

## Projet 5: Affinity Diagram

### Overview

Learning how to successfully run an affinity diagram session is an extremely important skill for a UX professional. These sessions allow us to sort through large volumes of data and get to the root of our findings.

For this project, you'll review all of the research from your previous work and create an affinity diagram to represent what you've learned so far. This work will help you with further analysis and design decisions in the coming projects.

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### Legends

A colour = a source

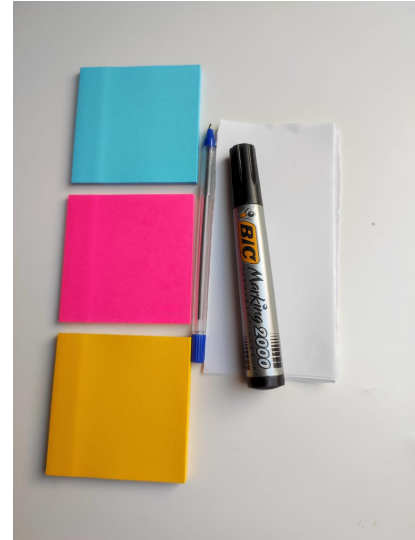
At the bottom right → N° User / N° Experience (ex: 2/1 concerned Nicole about The Doyle Collection)

At the bottom left → 😊 - 😐 - 😞

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PDUX Affinity Diagram – Hotel booking (Desktop)

## 1. Writing your findings on post-its



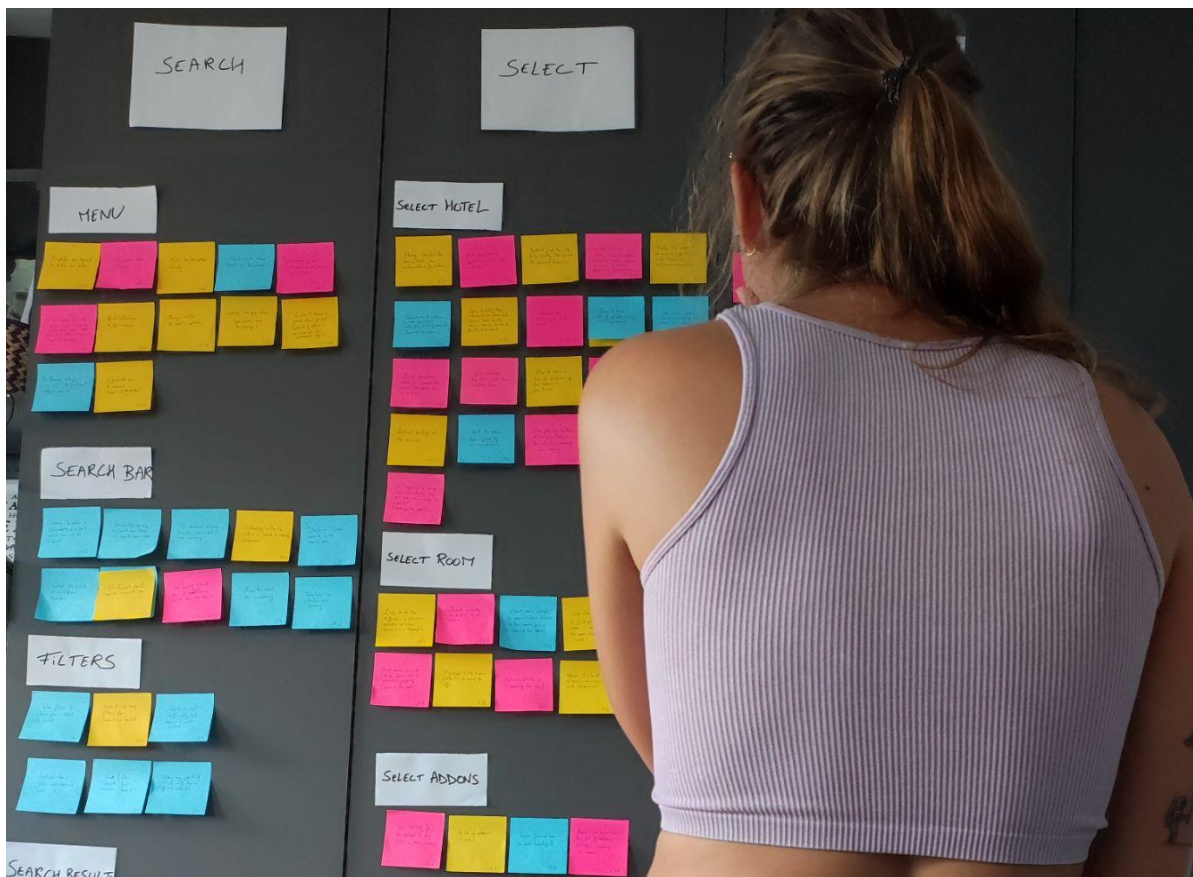
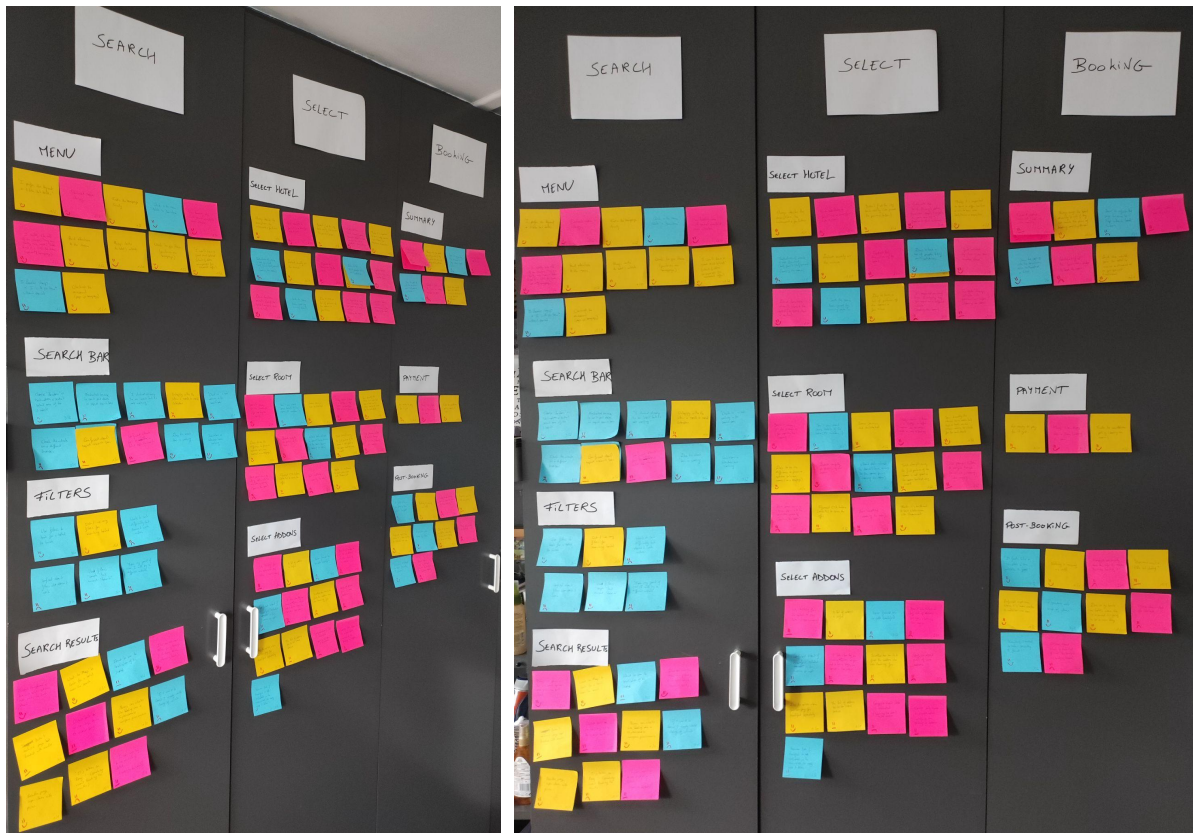
## 2. Sticking notes to a board



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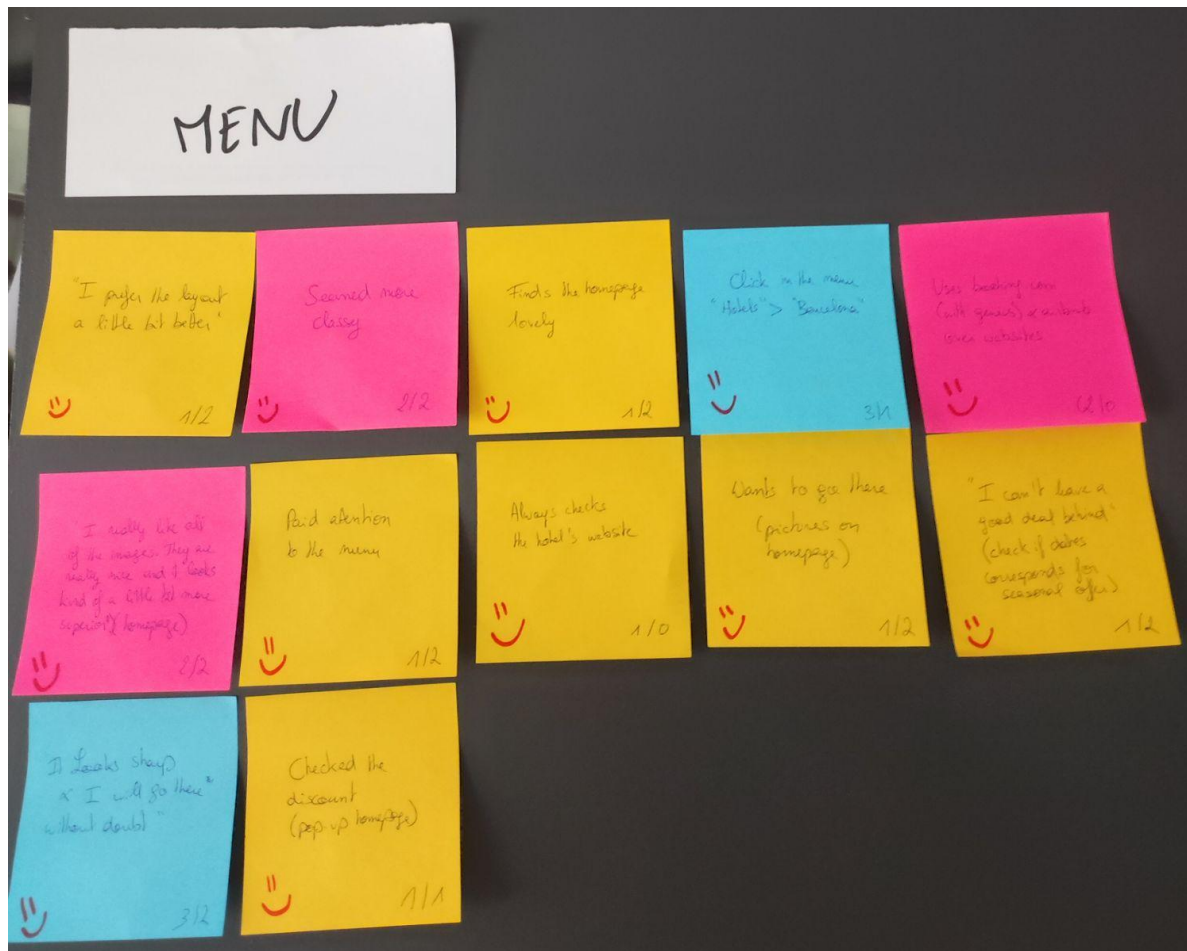
### 3. Organizing your notes into grouping and summarizing



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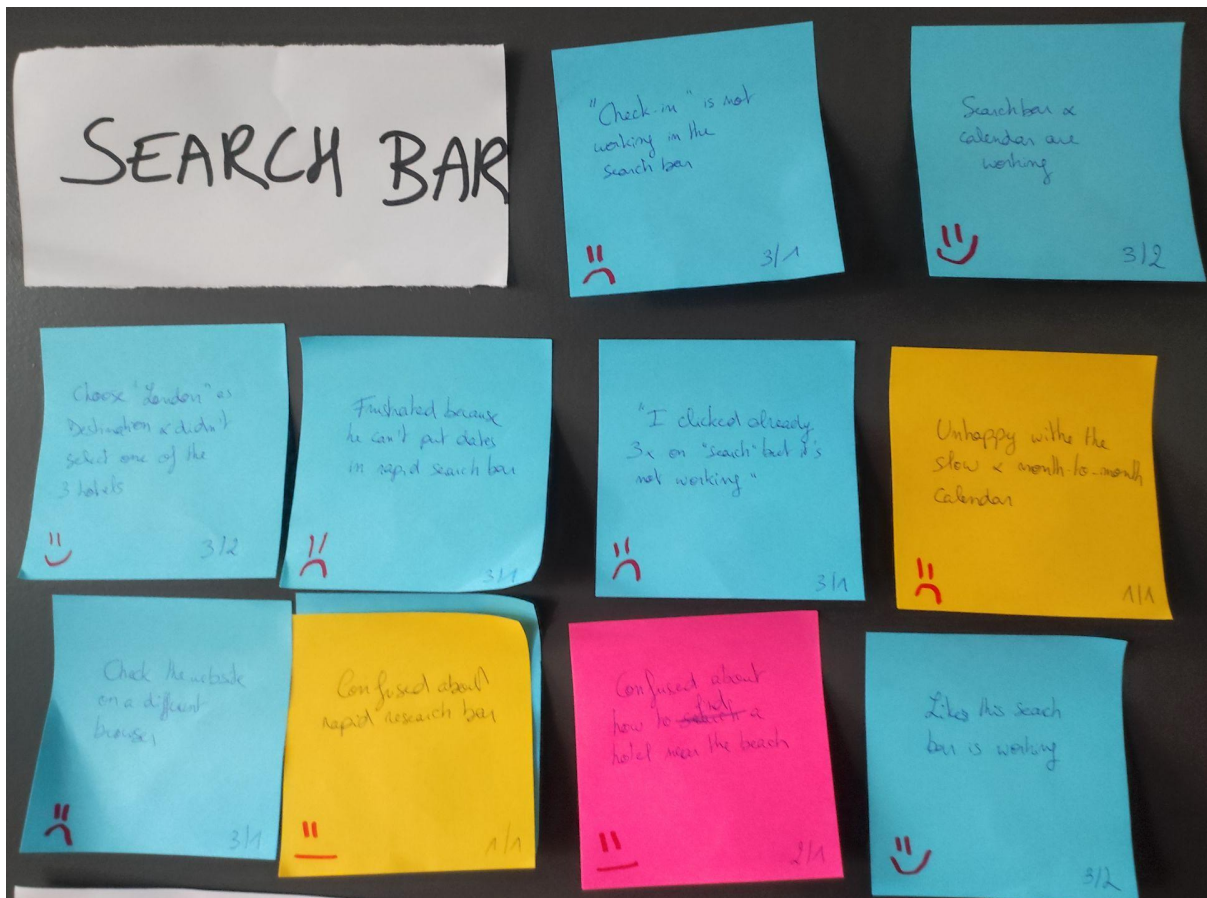
### Group 1 - SEARCH - Menu



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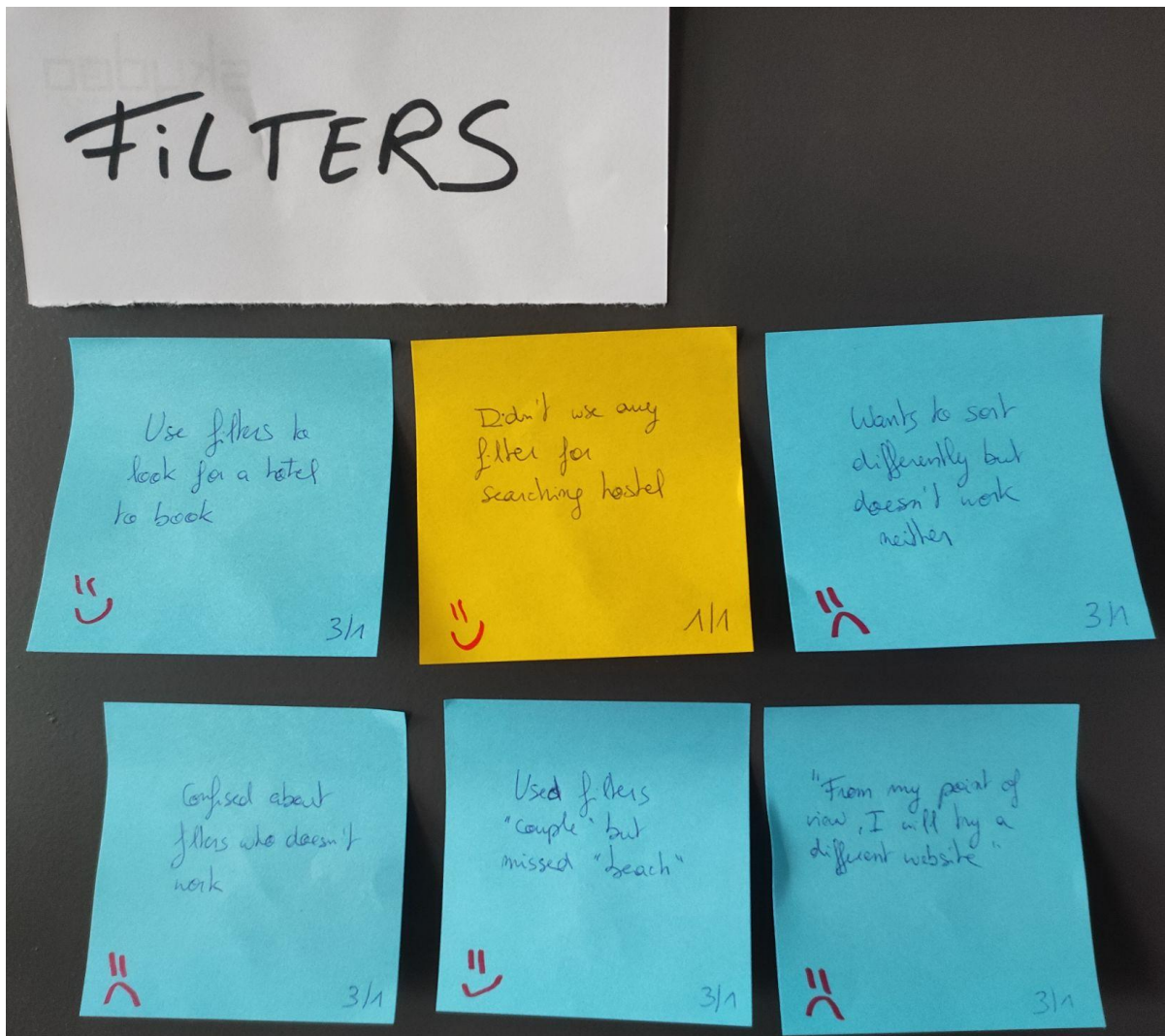
### Group 2 - SEARCH - Search bar



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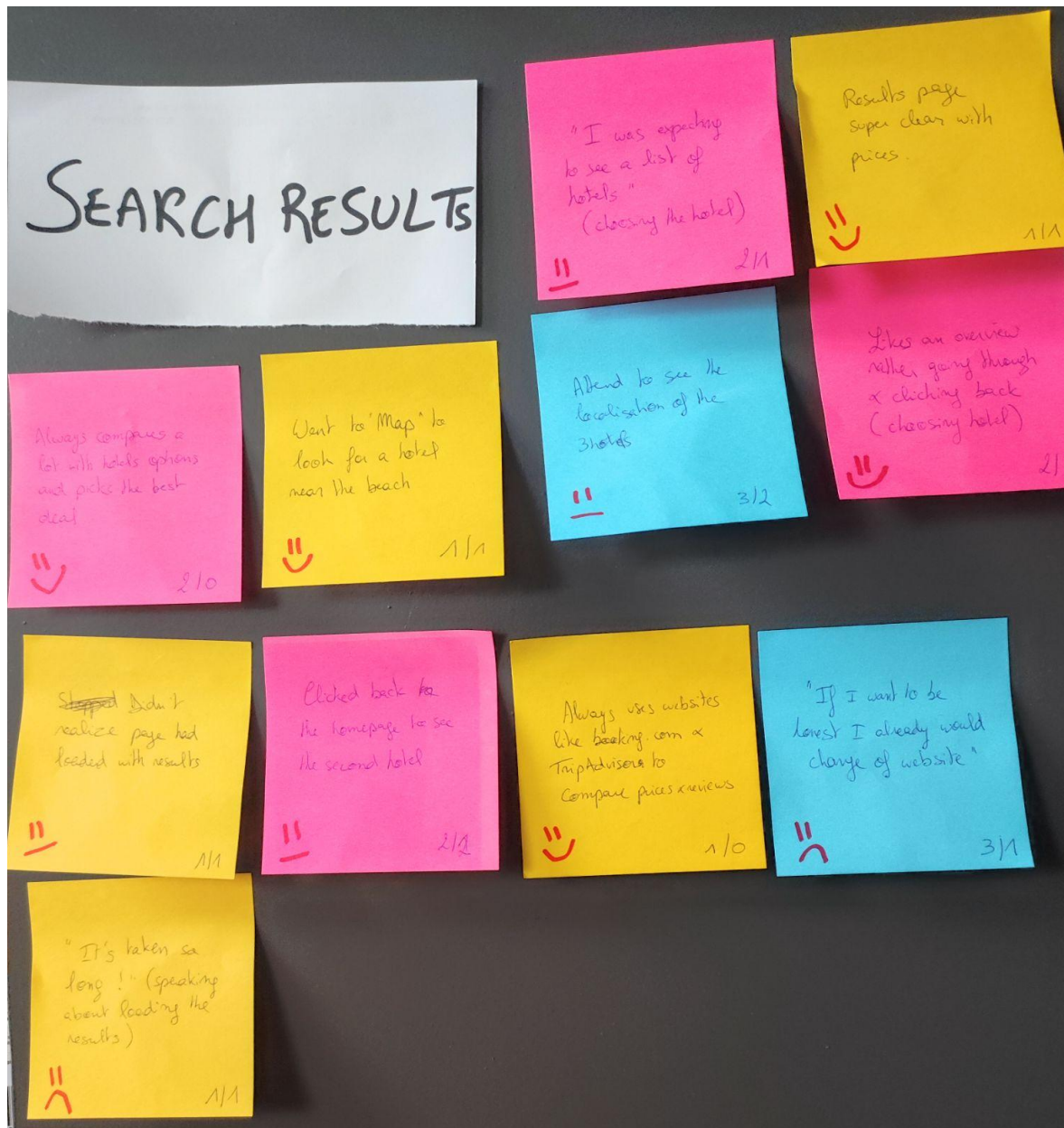
### Group 3 - SEARCH - Filters



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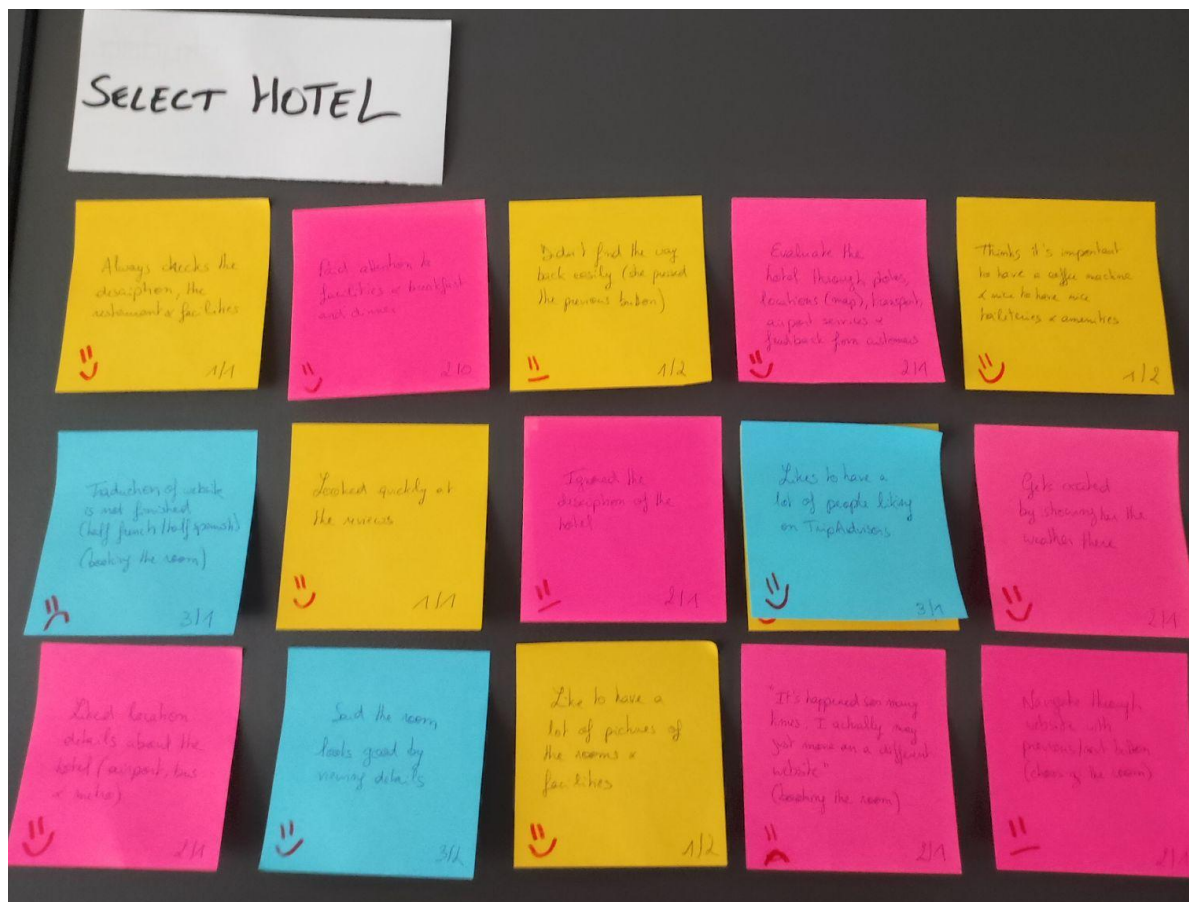
### Group 4 - SEARCH - Search results



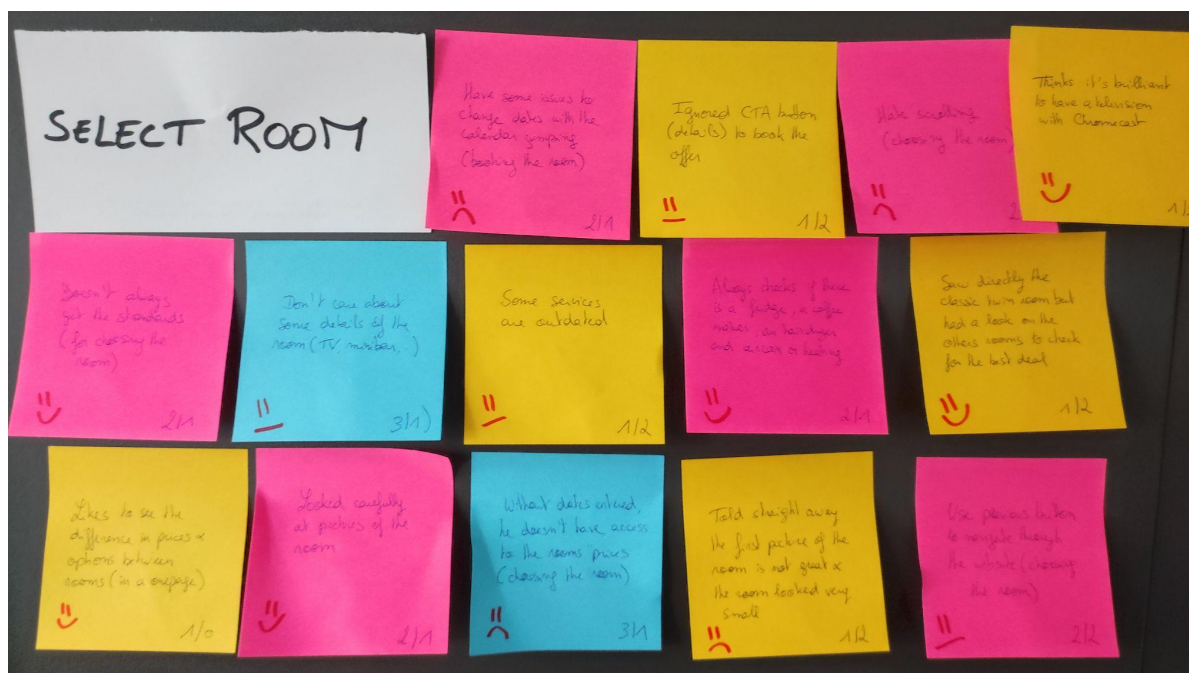
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### Group 5 - SELECT - Select Hotel



### Group 6 - SELECT - Select Room

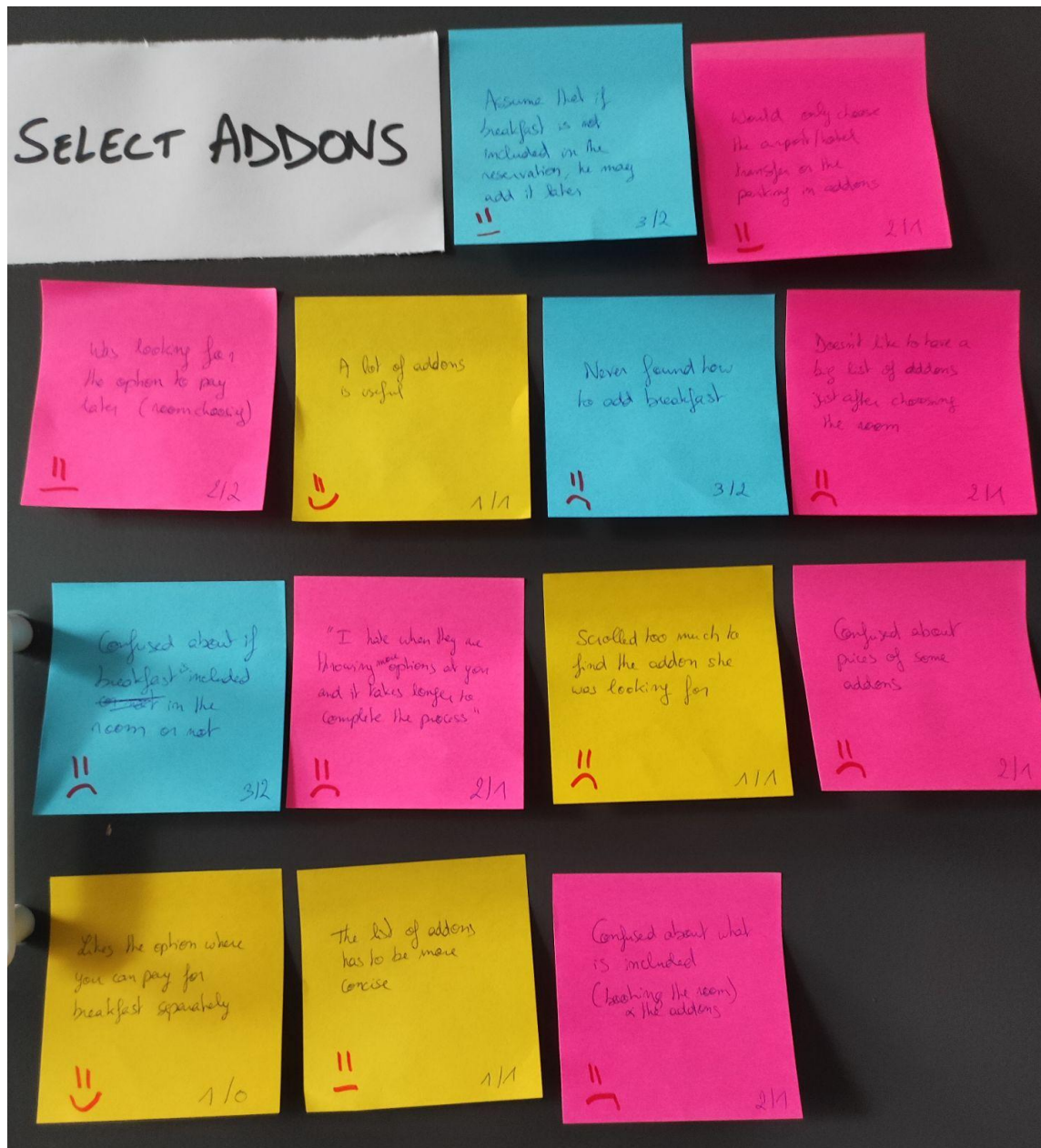




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PDUX Affinity Diagram – Hotel booking (Desktop)

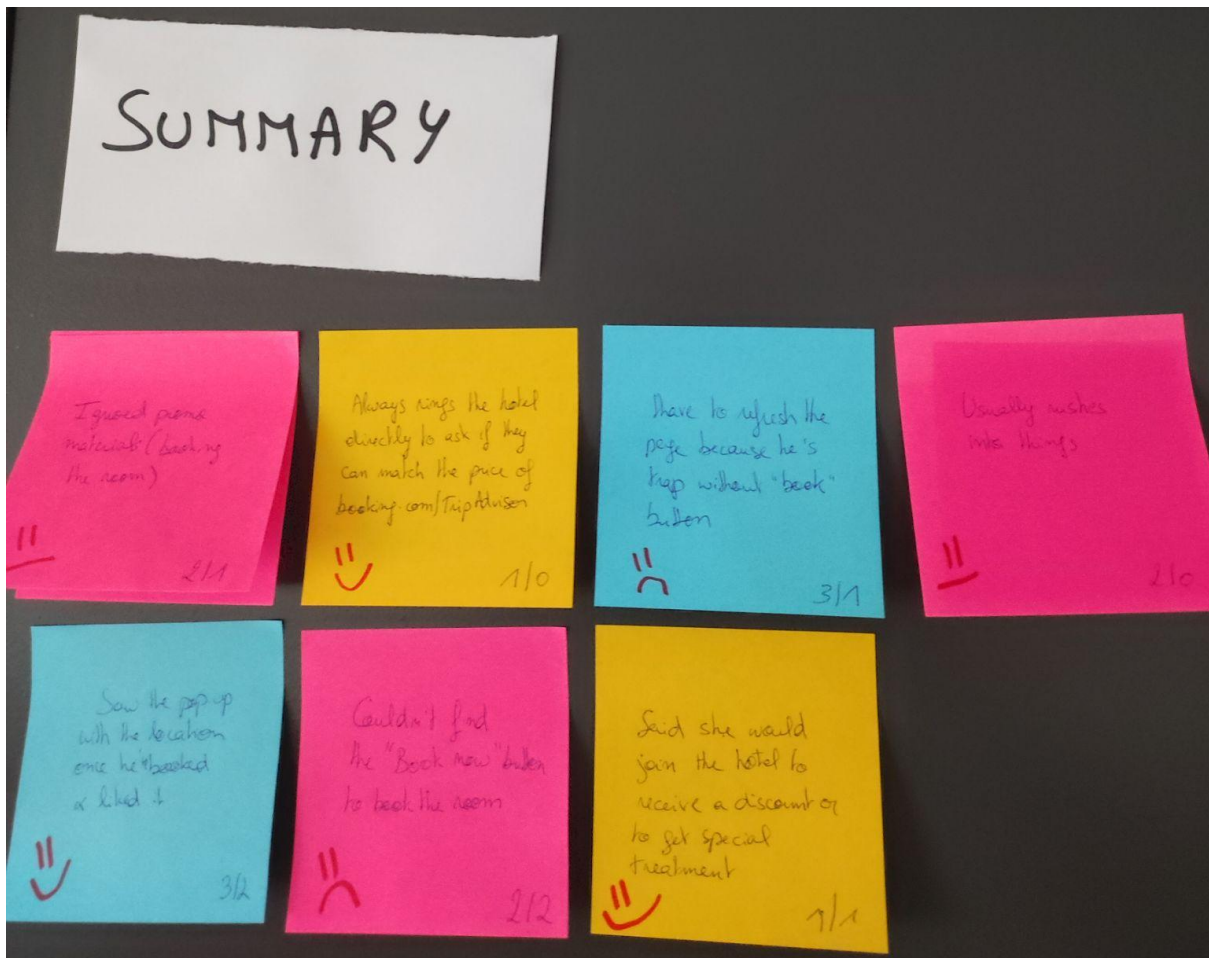
### Group 7 - SELECT - Select Addons



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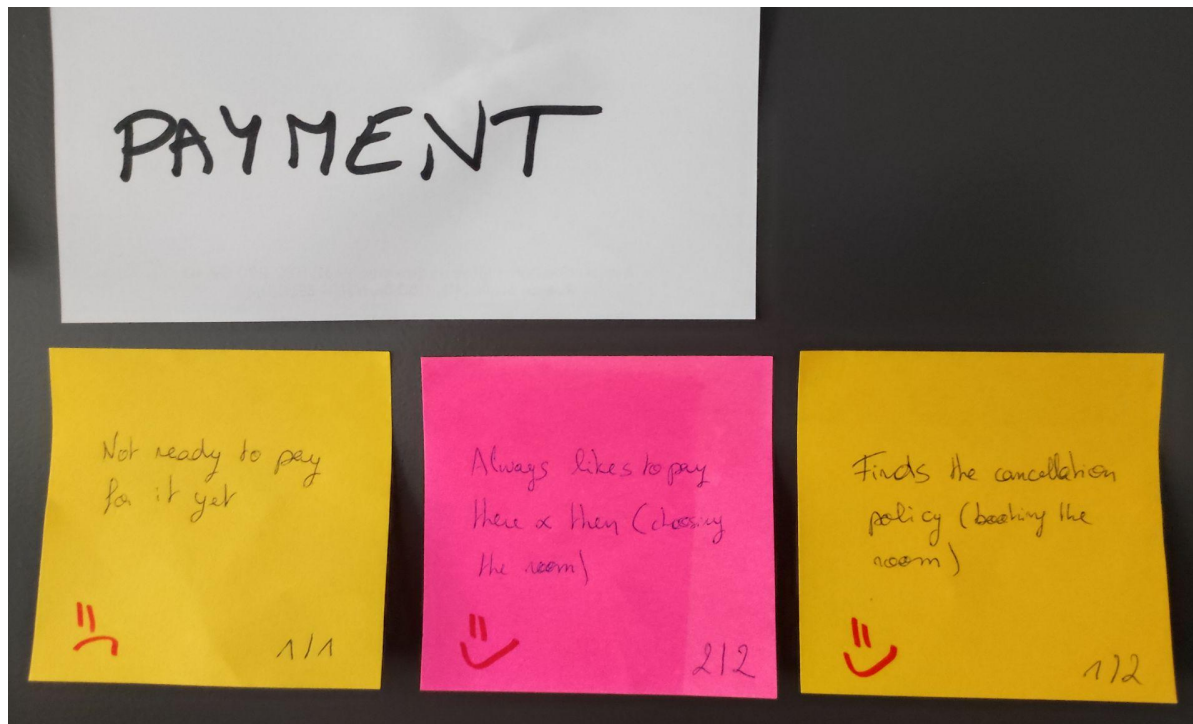
### Group 8 - BOOKING - Summary



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PDUX Affinity Diagram – Hotel booking (Desktop)

### Group 9 - BOOKING - Payment



### Group 10 - BOOKING - Post-booking

