

AFFINITY DIAGRAM

PROJECT 5

HENDRIK HANEKOM

HOW I STARTED



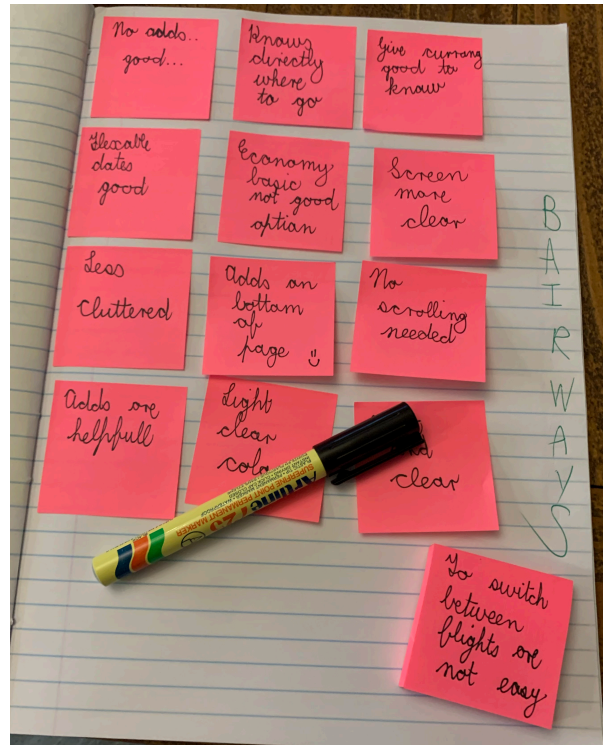
HOW WE DID IT



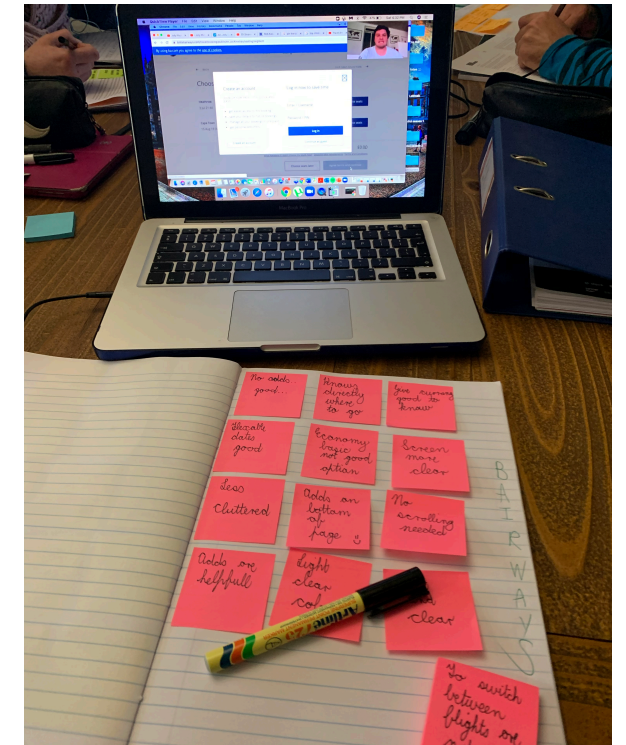
OBEJCTIVES FOR THE PROJECT

- CREATE AN AFFINITY DIAGRAM
- LEARN HOW TO PUT STRUCTURE ON QUALITATIVE RESEARCH DATA
- LEARN THE POWER OF COLLABORATIVE ANALYSIS
- LEARN TO LISTEN AND COLLABIRATE

HOW WE DID IT



WE STARTED BY WRITING DOWN THE FINDINGS OF THE USIABILTY TESTS ON STICKY NOTES.

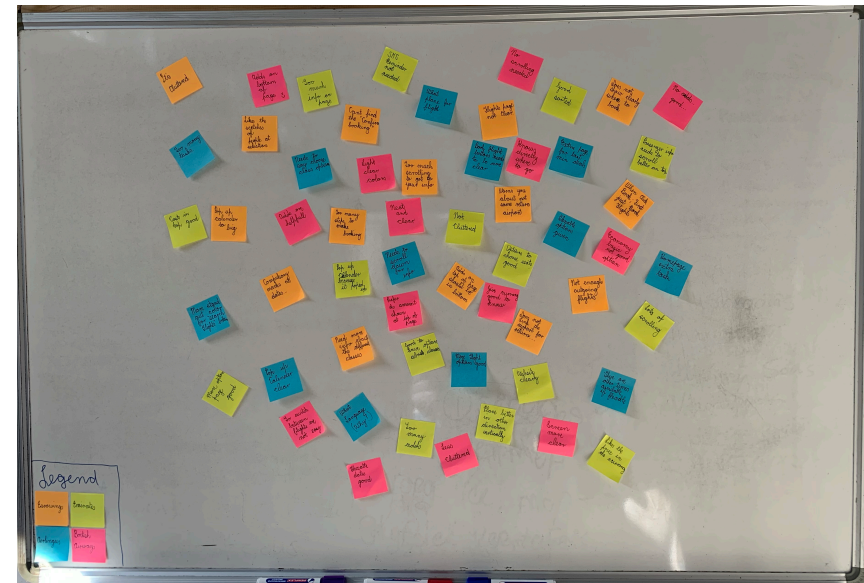




1. I FIRSTLY PUT ALL THE STICKY NOTES ON THE WALL IN NO PARTICULAR ORDER.

EUROWINGS	EMIRATES
AERLINGUS	BRITISH AIRWAYS

2. I THEN EXPLAINED THE FINDINGS TO MY TEAM OF HELPERS. I ALSO EXPLAINED TO THEM WHAT THE GOAL IS FOR THIS PROJECT. THE HELPERS WERE A PHARMACY MANAGER, ROOF TRUSS DESIGNER AND A GUESTFARM OWNER.



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3. WE STOOD INFRONT OF THE WALL AND I EXPLAINED ALL THE NOTES TO MY TEAM

4. WE ORGANISED IT TO NEGATIVE AND POSITIVE STICKY NOTES.





5. WE SLOWLY STARTED TO ORGANISE THE NOTES TO USER POSITVES, USER NEGATIVES, DESIGN POSITVES AND DESIGN NEGATIVES



6. WE STARTED TO ORGANISE IT TO MORE GROUPS. WHILE WE ARE STILL WORKING ON THE NEGATIVES AND POSITIVES.





7. AFTER ORGANISING THE GROUPS. WE STARTED NAMING THE GROUPS.

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8. I NAMED THE GROUPS INTO THE GOALS, BEHAVIOURS AND PAIN POINTS.



THE END RESULT

EUROWINGS	EMIRATES
AERLINGUS	BRITISH AIRWAYS

SMS reminder not needed Economy budget not good option

Airline

Design Positives

Visually clear	Screen menu clear	Known directly where to go
Light clear colors	No scrolling needed	What plans for flight
Not cluttered	Less cluttered	Good sorted
Head and clear	Order on bottom of page	Info do amount shown at top of page

Design Pain Point

Need to scroll down for info	Slight lag not clear	lots of scrolling	Info not clear, looks to look
Plane letter in other direction vertically	Can't find the "confirm booking"	More about what you're booking	Passenger info need to scroll later on page
Not flight info - hard to be more clear	Put up calendar too big	add on but at top should be in bottom	When click Book, find out what flight
Too cluttered	Too much scrolling to get to what you want	Extra lag for last screen	

Ease of use

Very easy to know	For adults good	Very clear when you go	Very clear when you go
Like the font in the screen	Should be more clear	Can't see top of page	Put up calendar clear
Like the layout of what is shown	More options good	When you click on one return airport	Order on difficult
Put up calendar because it's not clear	More options good	When you click on one return airport	Order on difficult

User goal pain point

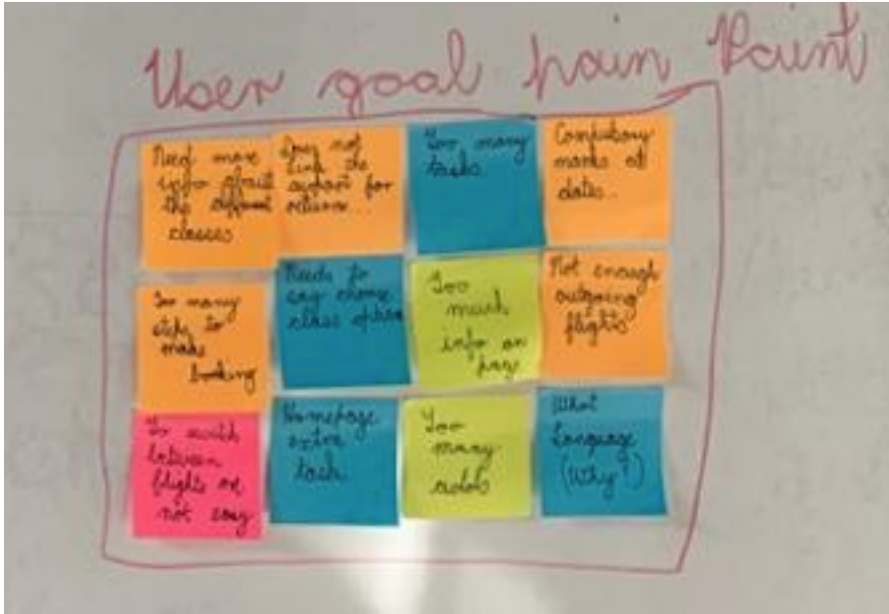
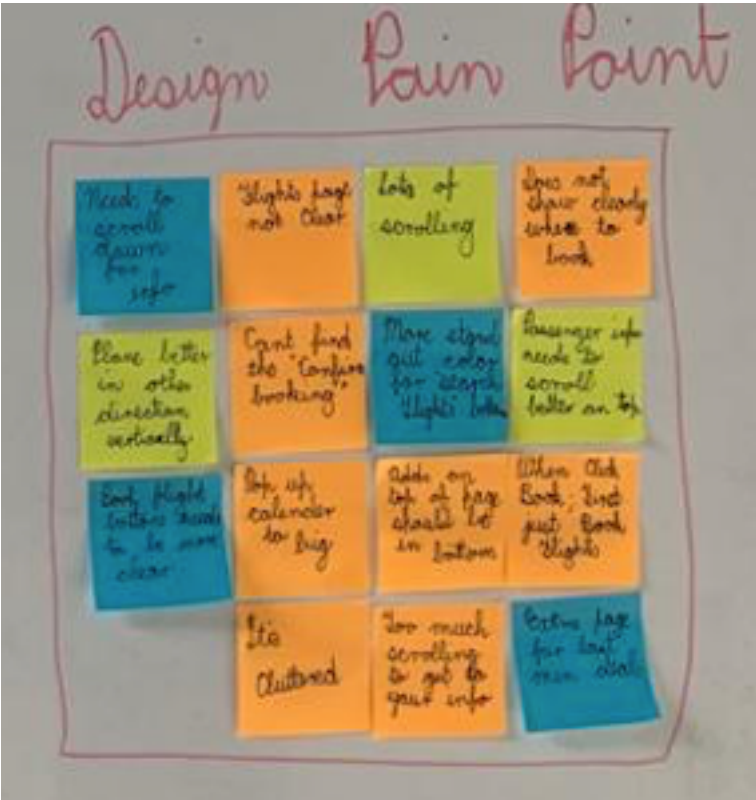
Need more info about what you're booking	Info not clear, looks to look	Too many tabs	Confusing marks of dates
Too many tabs to make booking	Need to see what you're booking	Too much info on page	Not enough information (flight)
Too much information, flight not clear	More options good	Too many tabs	Need language (city?)

Legend

Eurowings	Emirates
Aerlingus	British Airways

BREAKDOWN OF END RESULT

EUROWINGS	EMIRATES
AERLINGUS	BRITISH AIRWAYS



BREAKDOWN OF END RESULT

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