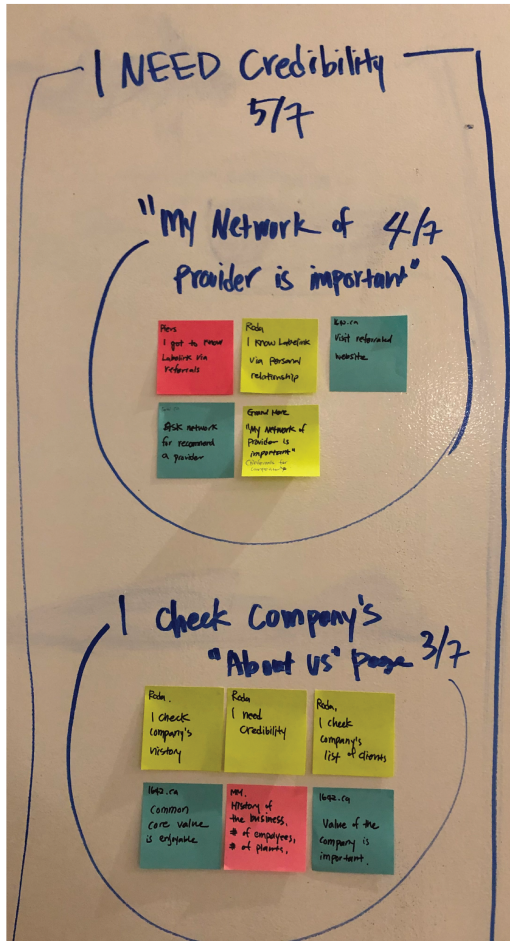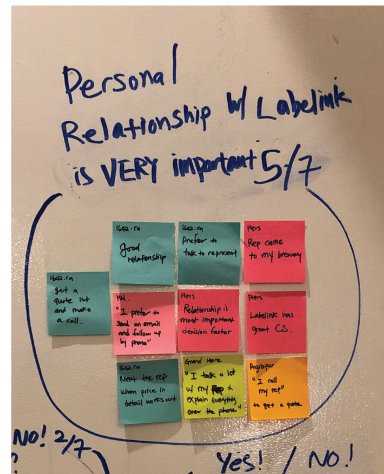**Label!nk**

Affinity Map Analysis

I Need Credibility 5/7

4/7 "My network of provider is important"
3/7 I check company's "About Us" Page

When Labelink's clients choose a business partner, they trust defined credibilities. Choosing a company based on referral means they do not want to risk their project with an unknown company.

5/7 Personal relationship with Labelink is VERY important

5/7 Users mentioned that they love having a great relationship with Labelink's customer services.

If we showcase the history, core value, and belief in the close relationship of Labelink, it will be great credibility evidence to future customers.
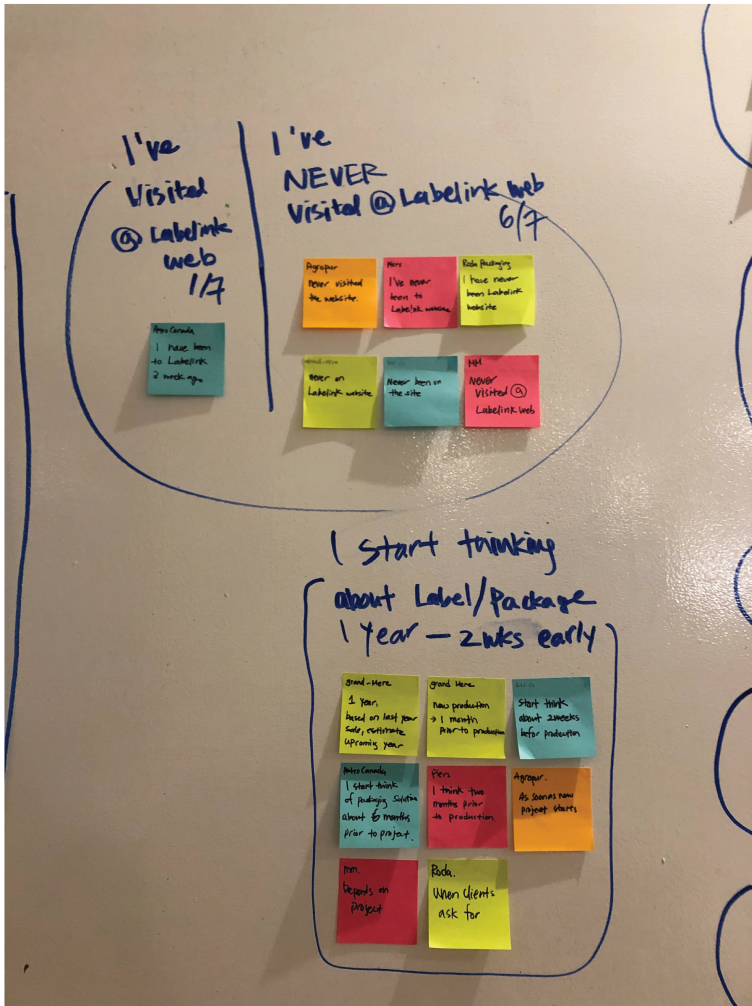
1/7 I have visited Labelink's website
6/7 I have never visited Labelink's website

Our 7 interviewees have been a long relationship with Labelink. They might think it is not necessary to visit Lebelink website because all of them have great relationships with the Labelink's representative.

1/7 Visited the Labelink's website to check if there is **anything new**

7/7 I start thinking about label/packagings
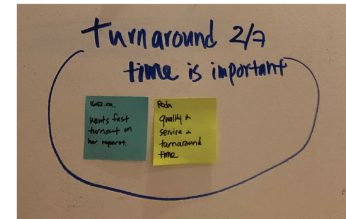   1 year ~ 2 weeks prior to production
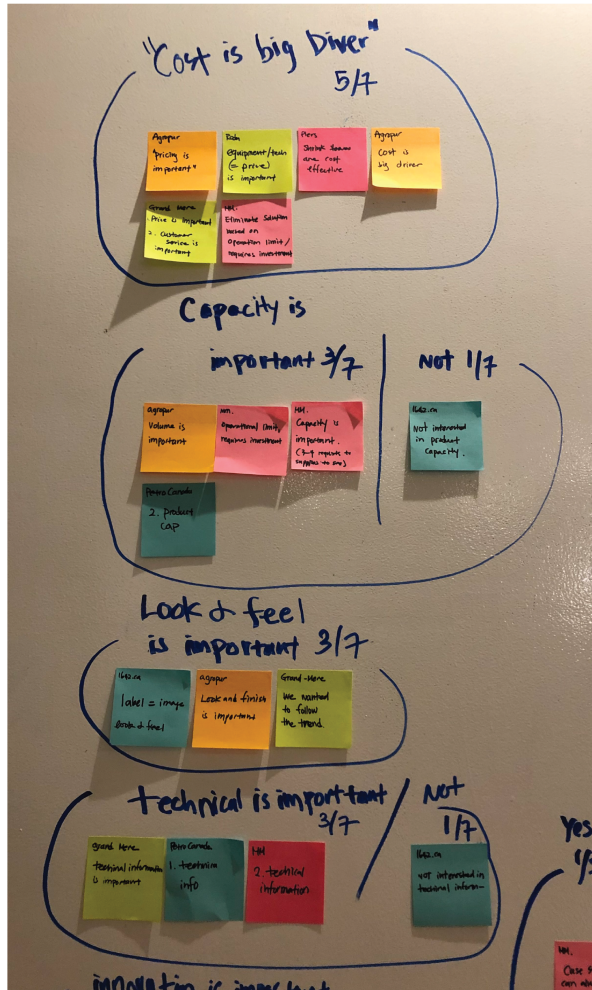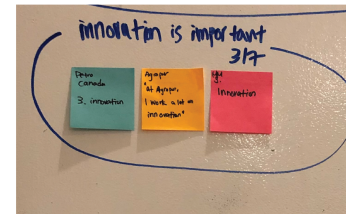
5/7 "Cost is big diver"

3/7 Product Capacity is important
1/7 Not important

3/7 Look and feel is important

3/7 Technical information is
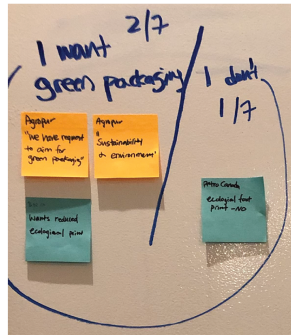   important
1/7 Not important

2/7 Turnaround time
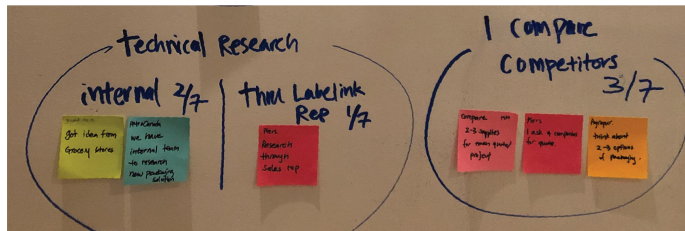   is important

3/7 Innovation is important

All these components are
important for customers.

How should we tell/show to our users
that Labelink is always considering all of these
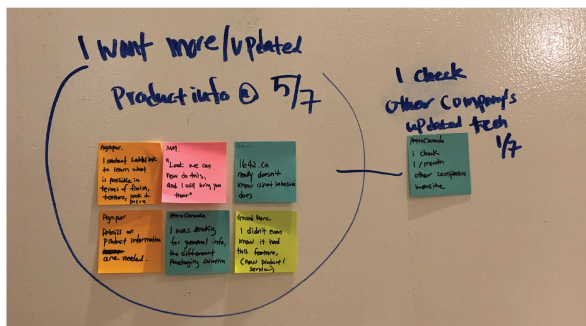components?

4

2/7 I want green packaging (sustainable)
1/7 I don't

If Labelink is already doing a sustainable packaging solution, this will be a great opportunity to showcase on the website.


2/7 I do internal research for technical information
1/7 I do research for technical information via Labelink's rep

5/7 I want more/updated information at Labelink's website
1/7 I check other company's updated tech information.

2/5 People did not even know that Labelink's website offers technical information.
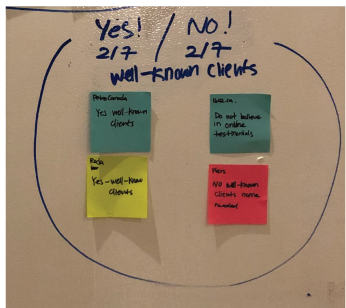
If Labelink's website offers updated and detail pieces of information about packaging/label solution, it might be a reason for the customers to return to the website more often.
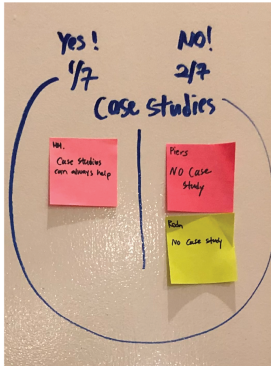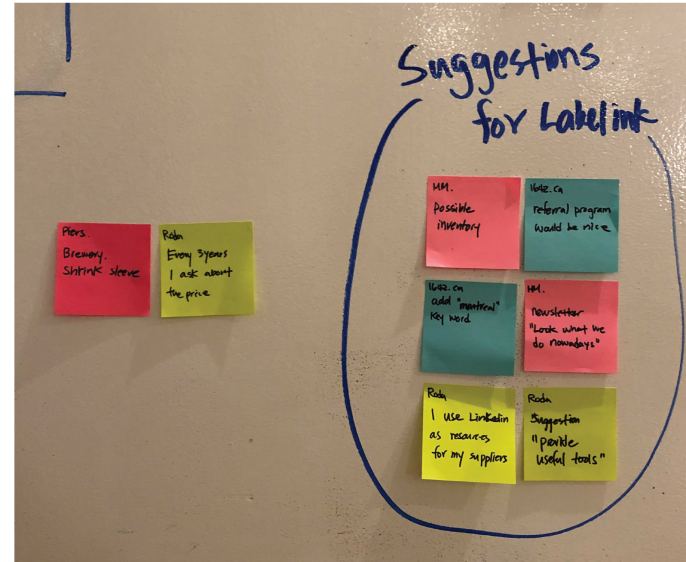
1/7 Yes! Case Studies
2/7 No!

5/7 Yes! Sample
2/7 No!
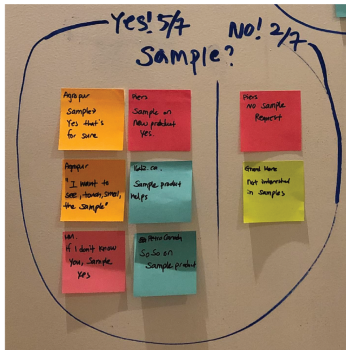
Suggestions for Labelink

2/7 Yes! Well-known clients
2/7 No!

Label!nk

Affinity Map Analysis

Summary

I did analysis on Labelink's user interviews via affinity mapping.

Throughout the analysis, we can see how customers are always looking for credibility on a business partner before the contract. Currently, Labelink is doing a great job of having a steady relationship with customers. If we can showcase how good Labelink's customer service is, it would attract more clients through the website.

5/7 Users want more updated/detailed information on Labelink. We will need to provide the detailed, updated and digestible amount of information on the website.

5/7 People would like to receive a free sample but it depends on Labelink's decision.

Few interesting suggestions were having a monthly newsletter and a referral program. I will implement these insights to low-fidelity wireframes after that I will conduct usability tests.