

Lab 7 – Affinity Diagram and Feature Selection

Submit by the end of lab on Brightspace

(Note, Brightspace will be open until 11:00pm Wed. Nov 2
but you should be able to complete by the end of lab)

Instructions:

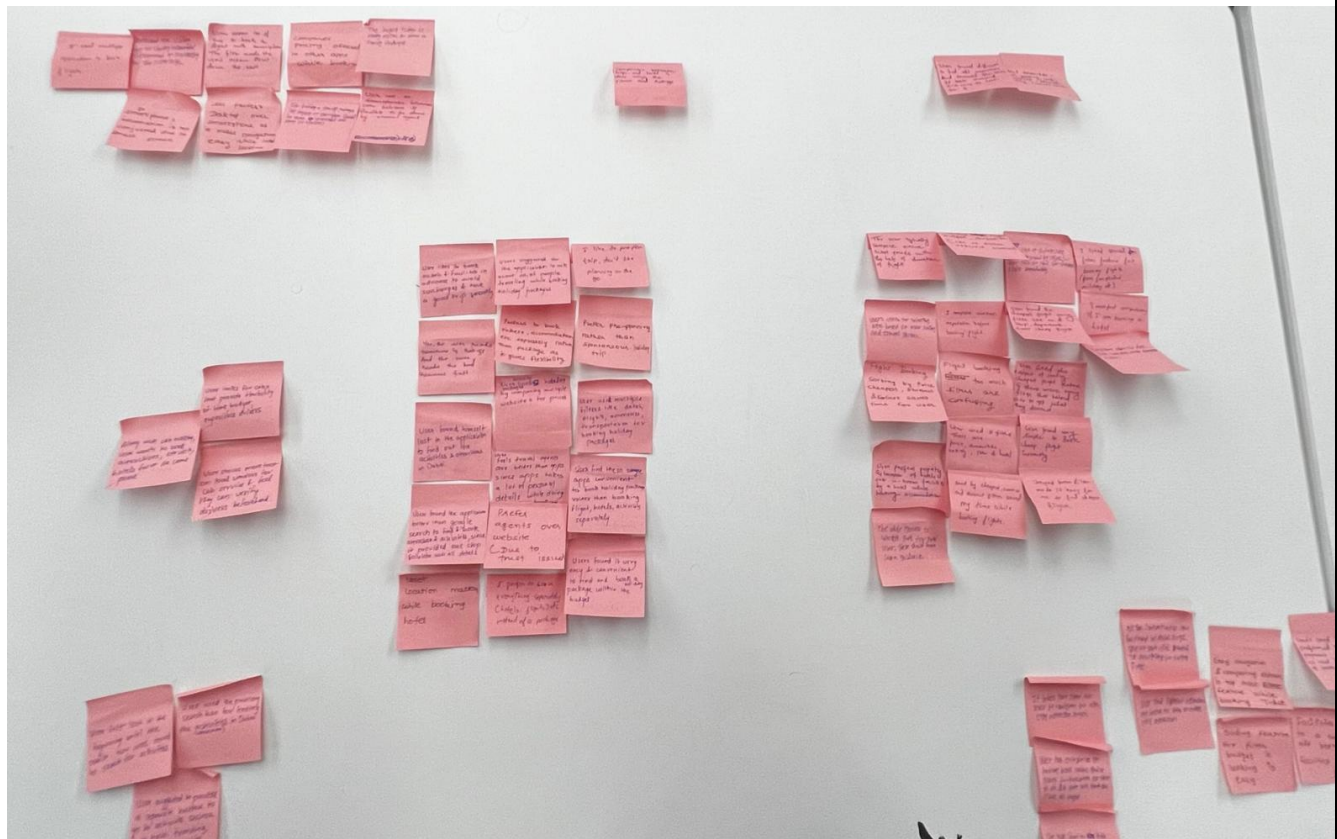
Using the descriptive results (interview questions and observations) from the first study, you will create an affinity diagram with your group. You will take screen shots of each round. In the final round, you will also write up a short description of each theme.

- **Round 1:** choose a large space to place your sticky notes (wall space or a large table). Place 1 sticky note in the middle of the space. Then divide up the sticky notes between the team members. Each member quickly adds each note to the workspace (don't take turns). Look at the note, and if it is similar to other another note or a group of notes stick the note close to that group (notes should be visible) or create a new group. Remember for the first round nobody talks or discusses the notes. You can also move other notes that others put up. Once everyone seems to stop. **Take a picture!!** Then move to round 2.
- **Round 2:** Discuss each grouping of notes – as a group decide to move notes into relevant groupings (or even create new groupings). Once everyone is happy the groups, **Take a picture!!** Move to Round 3.
- **Round 3:** Come up with theme titles for each grouping. Then write a short description of theme and include some exact quotes or observations for your notes. Note, you will probably have around 5-7 themes (maybe a couple more). **Take a picture!!**
- After you finish your Affinity Diagram and come up with themes. Brainstorm some ideas around possible solutions (either expanding on an existing feature/s or a new feature/s that can help with the problem AND relate it back to the theme suggestion/problem/observation)

Project Team Name:	Orange
Present Members:	Hrishi Patel, Faiza Aziz Umatiya, Karan Singh Rathore, Qiwei Sun, Harsh Kamleshbhai Shah
Topic/device:	Vacation Pre-Planning, Mobile app

Screenshot/s of Affinity Diagram – after Round 1, Round 2 and Round 3

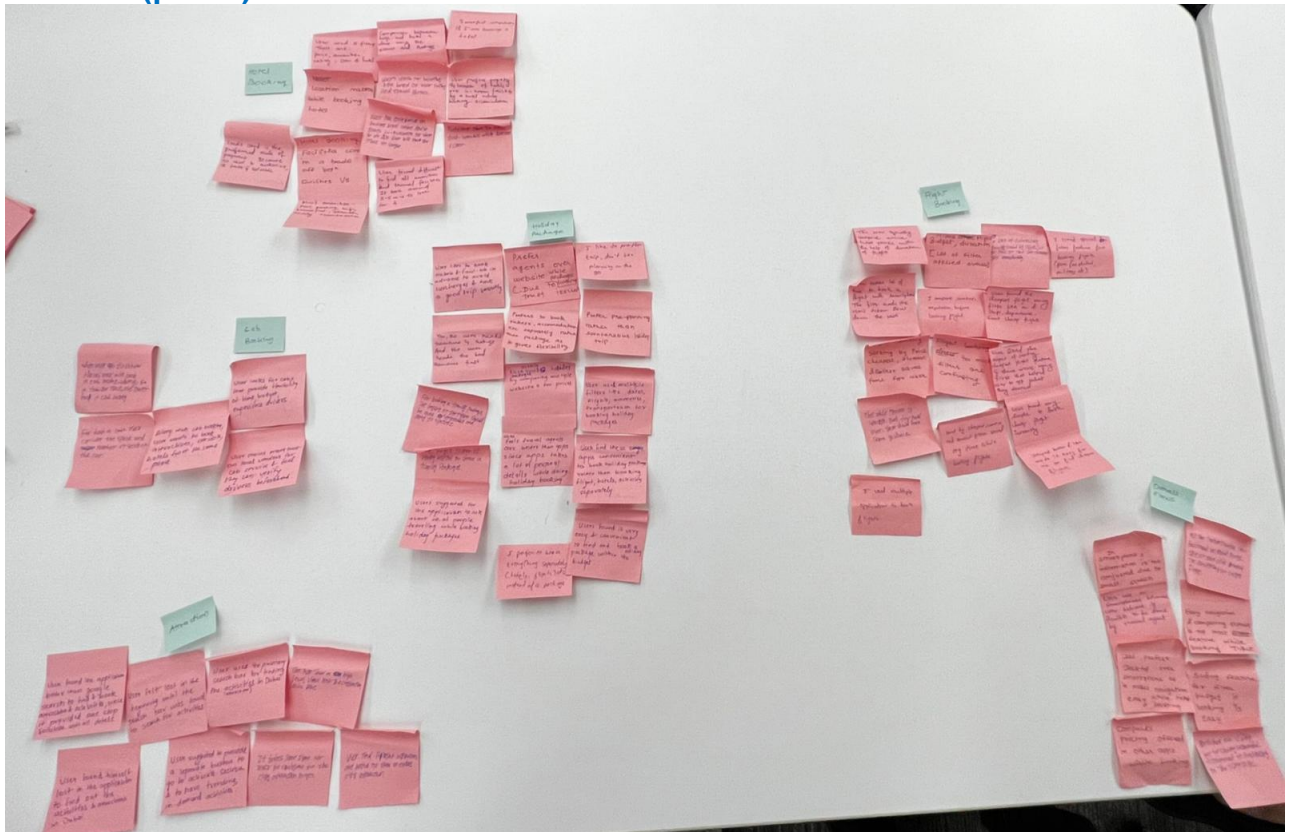
Round 1 (photo)



Round 2 (photo)



Round 3 (photo)



Theme Title, description and 2-3 direct quotes (or observations) From Round 3

Theme	Description	Quotes or observation
Flight Booking	Booking flights for various purposes using smartphone app from one destination to another for a vacation.	<ul style="list-style-type: none"> • User compares air tickets prices depending on duration of flight. • Budget and Duration are the prominent filters that users use. • There should be travel guidelines while booking flights.
Attraction	Booking site visits, attractions and activities and providing information about them for a vacation trip.	<ul style="list-style-type: none"> • User felt lost for a while before finding any leads to start looking for attractions. • There was no specific activities/attractions tab found which would have been handy to do quick searches. • There was a generic search bar which users used to find activities (this search bar was not specific to activities, which was initially confusing).
Cab Booking	Providing cab booking services at a vacation destination.	<ul style="list-style-type: none"> • Trust issues were found during cab bookings. Users trust local vendors more than online apps. Some users do not trust online cab booking and drivers assigned through them. • Users seek flexibility in terms of timings and cab trip extension.
Holiday Package	Providing holiday packages which includes flights, hotels, cabs, airport transfers, sight-seeing etc.	<ul style="list-style-type: none"> • The most common filters used by users when booking vacation packages are amenities, transportation, and hotel rating. • The user prefers to book everything separately because he or she wants to customise the trip and increase flexibility. Furthermore, due to trust issues, users prefer agents over websites.
Hotel Booking	Providing service to book accommodation at a vacation destination.	<ul style="list-style-type: none"> • User will also be searching hotels on google and compare the available hotels with the hotel on the application. • User will deep search the hotel that they interested in on website.
Overall Flaw	Flaws which were found in most of the above themes.	<ul style="list-style-type: none"> • Lot of information, filters confuse the user. • Users prefer Desktop over smartphones as it make easy to navigate between tabs and

		information is spread out in website.
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Choose three-four themes that you want to explore in more detail:

Theme (4)	Possible Solutions (2-3) – expand/fix current feature or new feature and short description of each (1-2 points)	Justification (relate back to the themes and feedback from above table)
Flight Booking	<p>The filters to book the flight can be more precise for instance the flights can be found based on the departure or arrival timings. The filter should have the option to enter the timings based on customer needs and not just the specified ones.</p> <p>Adding a option of Advance Filters Adding this option, which includes all of the extra filters that the user does not use, will make the user less confused.</p>	<p>Suppose the user wants to look for the flight having the departure time of 5 hours, but the filters have timings options as 6 hours or 12 hours and so on. So, this will not provide user the flexibility looking for the flights they desire.</p>
Attraction	<p>Separate tab for activities There will be a separate tab for finding activities and attractions given the vacation destination place.</p> <p>Date filtering The system will only display attractions which are available for booking for the dates provided by user.</p>	<p>Having a separate tab for activities and attractions which could be accessed from the home page will help users to quickly start looking out for activities for a vacation destination. This was the major reasons user felt lost while doing bookings.</p> <p>Users were still shown the activities which were not available for the desired dates. Having a date filter will help the users narrow down their searches and do desired bookings quickly.</p>
Holiday Package	<p>Customize each day itinerary We will make user to customize the itinerary by making them choose what to do for each day of the trip</p> <p>Booking flight and hotel separately We will increase the users' flexibility by providing them to choose and book hotels, flight ticket etc seperately.</p>	<p>As mentioned above, user has no option to customize the itinerary which avoids the user to feel in control of the whole trip. As per the data collected, user likes to book tickets, accommodation etc. separately as it gives more flexibility. Making user to control the whole trip will address this problem.</p>

Hotel Booking	<p>Compare similar hotel A function help user to compare the hotel in terms of prices, location, service and amenities.</p> <p>Show similar/alternative hotel option Show alternative hotel that user interested in and compare it with current choice.</p>	<p>It takes 30 – 45 minutes to find desire hotel. It consumes a lot of time for user searching online and compare them. If the application helps the user compare the hotel inside the app or third-party service, it will help user book a hotel more efficiently.</p>
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