Project 5 - Affinity Diagram

Cat Cappellari 5/21/2021

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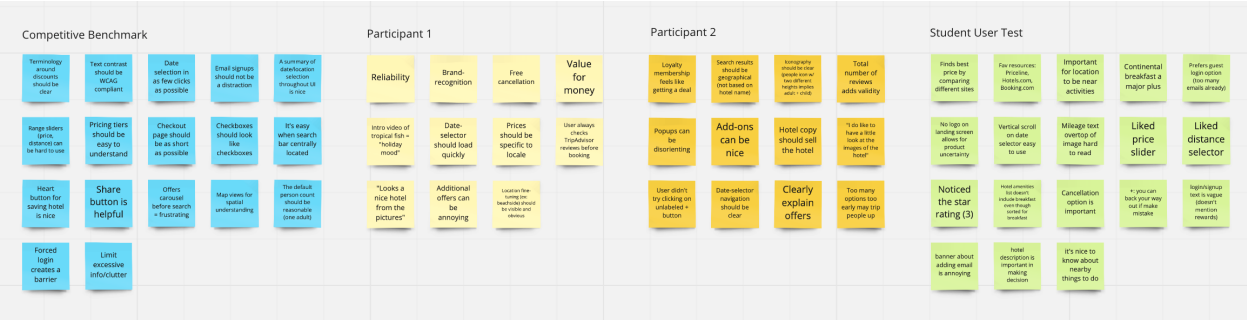
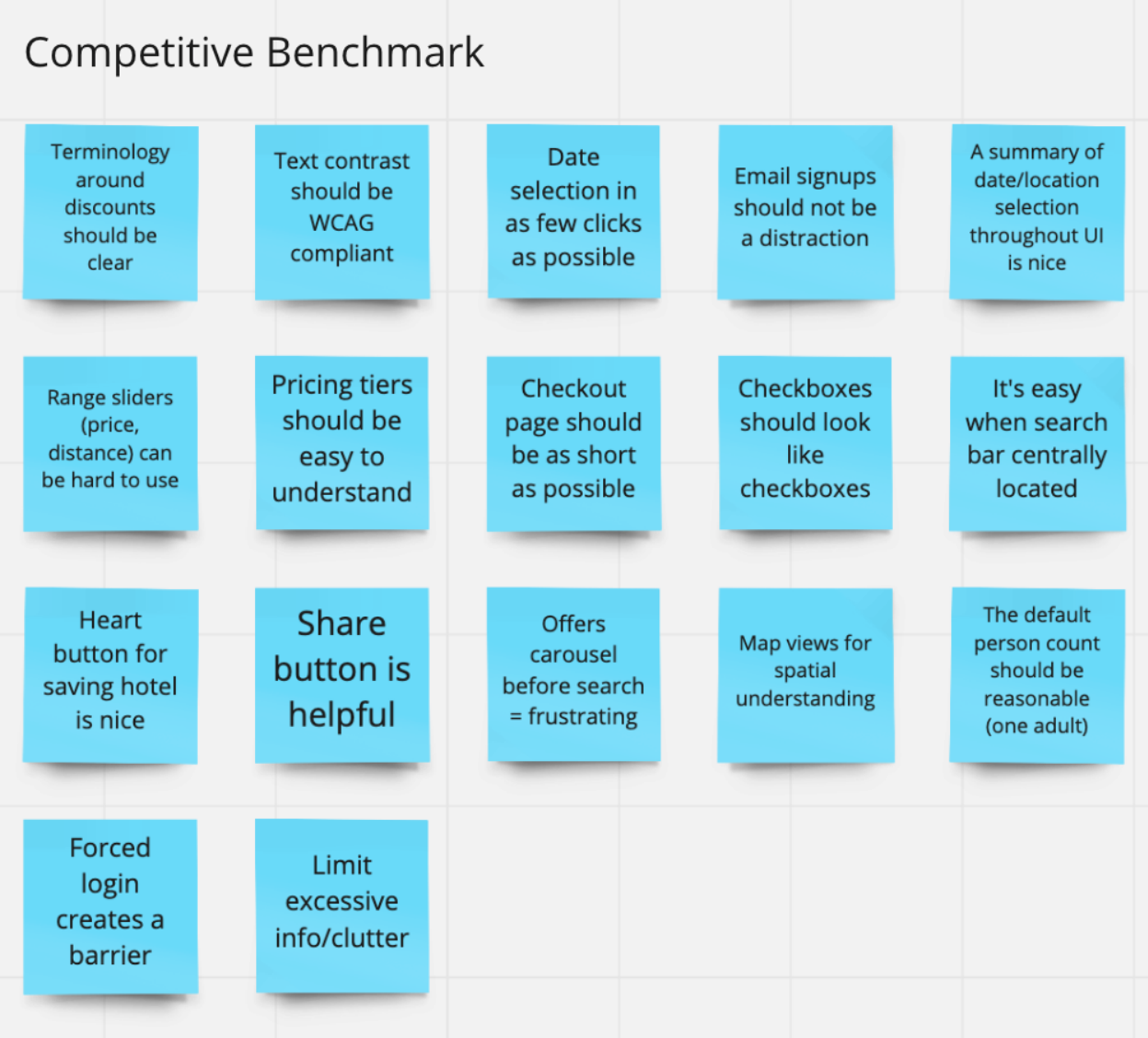
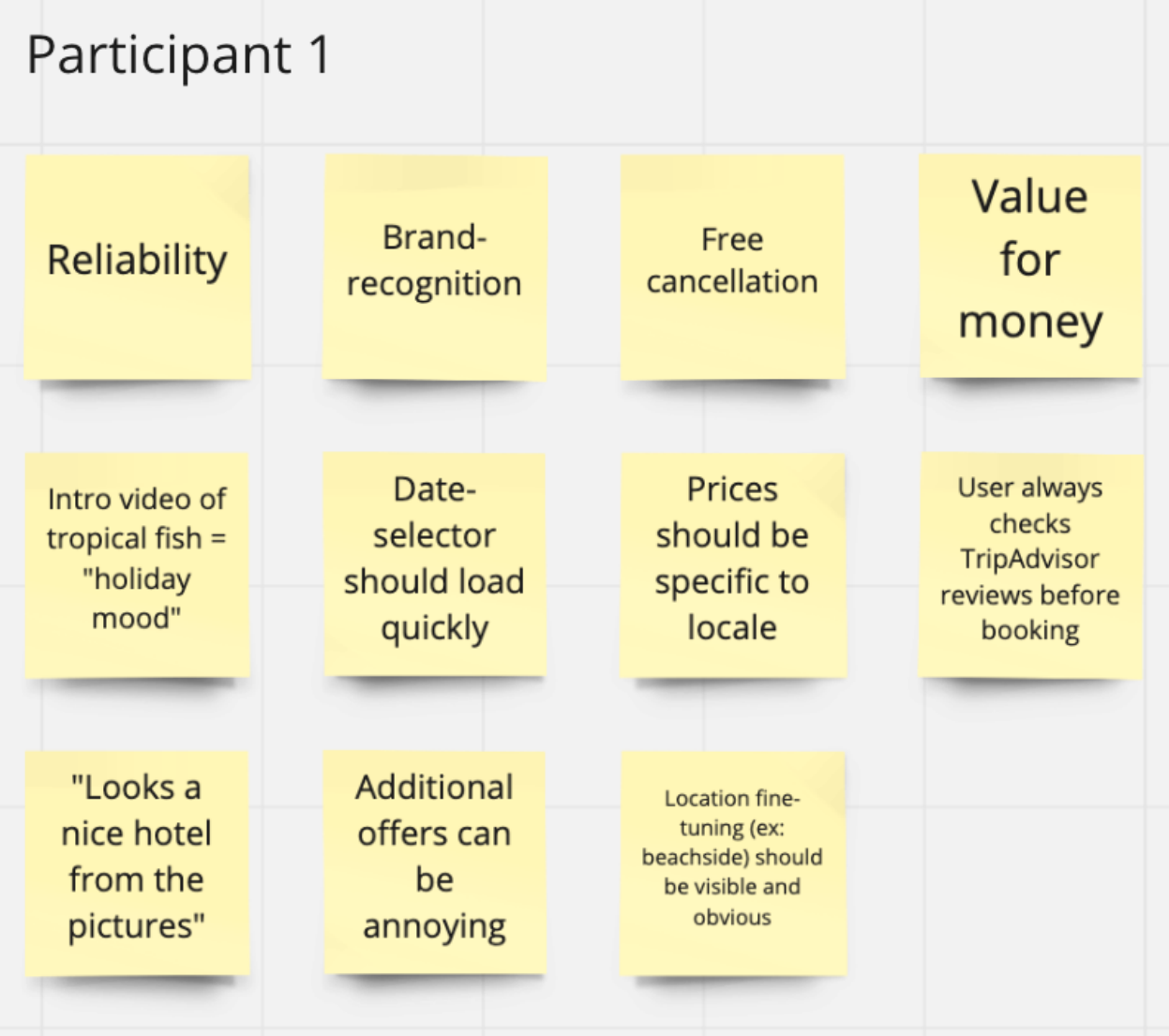
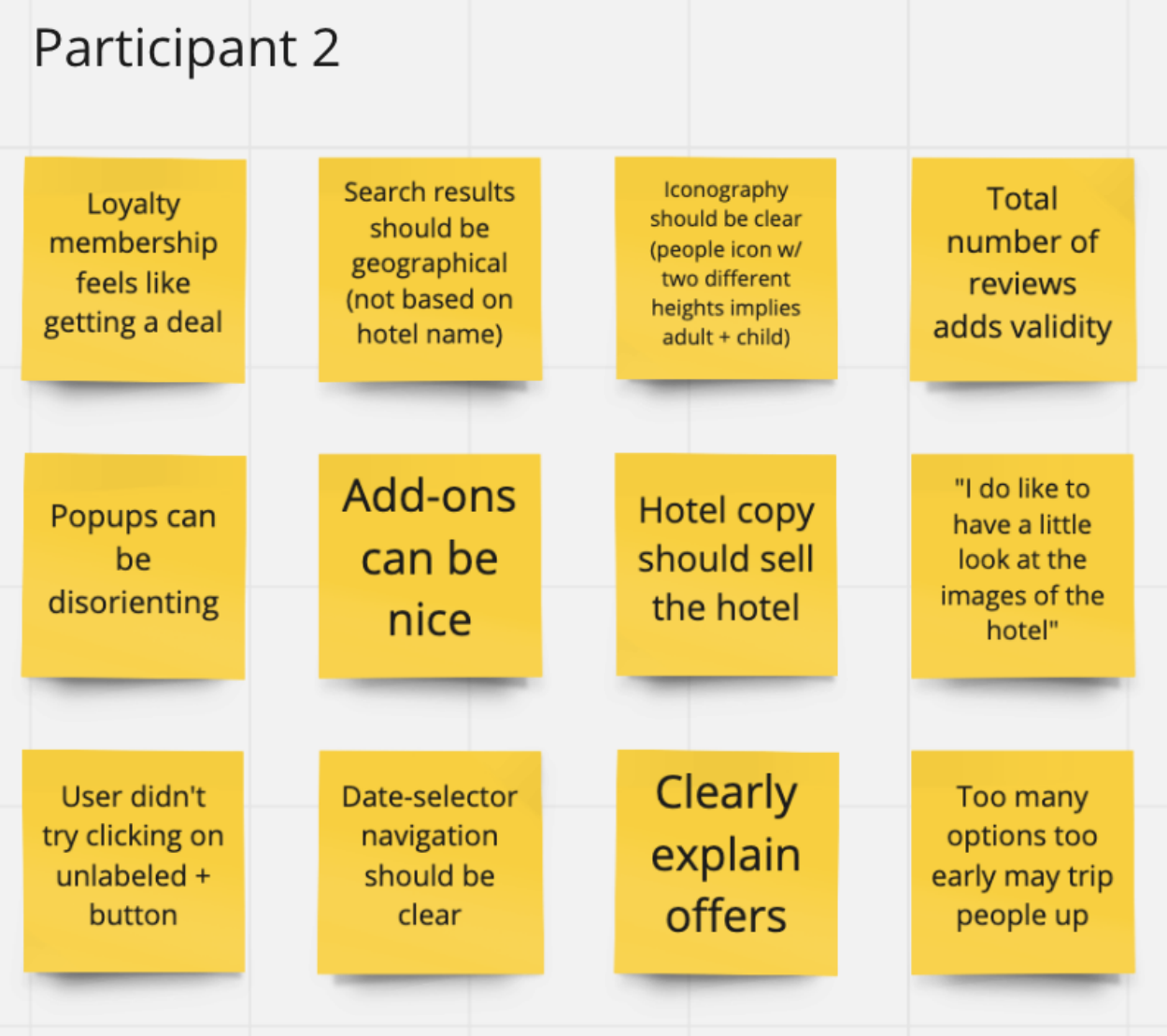
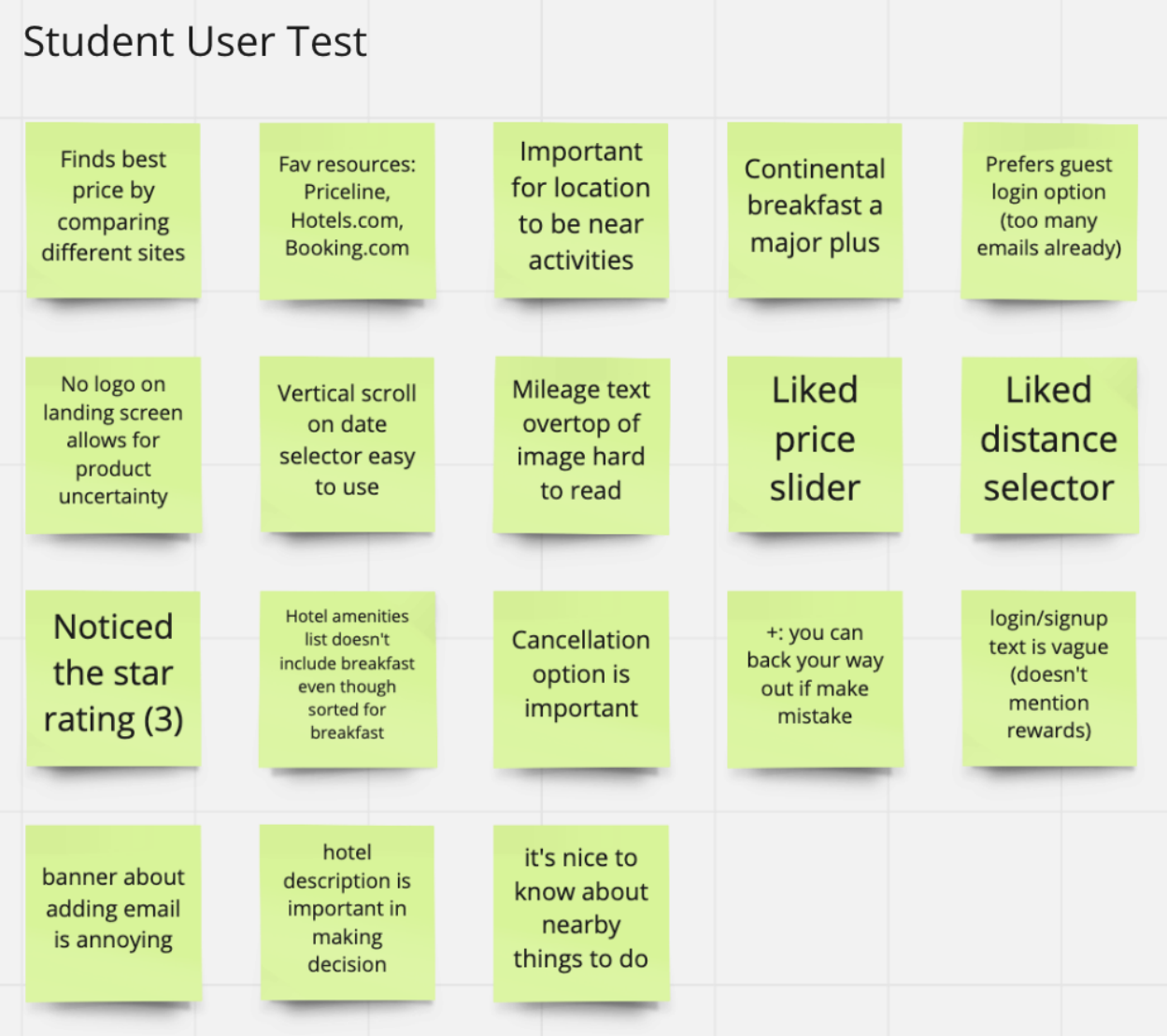
Initial Notes



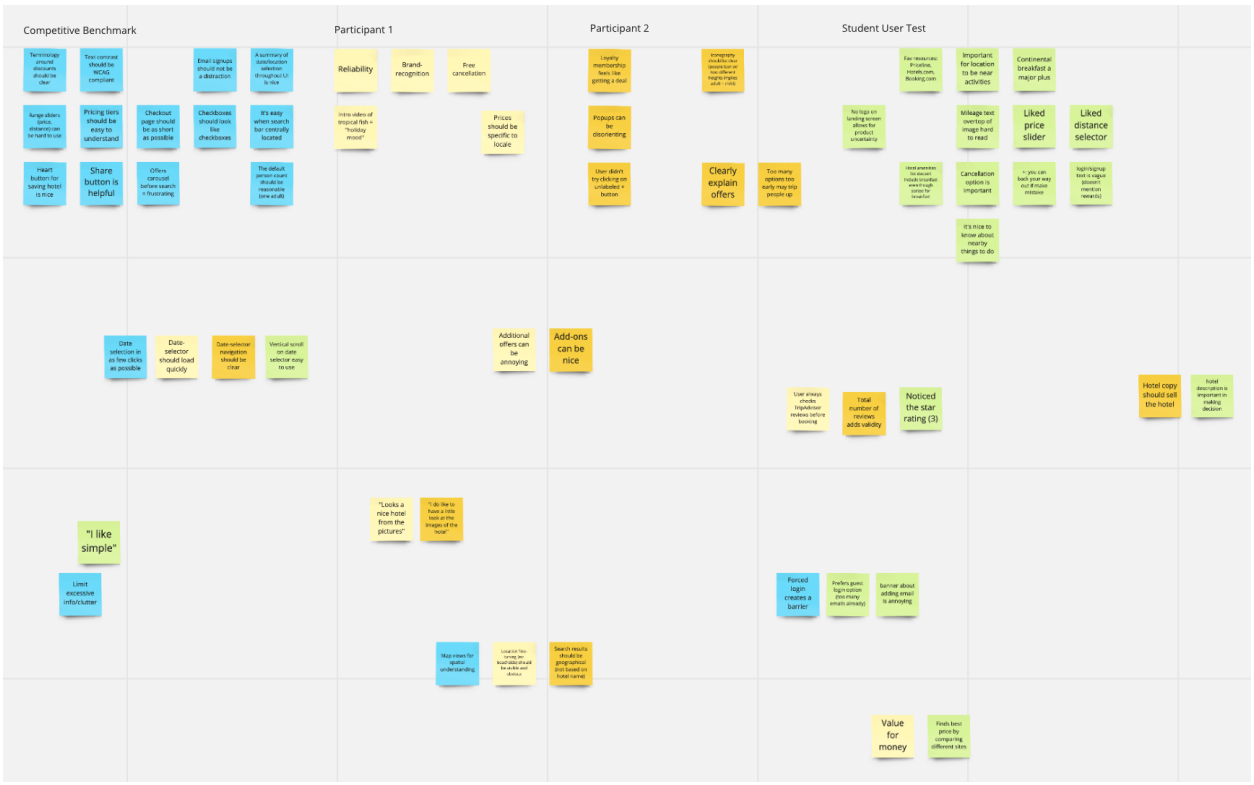

Competitive Benchmark
Terminology around discounts should be clear
Text contrast should be WCAG compliant
Date selection in as few clicks as possible
Email signups should not be a distraction
A summary of date/location selection throughout UI is nice
Range sliders (price, distance) can be hard to use
Pricing tiers should be easy to understand
Checkout page should be as short as possible
Checkboxes should look like checkboxes
It's easy when search bar centrally located
Heart button for saving hotel is nice
Share button is helpful
Offers carousel before search = frustrating
Map views for spatial understanding
The default person count should be reasonable (one adult)
Forced login creates a barrier
Limit excessive info/clutter

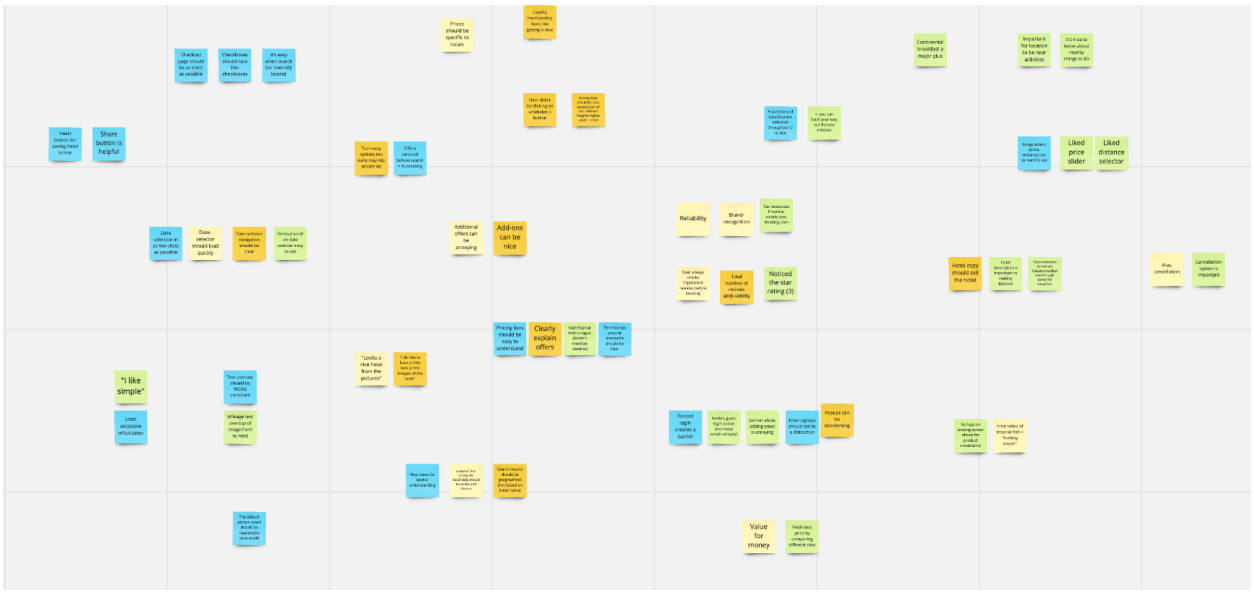

Participant 1
Reliability
Brand-recognition
Free cancellation
Value for money
Intro video of tropical fish = "holiday mood"
Date-selector should load quickly
Prices should be specific to locale
User always checks TripAdvisor reviews before booking
"Looks a nice hotel from the pictures"
Additional offers can be annoying
Location fine-tuning (ex: beachside) should be visible and obvious

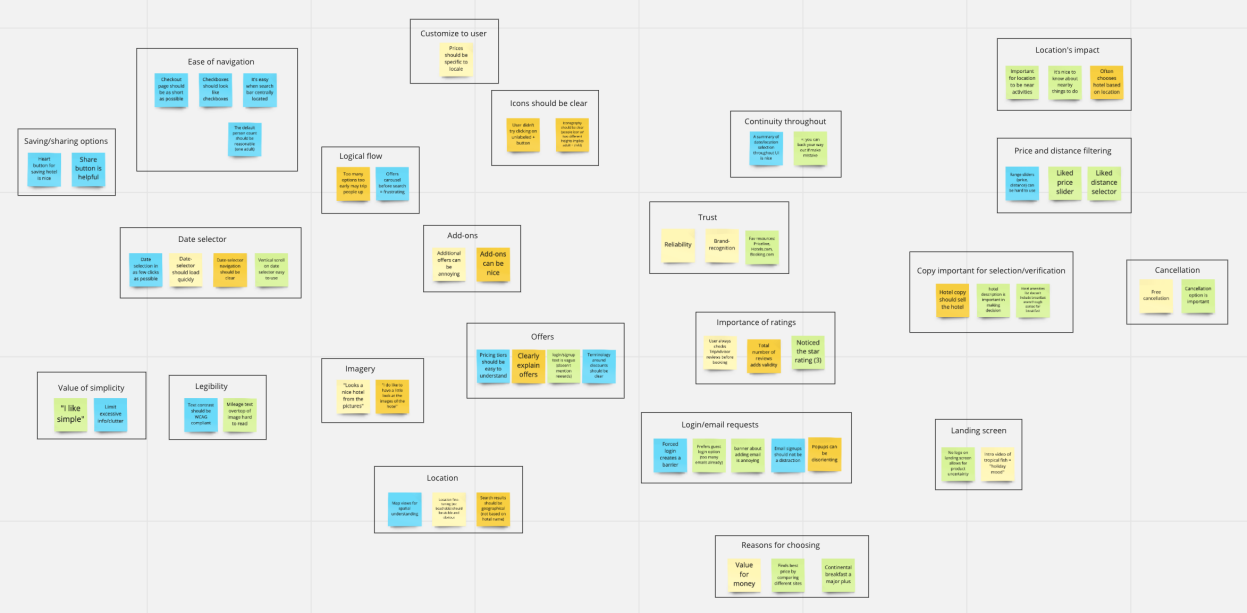

Participant 2
Loyalty membership feels like getting a deal
Search results should be geographical (not based on hotel name)
Iconography should be clear (people icon w/ two different heights implies adult + child)
Total number of reviews adds validity
Popups can be disorienting
Add-ons can be nice
Hotel copy should sell the hotel
"I do like to have a little look at the images of the hotel"
User didn't try clicking on unlabeled + button
Date-selector navigation should be clear
Clearly explain offers
Too many options too early may trip people up



Initial Groupings


Competitive Benchmark
Participant 1
Participant 2
Student User Test
Reliability
Brand-recognition
Free cancellation
Prices should be specific to locale
Popups can be disorienting
Clearly explain offers
Important for location to be near activities
Continental breakfast a major plus
Liked price slider
Liked distance selector
Cancellation option is important
Date selection in as few clicks as possible
Date-selector should load quickly
Date-selector navigation should be clear
Additional offers can be annoying
Add-ons can be nice
Noticed the star rating (3)
Hotel copy should sell the hotel
"I like simple"
Limit excessive info/clutter
"Looks a nice hotel from the pictures"
Forced login creates a barrier
Value for money





Completed

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