

Hotel booking mobile website (App)

Affinity diagram



→ Affinity diagram information
Research review
Grouping and sorting
Process documentation

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

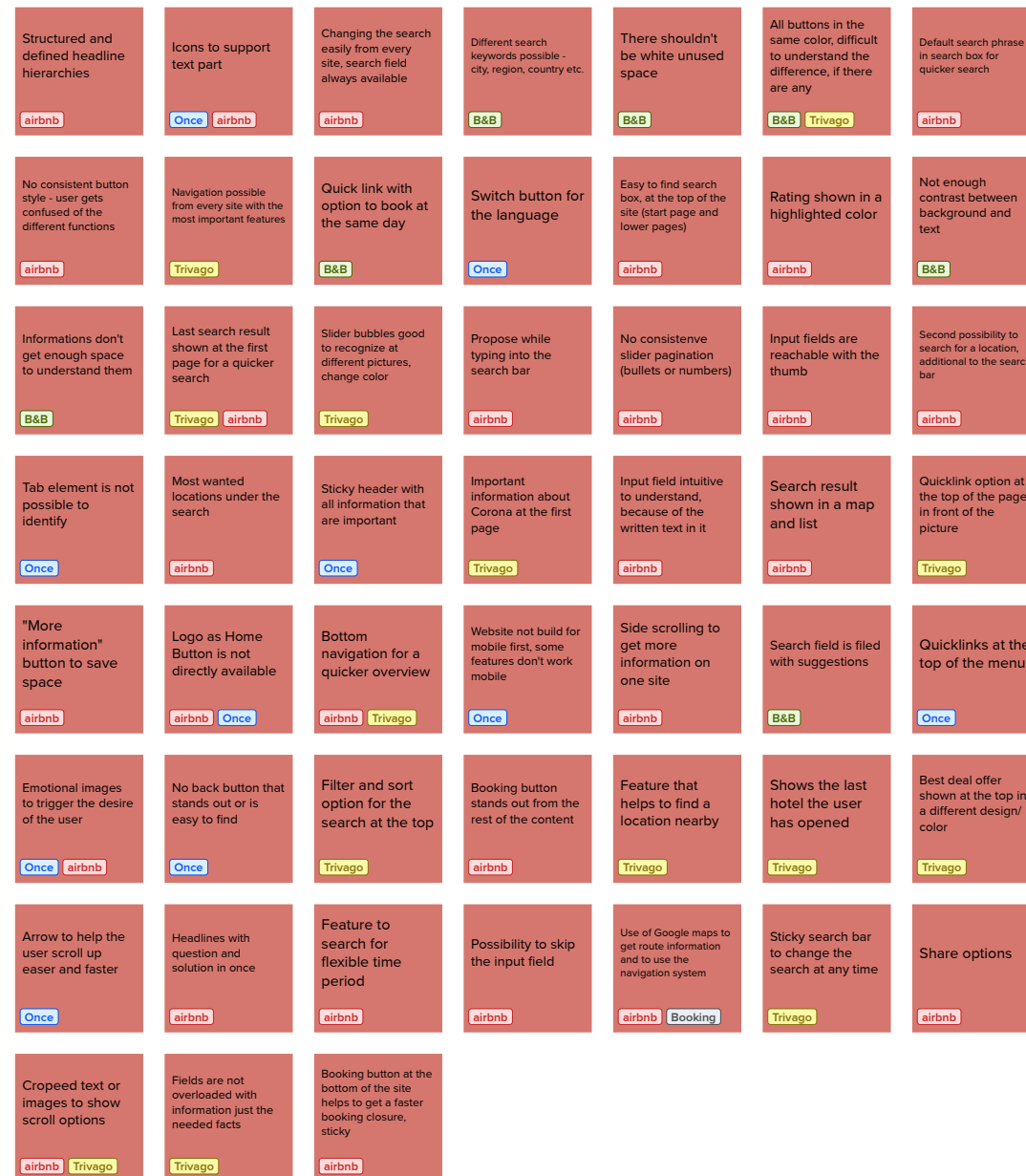
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Important observations from competitive benchmark



Apps that were used:

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

Additional label because of duplicate content:
Booking (grey)

Date of research:

05.04.2022

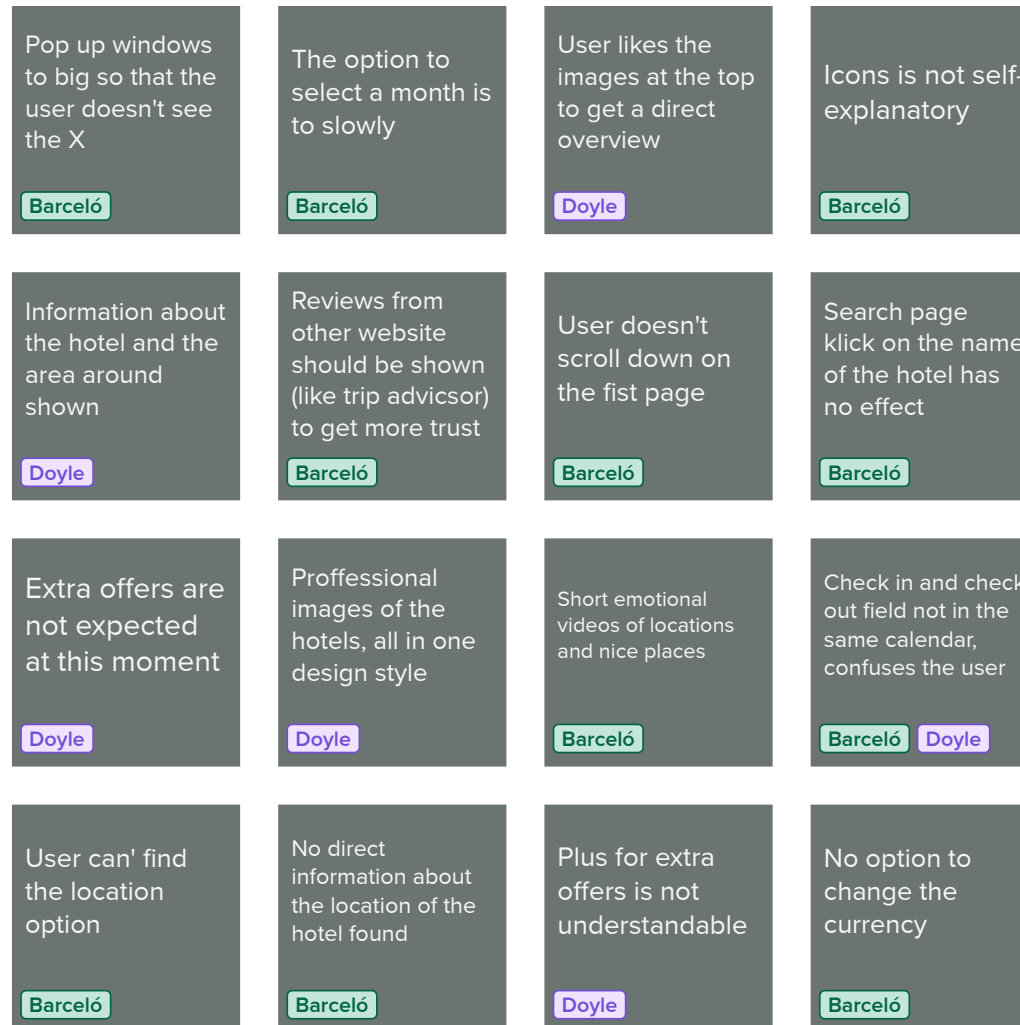
Important observations from online survey

Number of respondents:
15

Date of research:
08.04.2022



Important observations from note taking



Apps that were used:

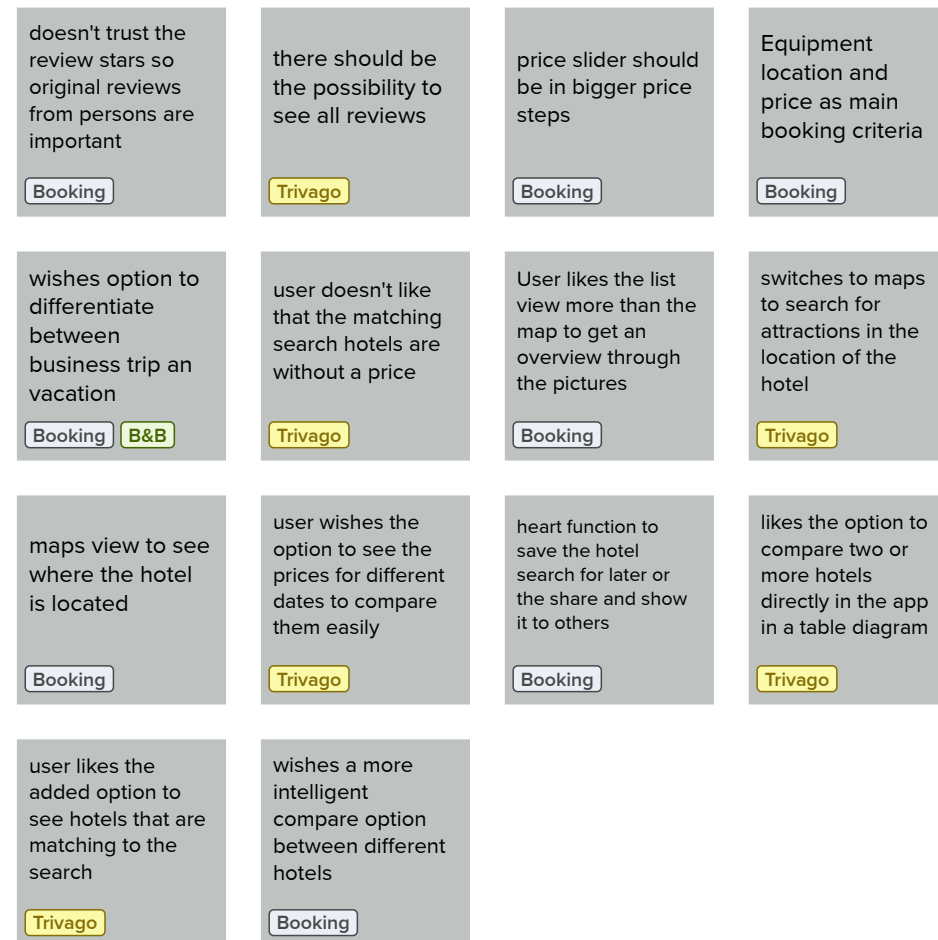
Barceló (dark green)

Doyle Collection (purple)

Date of research:

10.04.2022

Important observations from usability test



Apps that were used:

Booking (grey)

Trivago (yellow)

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

Date of research:

15.04.2022

Affinity diagram information

Research review

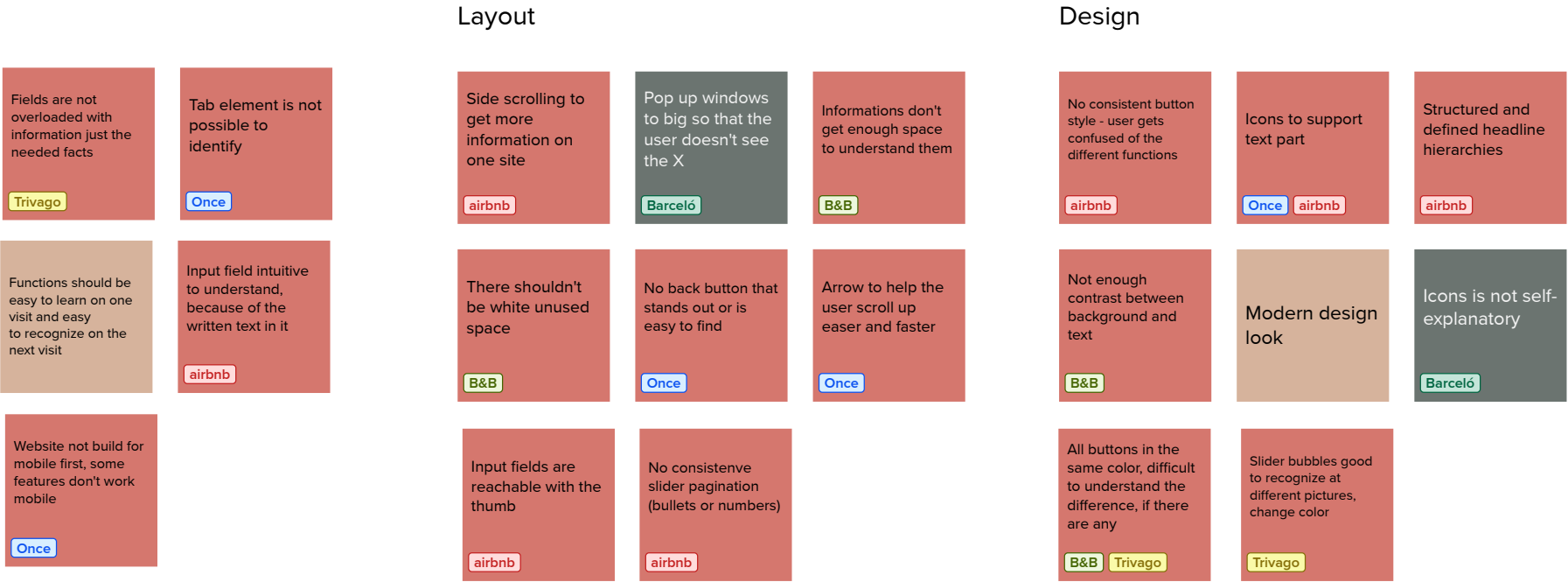
→ Grouping and sorting

Process documentation

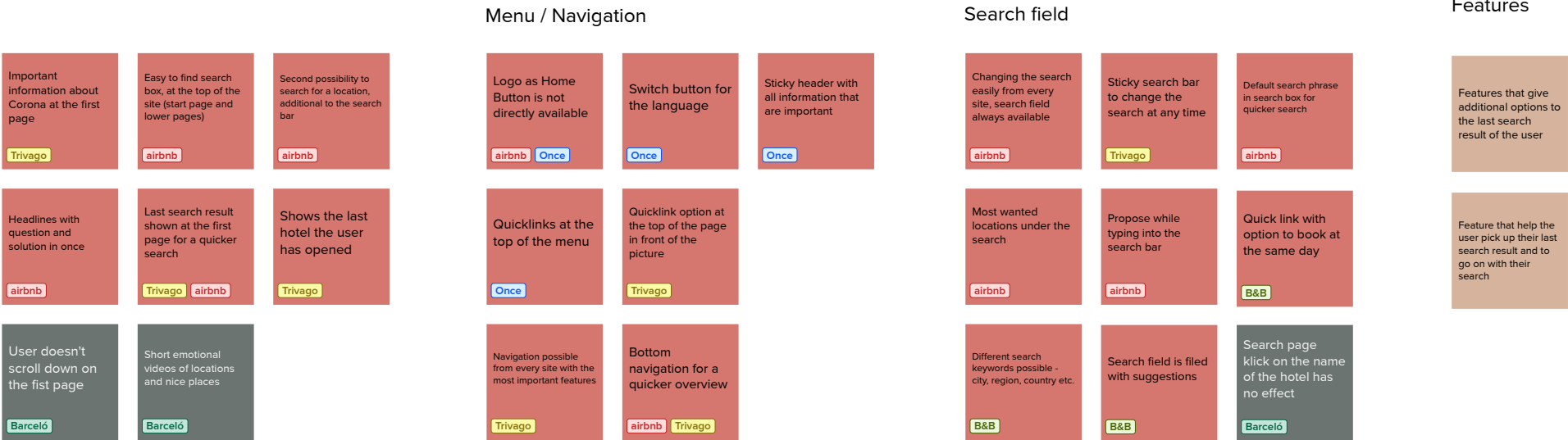
Grouping and sorting the results



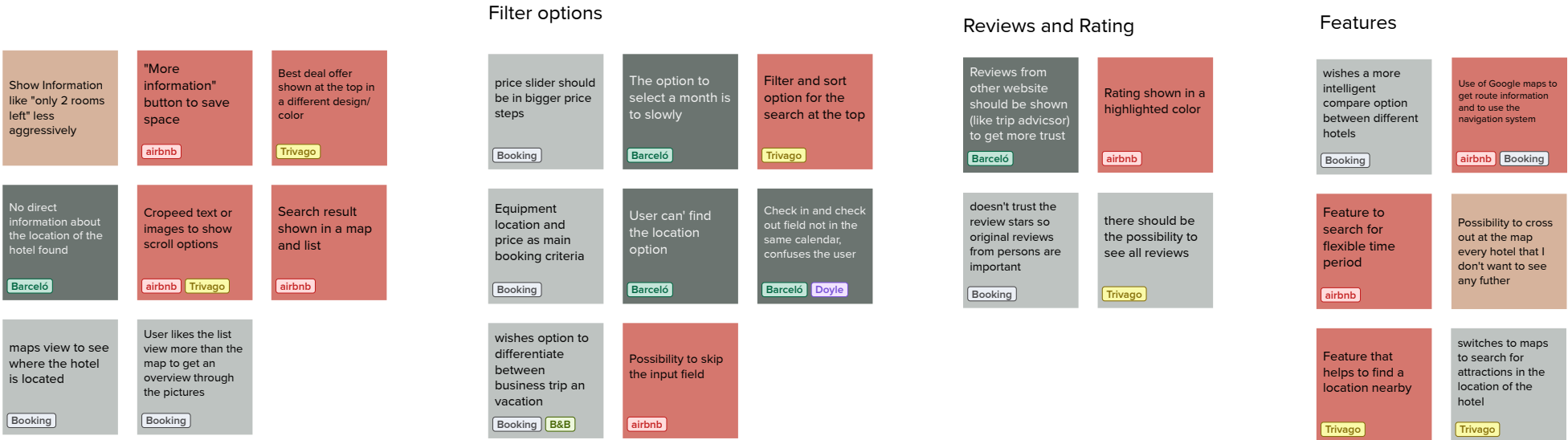
Group 1 - Important for all sites



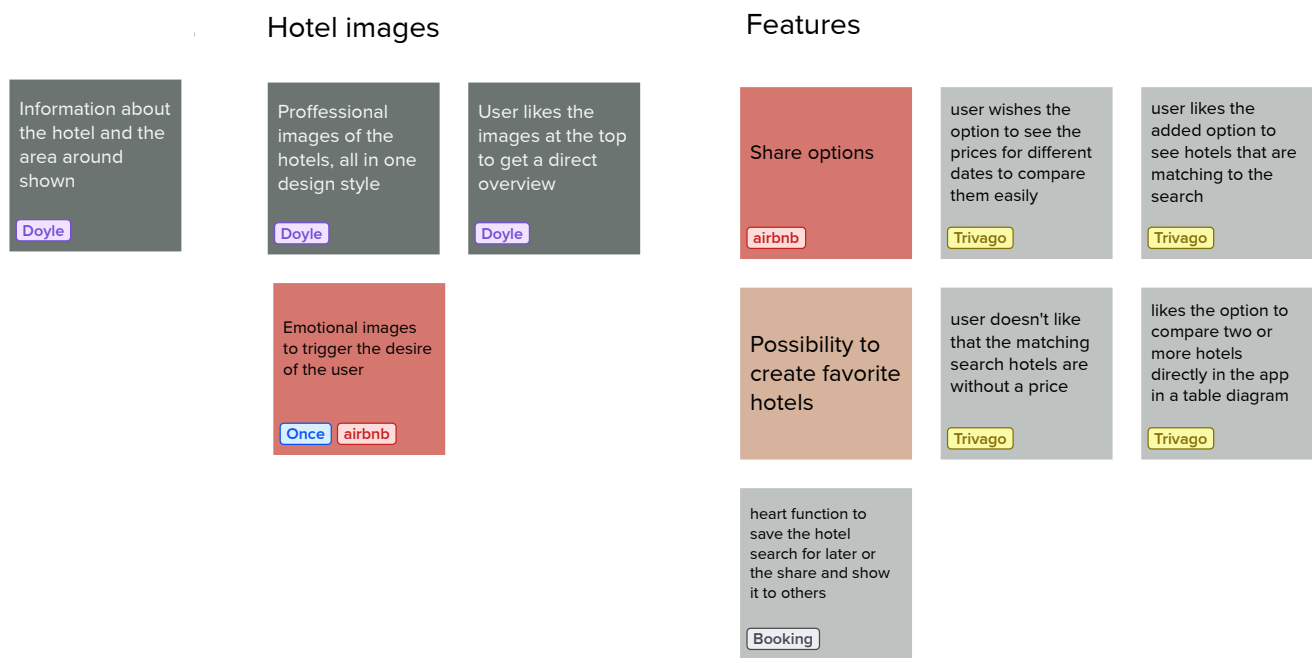
Group 2 - First page



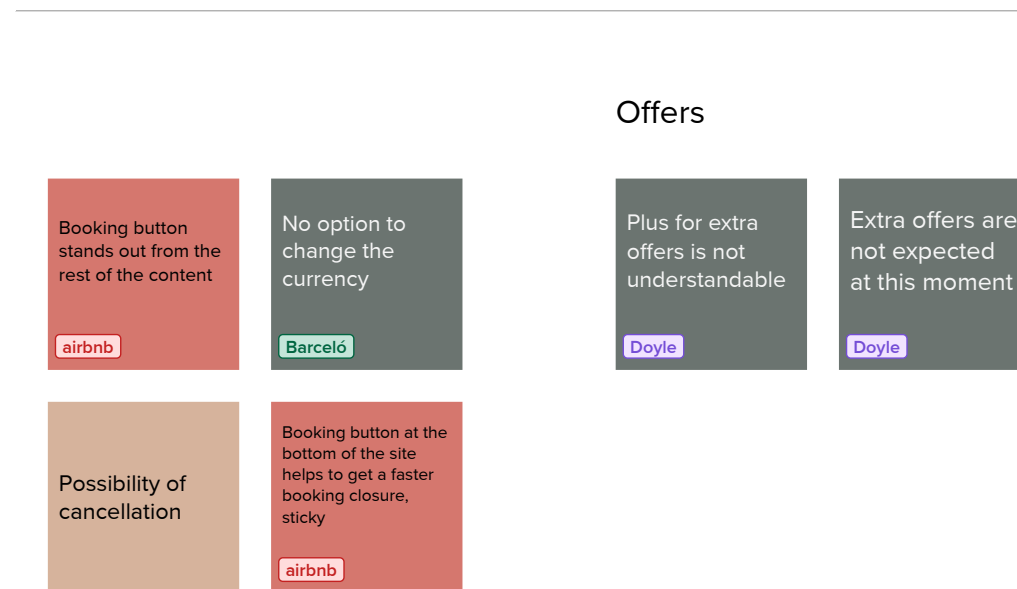
Group 3 - Result page



Group 4 - Hotel page



Group 5 - Booking page



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Sticky notes

