

PannaUllah_Project5

Affinity Diagram Workshop

Collaboration work of Panna and Kos

Agenda

STEP 1 - Make key relevant notes per post-it

STEP 2 - Group notes into high-level categories

STEP 3 - Label each group

STEP 4 - Summarise each group

Post-its

	Kos	Panna
Competitive benchmark		
Online Survey		
Usability tests		

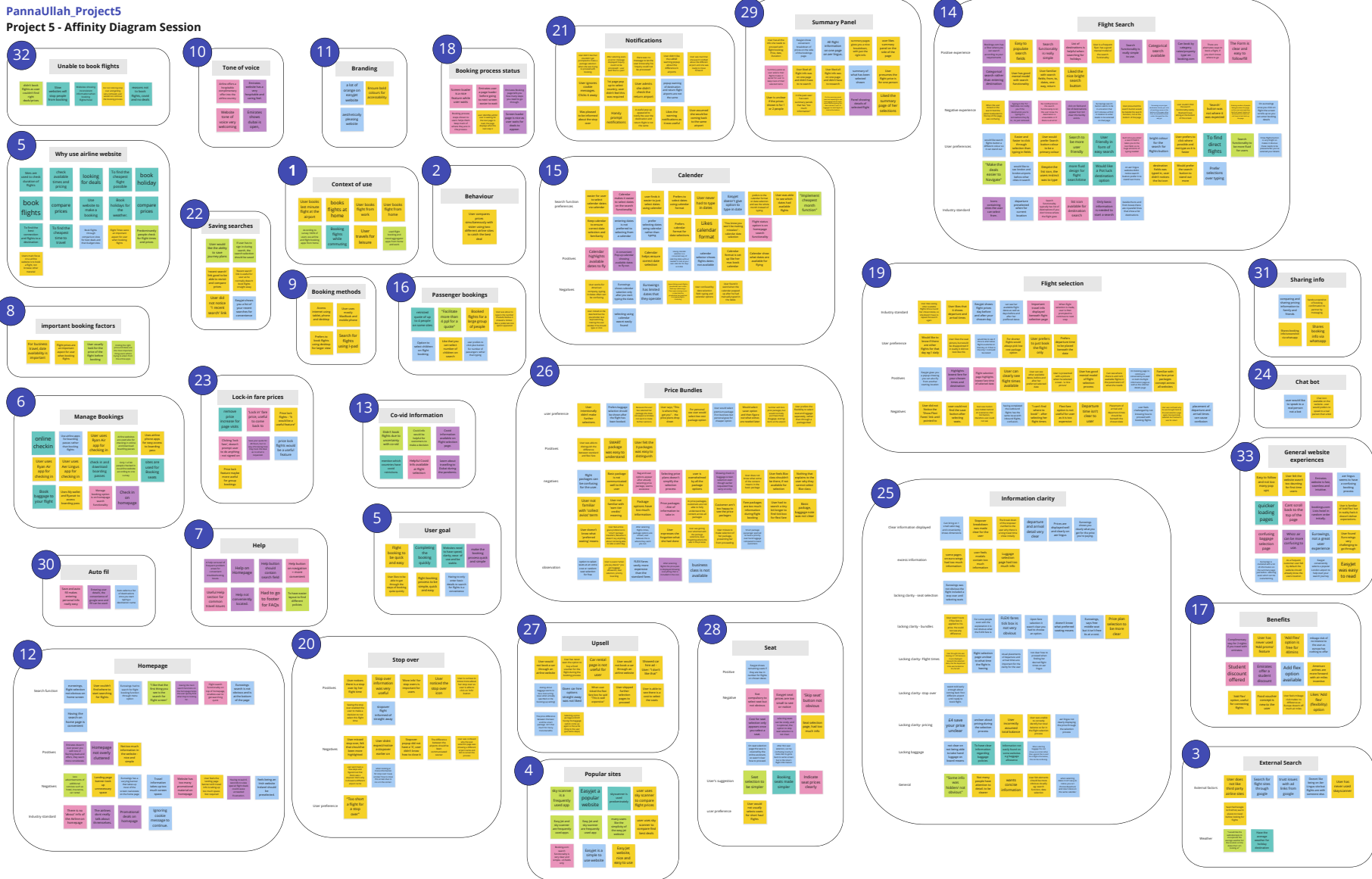
Please keep notes:

- Short
- Concise
- Memorable

Review research and brainstorm

Usability Tests - Video and Note taking:

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1

Context of use



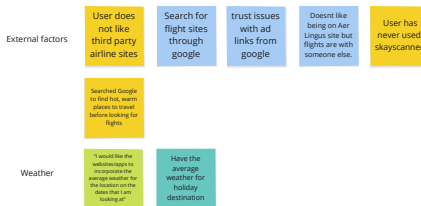
2

Behaviour

User compares prices simultaneously with sister using two different airline sites to catch the best deal

3

External Search



4

Popular sites



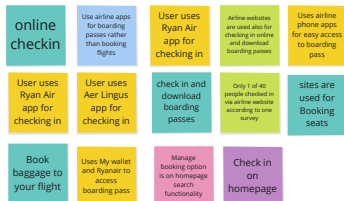
5

User goal



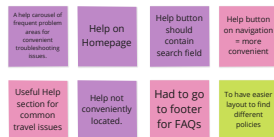
6

Manage Bookings



7

Help



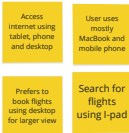
8

important booking factors



9

Booking methods



10

Tone of voice



11

Branding



12

Homepage



13

Co-vid Information



14

Flight Search

Positive experience	Booking.com has a filter where you can search according to your requirements	Easy to populate search fields	Search functionality is really simple	List of destinations is helpful when searching for holidays	User is frequent flyer and has a good mental model of the search functionality	Search functionality is really simple to use	Categorical search available	Can book by category, conveniently type on booking.com	There are alternative ways to book a flight, if you don't know where to go	The form is clear and easy to follow/fill
Negative experience	Website can be slow and it's hard to find what you want	Using a filter for the first time is not very intuitive	No confirmation on the search results, it's hard to know if the search is successful or not	Click on field and the dropdown menu is not clear, it's hard to see what's there	Booking.com search button seems to be a bit small and not clear, it's hard to see what's there	User presented the search functionality as a bit confusing, it's hard to see what's there	Booking.com search button seems to be a bit small and not clear, it's hard to see what's there	User presented the search functionality as a bit confusing, it's hard to see what's there	User presented the search functionality as a bit confusing, it's hard to see what's there	User presented the search functionality as a bit confusing, it's hard to see what's there
User preferences	Would like search results to be more clear	Easier to filter through search results	User would prefer search results to be more clear	Search to be more user friendly	User friendly in form of easy search	Search to be more user friendly	Search to be more user friendly	Search to be more user friendly	Search to be more user friendly	Search to be more user friendly
Industry standard	Some companies offer a different colour for the search button	Departure and arrival times are not clear	Search functionality is not clear	List icon available for destination search	Only basic information is needed to start a search	Search functionality is not clear	Search functionality is not clear	Search functionality is not clear	Search functionality is not clear	Search functionality is not clear

15

Calendar

Search function preferences	easier for user to select calendar dates via calendar	Calendar makes it easier to select dates on the search functionality	User finds it easier to just select dates using calendar	Prefers to select dates using calendar format	User never had to type in dates	Easyjet doesn't give option to type in date	prefers to the calendar format or date selection and see the whole month instead of typing	User was able to see which dates had available flights	"Implement cheapest month function"
	Keep calendar to ensure correct date selection and familiarity	entering dates is not preferred to selecting from a calendar	prefer selecting dates using calendar rather than typing	Prefers calendar format for date selections	Likes calendar format	"You know you won't be making mistakes" calendar date selection	Flight status option is on homepage search functionality		
Positives	Calendar highlights available dates to fly	A convenient Pop up calendar showing available dates to fly out.	Calendar helps ensure correct date selection	Using calendar selection is a convenient way of selecting dates without needing to type in your own calendar for days and date	calendar selector shows flights dates not available	Calendar format is set up like her mac book calendar	Calendar show what dates are available for flying		
	User works for American company, typing in dates often can be confusing	Euroings shows calendar selection only after you start typing the dates	Euroings has limited dates that they operate	Upon clicking search button, placeholder text "Where from?" then "Where to?" appeared. The placeholder text seemed to scroll horizontally.	User confused by date selection field, typing and calendar options	User found it weird when the calendar popped up after he had manually typed in the dates			
Negatives	User clicked on the date field but the placeholder text kept scrolling, making the user wonder if he should type or click	selecting using calendar wasn't easily found							

16

Passenger bookings

restricted quote of up to 4 people on some sites	"Facilitate more than 4 ppl for a quote"	Booked flights for a large group of people
Option to select children on flight booking	Like that you can select number of passengers rather than typing	User prefers to click plus button for number of passengers rather than typing

17

Benefits

Complimentary stay for 2 nights if you book with emirates	User has never used 'Add promo' feature	'Add Flex' option is free for all users	mileage club of the interest to the user as it's a nice feature to have
Student discount offered	Emirates offer a student discount	Add flex option available	American airlines are more forward with air miles incentives
'Add Flex' option, useful for connecting flights	Food voucher concept is new to the user	User feels mileage club is more of a reward than a benefit	Likes 'Add Flex' (flexibility) option

18

Booking process status

Screen loader is a nice feature while user waits	Emirates user a page loader before going to next screen - easier to wait	Emirates Booking page tells you how many steps you need to go through
Booking process steps shown to user's help them keep track of what they are in the process	User identified where user is waiting for the next step	Screen loader page is nice as user waits for details to appear

19

Flight selection

Industry standard

User likes seeing flight times around her chosen date, so she doesn't have to repeat the search again.

User likes that it shows departure and arrival times

Easynet shows flight prices day before and after your chosen day

User can see her available flight dates as well as days before and after her preferred dates

Important travel info displayed beneath flight selection page

When flight selection is made, user is then prompted to continue to next step

User preference

Would like to know if there are other flights for that day right away

User likes the real prices, but would be disappointed if in reality it did not look like this

would like to see if the alternative flights available on that day or if that is the only 1 it should be noted

For shorter flights would always pick low cost package option

User prefers to just book the flight only

Prefers departure time to be placed beneath the date

Positives

Easynet gives you a popup showing you can also fly from another starting location

Highlights lowest fare for your chosen times and destination

Flight selection page highlights lowest fare time of selected date

User can clearly see flight times available

User can see other available times, before and after her preferred selected date

User is presented with a picture when he selected a seat, "a nice picture"

User has good mental model of flight selection process

Can see where there is and isn't available flights in the parameters of what she needs

On booking page to continue to comments based on what the flight information page as well as the site or desktop page

Familiar with the fare price packages. Concept across all websites

Negatives

User did not notice the "Show Flexi Fare" link until pointed to

User could not find the same button after selecting seats

Seat view button with no text, therefore user could not see

Having completed the additional flights has the same layout with inbound flights, confusion

"I can't find where to book", after selecting her flight times

Flexi fare option is not useful for user as it is too expensive

Departure time isn't clear to user

Placement of arrival and departure times should be beneath the chosen date

User feels challenged by not knowing how to proceed with booking flights

User was confused by the flight page as it was not clear what the user was looking for, and the user was not sure if the user was looking for the right information

placement of departure and arrival times can cause confusion

20

Stop over

Positives

User notices there is a stop over by her flight time

Stop over information was very useful

More info for stop over is important for users

User noticed the stop over icon

User is confused to know more about how stop over and user is able to click on their button

Seeing the stop over enabled the user to make a decision to not select this flight time

stopover flight informed of straight away

Negatives

User missed stop over, felt that should've been more highlighted

User didn't expect/notice a stopover earlier on

Stopover popup did not have a "X", user didn't know how to close it

The difference between the previous stopover has been communicated earlier

User was confused to know more about how stop over and user is able to click on their button

User was told to have some and they had some, then there was a stopover that was a different airport than the one they were in

when looking at more information for stop over, it was unclear how to close the screen due to no x in the corner

User preference

"Too short a flight for a stop over"

21

Notifications

User didn't like the alert get prompted to make a package selection when she was trying to proceed with booking

After selecting seats all your messages disappear, inquiry could be made, user said "that's a pain"

There was no message to let the user know why his inquiry could not be processed?

User didn't like the LARGE warning popup about the difference in airports

User was told that she wasn't notified about the difference in airport until she was ready to book

User ignores cookie messages, clicks it away

1st page pop up to select country, user didn't feel this was required

User admits she didn't check the return airport

popup warning of destination and return flight airports are not the same

Like the warning notifications as it was useful

Was pleased to be informed about the stop over

Handy prompt notifications

A useful pop up appeared to notify the user the destination and return flight is not the same

Like the warning notifications as it was useful

User assumed she would be coming back to the same airport

22

Saving searches

User would like the ability to save journey plans

If user has to sign in during search, the search should be saved

Recent search link good to be able to revisit and compare prices

Recent search link is useful for user as he normally doesn't book flights straight away

User did not notice "1 recent search" link

Easynet shows you a list of your recent searches for convenience

23

Lock-in fare prices

remove price increase for page visits

"Lock in" fare price, useful to come back to

Price lock feature, "it would be a useful feature"

Clicking "lock fare" doesn't prompt user to do anything, not signed on

User was told to have some and they had some, then there was a stopover that was a different airport than the one they were in

price lock feature would be a useful feature

Price lock feature might be more useful for group bookings

24

Chat bot

User would like to speak to a real person not a bot

Chat bot available on the website, user would prefer to speak to a real person than a bot

25

Information clarity

Clear information displayed	Can bring in a smallish bag and conveniently show dimensions	Baggage breakdown table made clear for the user	The broken down of the baggage details that user only have a long conversation with me	departure and arrival detail very clear	Prices are displayed well and clearly on our flight	Damages shown and clearly what you get for the price you're paying
excess information	some pages are not easy to read too much information	user feels overwhelmed with too much information	Luggage selection page had too much info			
lacking clarity - seat selection	Earnings was not obvious the flight included a stop over and selecting seats					
lacking clarity - bundles	User doesn't see if the fare is applied to the price he could make an informed	For some people want to see the breakdown of the fare details and the total fare	FLEXI fares tick box is not very obvious	Open fare selection is what user has to choose an option	doesn't know what preferred seating means	Enough, say that middle seat, but I don't like it at a cost
Lacking clarity- Flight times	User understands the flight times but not the baggage details and the baggage details are not clear	Flight selection page unclear to what time the flight is leaving	about payments of departure and arrival times are important for the flight for the user	not clear how to proceed when finding their desired flight times on the flight		
Lacking clarity- stop over	users said they were not clear enough about seeing how many different stops and how many stops they had to book flight					
Lacking clarity- pricing	E4 save your price unclear	unclear about pricing during the selection process	User's uncertainty about total balance	User has doubts about the pricing and the total balance of the flight selection process	are unclear about changing the price through the selection process	
Lacking baggage	not clear on not being able to see how baggage is on board means	To have clear information regarding baggage policies	Information not clearly found on baggage policies	Information regarding the baggage policies is not clear and the baggage policies are not clear		
General	"Some info was hidden/ not obvious"	Not many people have attention to detail, so be clear	WARRIES CONCISE information	User felt elements should be more concise and clear	when selecting, there's not much to choose from and the information is not clear	

26

Price Bundles

user preference	User intentionally didn't make further selections	Preferred baggage selection should be down after the flight has been booked	Because the user has selected the package that he didn't want to make further selections	User says "This is where they put you" - the price plan, drop down	For personal use, user would select low cost package option	User would select premium package if an business but personal goes for cheaper option	Would select travel option and then figure out what extra are needed later	Familiar with fare price packages but would normally purchase them separately, rather than through a package deal	User prefers the flexibility to select user and luggage separately rather than through a package deal
Positives	User was able to distinguish the difference between standard and flexi fare	SMART package was easy to understand	User felt the 3 packages was easy to distinguish						
negatives	flight packages can be confusing for the user	Basic package is not communicated well to the user	Bag and seat options appear after already selecting price package, seems excessive	Selecting price plans doesn't simplify the selection process	user is overwhelmed by all the package options	Showing check in baggage screen selection even though user requested free carry on only	User does not know what some of the content means in the basic package	User feels Biz class shouldn't be there, if not available for selection	Nothing that explains to the user why they cannot select Biz class
	User not familiar with 'collect avios' term	User not familiar with 'earn tier credits' meaning	Package options have too much information	Price packages 'A lot of information to take in	In price packages, business are not able to fully understand the content across all packages	Customer aren't too happy to see the price packages	Fare packages are too much information during flight booking	User had to search a tiny bit longer to find flexi fare	Basic packages, baggage note was not clear
	User doesn't know what 'unforeseen' means	User had advice given preference to 'best' package 'unforeseen' because it doesn't say anything about not being able to take a cabin bag	After selecting flight package options are 'other user' before this is when they catch you out	User expresses the forgotten what she had done	User was getting overwhelmed with the package options, but forgetting where she was in the process	User means to make selection of the package, preventing her from proceeding	Smart package passenger seemed to have a priority over hand luggage compared to basic customers		
observation	option to select seats at an extra cost or random seat selection for free	User's answer "when you say basic" after getting baggage allowance, that was the problem	FLEXI fares vastly more expensive than the standard fares	After selecting flight the price goes it displayed showing everything that is included in the cost	business class is not available				

27

Upsell

User would not book a car through an airline website	User has never seen the option to buy a food voucher for the flight during the booking process	Car rental page is not useful for user	User would not book a car through an airline website	Showed car hire ad- User: "I don't like that"
Asking about baggage seems to be a recurring issue after already specified on the booking app settings	Given car hire options straight away was not liked	When user ticked the flexi fare box he said "This is well expensive"	User skipped further selection pages to proceed	User is able to see there is a cost to select the seats
The price difference between the basic and the smart package isn't that much for many more benefits	Selecting a price package and still having the baggage option come up again is the same thing to the user (just extra steps)			

