Affinity diagram

by **Harvey Dennis**

Pre catergorised

- Labelling of links shouldn't be ambiguous
- Pen icon function isn't very clear what it does, user confused
- Present all factors that make for users decision making, don't hide any factors
- Remove home screen features that are unnecessary
- Remove home screen features that are unnecessary
- User unsure of what the 'Compare Fare Benefits' CTA is going to be about
- User annoyed about not being informed that the flight is a stopping flight
- User confused as cannot proceed through "Go to step2" disabled link. "It's not allowing me to proceed to step 2 and I am not really sure why"
- Input stepper works well for choosing number of passengers
- Keep important information above the fold
- Should the main CTA be 'Book a flight' on homepage
- Inspiration on destination if user is unsure where to travel
- User likes it when the price is on always on display during the process
- Large CTA button helps user in next action
- Share button can have benefits
- Clean UI led to a good user experience
- main menu placement consistent
- User would have liked the cheaper fares displayed in the normal fares section, with comparisons on the same screen
- Long flights would be less price conscious and would go for comfort
- Determine IA from use cases
- Give user feedback about a process that could be happening if they are having to wait
- Covid messaging considerations
- Make sure an icon correctly signifies its meaning and is understood
- Keep experience informal and friendly
- Large CTA button helps user in next action
- Help user, keep them informed of what to do next
- App to remember travel options if leaves current flow and then returns
- The total price needs to be made noticeable
- See extra information underneath each price to help with deciding
- For business travel, the times are an important factor
- Typeahead helps speed up a search. Also suggesting the word when characters are being typed in
- Use geo location to pre populated nearest airport
- Summary screen should contain all the information the user needs. Price, duration, ticket type, baggage allowance, timings, From and destination airports, one way or return, direct or not
- Picking 'From' and then 'To' dates on separate screens slow down user and adds extra clicks
- Pen icon function is very clear what it does, user confused
- Present all factors that make for users decision making, don't hide any factors
- Using an animation to show the system is working, "one moment please" informing the user
- Time is a factor when you have a family
- Option to see the price in a different currency
- User would have liked 'Outbound' and 'Return' mentioned on the screen
- User confused as cannot proceed through "Go to step2" disabled link. "It's not allowing me to proceed to step 2 and I am not really sure why"
- 'From' and 'To' dates can be easily selected from the same screen
- Pricing structure helps inform user
- Keep branding consistent, breaking the company down into individual partners might confuse user
- Continuous scroll of a calendar works well instead of clicking through month by month
- Saved recent search can save time
- User confused with seeing what was the outbound flight and return flight. Needs better labelling
- User never used a saved search before
- User cautious of saved search as thinks underhanded mechanisms at play to increase flight price
- User expected when clicking on 'Plus' then would display more info on fare & price
- Confused with being shown flight details that are unavailable
- Quickly finds and clicks large CTA button 'Book a flight'
- Idea of tabbed airport selection. A-Z, Nearby, Favourites
- Pre selected 'Return' seems a much used use case
- Keep the user in the app and don't force them out of it and into an external website
- Display flight costs of the previous and next days, also greyed out if unavailable
- User thinks the screen 'has lots of info and maybe too much" and 'can't see the benefits enough too decide
- User unsure what's the difference between Saver, Plus & Advantage
- Include all variations in price search, cheapest to expensive
- CTA - "Let's go" adds a touch of casual friendliness to the tone of voice
- Variations in flight types confuse some users
- Confused with what 'one way' means when the user has chosen a return flight
- User low fare calendar' first instead of 'book a flight'
- Once departure is selected, the app will only show s the possible destinations for that route - vastly reducing options and making it clear upfront what the user's options are
- Multiple ways to for entering a date. If date is in the distant future, scrolling would take a long time
- Keep the user in the app and don't force them out of it and into an external website
- clean UI easy to navigate and understand
- Make sure the meaning of an icon is understood
- Users current selection needs to be clear
- Fares options should be clear and details easy to read at a glance
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- Price is a top consideration for users
- User would have liked the cheaper fares displayed in the normal fares section, with comparisons on the same screen
- User needed glasses to see content clearly
- Animation on landing can be distracting
- presented with information that isn't relevant in the user journey
- Use visual prompts to aid the users navigation

Catergorised

Feedback

- Help user, keep them informed of what to do next
- Give user feedback about a process that could be happening if they are having to wait
- Covid messaging considerations

Landing page

- Animation on landing can be distracting
- Remove home screen features that are unnecessary
- Should the main CTA be 'Book a flight' on homepage

Pain points

- User confused as cannot proceed through 'Go to step2' disabled link. "It's not allowing me to proceed to step 2 and am not really sure why"
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Summary

- Summary screen should contain all the information the user needs. Price, duration, ticket type, baggage allowance, timings, from and destination airports, one way or return, direct or not
- Present all factors that make for users decision making, don't hide any factors
- Share button can have benefits

UI

- Clean UI led to a good user experience
- main menu placement consistent
- Use visual prompts to aid the users navigation
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User experience

- Inspiration on destination if user is unsure where to travel
- Determine IA from use cases
- Using an animation to show the system is working, 'one moment please' informing the user
- Keep branding consistent, breaking the company down into individual partners might confuse user
- Keep experience informal and friendly
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Tone

- CTA - "Let's go" adds a touch of casual friendliness to the tone of voice

Icons

- Make sure the meaning of an icon is understood
- Pen icon function isn't very clear what it does, user confused
- Make sure an icon correctly signifies its meaning and is understood

Buttons & links

- Large CTA button helps user in next action
- Quickly finds and clicks large CTA button 'Book a flight'
- Labelling of links shouldn't be ambiguous

Search

Search passengers

- Input stepper works well for choosing number of passengers

Search location

- Picking 'From' and then 'To' dates on separate screens slow down user and adds extra clicks
- User would have liked 'Outbound' and 'Return' mentioned on the screen
- Idea of tabbed airport selection. A-Z, Nearby, Favourites

Saved search

- *Saved recent search can save time*
- App to remember travel options if leaves current flow and then returns
- User never used a saved search before
- User cautious of saved search as thinks underhanded mechanisms at play to increase flight price

Flight search

- Display flight costs of the previous and next days, also greyed out if unavailable
- User unsure what's the difference between Saver, Plus & Advantage
- Use geo location to pre populated nearest airport
- For business travel, the times are an important factor
- Time is a factor when you have a family
- 'From' and 'To' dates can be easily selected from the same screen
- Used low fare calendar' first instead of 'book a flight'
- Once departure is selected, the app will only show the possible destinations for that route – vastly reducing options and making it clear upfront what the user's options are
- Pre selected 'Return' seems a much used use case

Negative

- User annoyed about not being informed that the flight is a stopping flight
- User confused with seeing what was the outbound flight and return flight. Needs better labelling
- Variations in flight types confuse some users
- Confused with what 'one way' means when the user has chosen a return flight
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Calendar

- Continuous scroll of a calendar works well instead of clicking through month by month
- Multiple ways to for entering a date. If date is in the distant future, scrolling would take a long time

Price

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- The total price needs to be made noticeable
- User likes it when the price is on always on display during the process
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Close ups of catergorised

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