

# 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**



**32** **Unable to book flights**

Unable to book flights				
Unable to book flights				

**10** **Tone of voice**

Tone of voice	Tone of voice	Tone of voice
Tone of voice	Tone of voice	Tone of voice

**11** **Branding**

Branding	Branding	Branding
Branding	Branding	Branding

**18** **Booking process status**

Booking process status	Booking process status	Booking process status
Booking process status	Booking process status	Booking process status

**5** **Why use airline website**

Why use airline website				
Why use airline website				

**22** **Saving searches**

Saving searches	Saving searches	Saving searches
Saving searches	Saving searches	Saving searches

**1** **Context of use**

Context of use	Context of use	Context of use
Context of use	Context of use	Context of use

**2** **Behaviour**

Behaviour	Behaviour	Behaviour
Behaviour	Behaviour	Behaviour

**8** **Important booking factors**

Important booking factors	Important booking factors	Important booking factors
Important booking factors	Important booking factors	Important booking factors

**9** **Booking methods**

Booking methods	Booking methods	Booking methods
Booking methods	Booking methods	Booking methods

**16** **Passenger bookings**

Passenger bookings	Passenger bookings	Passenger bookings
Passenger bookings	Passenger bookings	Passenger bookings

**6** **Manage Bookings**

Manage Bookings	Manage Bookings	Manage Bookings	Manage Bookings
Manage Bookings	Manage Bookings	Manage Bookings	Manage Bookings

**23** **Lock-in fare prices**

Lock-in fare prices	Lock-in fare prices	Lock-in fare prices
Lock-in fare prices	Lock-in fare prices	Lock-in fare prices

**13** **Covid Information**

Covid Information	Covid Information	Covid Information
Covid Information	Covid Information	Covid Information

**30** **Auto fill**

Auto fill	Auto fill	Auto fill
Auto fill	Auto fill	Auto fill

**7** **Help**

Help	Help	Help
Help	Help	Help

**5** **User goal**

User goal	User goal	User goal
User goal	User goal	User goal

**12** **Homepage**

Homepage	Homepage	Homepage	Homepage	Homepage	Homepage
Homepage	Homepage	Homepage	Homepage	Homepage	Homepage

**20** **Stop over**

Stop over	Stop over	Stop over
Stop over	Stop over	Stop over

**21** **Notifications**

Notifications	Notifications	Notifications
Notifications	Notifications	Notifications

**15** **Calendar**

Calendar	Calendar	Calendar
Calendar	Calendar	Calendar

**26** **Price Bundles**

Price Bundles	Price Bundles	Price Bundles
Price Bundles	Price Bundles	Price Bundles

**27** **Upsell**

Upsell	Upsell	Upsell
Upsell	Upsell	Upsell

**4** **Popular sites**

Popular sites	Popular sites	Popular sites
Popular sites	Popular sites	Popular sites

**29** **Summary Panel**

Summary Panel	Summary Panel	Summary Panel
Summary Panel	Summary Panel	Summary Panel

**28** **Seat**

Seat	Seat	Seat
Seat	Seat	Seat

**25** **Information clarity**

Information clarity	Information clarity	Information clarity
Information clarity	Information clarity	Information clarity

**28** **Seat**

Seat	Seat	Seat
Seat	Seat	Seat

**28** **Seat**

Seat	Seat	Seat
Seat	Seat	Seat

**14** **Flight Search**

Flight Search					
Flight Search					

**19** **Flight selection**

Flight selection	Flight selection	Flight selection
Flight selection	Flight selection	Flight selection

**25** **Information clarity**

Information clarity	Information clarity	Information clarity
Information clarity	Information clarity	Information clarity

**17** **Benefits**

Benefits	Benefits	Benefits
Benefits	Benefits	Benefits

**25** **Information clarity**

Information clarity	Information clarity	Information clarity
Information clarity	Information clarity	Information clarity

**3** **External Search**

External Search	External Search	External Search
External Search	External Search	External Search

**31** **Sharing info**

Sharing info	Sharing info	Sharing info
Sharing info	Sharing info	Sharing info

**24** **Chat bot**

Chat bot	Chat bot	Chat bot
Chat bot	Chat bot	Chat bot

**33** **General website experiences**

General website experiences	General website experiences	General website experiences
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### 1 Context of use

User books last minute flight at the airport	books flights at home	User books flight from work	User books flight from home
According to survey 100% of users use airline and flight booking apps from home	Booking flights while commuting	User travels for leisure	used flight booking and travel aggregator apps from home and work

### 2 Behaviour

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

### 3 External Search

External factors	User does not like third party airline sites	Search for flight sites through google	trust issues with ad links from google	Doesnt like being on Aer Lingus site but flights are with someone else.	User has never used skyscanner
Weather	Searcher Google to find the warm places to travel before looking for flights	"I would like to know more on the location on the sites that I am looking at"	Have the average weather for holiday destination		

### 4 Popular sites

sky scanner is a frequently used app	Easyjet a popular website	skyscanner is used predominately	user uses sky scanner to compare flight prices
Easy Jet and sky scanner are frequently used apps	Easy Jet and sky scanner are frequently used app	many users like the simplicity of the easy jet website	user uses sky scanner to compare fuel best deals
Booking.com search functionality is very clear and simple - all tasks only	Easyjet is a simple to use website	Easy Jet website, nice and easy to use	

### 5 User goal

Flight booking to be quick and easy	Completing the booking quickly	Website need to have speed, clarity, ease of use and be stable.	make the booking process quick and simple
User likes to be able to get through the steps of booking quite quickly	flight booking process to be simple, quick and easy	Having to only enter basic details to search for flights is a convenience	

### 6 Manage Bookings

online checkin	Use airline apps for boarding passes rather than booking flights	User uses Ryan Air app for checking in	Airline websites are used also for checking in online and download boarding passes	Users airline phone apps for easy access to boarding pass
User uses Ryan Air app for checking in	User uses Aer Lingus app for checking in	check in and download boarding passes	Only 1 of 40 people checked in via airline website according to one survey	sites are used for Booking seats
Book baggage to your flight	Uses My wallet and Ryanair to access boarding pass	Manage booking option is on homepage search functionality	Check in on homepage	

### 7 Help

A help content of frequent problem areas for convenient troubleshooting issues	Help on Homepage	Help button should contain search field	Help button on navigation = more convenient
Useful Help section for common travel issues	Help not conveniently located.	Had to go to footer for FAQs	To have easier layout to find different policies

### 8 important booking factors

For business travel, date availability is important.	Flight prices are an important aspect for user when booking flights	User usually look for the price of the flight before booking	Finding the right price and dates are the most important thing when trying to obtain from the same app
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### 9 Booking methods

Access internet using tablet, phone and desktop	User uses mostly MacBook and mobile phone
Prefers to book flights using desktop for larger view	Search for flights using I-pad

### 10 Tone of voice

Airline offers a hospitable, complimentary offer into the airline country	Emirates website has a very hospitable and caring feel.
Website tone of voice very welcoming	Emirates shows dubai is open.

### 11 Branding

a lot of orange on easyjet website	Ensure bold colours for accessibility
aesthetically pleasing website	

### 12 Homepage

Search function	Swapping flight location and obscuras on home screen	User couldn't start searching for flights	Keywords hard to search through	"I like that the first thing you see is the search for flight banner"	Users feedback on homepage to be more easily accessible	Flight search functionality on top of homepage makes use of searching quite	Keywords search is not obvious and is at the bottom of the page
Positives	Having the search on home page is convenient	Swapping down the page you will find all other things you need to know	Homepage not overly cluttered	had too much information in the website nice and simple			
Negatives	Less alternatives of where you can search	Landing page banner took up unnecessary space	Keywords hard to find	Travel information takes up too much screen space	Website has too many promotional messages on homepage	Users like the landing page banner but it is too long and cluttered	Having to work a search to use the website could be more intuitive
Industry standard	There is no 'genie' info of the Airline on homepage	The airlines don't really talk about themselves	Promotional banner on homepage	Ignoring cookie message to continue.			feels being an Irish website related should be presented.

### 13 Co-vid Information

Didn't book flights due to uncertainty with covid	Covid info would be helpful for customers to make a decision	Covid information available on flight selection page.
mention covid quarantine have covid restrictions	Helpful Covid info available at flight selection	Learn about traveling to Dubai during the pandemic.



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Flight selection

Industry standard	User likes seeing the available flight options and the search box to repeat the search again.	User likes that it shows departure and arrival times	EasyJet 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 seat prices, but would be disappointed if it did not look like this.	would like to see if there are alternative flights available on that day or if it is the only 1 it should be listed	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	EasyJet 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 dates, before and after her preferred selected date	User is presented with a picture when it is selected, a star, "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	Onbooking page to continue to connecting flight, information page as well as in the next details page	Familiar with the fare price packages concept across all websites	
Negatives	User did not notice the "Show Flexi Fares" link until pointed to it	User could not find the same button after selecting seats	Seat view button with tooltip turned on, however user could not see it	having completed the extended "show Flexi Fares" flight has the same issue with incoherent 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 tooltip on the booking page as it was unclear how to use the screen due to no x in the corner	placement of departure and arrival times can cause confusion

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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 by the stop over icon, user is able to click on their button		
Negatives	Seeing the stop over enabled the user to make a decision to not select this flight time	stopover flights informed of straight away	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 popup should've been communicated sooner	User was confused by the tooltip on the booking page as it was unclear how to use the screen due to no x in the corner
User preference	when looking at more information for stop over it was unclear how to close the screen due to no x in the corner	"Too short a flight for a stop over"					

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Notifications

User didn't see the alert to get prompted to make a package selection when they were trying to proceed with booking	After selecting seats an error message displayed "sorry you could not do this" with a question mark and "you're a pain"	There was no message to let the user know why his "baggage" could not be processed?	User didn't see the LARGE warning popup about the difference in airports	User was mad that she wasn't notified about the difference in airport and she was ready to move forward
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 the same	
Was pleased to be informed about the stop over	Handy prompt notifications	A useful pop-up notified the user the destination and return flight is not the same.	Likes the warning notifications as it was useful	User assumed she would be coming back to the same airport

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Saving searches

User would like the ability to save journey plans	If user has to sign in during search, the search selection should be saved
Recent search link good to be able to reuse 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	EasyJet shows you a list of your recent searches for convenience

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Lock-in fare prices

remove price increase for page visits	"Lock in" fare price, useful to come back to	Price lock figures, "no" would be a useful feature?
Clicking "lock fare" doesn't prompt user to do anything, not signed on	See your quote for all hours, but most of bookings are made in the evening. As no email is triggered.	price lock flights would be a useful feature
Price lock feature maybe more useful for group bookings		

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Chat bot

User would like to speak to a real person not a bot	Chat over available on the website, user would prefer to speak to a real person than a bot
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Information clarity

Clear information displayed	Can bring in 1 small child for free and conveniently show connections	Stopover breakdown table made clear for the user	The broken down of the response table made clear why there is a long connection table entry	departure and arrival detail very clear	Prices are displayed well and clearly on seat prices	Domestic flight only price per kg
excess information	some pages are too long and hard to read too much information	User feels overwhelmed with too much information	Luggage selection page had too much info			
lacking clarity - seat selection	Customers was not clear the flight included a stop over and selecting seats					
lacking clarity - bundles	User doesn't see if the fare is applied this price he could make any difference	For some people who don't fly often it is not obvious what the fare type is	FLEXI fare tick box is not very obvious	Upon fare selection it wasn't clear they had to choose an option	doesn't know what preferred seating means	Customers who fly the middle way back it isn't free it's at a cost. Price plan selection to be more clear
Lacking clarity- Flight times	User doesn't see if the fare is applied this price he could make any difference	Flight selection page unclear to what time the flight is leaving	Visual placement of departure and arrival times are clear for the user	not clear how to get what they want. Feeling lost when they click on the flight		
Lacking clarity- stop over	user not clear enough about what the difference between stop over and back flight					
Lacking clarity- pricing	E4 save your price unclear	unclear about pricing during the selection process	User accurately compared total balance	User was unable to compare the total balance as the flight selection process	user didn't see clearly changing the price through the selection process	
Lacking baggage	not clear on not being able to take hand luggage on board means	To have clear information regarding baggage policies	Information not easily found on the website as a baggage allowance	Information regarding the baggage allowance was not clear and was hard to read and not easy to find		
General	'Some info hidden' not obvious"	Not many people have attention to detail so be clearer	WARNES CONCISE information	User felt elements should be more concise and clear	when selecting items not clear to what you are selecting and what you are not selecting	

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Price Bundles

user preference	User intentionally didn't make further selections	Preferred baggage selection should be shown after the flight has been booked.	Decide the user has selected the package but then not shown and asks not seen to make further actions	User says "This is where they get you" - the price plans 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 lower option and then figure out what extra are needed later	Familiar with fare price packages but would normally purchase these packages, seeing them at the amount	User prefers the flexibility to select seat 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 current means in the fare package	User feels Bizz class shouldn't be there, if not available for selection	Nothing that explains to the user why they cannot select Bizz class
observation	User not familiar with 'collect avios' term	User not familiar with 'earn tier credit' meaning	Package options have too much information	Price packages are not clear to take in	In price packages, customers 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 tick box for flexi fare	Basic package, baggage note was not clear
	User doesn't know what 'preferred seating' means	User not aware price difference between 'basic' package and 'flexi' package. Doesn't say anything about not being able to take a cabin bag	After selecting flight option package options are shown, user believes this is when they can't be taken out.	User expresses she forgotten what she had done	User was getting their attention with the package selection, but forgetting where she was in the process	User misses 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		
	option to select seats at an extra cost or random seat selection for free	User is aware 'flexi' price plan, user gets baggage allowance, seat selection priority over standard fares	FLEXI fares vastly more expensive than the standard fares	After selecting flight the price plan is displayed showing everything that is included in the cost	business class is not available				

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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 when 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 will having the baggage option come up again is the same thing to the user (just extra steps)			

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### Seat

	Positive		
	Easyjet shows remaining seats if they are low in number for flights on chosen dates		
	Negative		
	Not compulsory to select seat but not obvious	Easyjet seat prices are too small to see or notice	'Skip seat' button not obvious
	Cost for seat selection only appears once you select a seat.	selecting seats can be costly, and is optional, the option to skip seat selection is not clear.	Seat selection page, had too much info
	On seat selection page the save is covered by the online assistant, so wasn't clear how to proceed.	After first seat selection, can be confusing to why it looks like its gone back to same screen but is the return flight information	
User's suggestion	Seat selection to be simpler	Booking seats made simpler	Indicate seat prices clearly
user preference	User would not usually select seats for short haul flights		

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### Summary Panel

User has all the info she needs to proceed with flight booking. Price, date, duration	Easyjet shows convenient breakdown of prices on the side of the bookings page	All flight information on one page on aer lingus.	summary pages gives you a nice breakdown, with just the right info	user likes summary panel on the side of the page
Summary panel as user selects their flights makes a screen for user to keep track of their selected items	User liked all flight info was on one page and didn't have to re-search	User liked all flight info was on one page and didn't have to re-search	summary of what has been selected shown	User presumes the flight price is for one person
User is unclear if the prices shown is for 1 or 2 people	In the past user has seen summary panels that had "too much" information	on the summary panel user was looking to see the number of seats they had and if any had been reserved for them. It happened to look different to what they had seen	Panel showing details of selected flight	Liked the summary page of her selections

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### Unable to book flights

didn't book flights as user couldn't find right deals/prices	Slow websites with stop people from booking	Websites showing promotional information when booking flight/hotel	For our working class and getting very confused, we could not proceed the booking process	reasons not to book flights, covid and no deals
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### Auto fill

Save and auto fill makes entering personal info really easy	Entering user details, the convenience of google save and fill can be used.	Auto-selects a list of destinations once you start typing a destination name
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### General website experiences

Easy to follow and not too many pop ups	User felt the website wasn't too daunting for first time users.	Emirates website is fast, seamless and intuitive.	aer lingus seems to have a confusing booking process
quicker loading pages	Can't scroll back to the top of the page	bookings.com Lists hotel in random order initially.	User is familiar of Add Flair but it really feels it doesn't deliver expectations.
confusing baggage selection page	Whizz air can be more confusing to use.	Euroings, not a great user experience	User found Euro wings very challenging to go through
Booking is cluttered with a lot of information and the quantity of pop ups before selecting seats which can be overwhelming	As a frequent customer user felt by default the website should already know that user's location	Target conveniently offers a popular London airport to help start your search journey	Easyjet was easy to read

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### Sharing info

comparing and sharing pricing information to family and friends	Sends screenshot of booking confirmation to partner by messaging
Shares booking info/screenshot via whatsapp	Shares booking info via whatsapp