



AFFINITY DIAGRAM

Hotel booking websites

Photo by fizkes on iStock

Affinity Diagram > Results



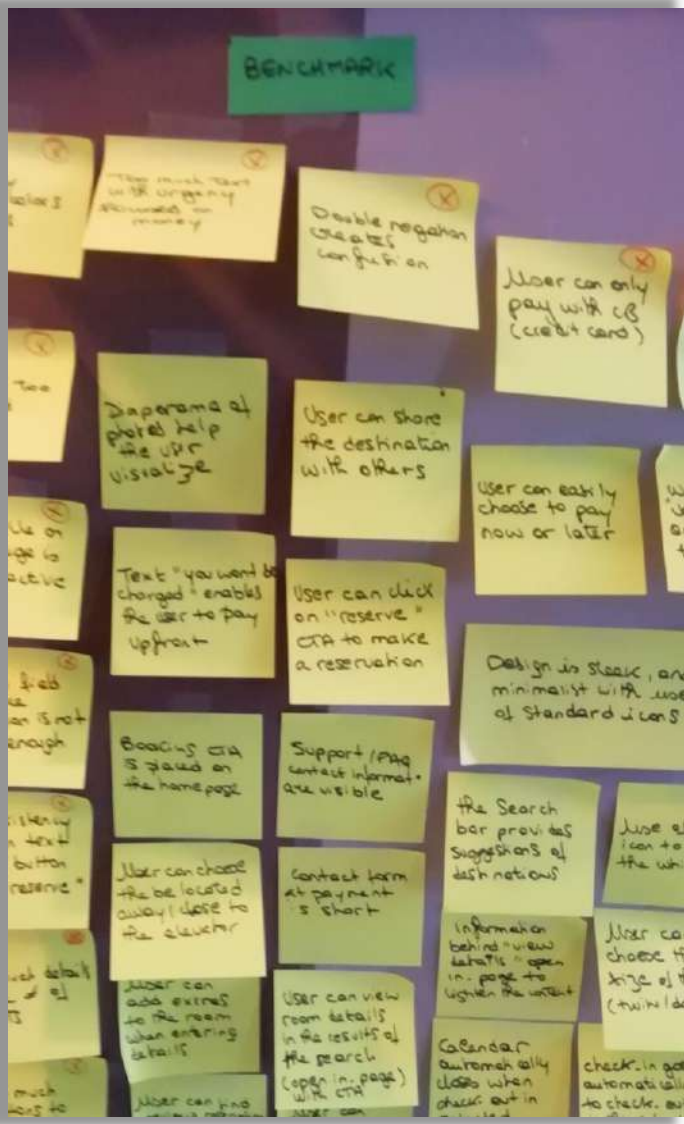


STEP 1

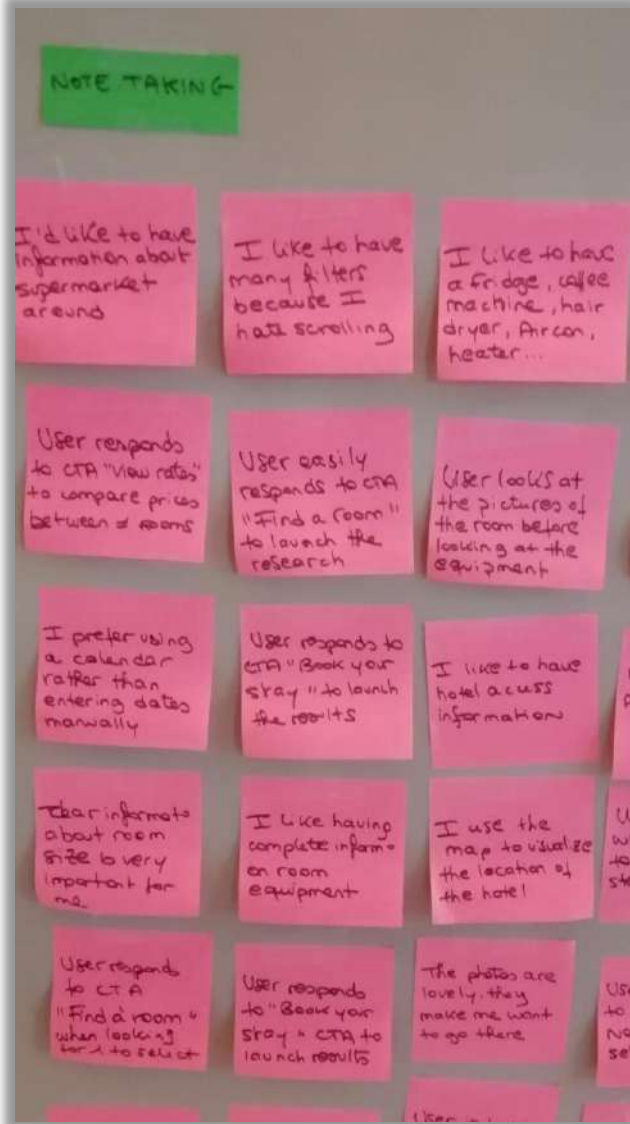
- ✓ To start with this project, I **gathered data** collected from research phase (projects 1 to 4).
- ✓ I **wrote down** the notes taken on post-its and decided to sort them by color. One color = One source of research.
- ✓ Then I **sticked all the post-it** on the wall.

* Notes that represent **user pain points** are identified with a red cross 

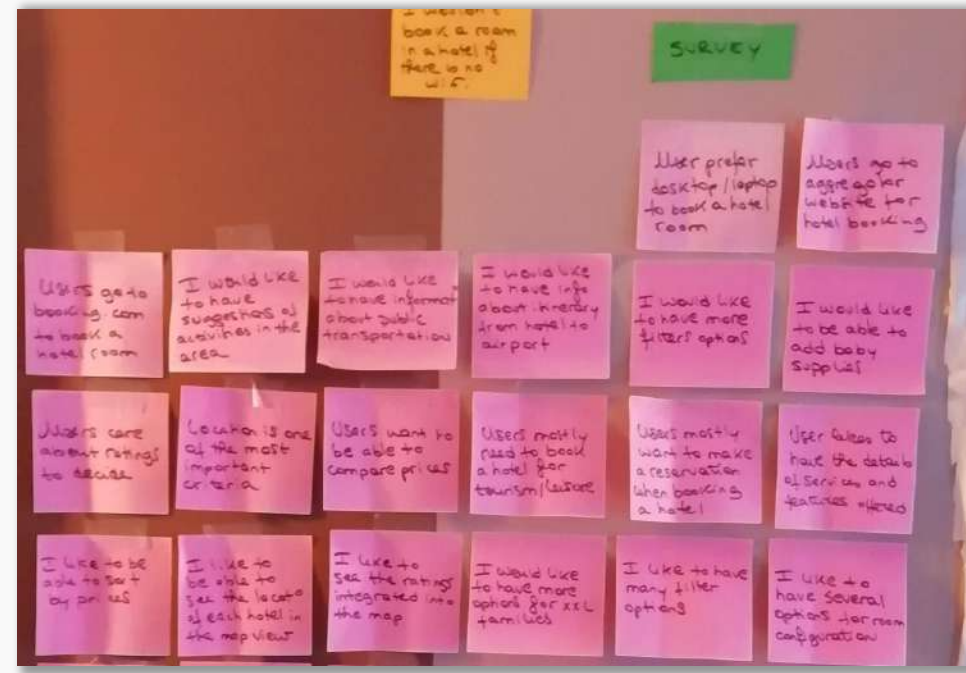
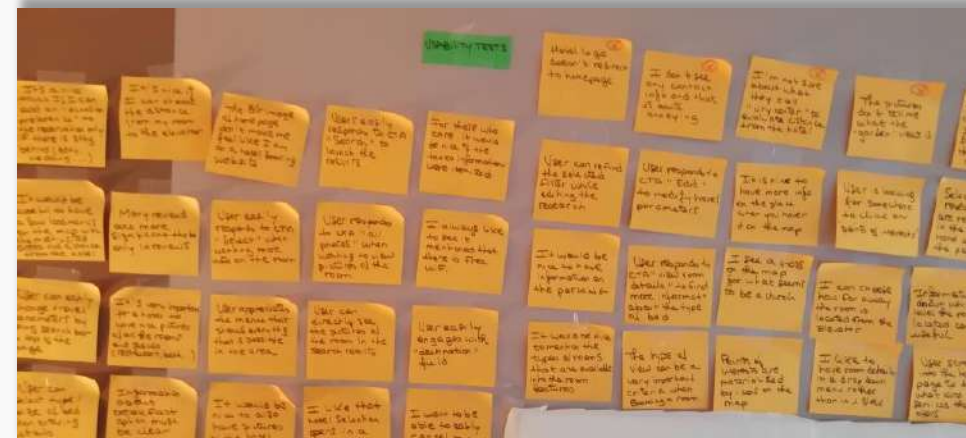
Project	Name	Key : Hotel booking websites	Color code
01	Competitive Benchmark	AirBnB Agoda Secret de Paris Mandarin Bay Sands	
02	Online Survey	-	
03	Note-taking	barcelo.com doylecollection.com	
04	Usability Tests (x3)	louvrehotels.com marinabaysands.com	



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STEP 2



After that, I started to **group the notes in themes** that made sense to me and focus on a **similar subject**.



STEP 3



I managed to identify **12 groups**. I named them as listed below and placed a light green post-it above each section :

1. Homepage
2. Room Search
3. Room Selection
4. Payment Process
5. Aesthetics *
6. Flexibility and Efficiency of use *
7. User control and Freedom *
8. Help and Error prevention *
9. Hotel Information
10. Transport Guidance
11. Enhance the Stay
12. Pain Points



* Based on Jakob Nielsen's 10 usability heuristics

← Homepage **1**

- User can enter ID or code (with description)
- Background picture is appealing
- User can use the calendar to pick up dates
- Search bar is placed on the home page
- User can choose the # of guests / room
- Booking CTA is placed on the home page
- The Search bar provides suggestions of destinations
- User can add several rooms to the search
- I prefer using a calendar rather than entering dates manually
- User easily responds to CTA "Search" to launch results
- User responds to "Book your stay" CTA to launch results
- Website is giving nice lifestyle images
- User easily responds to CTA "Find a room" to launch the research
- I like when it's a 12 month calendar and I have to see several months at once
- User scrolls into the home page to see what kind of rooms are available

Room Search **2**

- Information about which hotel the room is located can be useful
- User easily responds to CTA "Select" when wanting more info on the room
- User can create a wishlist
- User can view pictures of the room in the search results
- User can see how many hotels are available
- User can add "points of interest" as filters
- I use the map to visualize the location of the hotel
- User can sort ratings by similar types of travelers (single, family...)
- User can view room details in the results of the search (open in a page) with CTA
- User can sort the results by type of views, room and/or both amenities
- User can use map view to search location preferences
- User can sort the results by traveler profile (Adults, couple...)
- User can easily check ratings and reviews in search results
- I like to be able to see the location of each hotel in the map view
- I like to be able to sort by prices
- I would like to have more filters options
- User responds to CTA "Find a room" when looking

Room Selection **3**

- User can easily check ratings and reviews in room details
- User can click on "reserve" CTA to make a reservation
- User can add extras to the room when entering details
- I like having complete information on room equipment
- Information about breakfast option must be clear
- User can easily choose the type of the bed (twin/double)
- CTA to "make a reservation" is visible and text is explicit
- Diagram of photos help the user visualize
- Services that are included are clearly visible in room description
- User can click in room details to which hotel / room of the hotel the room is located
- I like user to be able to see what is included
- I would like to be able to add baby supplies
- I like to have a photo of the room, hair dryer, Air con, heater
- User responds to Add ons CTA

Payment Process

- User can use different types of credit cards for payment
- Free cancellation policy is detailed and recalled at payment step
- All fees and extra charges are explained with links
- Payment is secured with HTTPS protocol
- User can easily choose to pay now or later
- User can log in and reserve by using email and number - web application
- User can check to pay online or at the hotel
- Contact form at payment is short
- Details of the reservation are precisely recalled at payment step
- User easily responds to a confirmation with registration with adding a new reservation
- I don't see about extra cost long as booking is not confirmed
- It's better to have all the add ons in one page, not in several tabs
- For those who care it would be nice if the extra information were limited
- It's a bit confusing to add an extra reservation in the reservation if there is this (cancel, edit, booking...)

Aesthetics **5**

- Bright color makes CTA more visible
- Use of "heart" icon to identify the wishlist
- Points of interests are materialized by a call on the map
- I see a cross on the map for what seems to be a church
- Design is sleek and minimalist with use of standard icons

Flexibility and Efficiency of use **6**

- Website indicates to the user that the end is close
- Information behind "view details" opens in a page to lighten the content
- List view + map view are visible in the same window
- User can find previous reservation with "manage bookings" CTA using email
- Logo is clickable and enables the user to go back to homepage
- "Scroll to the top" button eases the navigation
- I like to have many filter options
- User can refresh the selected filter while editing the research
- List view + map view updates accordingly
- I would like to reduce the number of tabs to finalize the booking
- I like that hotel selection opens in a new tab
- The website is talking directly to the user
- Selected research content are recalled in the top right hand corner of the page
- User can date an in-page menu to see room details

4

Pain Points ← 12

- I don't like list about price as it are confusing the same offer
- I am not sure what a room is
- main title on home page is not attractive
- User can only pay with cc (credit card)
- Texts too e-commerce oriented and not humanized
- I want less advertisements
- It takes too long to find what I want for
- the consistency between text in CTA button "Book/ reserve"
- Too much Buttons to refine the research
- Photos and margin at the room are not large enough
- The Bt image of home page don't make me feel like I am in a hotel booking website
- I don't like add as because I can't like hotel it's long as it's more than 10
- I don't like scrolling
- Too much text with urgency sounds or money
- Too much detail on the detail of guests
- User can't add the # of guests
- User can't find what to the sea option
- I don't know if breakfast is included in the price
- Travelers section is not segmented
- Coupon code for price reduction is not visible enough
- Image don't get in order when scrolling on the gallery
- list and map view don't load in a synchronized way
- map view gives no information about hotel
- map gives no information about places around hotel
- It's not good that I had to count the # of nights on my fingers
- I have to click on the web what 35 km are in Paris no details the size of the room
- It's not user friendly to have to drag around when taking calendar
- The pictures do not tell me what the room is
- I'm not sure about what they call why call to evaluate criteria from the hotel
- Too many different colors for i want
- I can't see and contact info and that is not working
- Hotel is too small to reserve on homepage
- Double negative creates confusion

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User control and Freedom ← 7

- Visible free cancellation policy help the user make a decision
- User can change language
- I can be flexible on the choice of destination
- User can edit dates and # of guests at any moment
- I want to be able to easily cancel my reservations
- User can change the currency at any moment
- I can be flexible on the choice of dates
- User can click on the breadcrumb to go back to the previous step
- User can share the destination with others
- User responds to CTA "edit" to modify hotel parameters

Help and Error prevention ← 8

- Text "you want to be charged" enables the user to pay upfront
- Priority CTA are more visible than secondary
- Title is search bar are explicit
- Website uses verbs to empower the user
- Intentional and defined payment options are clearly explained
- The use of different colors creates hierarchy in the text + buttons
- Website helps the user through all the process
- Support /faq content is not visible

Hotel Information ← 9

- User engages with social icons to know more about the hotel
- It would be nice to have information on the parking
- User can view the hotel services using the main menu
- I wouldn't book a room in a hotel if there is no wifi
- It's very important for a hotel to have nice pictures of all the rooms and places (restaurant, bath...)

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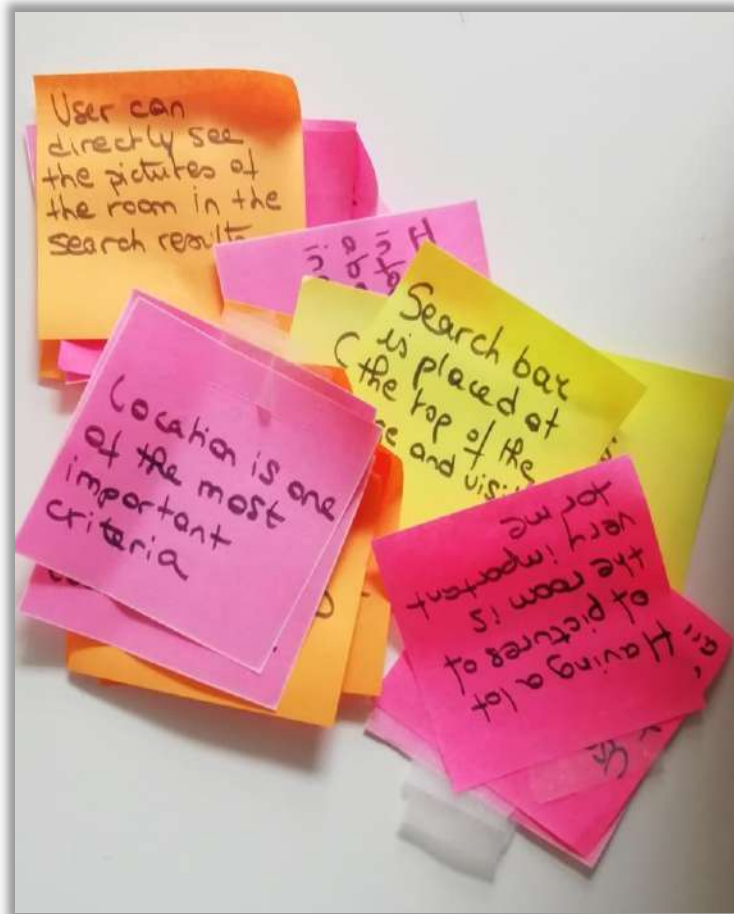
Enhance the stay ← 11

- I'd like to have information about supermarket around
- User appreciates the menu that shows everything that is possible in the area
- It would be useful to have a few landmarks on the map with the most visited areas and distance from the hotel

Transport Guidance ← 10

- I would add itinerary suggestions in the map to go from hotel to point of interest
- I would like to have info about itinerary from hotel to airport
- I like to have hotel access information
- I would like to have information about public transportation

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STEP 4



At this stage of the project, I ended up with many **doublons** in my post-it notes.

- ✓ I put them aside which allowed me to lightens my wall of research.
- ✓ Once I had the 12 groups, I thought I **could subdivide the following groups** further :
 - Homepage
 - Room Search
 - Room Selection
 - Payment Process
 - Flexibility and Efficiency of use
- ✓ I **named those subgroups** and placed a dark green post-it above each undersection to separate them from each other.

HOME PAGE

Search Bar

Search bar is placed on the home page

User can add several rooms to the search

User can choose the # of guests / room

User can enter IATA code (with description)

The Search bar provides suggestions of destinations

Benefits like cancellation are clearly visible to reassure

Calendar

I prefer using a calendar rather than entering dates manually

If User can use the calendar to pick up dates

I like when it's a 12 month calendar and I have not to scroll down month to month

CTA

Booking CTA is placed on the home page

User easily responds to CTA "Search" to launch results

User responds to "Book your stay" CTA to launch results

User easily responds to CTA "Find a room" to launch the reservation

Visual Design

Website is giving me a great image

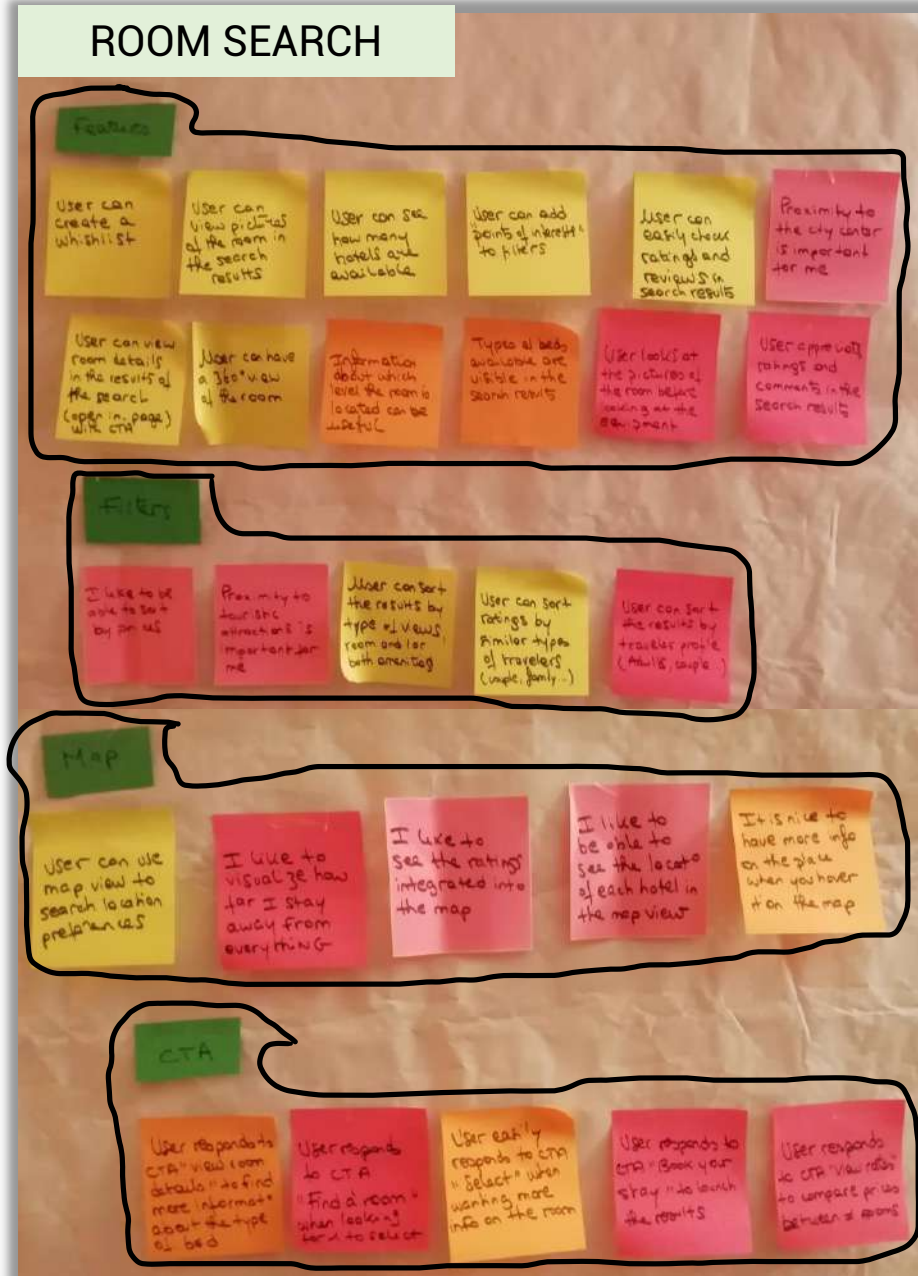
Background Picture is appealing

HOME PAGE

I divided the group « Home page » into 4 subgroups :

- Search Bar
- Calendar
- CTA « Call To Action »
- Visual Design

ROOM SEARCH

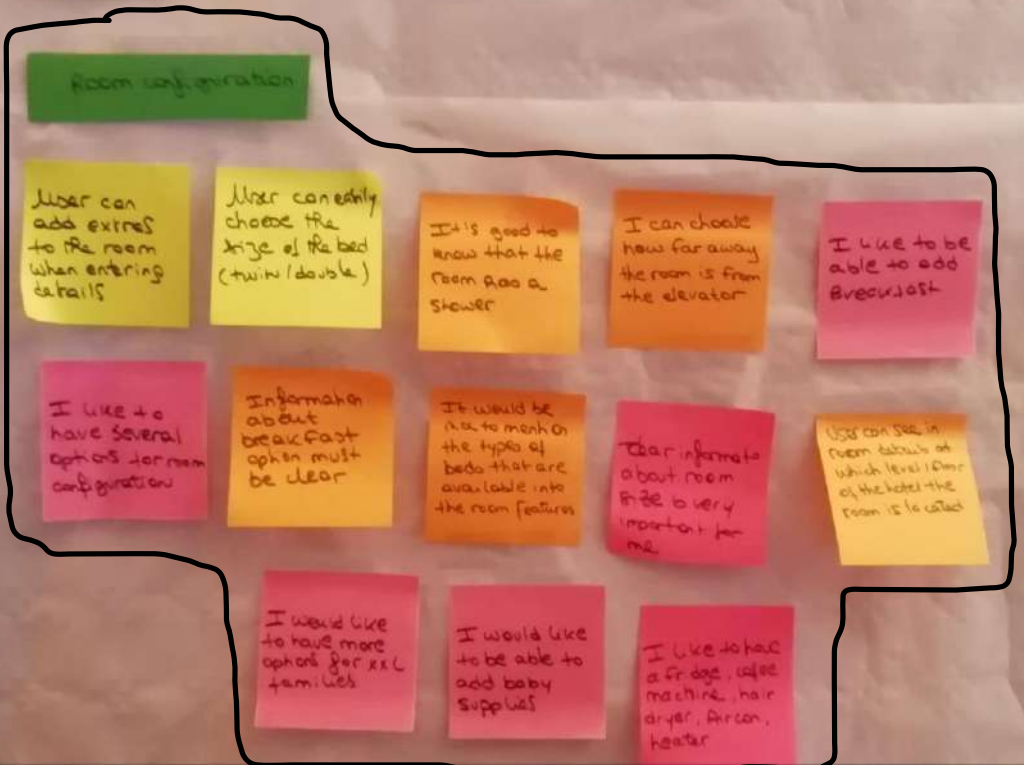


ROOM SEARCH

I divided the group « Room Search » into 4 subgroups :

- Features
- Filters
- Map
- CTA

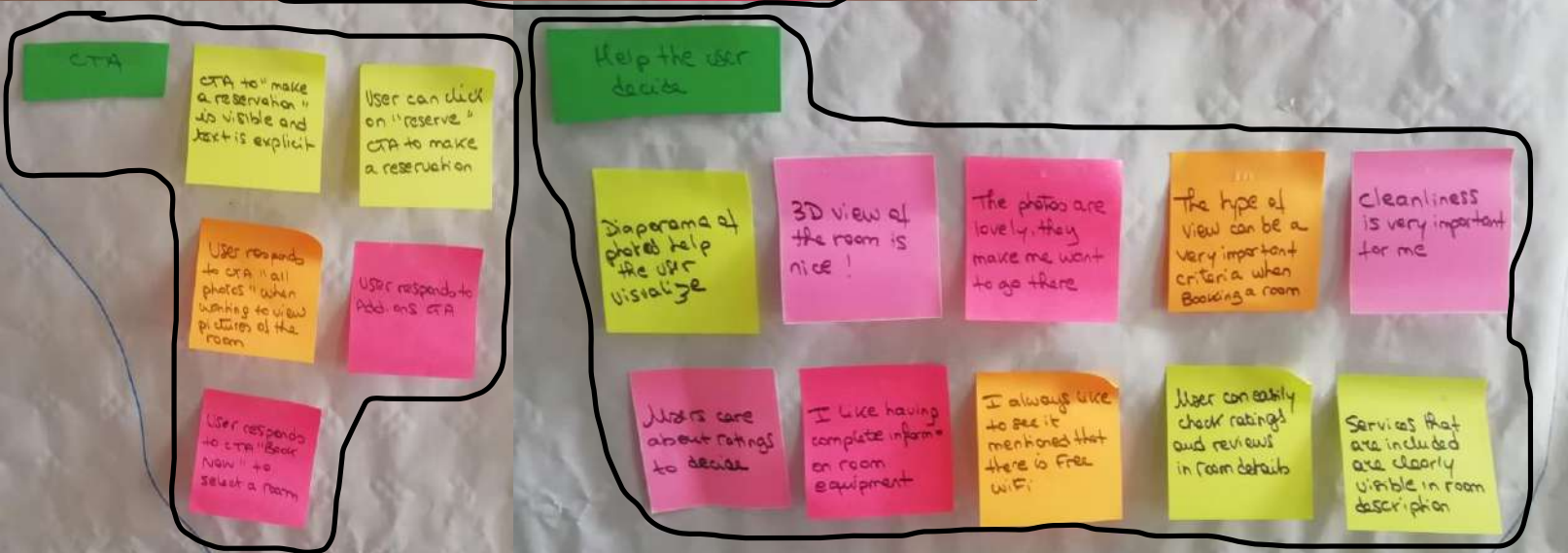
ROOM SELECTION



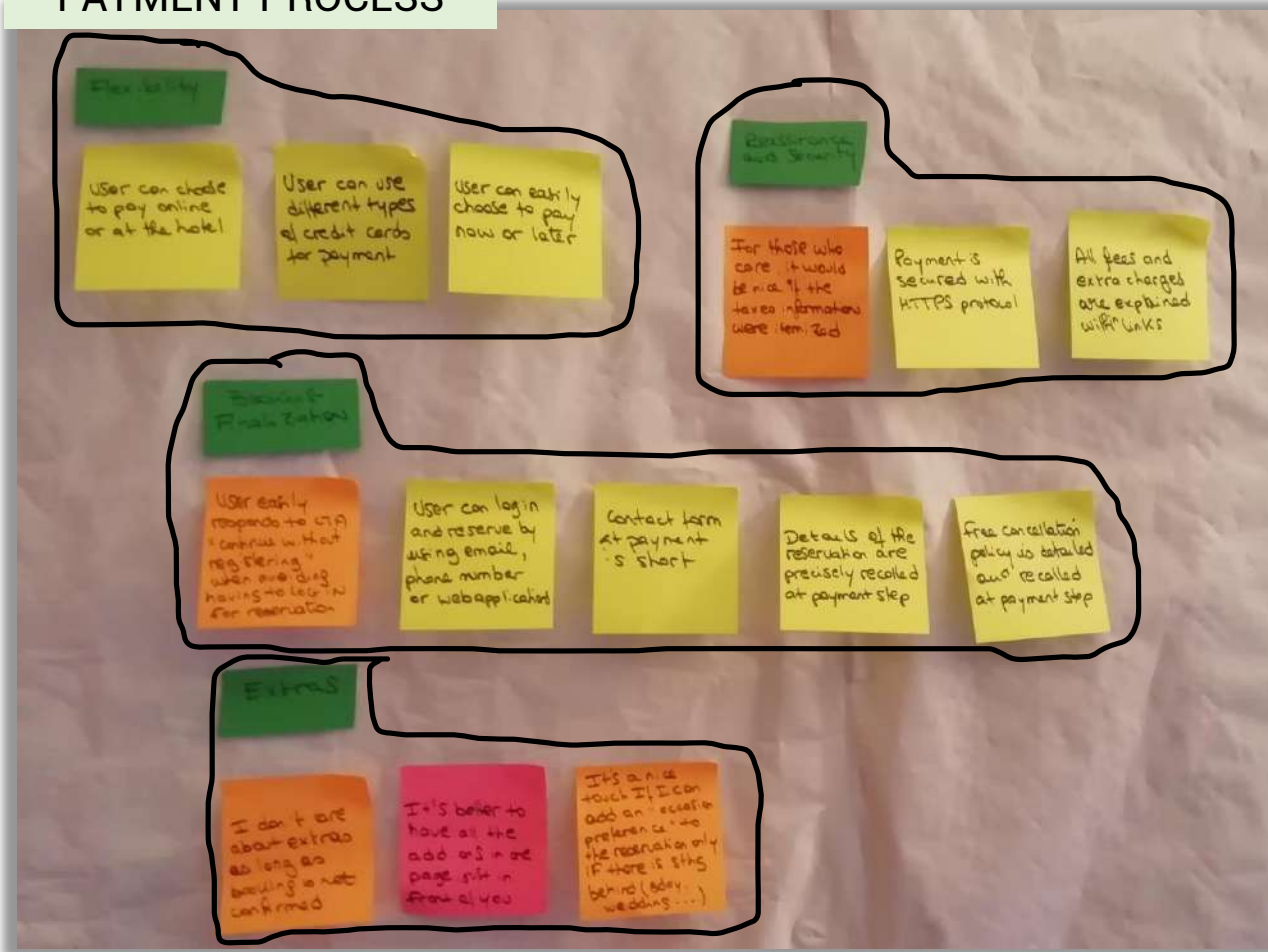
ROOM SELECTION

I divided the group « Room Selection » into 3 subgroups :

- Room configuration
- Help the user decide
- CTA



PAYMENT PROCESS



PAYMENT PROCESS

I divided the group « Payment Process » into 4 subgroups :

- Flexibility
- Reassurance and Security
- Booking Finalization
- Extras

FLEXIBILITY AND EFFICIENCY OF USE

Ease of Navigation

Breadcrumb helps the user know at which step they are

User responds to CTA "Go Back" to get to previous step

User easily engages with "destination" field

I like that hotel selection opens in a new tab

Logo is actionable and enables the user to go back to homepage

"Scroll to the top" button eases the navigation

List view + map view are visible in the same window

User can use an in-page menu to see room details

The website is talking directly to the user

check-in goes automatically to check-out in the calendar

Calendar automatically closes when check-out is selected.

I like to have many filter options

List view + map view updates accordingly

Information behind "view details" open in-page to lighten the content

Journey recall

User can refine the selected filter while editing the research

Search parameters stay visible at the top of the page

User expects to keep search parameters entered when clicking on "Go Back"

I like to have room details in a drop down menu rather than in a block

Selected research criteria are recalled in the top right hand corner of the page

FLEXIBILITY AND EFFICIENCY OF USE

I divided the group « Flexibility and Efficiency of use » into 2 subgroups :

- Ease of navigation
- Journey recall

HELP AND ERROR PREVENTION

- Text "you want to change" enables the user to pay upfront
- Priority can give more visibility than secondary
- Title is short but not explicit
- Website does "verbs" to empower the user
- Instant and defined payment options are clearly explained
- In case of different card's hierarchy in the system
- Website has help to the user through all the process
- Support page makes information available

HOTEL INFORMATION

- User expects to see all items to know more about the hotel
- I would like to have more information on the particular
- User can view the hotel services on the main menu
- I wouldn't book a room in a hotel if there is no "info"
- It's very important to have a photo of the room and the hotel (external view)

TRANSPORT GUIDANCE

- I would add itinerary suggestions in the map to go from home to point of interest
- I would like to have info about itinerary from home to airport
- I like to have hotel access information
- I would like to have information about public transportation

ENHANCE THE STAY

- I'd like to have information about supermarket around
- User appreciates the menu that shows exactly what's possible in the area
- It would be useful to have a few landmarks on the map with the most used offers and choices from the hotel

HOME PAGE

Search bar

- Search bar is placed on the home page
- User can add several rooms to the search
- User can choose the amount of rooms
- User can enter zip code (with autocomplete)
- The search bar provides suggestions of each network
- Benefits like cancellation can be clearly visible to resolve

Calendar

- I prefer using a calendar rather than entering dates manually
- User can use the calendar to go up to date
- I like when it is a 1 month calendar and I have next to see the month

CTA

- Booking CTA is placed on the home page
- User easily responds to CTA search on search results
- User responds to "Book your stay" CTA to search results
- User easily responds to CTA search on search results
- User responds to CTA search on search results
- User responds to CTA search on search results

Visual Design

- Website is going to be a great design
- Background picture is appealing

ROOM SEARCH

Features

- User can create a wishlist
- User can view the list of the room in the search results
- User can see room details and availability
- User can add items to the wishlist
- User can easily check room details and search results
- Priority to the user is important for me
- User can view room details on the page (page in page) with CTA
- User can view the details of the room
- Information about the room is visible on the search results
- Maps to help understand the location and search results
- User can see the room details on the search results
- User can view the details of the search results

Filters

- I like to see filters by the user
- Priority to the user is important for me
- User can see the results by the filter of the room and the amount of travelers (user, family...)
- User can book the room by the filter of the room (family...)
- User can see the results by the filter of the room (family...)

Map

- User can use the map to see the location of the hotel
- I like to see the location of the hotel on the map
- I like to see the ratings and reviews on the map
- I like to see the location of the hotel on the map
- I like to see the location of the hotel on the map

CTA

- User responds to CTA search on search results
- User responds to CTA search on search results
- User responds to CTA search on search results
- User responds to CTA search on search results
- User responds to CTA search on search results

ROOM SELECTION

Room configuration

- User can add extras to the room when entering details
- User can easily choose the type of the bed (single/double)
- It's good to know that the room has a shower
- I can check how far away the room is from the elevator
- I like to be able to see the room details
- I like to have a view of the room
- Information about the room configuration
- It would be nice to have the details of the room configuration
- It's important to have a view of the room configuration
- I would like to have more options for the room configuration
- I would like to have more options for the room configuration
- I would like to have more options for the room configuration

CTA

- User can easily respond to CTA search on search results
- User responds to CTA search on search results
- User responds to CTA search on search results
- User responds to CTA search on search results
- User responds to CTA search on search results

Help user decide

- Diagram of the room helps the user visualize
- 3D view of the room is nice
- The photos are helpful to see the room as it is
- The host of the view can be a very important criteria when booking a room
- Cleanliness is very important for me
- Services that are included are clearly visible in room description
- I always like to see the room details
- User can easily check the room details
- Services that are included are clearly visible in room description

PAYMENT PROCESS

Flexibility

- User can choose the payment method
- User can use different types of credit cards for payment
- User can easily choose to pay by cash or card

Reassurance and Security

- The hotel can be trusted to use the information we provide
- Payment is secured with HTTPS protocol
- It's best and more secure to use the website

Booking Finalization

- User can easily respond to the booking finalization step
- User can see the booking details and confirm the booking
- User can see the booking details and confirm the booking
- User can see the booking details and confirm the booking

Extras

- I like to see the details of the room configuration
- I like to see the details of the room configuration
- I like to see the details of the room configuration

AESTHETICS

- Bright color makes CTA more visible
- Use of "heart" icon to easily mark the wishlist
- Priority to the user is important for me
- I like to see the details of the room configuration
- I like to see the details of the room configuration

FLEXIBILITY AND EFFICIENCY OF USE

Ease of navigation

- Breadcrumb helps the user know at which step they are
- User responds to CTA search on search results
- User can see the booking details and confirm the booking
- I like to see the details of the room configuration
- Large is comfortable and enables the user to go back to homepage
- Screen on the map to see the location
- List view + map view to see the details of the room
- User can use an in-page menu to filter from details
- The website is too long for the user
- Check-in and check-out dates are clearly visible in the calendar
- Calendar calendar is clearly visible in the calendar
- I like to see the details of the room configuration
- List view + map view to see the details of the room
- Information about the room details is clearly visible on the page

Journey recall

- User can find the selected CTA after clicking on the search results
- Search parameters stay visible at the top of the page
- User expects to see search parameters listed when clicking on "Go Back"
- I like to have room details in a drop down menu rather than in a list
- Selected search criteria are clearly visible in the top right hand corner of the page

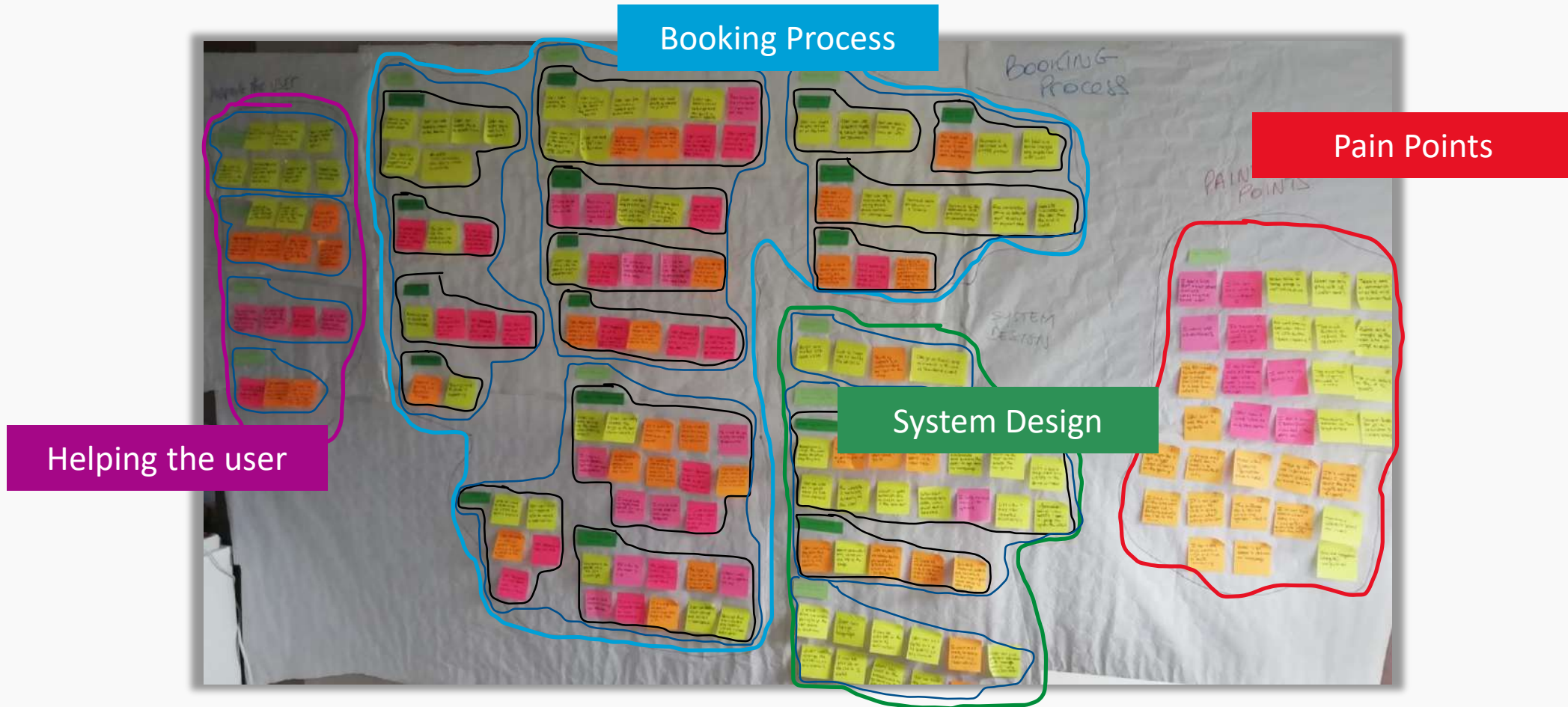
USER CONTROL AND FREEDOM

- I think free cancellation helps the user make a decision
- User can change language
- I can be flexible on the date of destination
- User can edit dates on any moment
- I want to be able to easily cancel my reservation
- User can change the currency at any moment
- I can be flexible on the date of destination
- User can edit dates on any moment
- User can change the destination with others
- User responds to CTA search on search results

STEP 5



I organized the 12 themes into **4 main groups** : Booking process, System Design, Helping the user, Pain Points.



Helping the user

HELP AND ERROR PREVENTION

Text 'You want to change?' enables the user to pay upfront

Priority CTA and more visible than secondary

Titles to search bar are explicit

Visible and visible to the user

Instant and delayed payment options are clearly explained

Use of different colors creates hierarchy in the text + buttons

Visible and visible to the user through all the process

Support icon seems almost invisible

HOTEL INFORMATION

User might not be able to know where a hotel is

I would like to have more information on the location

User can view the hotel location on the main map

I would like to have more information on the location

It's important to have more information on the location

TRANSPORT GUIDANCE

I would add more information about transport

I would like to have more information about transport

I would like to have more information about transport

I would like to have more information about transport

ENHANCE THE STAY

I would like to have more information about the stay

User appreciates the menu that shows everything that is possible in the area

I would like to have more information about the stay

HOME PAGE

Search bar

User can add several items to the search

User can choose the amount of guests (room)

User can enter zip & code (with autocomplete)

The search bar provides suggestions of the search

Benefits to the user are visible in the search bar

Calendar

User can view the calendar for the selected dates

User can use the calendar to find the best dates

User can see the calendar for the selected dates

CTA

Booking CTA is placed on the home page

User wants to see the booking CTA

User wants to see the booking CTA

User wants to see the booking CTA

Visual Design

Visual design is important

Background picture is appealing

ROOM SEARCH

Features

User can create a shortlist

User can view the results of the search

User can see the results of the search

User can see the results of the search

Filters

User can filter the results of the search

User can filter the results of the search

User can filter the results of the search

Map

User can see the location of the hotel on the map

User can see the location of the hotel on the map

User can see the location of the hotel on the map

CTA

User wants to see the booking CTA

User wants to see the booking CTA

User wants to see the booking CTA

ROOM SELECTION

Room configuration

User can see the room configuration

User can see the room configuration

User can see the room configuration

CTA

User wants to see the booking CTA

User wants to see the booking CTA

User wants to see the booking CTA

Help user decide

User can see the room configuration

User can see the room configuration

User can see the room configuration

PAYMENT PROCESS

Flexibility

User can choose the payment method

User can choose the payment method

User can choose the payment method

Booking Finalization

User can see the booking confirmation

User can see the booking confirmation

User can see the booking confirmation

Extras

User can see the booking confirmation

User can see the booking confirmation

User can see the booking confirmation

Reassurance and Security

User can see the booking confirmation

User can see the booking confirmation

User can see the booking confirmation

AESTHETICS

Book color makes CTA more visible

User can see the booking confirmation

User can see the booking confirmation

FLEXIBILITY AND EFFICIENCY OF USE

Ease of navigation

User can see the booking confirmation

User can see the booking confirmation

User can see the booking confirmation

Journey recall

User can see the booking confirmation

User can see the booking confirmation

User can see the booking confirmation

USER CONTROL AND FREEDOM

User can see the booking confirmation

User can see the booking confirmation

User can see the booking confirmation

System Design

STEP 6

Final step of this project is to sequence the subdivisions into a **chronological and intuitive user flow**. I chose to use the elements of the “booking process” group.

X I did not integrate the groups “system design” and “helping the user” into the sequencing because they are apart from the user journey. They represent insights to keep in mind when the time will be to conceive an intuitive and adapted product.

X As for the “Pain points” group, it gathers all bad feelings encountered by the users and other issues that I found on the websites during the research phase. They won't be designed but they will need to be solutioned afterwards during the design phase.

