

White Water Adventure

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Open Card Sorting Report

Methodology

- 1) Activity time frame: 2:25 p.m. - 6:43 p.m. = 4 hour 18 minutes
- 2) Participants: 15 (2 female and 13 male)
- 3) Average time taken to complete this activity: ~ 12.2 mins

Observation

General Observation:

- Most of the participant were confused and not confident to arrange the cards into groups.
- 4 out of 15 participants appears to be confident and thoughtful of the activity.
- Only 2 out of 15 participants were not able to group all the features.
- 2 participants explained their arrangement into group was because the features went in sequence.

Participant's Result

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HOTEL

Restaurant

Hotel and
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Rental

Food Menu
& Review

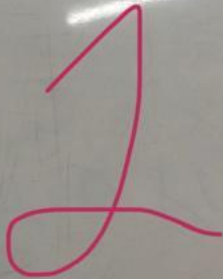
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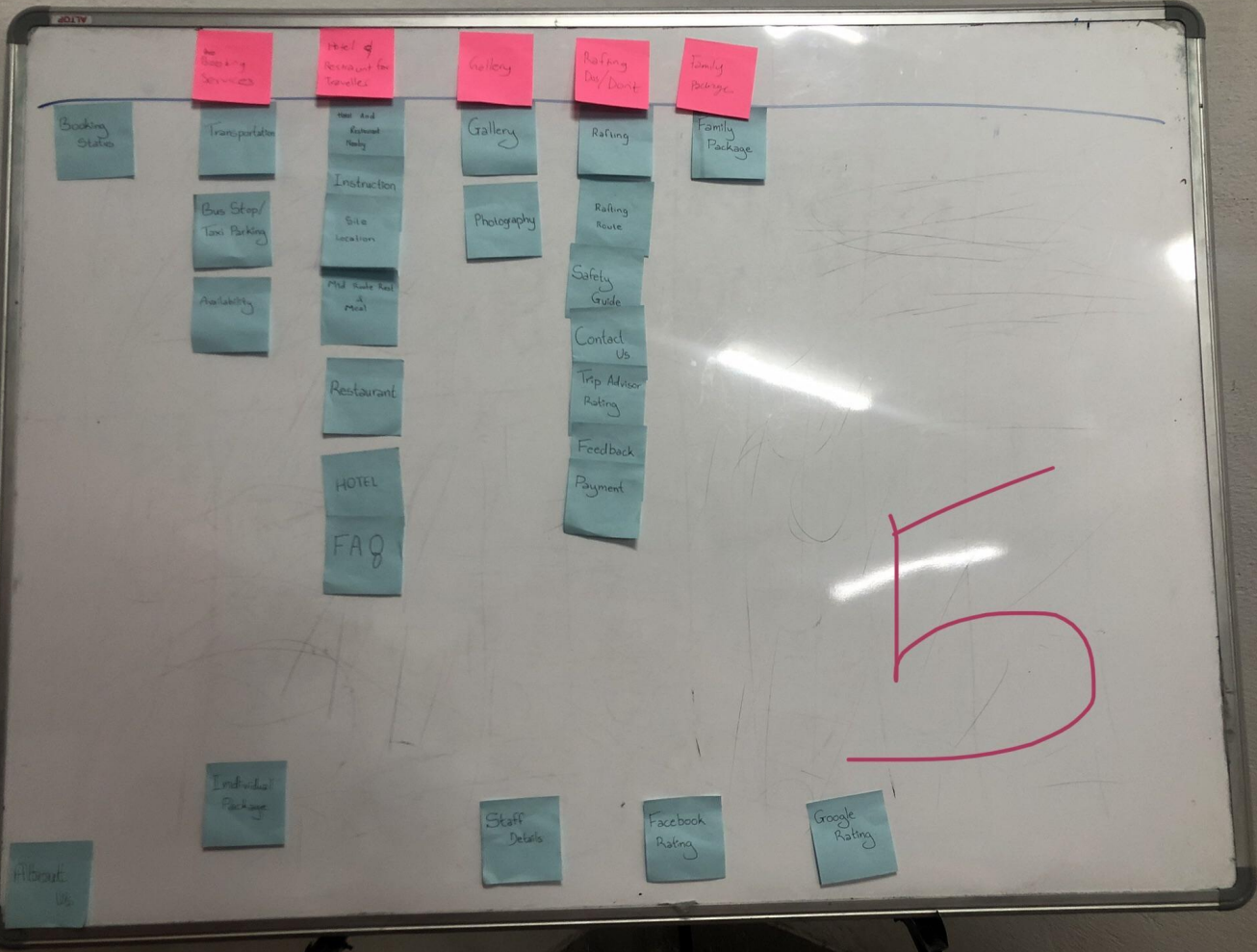
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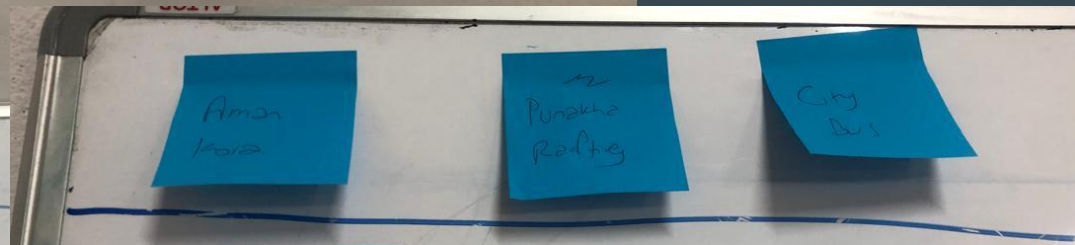
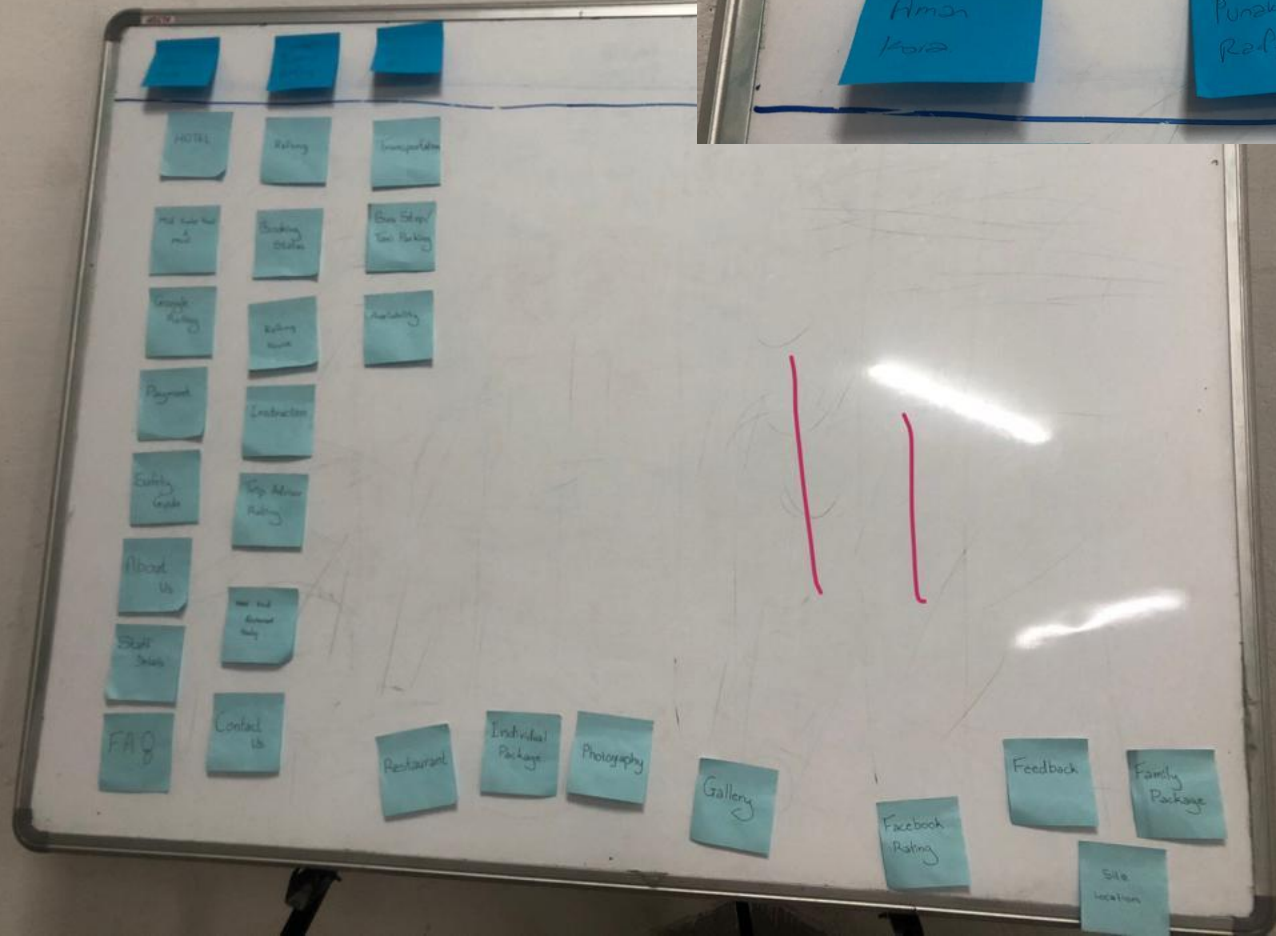
Bus Stop/ Taxi Parking

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Assumption Grouping

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Rafting route

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Bus stop and Taxi parking

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Analysis

Near by Features

- Hotel
- Restaurant
- Feed backs

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Rating

- Google rating
- Trip advisor "
- Facebook "

Booking information

- Booking status
- Payment
- Family Package
- Individual "

location

- site location

Feedback

- Feedback
- Google rating
- Facebook rating

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- 1/ About us - Instruction, FAQ
Safety Guide, Staff Details
- 2/ services - Rafting, mid route rest & meal.
Transportation.

- 3/ Reviews & Rating - Facebook Rating
Google Rating
- Booking
- Trip Advisor Rating

- 4/ Payment - family Package, Individual Package
- Payment.

- 5/ Other Services - Hotel, Restaurant

- 6/ feedback & Reviews - About us,
- contact us
- Photographs

Facilities: (18)

- ✓ Availability
- ✓ Booking status

Packages:

- ✓ FAQs
- ✓ :

mid way information:

- ✓ mid - route Rest and meal

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- > Contact Us.
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- * Services.
- > Mid Route Rest & Meal.

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- > Family Package.
- > Individual Package.
- Rating.
- > FAQ.

Customers Feedback:

- ✓ Feedback
- ✓ Google Rating
- ✓ Trip advisor rating

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• ~~Feedback~~ Rating

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→ Trip advisor "

→ Google " Feedback

Feedback & Rating
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→ Feedback
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→ Facebook Rating

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✓ staff details
✓

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✓ Family Packages
✓ Individual "

Online payment:

✓ payment.

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Booking Services

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Hotel & Restaurant Travellers

→ Hotel & Restaurant Nearby

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→ Photography

Rafting Do's / Don't's

→ Rafting

Family Package

→ Family Package

9) About us - Staff Details.

→ ~~Gallery~~ - ~~Photography~~, ~~Site location~~

→ ~~Hotel & Restaurant nearby~~ - Restaurant, Hotel

→ Testimonial - Facebook Rating, Google Rating
→ Trip Advisor Rating

→ Guidelines - Instruction
→ Safety guide.

→ Promotions - Family Package
→ Individual Package

① Hotel → Hotel, Restaurant &

② About us → About us, staff Details.

3/ Instruction - Safety guide, ~~Rating~~,
~~Photography~~, ~~Rafting Route~~
& mid route Rest and meal.

4/ Rating - Facebook Rating, Trip advisor
Rating.
→ Google Rating.

5/ Booking - Booking status,
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Aman Kora
✓ Hotel

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Punatha Rafting

✓ Rating

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City Bus

✓ Bus stop and Taxi parking.

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- Payment
- > Booking Status.
- > Payment.
- > Family Package.
- > Individual Package.
- > Contact Us.

Instruction.

- > Instruction
- > Staff Details.
- > Gallery.

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- Package - Family Package
- Individual Package
- Payment

• About Hotel - Hotel, Restaurant

• Customer feedback - Feedback

- Google Rating
- Facebook Rating
- Trip Advisor Rating.

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About us

✓ staff details

→ Gallery

Contact us.

~~Hotel and Restaurant nearby.~~

Testimonial:

✓ Facebook Rating, Trip Advisor

- 7 participants grouped hotel and restaurant together.
- 7 participants grouped family package, individual package and payment.
- 8 participants grouped google rating, facebook rating and trip advisor rating.
- 3 participants grouped instructions and safety guide together.

Information Architecture

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