Jeff Miller: Hotel Case Study - Affinity diagram

Users did like the options and amenities in searching for a room

Users liked being able to choose a neighborhood and specific area in town

The start of most searches were easy to navigate, but it did became more difficult

navigation links were readable and understandable throughout the search

Some hotel images were very appealing and descriptive of the hotel and rooms

Most landing pages were user friendly

The payment pages were user friendly and easy to navigate

Some searches were quick and easy

Users liked the flow of navigation in some instances. They felt that it was an easy process

Some booking sites had good visual images that did represent the hotels

Users felt like all links were easy to click and proceed with the search

Some booking sites had good visual functionality when entering travel dates

Users did like receiving a confirmation email after booking

Selecting price range was easy and understandable on all booking websites

Some users prefer to call and talk to hotel as website was not as interactive w/ humans.

After selecting a few common options, some users were left with no available rooms

Some preselected options were removed from the search on the booking pages

The booking websites did not include a link to the hotels listed for user convenience

Users need to read small print on websites

Some online images were of shampoo bottles which did not represent the hotel

After selecting a room, the user is faced with many discount options which is confusing

Discount options and 3rd party vendors make the search confusing

Some amenities were not on the booking websites. User would have to call hotel

Snaptravel used an SMS code which cause extra steps, time, and confusion for the user

3rd party vendors like Snaptravel takes the user away from the booking website

Users thought there should be a map of the area where they are booking

Users claimed rooms were not what they expected upon arrival to the hotel

Users thought there was too much negative space on booking pages.

Users thought there would be an option to make changes before submitting payment

Users would prefer that discounts and offers be only at the end of the search be submitting

While selecting options the user did not like the page refreshing causing scrolling

Every selection caused a page reload and user had to scroll back down the page

All hotel services where not on the booking website, e.g. room service, spa, salons, etc.

Navigation was not intuitive and should be easier to understand

Users did not think that the images were a good representation of the hotels on the websites

Design and functionality for setting travel dates were not visually understandable

Options for 3rd party vendor discounts should be aware of the user experience

Users thought that any additional hotel fees or booking fees should be obvious to the user

Users thought that there should be a customer service number or chat box.

The user should only have to select options once throughout the search

Booking website landing pages did not include a primary nav link to attractions

Under attractions, a map with attractions and nearby hotels was not available

There was not an order of navigation e.g. primary nav, secondary, tertiary that dictate the user flow

Users did not like web pages that were split vertically when they did not function separately

Keep pop-up messages to a minimum. If not necessary they should be avoided

When setting destination and dates, dates should be simplifited

Page refresh should use an animated loading bar or a visual aid for user experience