Hotel booking mobile website (App)

Affinity diagram

Information about the session

Apps included in the analyses:



Person involved in the analyses:

2

Time for the analyses:

4 hours

Date:

22.04.2022

Diagramm Tool:

Mural

Objectives

- ► Review the research
- ▶ Taking notes and use them to create an affinity diagram
- ► Learn how to put structure on qualitative research data
- ► Learn the power of collaborative analysis

Important observations from competitive benchmark



Apps that were used:

Airbnb (red)
Once in a lifetime (blue)
B&B (light green)
Trivago (yellow)

Additionale label because of duplicate content:
Booking (grey)

Date of research:

05.04.2022

Important observations from online survey

Features that give Possibility to Modern design additional options to create favorite the last search look hotels result of the user Possibility to cross Feature that help the user pick up their last out at the map easy to learn on one every hotel that I visit and easy search result and to don't want to see to recognize on the next visit any futher Show Information Possibility of like "only 2 rooms left" less cancellation aggressively

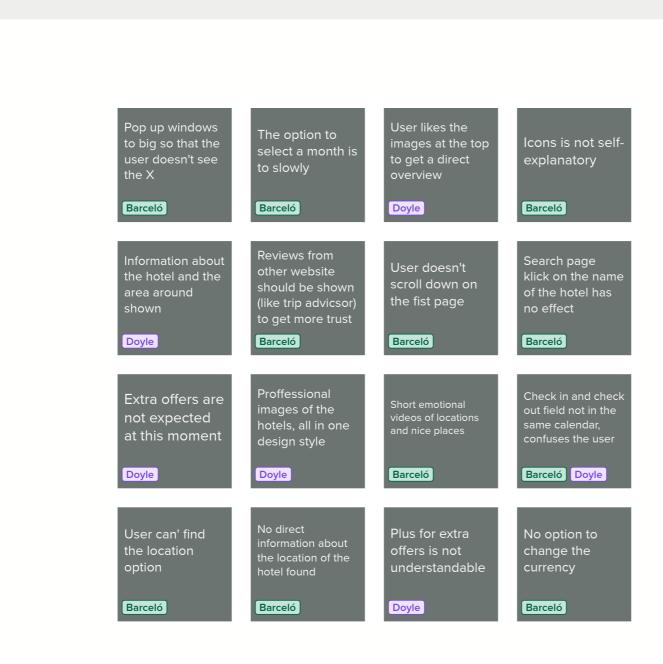
Number of respondents:

75

Date of research:

08.04.2022

Important observations from note taking



Apps that were used: Barcélo (dark green)

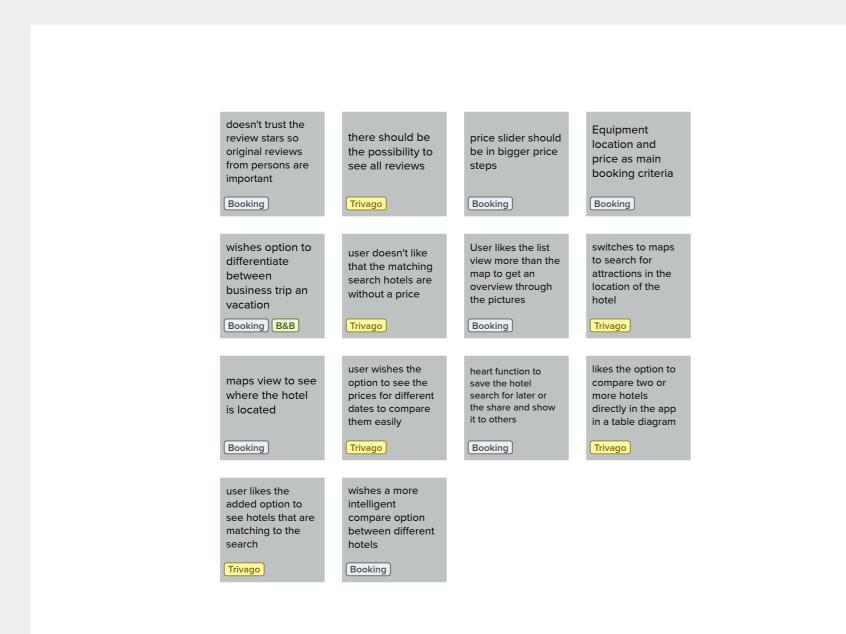
Doyle Collection (purple)

Date of research:

10.04.2022

Affinity diagram | Anja Bührmann $oldsymbol{7}$

Important observations from usability test



Apps that were used:

Booking (grey) Trivago (yellow)

Additionale label because of duplicate content: B&B (green)

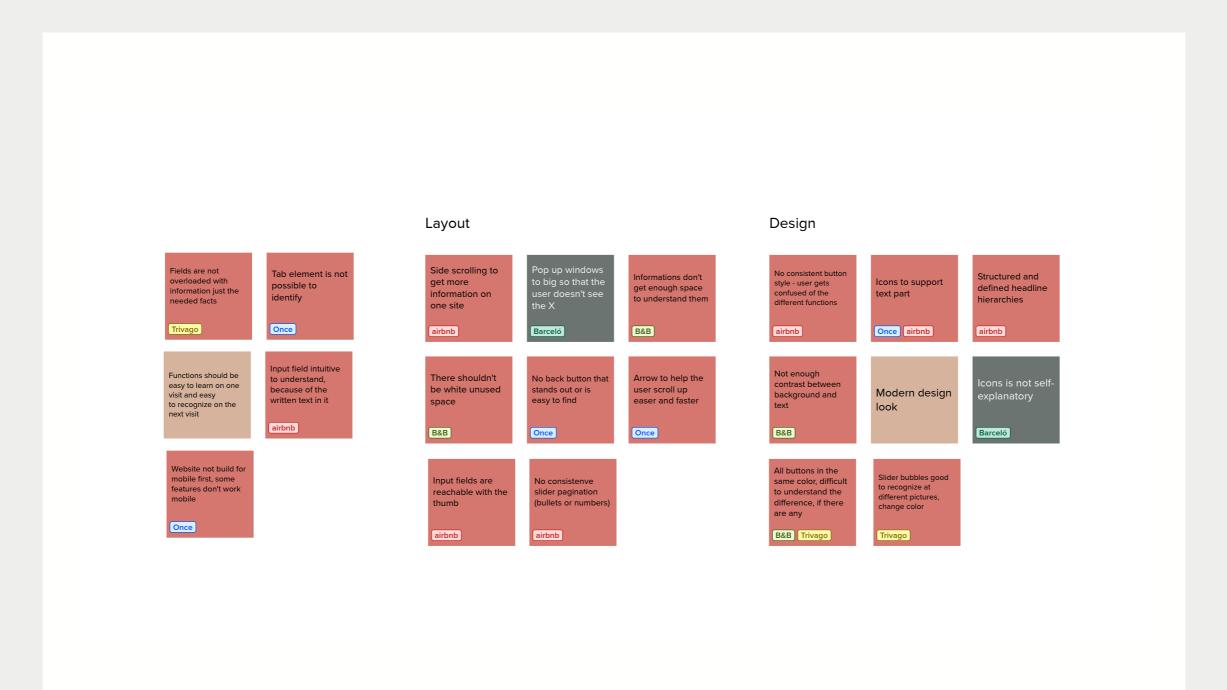
Date of research:

15.04.2022

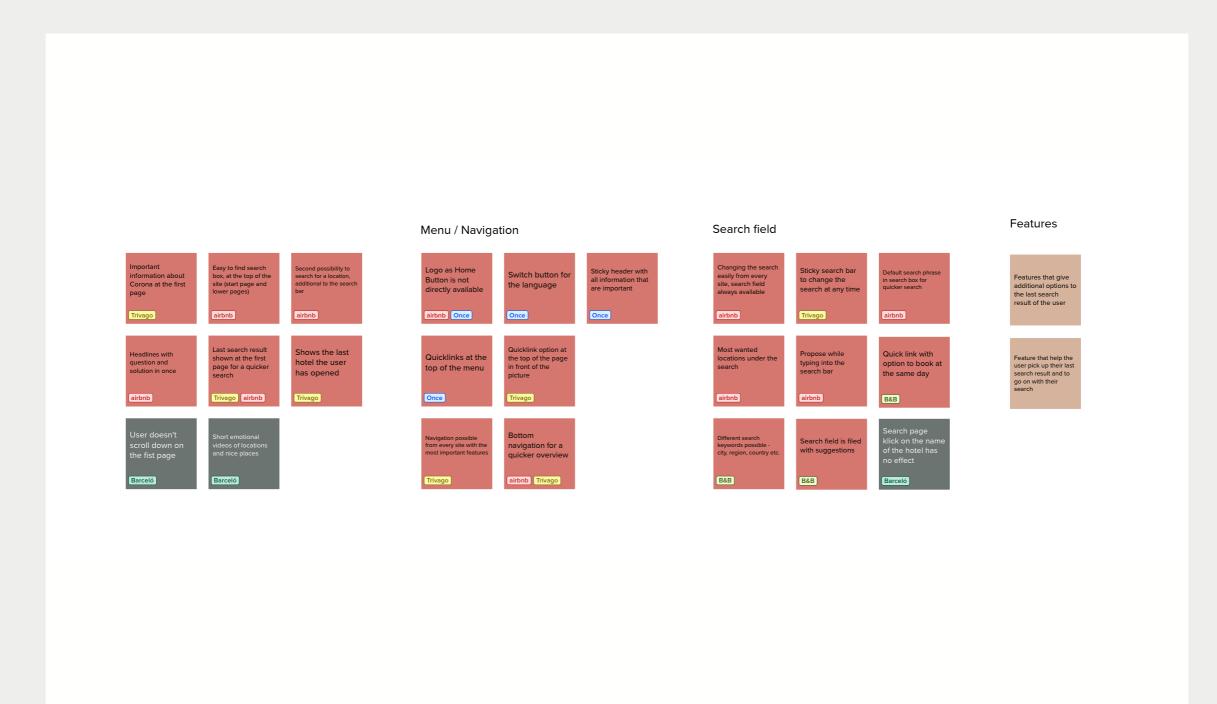
Grouping and sorting the results



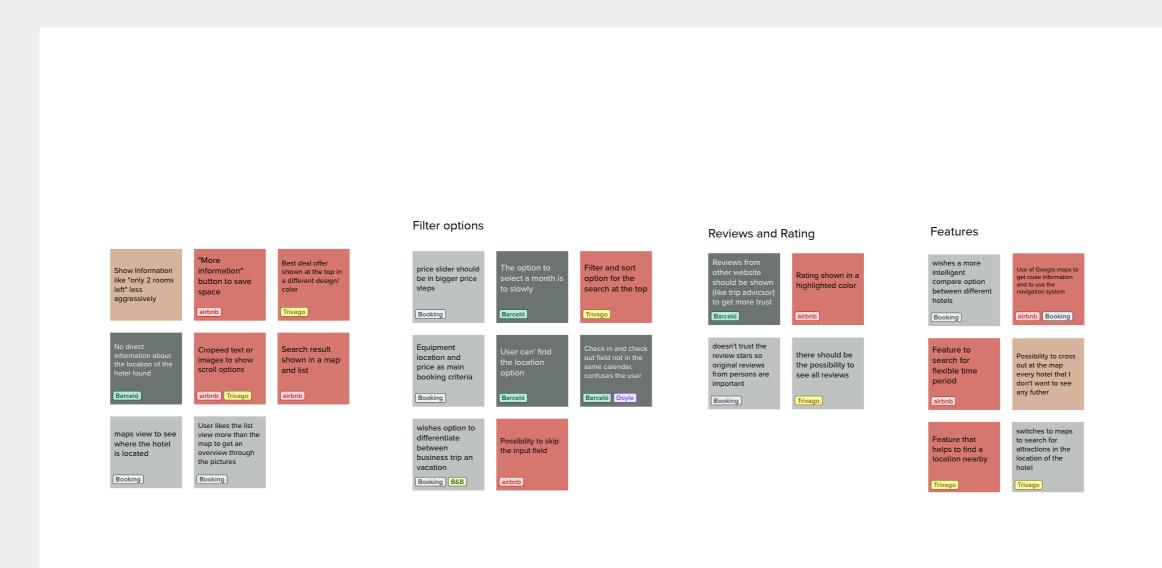
Group 1 - Important for all sites



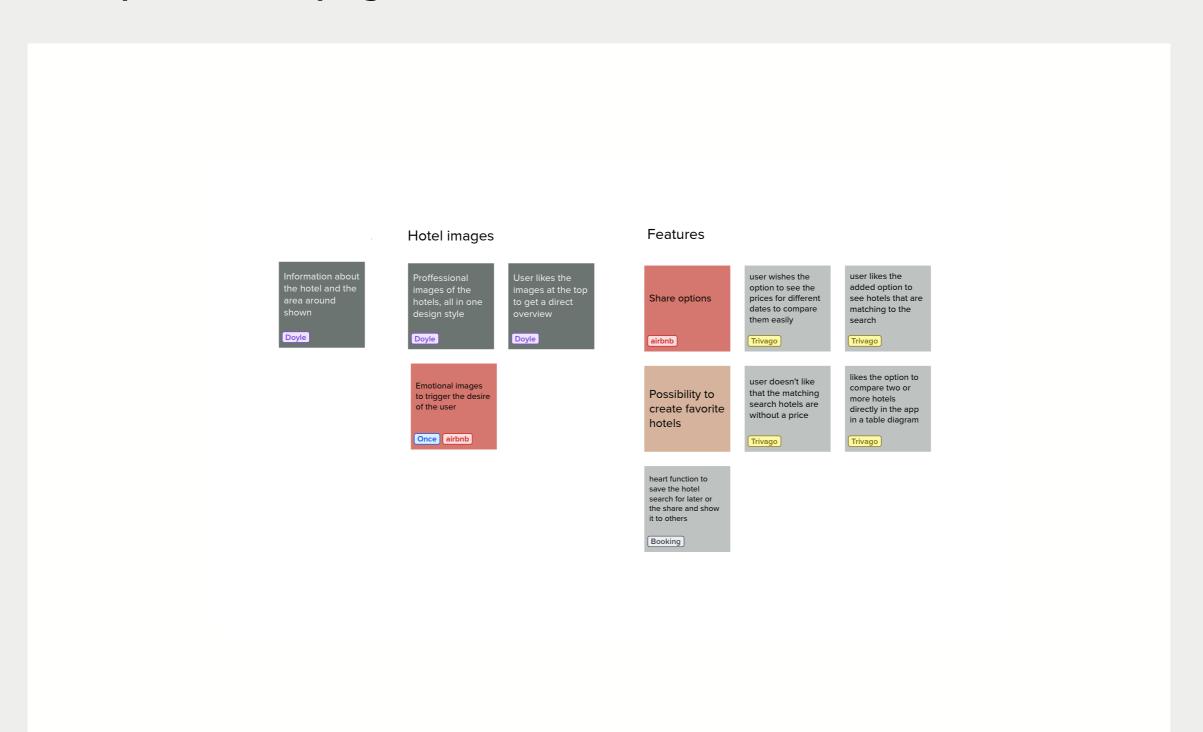
Group 2 - First page



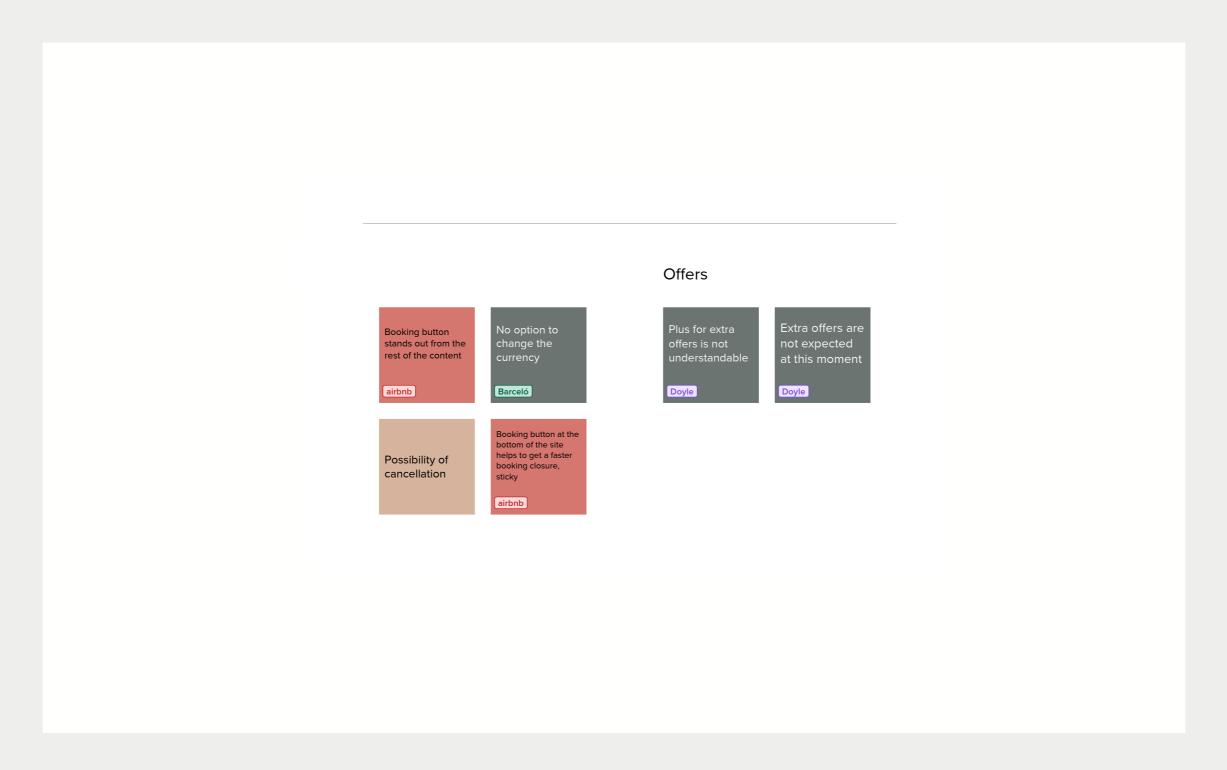
Group 3 - Result page



Group 4 - Hotel page



Group 5 - Booking page



Sticky notes

