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Ming's Bubble Tea Card Sorting Analysis

From the card sorting research for Ming's Bubble Tea website redesign, there is evidence of a few emerging patterns. Participants tended to group the given cards by menu items, kinds of bubble tea, an about category and a footer category, plus a few outliers. There was also a new useful category name that came up, 'cafe'. Participants also had different ideas than what was originally thought for some categories. The majority placed the cards 'how it works' under the about category, 'cafe' under the menu category, had 'drink toppings' as their own item, and placed items like social media and contact under either an information category, or in the footer section. From this information, the structure will tentatively consist of a home, about, menu, seasonal drinks and order categories under the primary navigation. The secondary navigation will include the subcategories 'snacks' under cafe, kinds of tea under 'pick a drink', and different toppings under 'drink toppings', and the contact, hours, social, phone and location will be in the footer section.

Tentative Layout

<u>Primary Nav</u>

- Home
- Ming's description

About
- How it works - steps to make the drink
- Button to see menu
- Button to order now

Menu
- Snack Bar
  - Cookie
  - Brownie
  - Rice Krispie Treat
- Pick a drink - kinds of tea
  - Hot
  - Cold
  - Fruit
  - Milk
    -Etc.
- Drink Toppings
  - Boba
  - Leche
    -Etc.

Seasonal Drinks
- Fall
- Winter

Order

<u>Footer</u>

-Contact
-Hours
-Social
-Phone
-Location