Clean and un-cluttered	Add-ons Not in an obvious stage of the booking process
8	Icons Some are unclear as to what they mean or represent	Breadcrumb should be consistently on (or off)	Search Panel Tabbed with most useful options	Seat Selection Vertical layout easy to navigate
9	Unresponsive website during search	Functionality Currency converter	HP Offer blocks below search panel but below fold too	Seat Selection Whole airplane view next to select seat is clear



I started by collating all observations from Projects 1- 4 in a spreadsheet

The collated observations were then copied to individual Notes in Miro



Observations // Key

Project 1
Competitive
benchmark

Project 2
Online Survey

Project 4
Userbility Test

Project 3
Note Taking
User 1

Project 3
Note Taking
User 2



I assigned a colour to each Project

Observations // Tagging

Project 3
Note Taking
User 1

- Positive
- Neutral / Informative
- Negative

- **Positive**
Positive actions / events and comments from users experience
- **Neutral / Informative**
Expected behaviour
- **Negative**
Pain points / actions from users experience



My observation were tagged with either a Positive, Neutral / Informative or Negative indicator



Observations // Collated

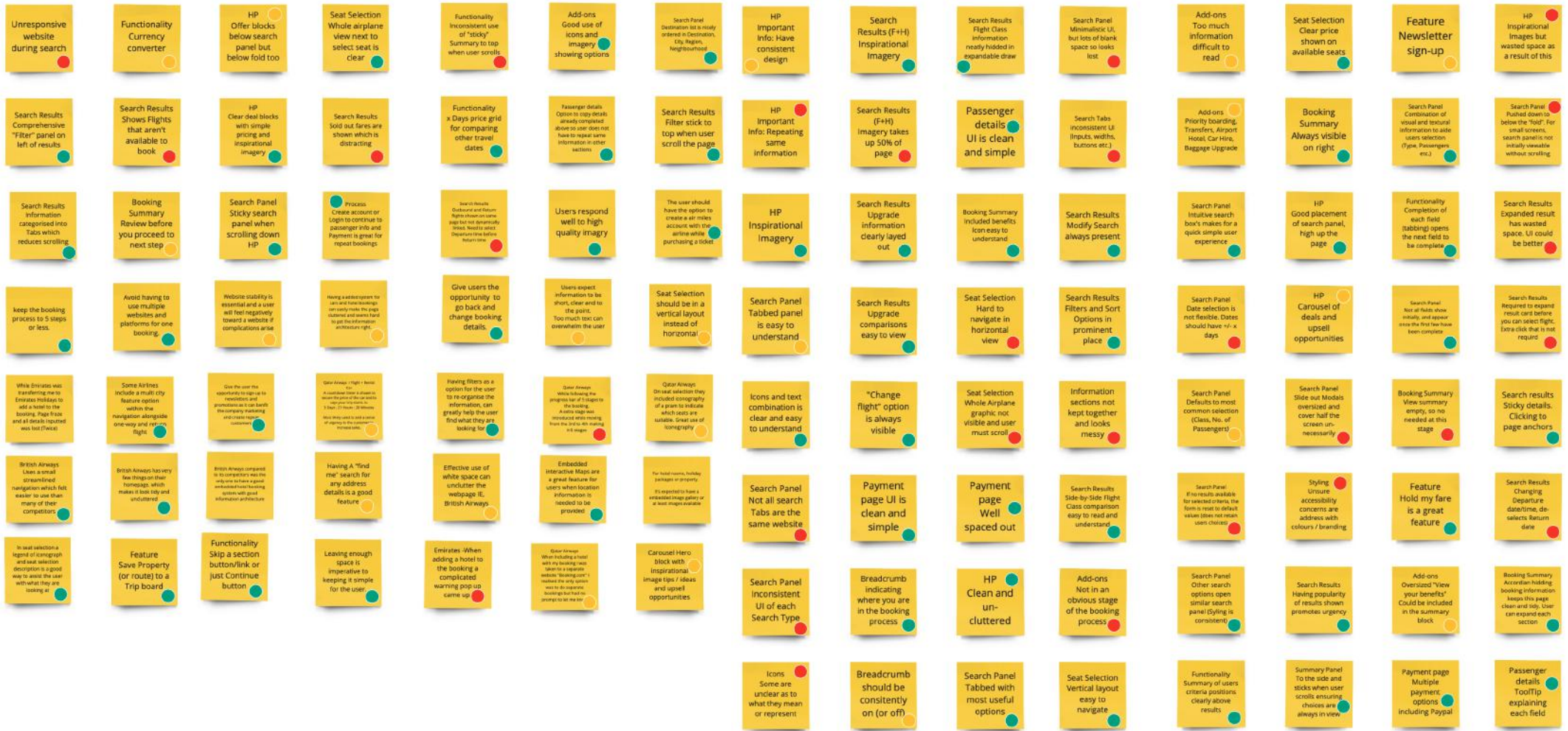


The collated observations are now categorised by Project

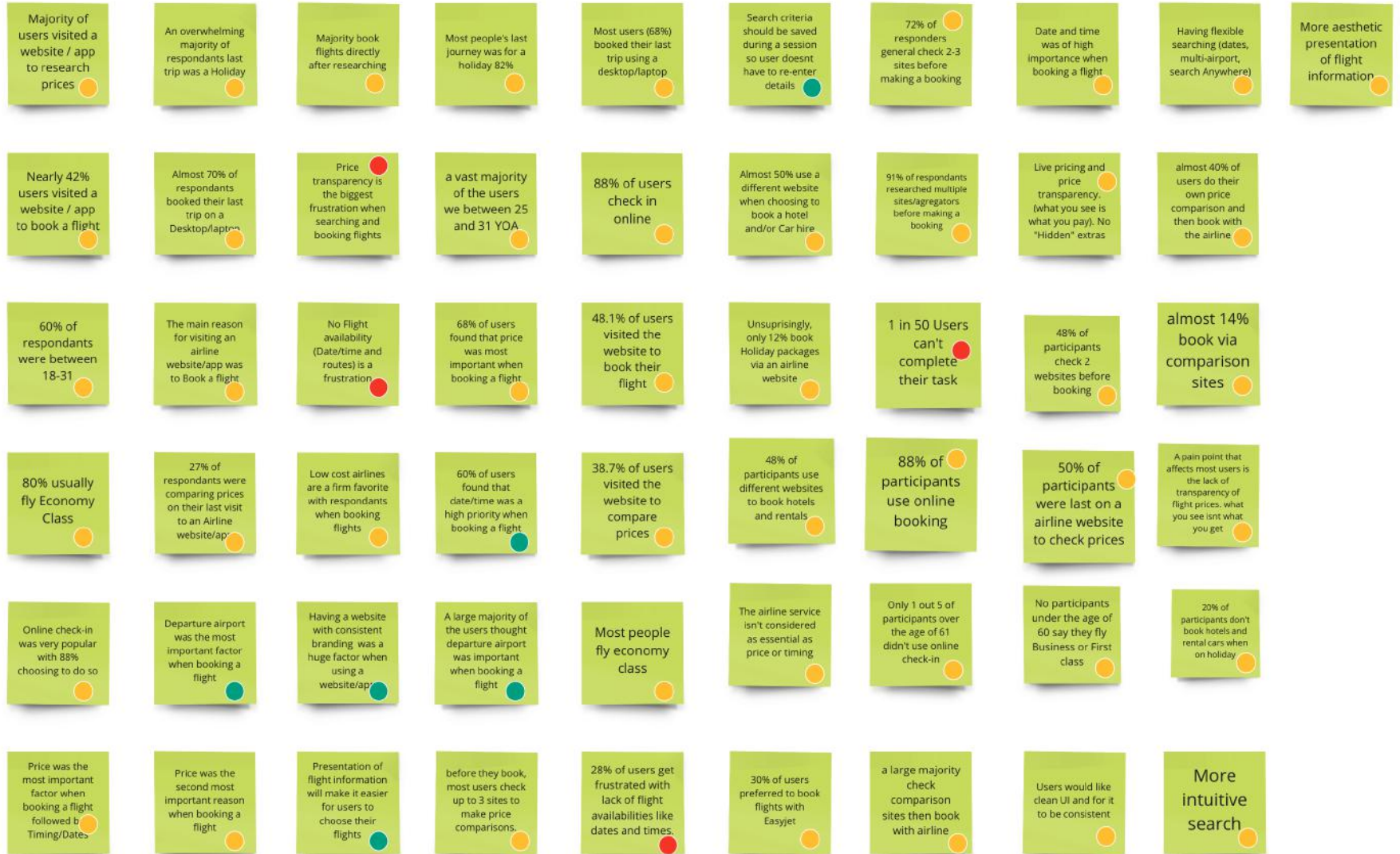
This was in collaboration with 2 helpers



Close Up // Project 1



Close Up // Project 2



Close Up // Project 4



Groups

Initial Groupings Ideas

General Comments

Homepage

Search Panel

Search Results

Ancillaries / Extras and
add-ons

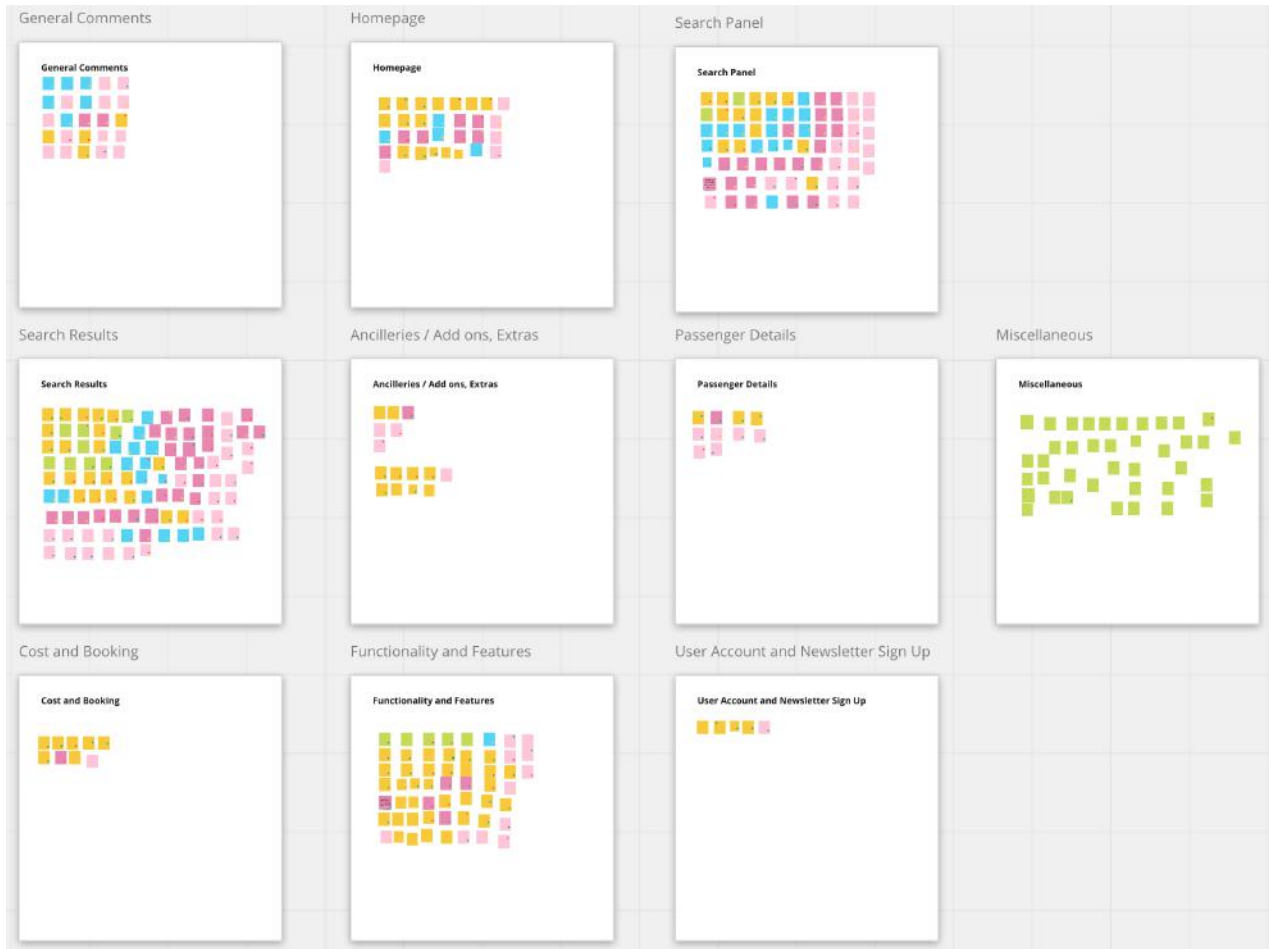
Passenger Details

Cost and Book

Functionality and Features

User Account / Newsletter
Sign-up

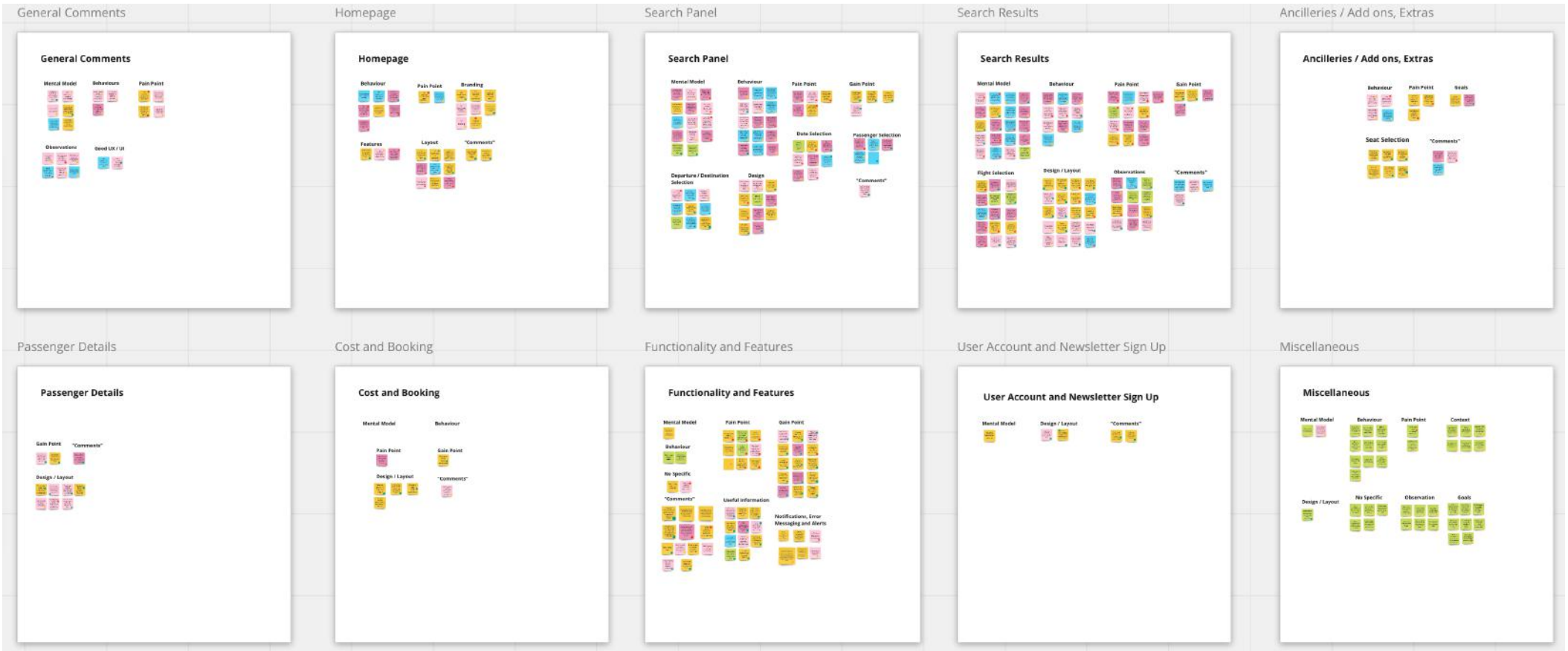
Miscellaneous



Looking at each Project category, we started to Group into stages of the booking process



Sub Groups



Looking at each Grouped stage of the booking process, we broke them down further into Sub Groups

During this process, some minor movement of observations were made



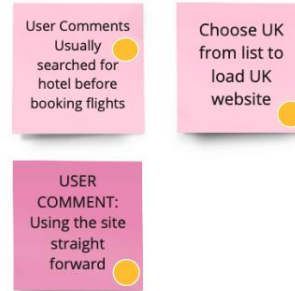
Sub Groups // Close Up

General Comments

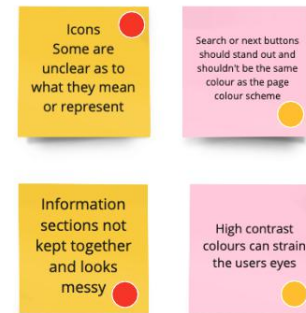
Mental Model



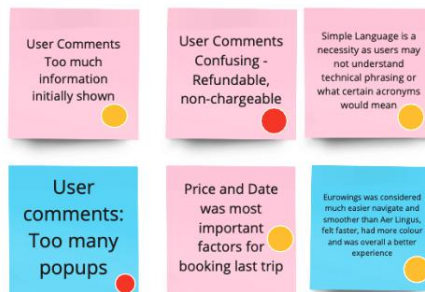
Behaviours



Pain Point



Observations



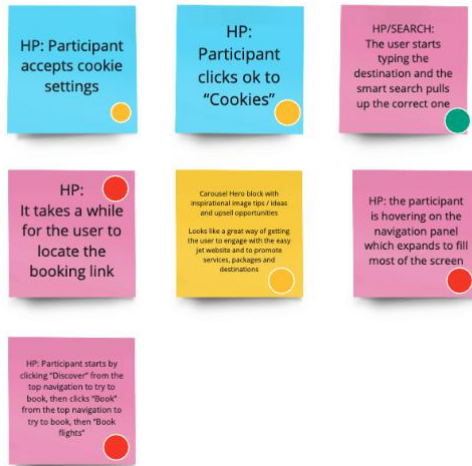
Good UX / UI



Sub Groups // Close Up

Homepage

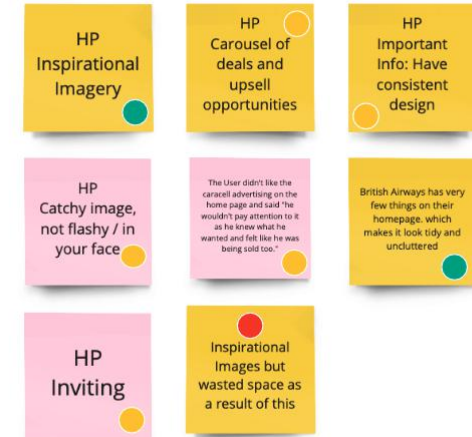
Behaviour



Pain Point



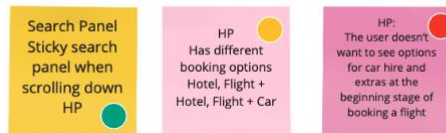
Branding



Layout



Features



"Comments"



Sub Groups // Close Up

Search Panel

Mental Model



Behaviour



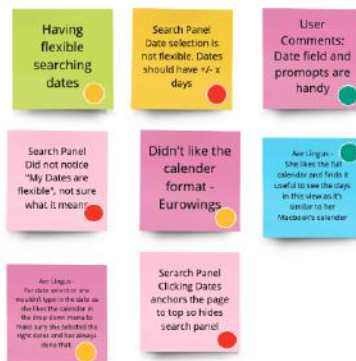
Departure / Destination Selection



Design



Date Selection



Passenger Selection



"Comments"



Sub Groups // Close Up

Search Results

Mental Model



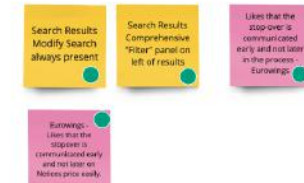
Behaviour



Pain Point



Gain Point



"Comments"



Observations



Flight Selection



Design / Layout



Sub Groups // Close Up

Ancillaries / Extras and add-ons

Behaviour

Extras
Generally would not pay for extras

Extras
Selects continue without choosing Insurance Option and Error shown

Seat selection
User skips this as would not pay to Choose seats

User Comments:
Usually purchases upgrades and extras after completing flight booking, or at the airport

Pain Point

Add-ons
Too much information difficult to read

Seat Selection
Whole Airplane graphic not visible and user must scroll

Seat Selection
Hard to navigate in horizontal view

Goals

Add-ons
Priority boarding, Transfers, Airport Hotel, Car Hire, Baggage Upgrade

Add-ons: gives option to check in a bag, choose a better seat, priority boarding and a hand luggage

Seat Selection

Seat Selection
Should be in a vertical layout instead of horizontal

Seat Selection
Clear price shown on available seats

Seat Selection
Vertical layout easy to navigate

Qatar Airways
On seat selection they included iconography of a gram to indicate which seats are suitable which I thought was a great use of iconography

Seat Selection
Whole airplane view next to select seat is clear

In seat selection a legend of iconograph and seat selection description is a great way to assist the user with what they are looking at

"Comments"

User Comments:
Selecting seat Option didn't prompt her to choose it

User Comments
Doesn't like that the price is at the bottom of the page below Extras

User comments:
Simplify baggage Baggage upgrade with more differentiation



Sub Groups // Close Up

Passenger Details

Gain Point

"Comments"

Passenger Details
Adult 1/2 auto
updates as User
enters Name
information ●

Passenger details
Option to copy details
already completed
above so user does not
have to repeat same
information in other
sections ●

Likes that doesn't
have to keep on
inputting the
same info moving
from one section
to the next ●

Design / Layout

Passenger
details ●
UI is clean
and simple

Passenger Details
View summary sticky at
top of page has more
information than Trip
summary (is Trip
summary needed?) ●

Passenger
Details
appears after
previous step
complete ●

Passenger
details ●
ToolTip
explaining
each field

Passenger Details
Progress
breadcrumb,
maybe sticky ●

Passenger Details
Trip Summar
closed in ●
Expandable box,
not a lot of
information here

Passenger Details
Lots of information
shown in pre-
expanded box -
Option to Hide
details ●



Sub Groups // Close Up

Cost and Book

Pain Point

Scrolls around the page for a while trying to find how to confirm booking

Gain Point

Payment page
Multiple payment options including Paypal

Design / Layout

Payment page UI is clean and simple

Booking Summary
Accordian hiding booking information keeps this page clean and tidy. User can expand each section

Payment page Well spaced out

Booking Summary
Review before you proceed to next step

"Comments"

User Comments
"..look for confirmation of Price, Dates, transfers and Destination.."



Sub Groups // Close Up

User Account / Newsletter Sign-up

Mental Model

Feature
Newsletter
sign-up

Design / Layout

popup for a)
Create an
account, b) Login
or c) Continue as
guest

Process
Create account or
Login to continue to
passenger info and
Payment is great for
repeat bookings

"Comments"

The user should
have the option to
create a air miles
account with the
airline while
purchasing a ticket

Give the user the
opportunity to sign up to
newsletters and
promotions as it can benefit
the company marketing
and create repeat
customers

Sub Groups // Close Up

Miscellaneous

Goals

- 27% of respondents were comparing prices on their last visit to an Airline website/app
- almost 40% of users do their own price comparison and then book with the airline
- 48.1% of users visited the website to book their flight
- Majority of users visited a website / app to research prices
- 38.7% of users visited the website to compare prices
- The main reason for visiting an airline website/app was to Book a flight
- 50% of participants were last on a airline website to check prices
- Nearly 42% users visited a website / app to book a flight

Mental Model

- Users would like clean UI and for it to be consistent
- Information Architecture and content layout is important. People don't seem to notice it when its done well as it is expected, but are quick to point out if it isn't. IE confusion with flight dates and times

Behaviour

- Almost 70% of respondents booked their last trip on a Desktop/laptop
- Most users (68%) booked their last trip using a desktop/laptop
- 88% of participants use online booking
- 48% of participants check 2 websites before booking
- before they book, most users check up to 3 sites to make price comparisons.
- 91% of respondents researched multiple sites/aggregators before making a booking
- 80% usually fly Economy Class
- Majority book flights directly after researching
- 72% of responders general check 2-3 sites before making a booking
- a large majority check comparison sites then book with airline.

Pain Point

- 1 in 50 Users can't complete their task
- A pain point that affects most users is the lack of transparency of flight prices, what you see isnt what you get

Context

- a vast majority of the users were between 25 and 31 YOA
- 60% of respondents were between 18-31
- almost 14% book via comparison sites
- Most people's last journey was for a holiday 82%
- An overwhelming majority of respondents last trip was a Holiday
- Unsurprisingly, only 12% book Holiday packages via an airline website

No Specific

- 48% of participants use different websites to book hotels and rentals
- Only 1 out of 5 of participants over the age of 61 didn't use online check-in
- No participants under the age of 60 say they fly Business or First class
- 20% of participants don't book hotels and rental cars when on holiday
- Almost 50% use a different website when choosing to book a hotel and/or Car hire

Design / Layout

- Having a website with consistent branding, was a huge factor when using a website/app

Observation

- 68% of users found that price was most important when booking a flight
- The airline service isn't considered as essential as price or timing
- Date and time was of high importance when booking a flight
- 30% of users preferred to book flights with Easyjet
- Low cost airlines are a firm favorite with respondents when booking flights
- Most people fly economy class



Summary

The initial idea of creating an Affinity Diagram was quite daunting with so much research to go through; my own and the research of 2 other collaborators.

We chose Miro as our online collaborative whiteboard for this Affinity Diagram exercise.

We started to sort the notes into Groups; “Stages” of the Flight Booking process, and further into Sub Groups; Mental Model, Behaviour, Pain/Gain Points, Design and Layout to name a few. We also had a grouping of Miscellaneous for Information / Observational and Contextual notes.

I noticed some interesting patterns during this exercise, and how things like a Mental model is closely coupled with UI “design / layout”

This will become an essential reference point when designing my airline website.

