

Affinity Diagram

Hotels | Mobile

1. Post-its on my fitted wardrobe before organising

For this project I used a real post-its as I thought it would be more interesting to do it this way rather than digitally. After writing down all the notes, I stuck the post-its on my fitted wardrobe.



2. Organising post-its and grouping them

Next I started reading my notes again and started putting them in a group one by one. I used a blue post-it to write down the name of the group.



Post-its organised in groups

3. Post-its explained

I used 5 different colours and each colour includes notes from a specific project.

Green - Project 1 - **Competitive Benchmark**

Yellow - Project 3 - **Note-Taking** - Participant 1

Orange - Project 3 - **Note-Taking** - Participant 2

Pink - Project 4 - **Usability test**

Blue - Name of the group

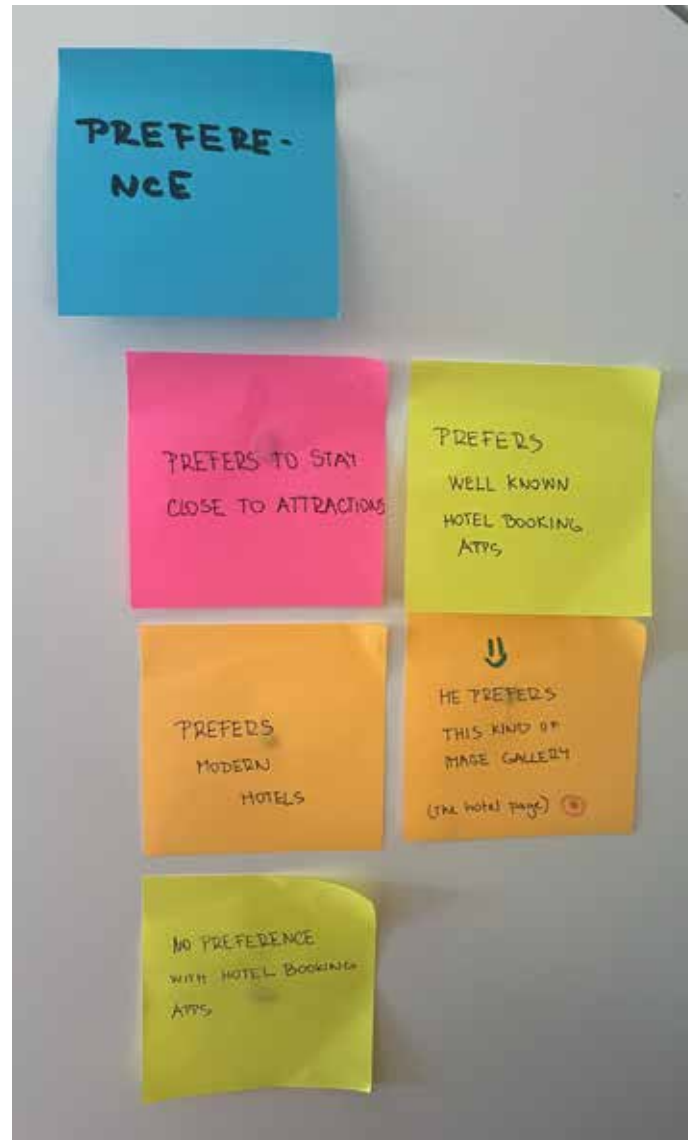
I have also used a symbol to differentiate which app are my notes from:

- Barcelo app
- ⊙ The Doyle Collection app



4. Post-its organised in groups

Here I have organised all post-its into groups and divided them by positive and negative experience/reaction using emojis.



CALENDAR

☹️
WOULD RATHER
GO TO SPECIFIC DATE
THAN CLICK THROUGH
EACH MONTH
(When selecting dates) ●

☹️
HARDER TO NAVIGATE
- SELECTING DATES

☹️
SELECTING
CHECK-IN &
CHECK-OUT DATES
SEPARATELY
(Book now page) ●

THINKS IT'S LIKE
ANY OTHER
CALENDAR
(Book my room page
selecting dates) ●

SUGGESTS IT DOESN'T
HAVE TO BE 2
DIFFERENT
CALENDARS
(The hotel page) ●

☹️
TOOK HIM A LITTLE
WHILE TO FIGURE
OUT HOW TO SELECT
DIFFERENT MONTH
(calendar → The hotel page) ●

POSITIVES ABOUT THE APP IN GENERAL

😊
USER FRIENDLY

😊
"LOOKS LIKE A NICE
TRAVEL APP"
(Hotel booking page) ●

😊
HE CAN SEE HIMSELF
USING IT

😊
"IT'S PROBABLY ONE
OF THE MOST USER-
FRIENDLY HOTEL
BOOKING APP"

😊
RESULTS COME
FAST
(Booking.com)

😊
ENJOYED THE
ADDS ON
(NEVER SEEN IT BEFORE)

REVIEWS

☹️
USEFUL REVIEWS
(Hotel page, Hotels.com)

☹️
NO RATINGS
OR
REVIEWS

☹️
IT'S TRUSTWORTHY
(Reviews - Selected
hotel room; Hotels.com)

😊
HOTEL REVIEWS
WITH THE OPTION TO
VIEW ALL REVIEWS
(HOTEL TEEVEN PAGE)

THINGS THEY FIND USEFUL



CLEANING AND
SAFETY INFO USEFUL
DURING COVID

(Hotel preview page)



SURROUNDINGS -
DISTANCE TO THE AIRPORT
AND STATIONS,
LANDMARKS AND DINING

(Hotel preview page)



OPTION OF 'NO
PREPAYMENT' AND
'DEPOSIT REQUIRED'

(Room page) ●



USEFUL QUESTIONS
FROM TRAVELLERS
INCLUDED

(Hotel preview page)



HOTEL FACILITIES
LIST

(Hotel preview page)



POPULAR AMENITIES
WITH THE OPTION TO
CLICK AND SEE ALL
AMENITIES

(Hotel preview page)



'SHARE' BUTTON
AND 'SAVE TO FAVORITES'
ALWAYS USEFUL

(Hotel preview page)



MEMBER PRICE

(Hotels.com)

NOT SURE ABOUT (LOCATION)



NOT SURE WHY
THERE ARE
HOTELS IN
MOROCCO
(Hotel booking page) ●



LOCATION NOT
BEING CLEAR

●

NOT SURE ABOUT



"IT DOESN'T SAY
WHERE EXACTLY
IS THE HOTEL"
(Hotels.com page
Hotels.com)



NOT SURE IN
WHAT PART OF
CITY IS THE HOTEL

●



"IT DOESN'T SAY
IF THERE IS A
TWIN ROOM"
(Hotel page
Hotels.com)



HE IS NOT SURE
WHAT THE (+) SIGN
DOES.

(The Hotel page
Special offers) ●



"ON THIS I WOULDN'T
KNOW"
(WHEN ASKED HOW TO
SELECT HOTEL IN DESIRED
LOCATION)
(Home screen) ●



"DOESN'T MAKE SENSE
TO ME, THERE IS AN
ERROR"
(NO BREAKFAST INCLUDED
MENTIONED IN ADVANCE
PURCHASE)
(Room page) ●



"NOT SURE
WHAT THIS ARROW
MEANS"
(Hotel preview page - below
check-in & check-out date)

DESCRIPTION OR INFO ABOUT ROOM/HOTEL



CHECK-IN
&
CHECK OUT INFO
(HOTEL PREVIEW PAGE)



LIKES THE DESCRIPTION
OF THE ROOM
(Our Room Page) ☉



INFO ABOUT
THE HOTEL
(Hotel preview page)



CHECK-IN INFO
EASY TO FIND
(Hotel preview page)



HE IS PLEASED TO
SEE MORE INFO
ABOUT THE HOTEL
(The hotel page) ☉



HOTEL DESCRIPTION
PREVIEW WITH THE
OPTION FOR FULL
DESCRIPTION (makes it
less cluttered)
(Hotel preview page)



DESCRIPTION
EASY TO FIND
(Hotel preview page)

MOST IMPORTANT CRITERIA



RELIABILITY!

REVIEWS - MOST
IMPORTANT CRITERIA



NO BIG UPFRONT
PAYMENT



PRICE-VALUE
FOR MONEY



WELL KNOWN
BRAND/APP



FREE CANCELLATION



IMAGES OF THE
HOTEL ARE
IMPORTANT

TRIPADVISOR
REVIEWS IMPORTANT



FREE CANCELLATION
POLICY → IMPORTANT
(Room page) •

FILTERS



SHE COULDN'T
USE 2 FILTERS
AT THE SAME TIME
- LOWEST PRICE + BEST
REVIEWS
(Booking.com)



"I DON'T SEE A FILTER
WHERE I CAN PICK
PAY ON ARRIVAL"

(Booking.com) Filters



FILTERS TO
FILTER
- FULLY REFUNDABLE
- RESERVE NOW PAY LATER
- PAY WITH GIFT CARD
(Filters, Hotels.com)



"THERE IS NOTHING THAT
ALLOWS ME TO PUT IN
THE PROXIMITY WHERE
THE HOTELS ARE GOING
TO BE"
(Home screen)



"THEY DON'T HAVE
AS MANY FILTER
AVAILABLE"

(Hotels.com)



EASY,
FILTERS
CLEARLY
STATED
(Booking.com)



NO FILTERS

(Home screen)



FINDS 'FREE
CANCELLATION'
FILTER EASILY

(Hotels selection page)
Booking.com

"THERE ARE LOTS
OF FILTERS"

(Booking.com)

DIDN'T SEE OR NOTICED



HE DIDN'T SEE
MUCH INFO ABOUT
THE HOTEL



HE DOESN'T SEE
THE BREAKFAST
OPTION

(Our Rooms page)

STRUGGLES
TO FIND
TWIN ROOM
(Hotels.com)



DIDN'T NOTICE
THE EXIT BUTTON
AT FIRST

(The selected hotel page)

CAN'T SEE IF SHE
CAN PAY ON ARRIVAL
ON THE ~~THE~~ SELECTED
HOTEL PAGE
(needs to select room)
(Booking.com)

MAP / LOCATION



BETTER DESCRIPTION
OF LOCATION



SHE THINKS
THE MAP VIEW
IS VERY GOOD

(Hotels.com)



DETAILED ADDRESS
WITH THE LOCATION OF
THE HOTEL SHOWN
ON THE MAP

(HOTEL PREVIEW PAGE)



SHE ENJOYS
THE MAP
VIEW

(Booking.com)

IMAGES / GALLERY



LIKES THE MOVING
BACKGROUND
WITH NICE
IMAGES

(Home screen) ●



UNAPPEALING,
SINGLE IMAGE

(GALLERY - Hotel preview
page)



IMAGE GALLERY
IS NICE, EASY TO
USE

(Hotel preview page)



OK, STANDARD
GALLERY, BUT
PREFERS Booking.com
(MORE IMAGES/PREVIEW
Hotel Room page, Hotels.com)

HIGH-END
LOOKING
IMAGES

(Home screen) ●

GOALS

SHE WOULD LIKE
TO STAY CLOSE
TO THE BEACH

SHE WANTS TO
BOOK A TWIN
ROOM

SHE WOULD LIKE
HER HOTEL TO BE
CLOSE TO THE CENTRE
OF PHOENIX

LOOKS FOR
THE BEST
VALUE

TRAVELLING TO
PHOENIX WITH
A PARTNER

HE HAS NO
PARTICULAR AREA
IN MIND

CONTEXT

THE PARTICIPANT
IS PLANNING A
LONG WEEKEND

TRAVELS WITH
FAMILY

TRAVELS FOR
LEISURE WITH HIS
GIRLFRIEND

EXPECTATIONS

☹️
"SHE EXPECTED
TO SEE
PROMOTIONS"

(Booking.com)

☹️
EXPECTED TO SEE
MORE INFO ABOUT
VARIOUS PRICING
STRUCTURES OR
OFFERS



