Professional Diploma in UX Design
September 2018 Intake

Project 5
Affinity Diagram

- **Creating an Affinity Diagram**
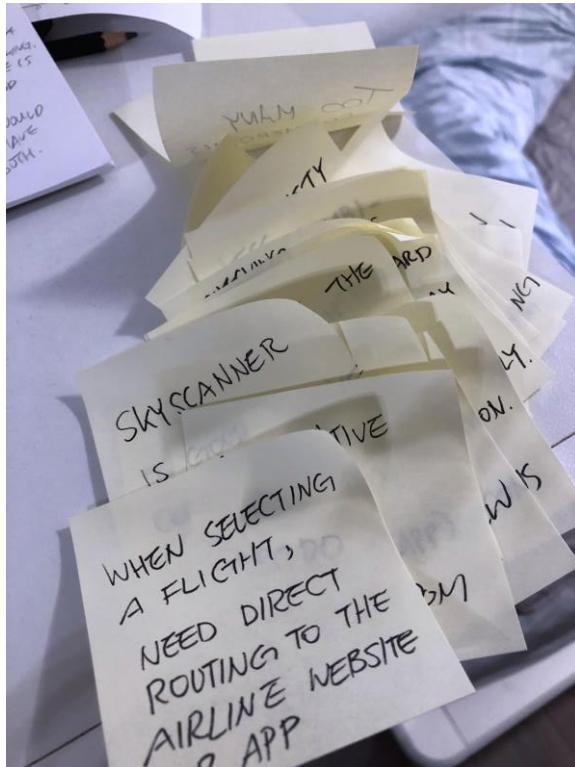Raw data based on the usability tests, survey and depth interviews

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September 2019

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To Start
Capturing the data

Based on the data gathered from the depth interview, online survey and usability tests, now it is time to collect all the ideas and put them together.
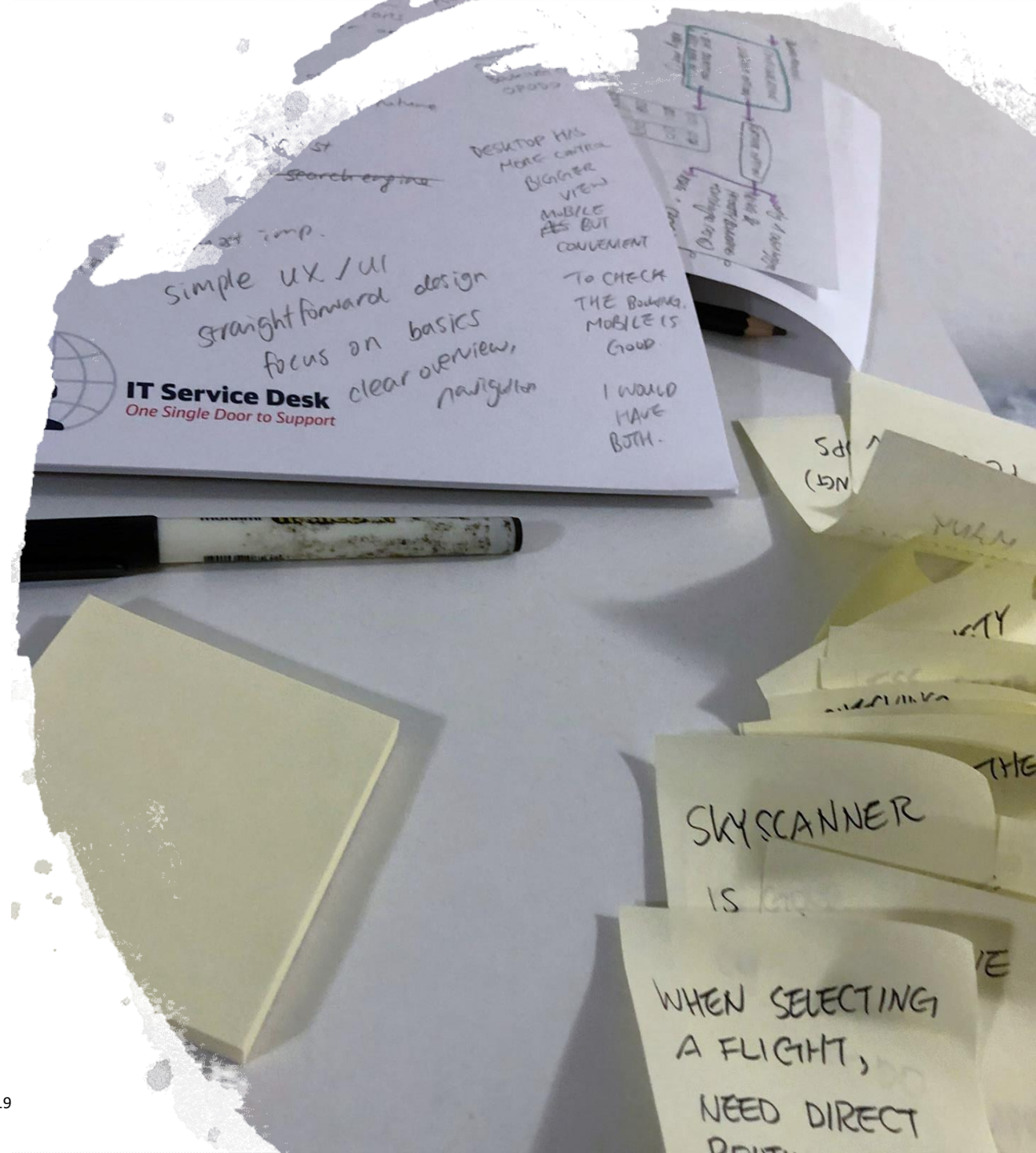
Sorting

After capturing the data on sticky notes, these are displayed on the wall to be sorted and grouped.

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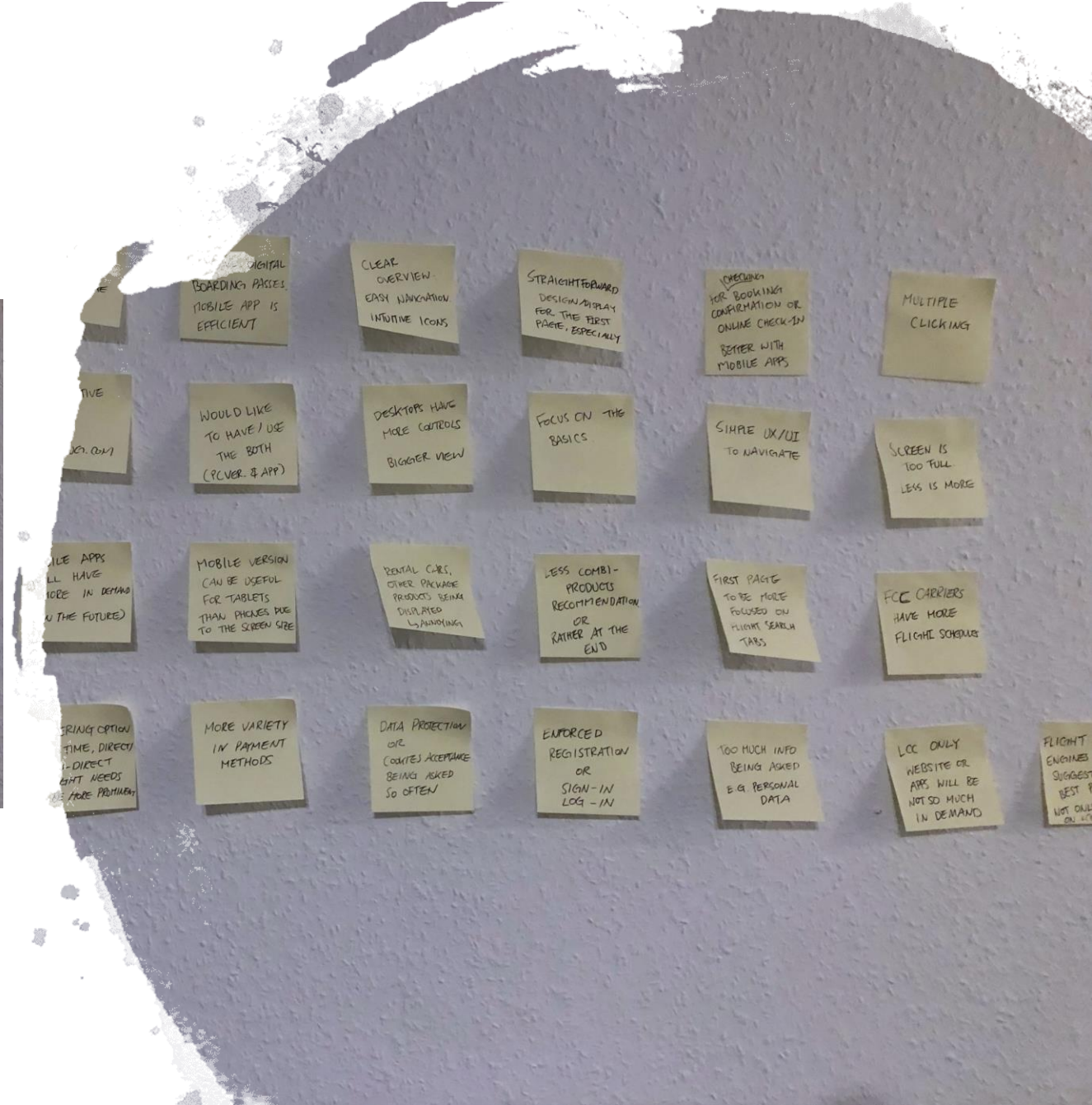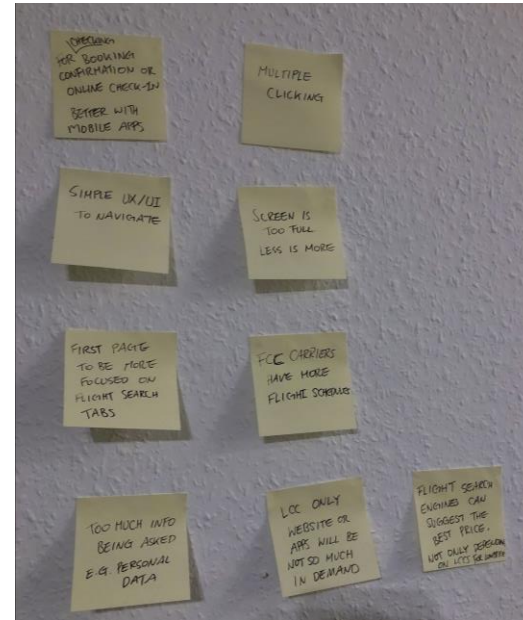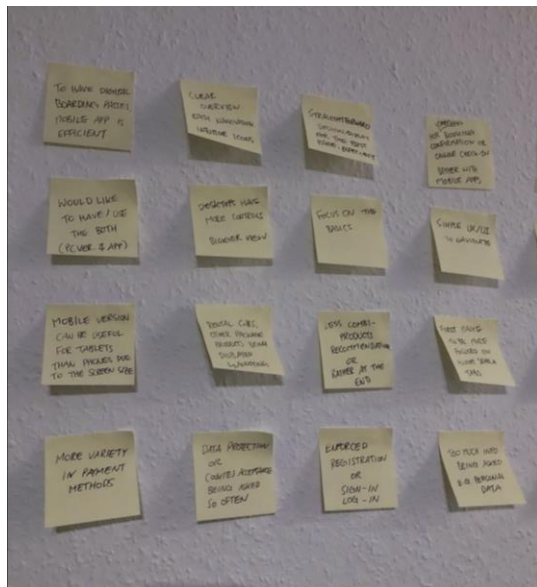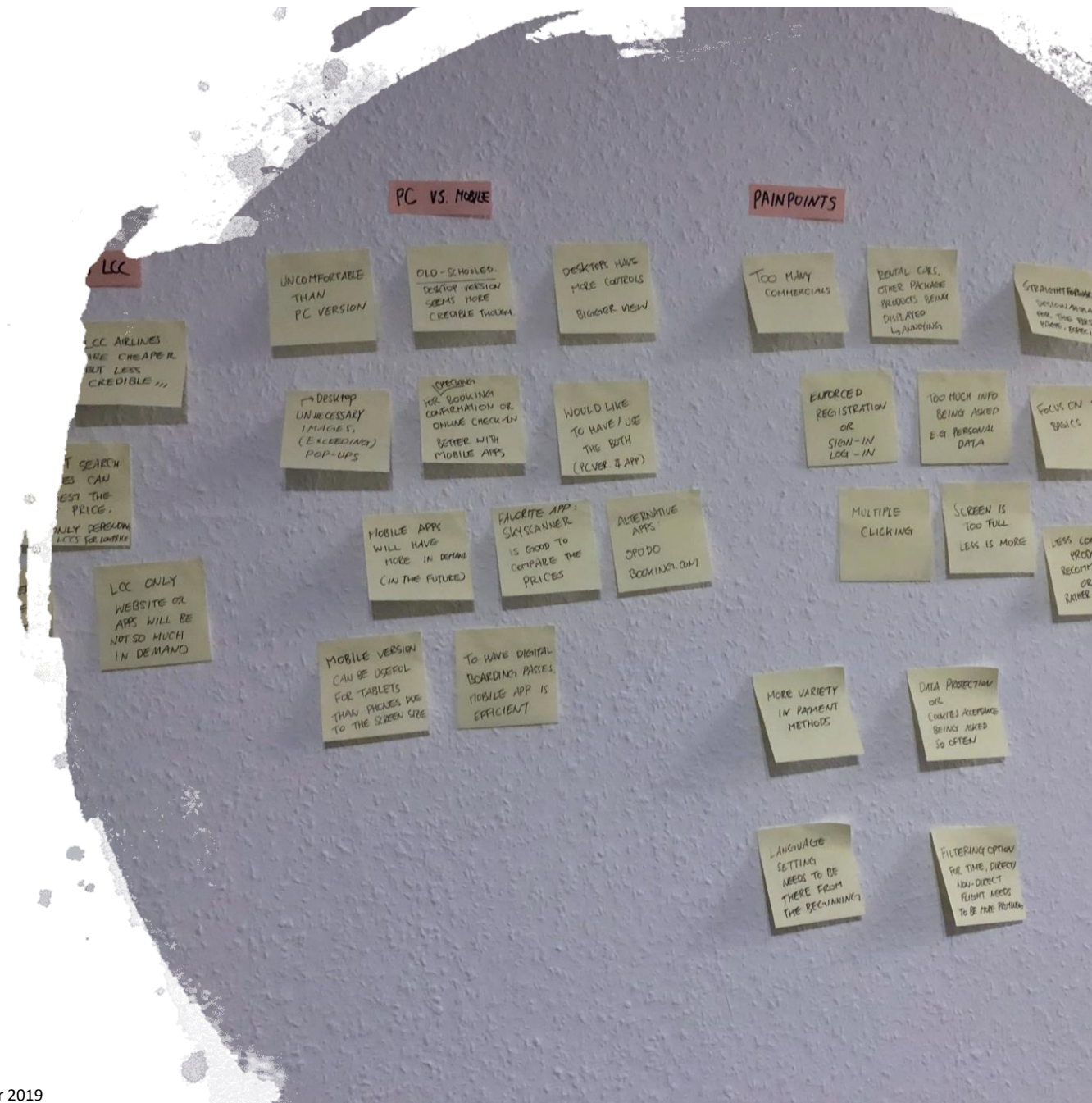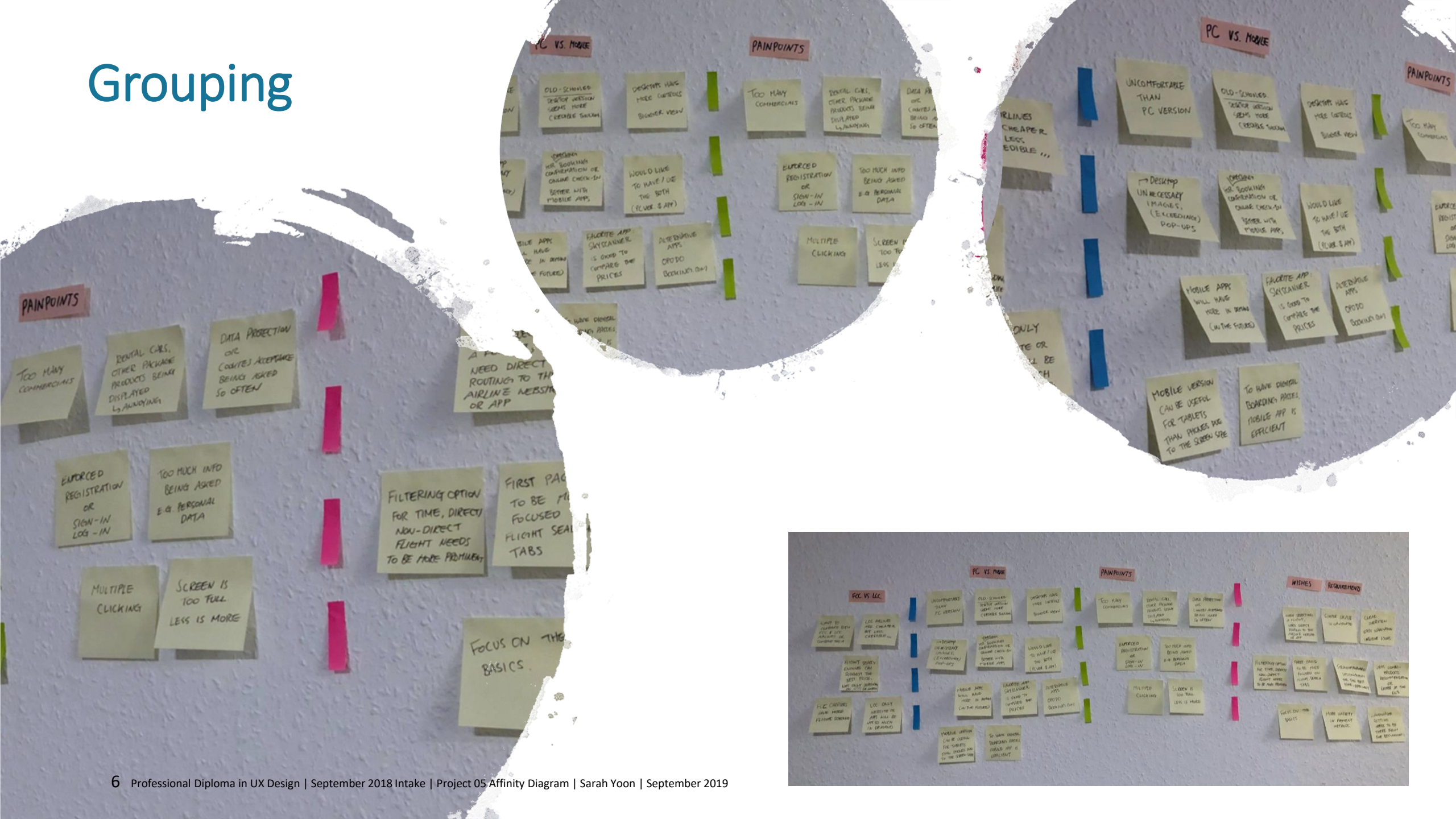
Grouping

Grouped the gathered data based on the contents.

Grouping categories:
- FCC Carriers vs. LCC Carriers
- PC version vs. Mobile app
- Painpoints
- Wishes/ Requirements

Grouping

Findings

FCC Carrier vs. LCC Carrier
- At the beginning of the user research, I thought the difference between the full cost carriers and low cost carriers in terms of flight option diaplay on the interface will be significant.
- After the research, actually the types of airline companies per-se did not matter much
- Flight search engines are already suggesting best deals, regardless of FCC or LCC
- Anyway LCC carriers have lower credibility from the users, in comparison to FCCs.
- Thus it is no longer meaningful to carry on with this topic.

PC version vs. Mobile apps
- Many users are still fancy of using desktop versions
- The screen size matters a lot
- Users tend to have more credibility on desktop websites
- However mobile apps are expected to be an efficient tool
- For checking boarding pass, check-in, see the booked information etc.
- Thus continuing for the mobile app path will be meaningful, by implementing user requirements.
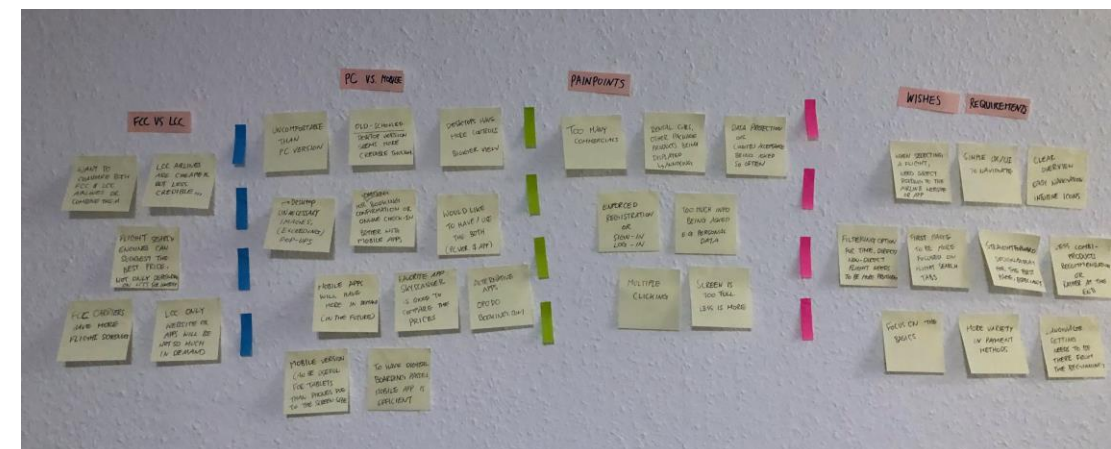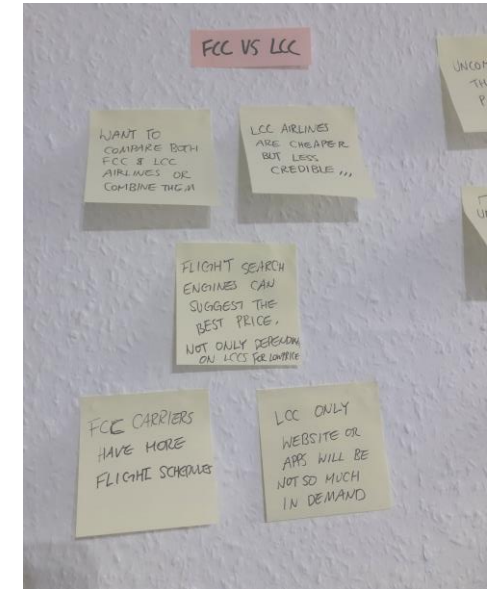
Findings

Painpoints

- Too many commercials are irritating users to navigate through the interface
- Combi-packages such as rental cars, insurance, accomodations pop up or auto-suggested and these created negative user experience
- Overwhelming images or graphics, moving pictures (teaser boxes) can distract users easily
- Multiple clicking is already a sign of losing users interests
- Too many information being asked while filling out the passenger details led to negative experience
- Enforced registration or log-in needs to be avoided

Wishes / Requirements

- Interface needs to focus on basics
- Less excessive images or advertisements
- Less auto-suggestion
- More variety in payment methods
- Simplified personal data form
- Less steps/ number of clicks until the final booking
- Clear overview
- Easier navigation
- Filter option for timeframes, direct/ non-direct flights should be more prominently displayed
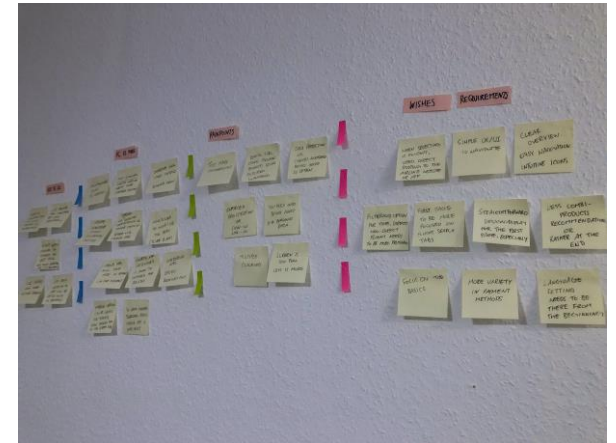
Thank you very much.

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