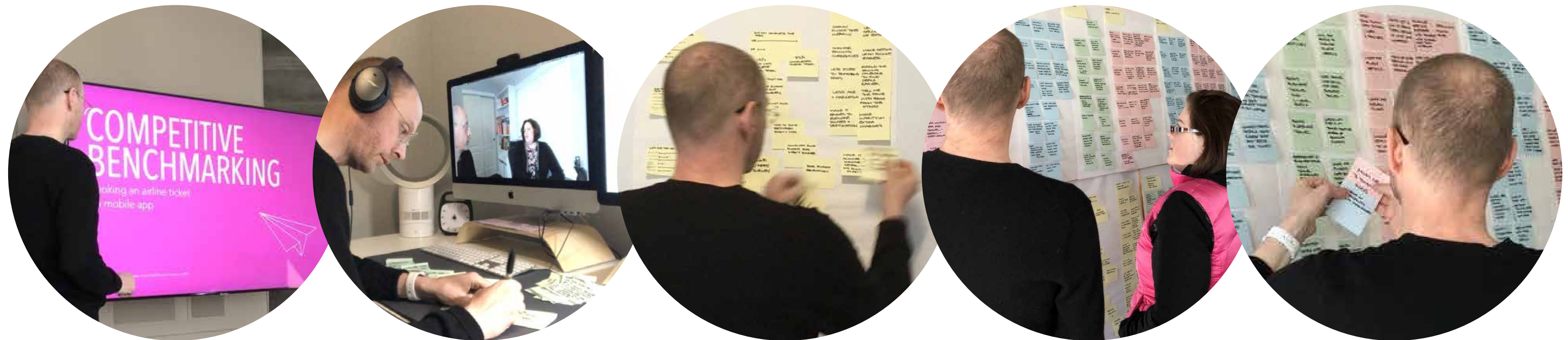# AFFINITY DIAGRAM

Learning how to successfully run
an affinity diagram session

AFFINITY DIAGRAM:

Organized groups from collaborative category sorting

Personas

Mum of 3 young children	Hospitality Manager	Senior executive assistant
Care giver to elderly mum	Travels 3 times a year	Works with C-Level executives
Travels for pleasure once a year	Travels for business and pleasure	Travels for both business and pleasure
Books travel for her young family	Books flights for co-workers	Books business travel multiple times for C-level executives
Talks with husband before purchase	Budget traveller for Personal	Experienced in business travel, visas, travel guidelines and expenses
Budget traveller	Priorities dates over cost for business travel	Priorities dates over cost for business travel
Shops around for best pricing	Priorities cost over dates for personal travel	Priorities cost over dates for personal travel

Applications Used

|		
Skyscanner for price comparison	Navigation apps, Google, Waze, Apple maps	Local public transportation, buses, trains, taxis
Aer Lingus	Booking.com	Amazon
Ryanair	Air BnB	Kindle
United Airlines	Rideshare apps, Uber, Lyft	Netflix
Virgin Airlines	Travel agency propriety systems	
British Airways	Seat Guru	
South West	Tripcase	

Personal Travel

Prioritize price then travel dates	Would not book a flight with a stop over
Flight duration a big factor when traveling with children	Hard to get through to customer service
Would pay for comfort on long haul flights	

Business Travel

|	
Prioritize booking price	Exec's share travel profiles with assistances to assist in booking flights
Exec's prefer to see all options in the travel itinerary, including unavailable flights	Business travel is a series of logistics using TripCase helps coordinate
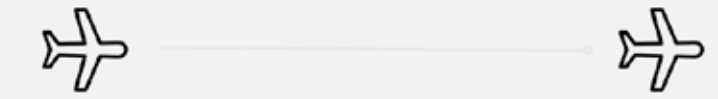
Airmiles and Membership Programs

Membership programs less of interest for occasional travellers	Show Airmiles/ membership discount in the booking process
Exec's see airmiles as a personal travel perk	

AFFINITY DIAGRAM:

Organized groups from collaborative category sorting
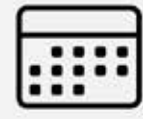
Calendar

Write dates out in full 3/5/2021 vs March 5th 2021	Calendar graphic- use shaded patterns instead of color coding for color blindness
Allow use of military times 2:00 vs 14:00	Declutter show information clearly
Let users save searches	Let users sort per their preferences
Allow users to type over using scroll wheels	Show budget fares calendars
Users like to share itineraries from application	

Fares

Clearly show if flight has a stop over	Give clear pricing, and whats included
Show fare comparisons and details side by side	Let users sort per their preference
Use currency conversion	Display flight times clearly
Use plan English to describe fare types	Make fares refundable
Make it easy to explore fare types	Hold flights for 24 hours
Promo codes can be an incentive to reducing costs	

Seating

Clearly show if flight has a stop over	Seating diagram- use shaded patterns instead of color coding for color blindness
Seating graphic should align with fare selection	Reserving seating is expected for business travelers
Seating graphic has to be clearly understood	Reserving seating is favored when traveling with children
Be clear when user is upgrading seating with additional costs	Make it clear as to which seat has been selected
Allow seating upgrades after check-in	Include reserved seating in travel itinerary summary
Show seating comparisons side by side	Seating names should align with fare names

Baggage

Show baggage allowances for each fare type side by side
Show me what can I take on a flight
Size of carry one baggage
Be transparent with additional baggage costs
Show the differences between carry-on and check in baggage

AFFINITY DIAGRAM:

Organized groups from collaborative category sorting

Improvements

Let users save flight searches	Show public health programs- cabin cleaning, Covid19
Let users share travel itinerary	Show travel restrictions - Covid 19
Use plain English	Share flight details
Don't market to users be helpful	Use QR codes as boarding passes
Let travelers share boarding passes	opt in notificatios on travel days
Make it simple to alter/change travel plans	Write in plain English, dates, place names and fare types

Dislikes

|	
Not showing Stop Over flights	Declutter apps, to much data
Being asked to allow notifications before using app	Marketing speak and slang
Ads and marketing fluff	Not clear on whats included in fare types
Marketing messages about app upgrades are not of interest	Make setting up an account easier
Avoid using abbrevations, write destinations out in full	Customer service tends to be poor in the travel industry
Limited sorting filters to narrow searches funnel	Don't care about flight performance
Small text is hard to read, allow pitch and zoom in app	
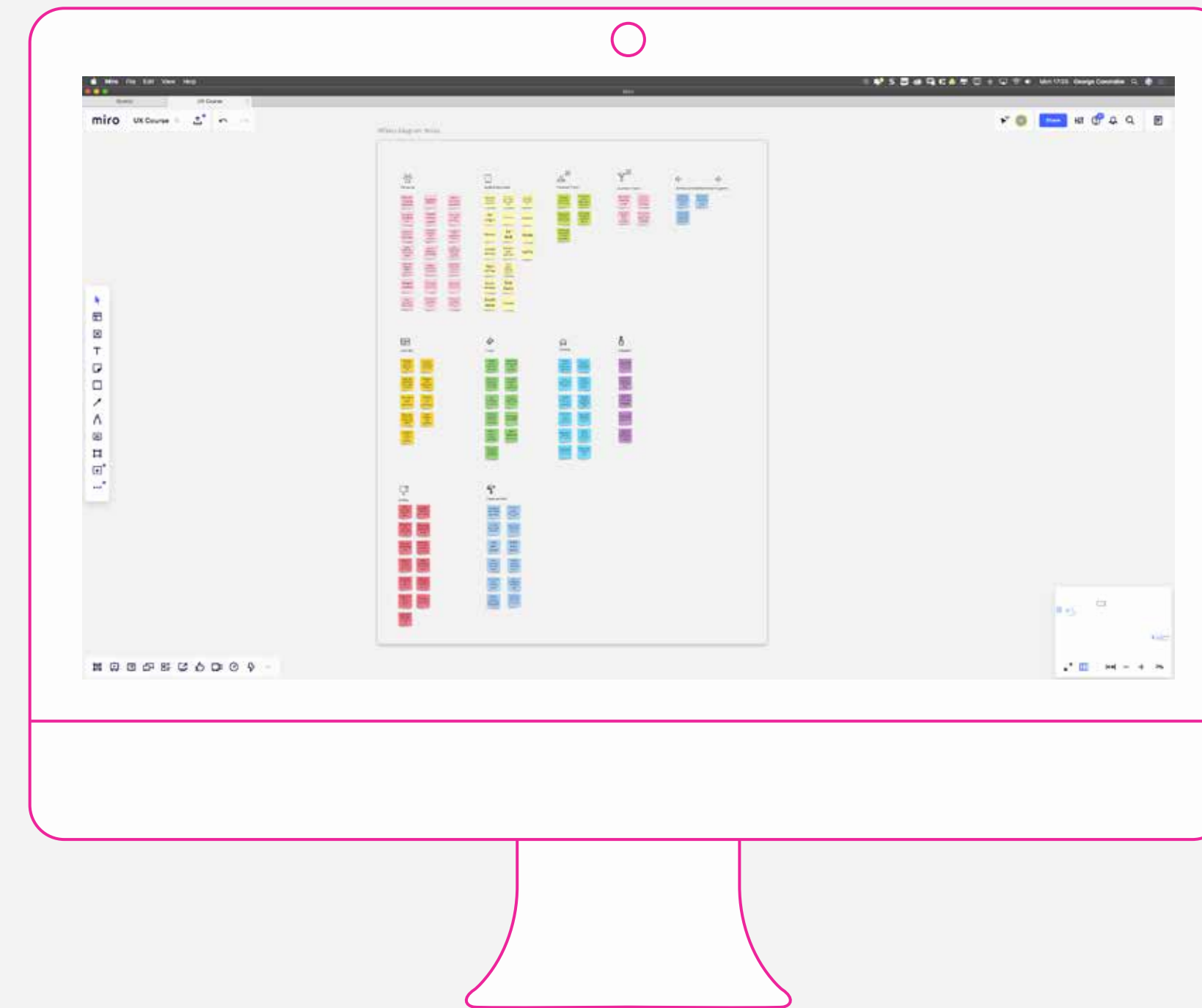
Miro board

METHOD:

Presented research to Helper, collaborated to build the affinity diagram using Miro
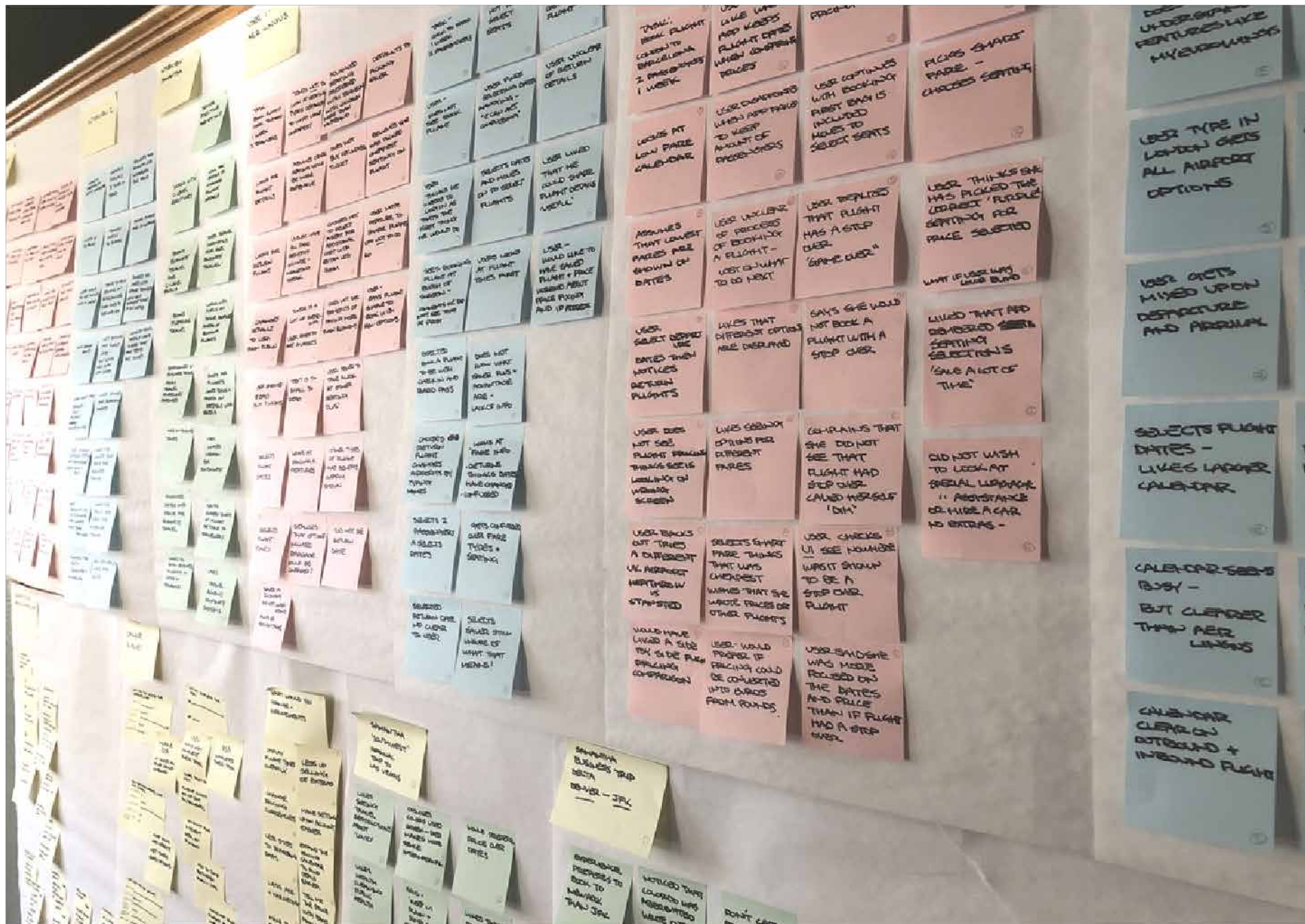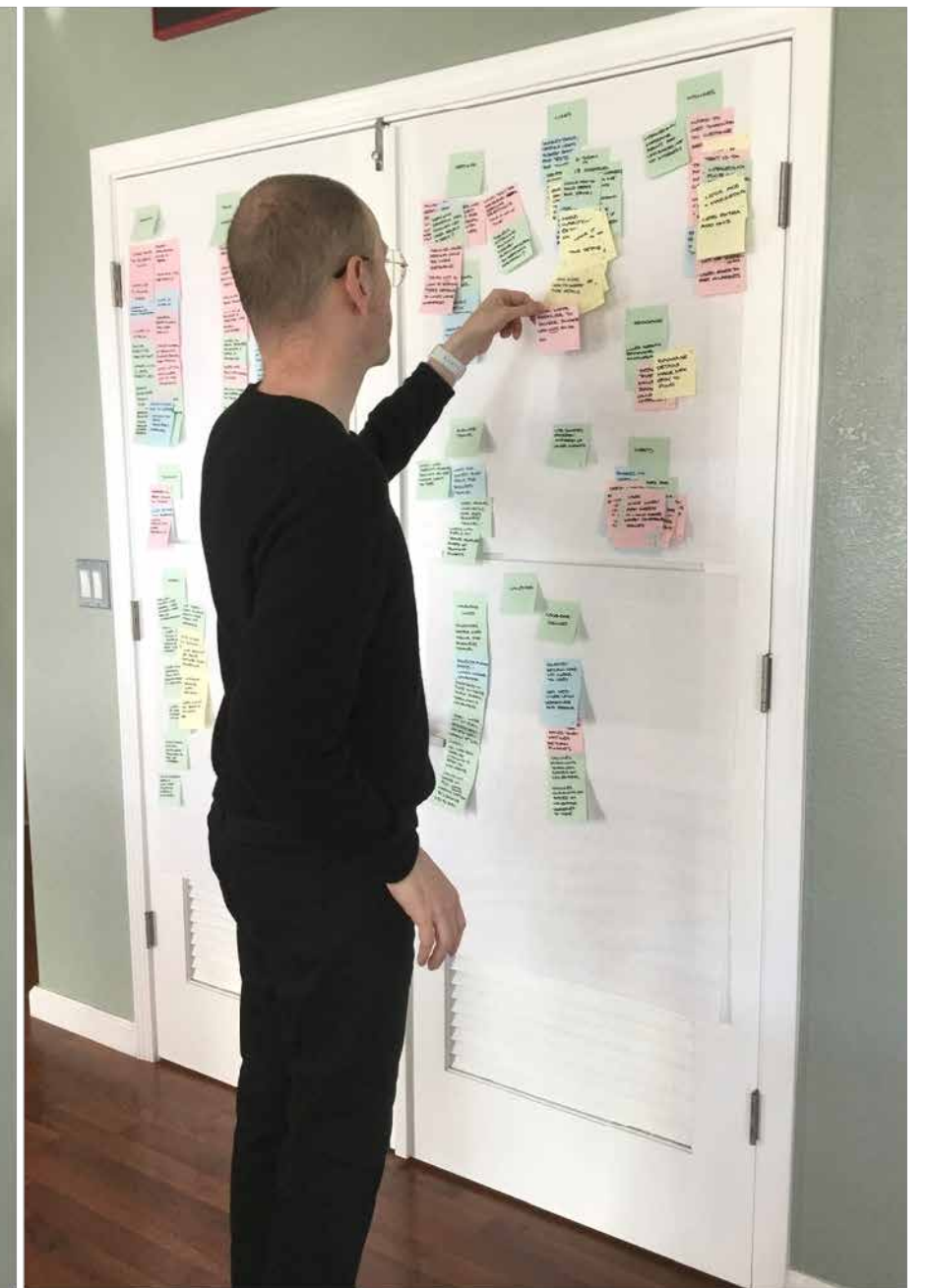
Presenting research

Reviewing user interviews
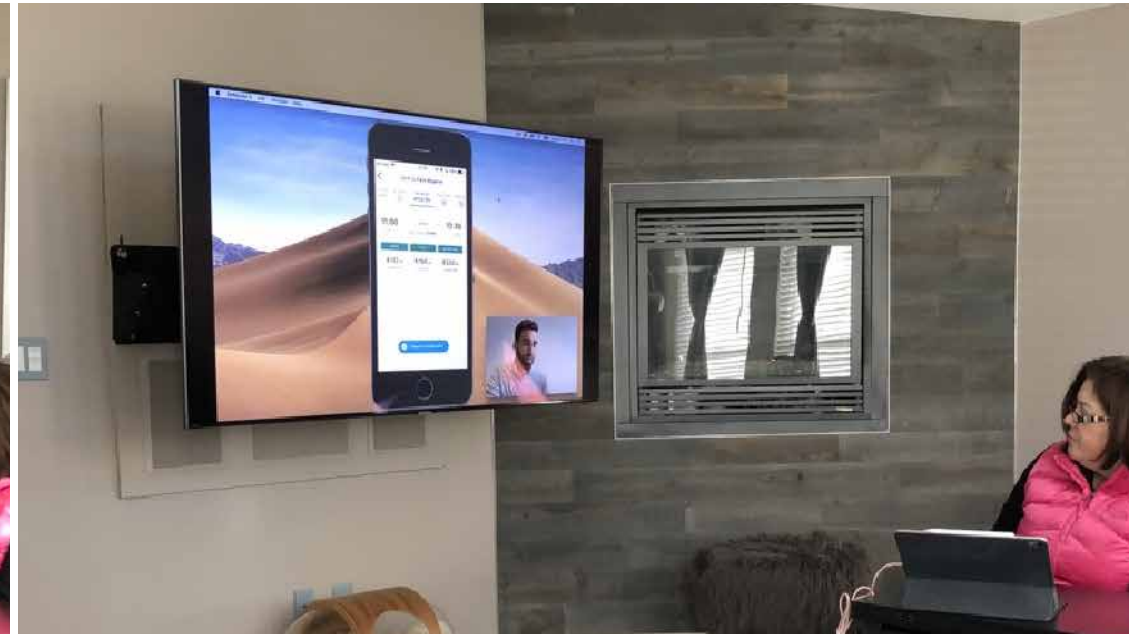
Collected Research Wall

Collaborative Category Sorting

INSIGHTS:

- Customers are busy doing other things and easily distracted.

- Before a potential customer opens your app, they have researched flight prices and will judge usability against other apps.

- Customers are using your app to complete a series of tasks.

- Keep processes brief, efficient with minimal data entry with navigation that's straightforward, and easy to read.

- Avoid marketing jargon; use a warm, friendly writing style, and visual tone.

- Be transparent with customers time and money an overlooked flight detail such as a stop-over or an additional fare cost can be a deal-breaker.

- Never assume and explain customer benefits such as seating types while avoiding trendy names and lengthy explanations.

- Put a smile in customers' minds by supporting their needs to save flight searches, change seating, upgrade fares, change flights, receive flight notifications, and easily share flight details.