



Study Report

BestBuy Closed Card Sorting

Report created by UXtweak on April 11, 2021

Table of Contents

Overview	3
Respondents	4
Analysis - Cards	5
Analysis - Categories	7
Analysis - Results Matrix	9
Analysis - Popular Placements Matrix	10

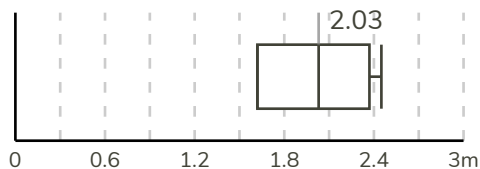
Overview



Summary

Created on	April 11, 2021
Launched on	April 11, 2021
Last respondent	April 11, 2021
Completed	5 respondents
Abandoned	0 respondents
Screened out	0 respondents
Total unique categories	8
Avg. number of categories	8
Highest number of categories	8

Time Taken



Lowest observed time	1m 37s (1.62m)
Lower quartile	1m 37s (1.62m)
Median	2m 2s (2.03m)
Upper quartile	2m 22s (2.37m)
Highest observed time	2m 27s (2.45m)

Top locations

Location	Respondents	Percentage
US	4	80.0%
CN	1	20.0%

Respondents

LEGEND

✓ - Included in analysis

Respondent 5



Started at	Apr 11, 2021, 10:24 PM
Status	Completed
Time taken	2m 26s
Cards sorted	100.0%

Respondent 4



Started at	Apr 11, 2021, 9:55 PM
Status	Completed
Time taken	2m 17s
Cards sorted	100.0%

Respondent 3



Started at	Apr 11, 2021, 9:52 PM
Status	Completed
Time taken	1m 37s
Cards sorted	100.0%

Respondent 2



Started at	Apr 11, 2021, 9:52 PM
Status	Completed
Time taken	1m 37s
Cards sorted	100.0%

Respondent 1



Started at	Apr 11, 2021, 9:52 PM
Status	Completed
Time taken	2m 2s
Cards sorted	100.0%

Analysis - Cards

SETTINGS

Cards sorted descending by **Categories**.

Categories sorted descending by **Freq.**.

Card name	Categories	Category name	Freq.	Avg. pos.
Build a package that works for you-like protection plans and accessories	4	Pricing	2	2.0
		Services	1	2.0
		Cart	1	3.0
		For your business	1	4.0
Change your appointment or learn more	3	Services	2	3.0
		Support/contact	2	2.0
		Account	1	3.0
Claim warranty for damaged products	3	Support/contact	2	1.5
		Orders&Returns	2	1.5
		Services	1	4.0
Your Activity	3	Account	3	4.3
		For your business	1	1.0
		Orders&Returns	1	2.0
Sell/recycle old devices	2	Services	4	2.8
		Support/contact	1	1.0
Consult an expert & compare products	2	Services	4	1.3
		Support/contact	1	1.0
Multilingual service phone number	2	Support/contact	4	2.8
		Services	1	3.0
The BestBuy email address used for help	2	Support/contact	3	1.3
		Account	2	1.5
Saved Items	2	Account	3	1.7
		Cart	2	1.5
Deal of the day	2	Offers/Discounts	4	1.5
		Services	1	1.0
Curbside Pickups	2	Services	3	2.0
		Orders&Returns	2	1.5
Add a payment method	1	Account	5	3.0
Add personal points	1	Account	5	1.6
Add items and related protection plans to cart and checkout	1	Cart	5	2.0

Card name	Categories	Category name	Freq.	Avg. pos.
Save items for later and automatically delete this one in cart	1	Cart	5	1.6
Compare similar products about price	1	Pricing	5	1.0
Affiliate program	1	For your business	5	2.2
Advertise with us	1	For your business	5	1.2
Buy two air conditioners at the same time and get a 20% discount	1	Offers/Discounts	5	1.4
Return it to store and store locator	1	Orders&Returns	5	1.4

Analysis - Categories

SETTINGS

Cards sorted descending by **Cards**.

Categories sorted descending by **Freq.**.

Category name	Unique cards	Respondents	Card name	Freq.	Avg. pos.
Services	8	5	Sell/recycle old devices	4	2.8
			Consult an expert & compare products	4	1.3
			Curbside Pickups	3	2.0
			Change your appointment or learn more	2	3.0
			Claim warranty for damaged products	1	4.0
			Multilingual service phone number	1	3.0
			Build a package that works for you-like protection plans and accessories	1	2.0
			Deal of the day	1	1.0
Support/contact	6	5	Multilingual service phone number	4	2.8
			The BestBuy email address used for help	3	1.3
			Change your appointment or learn more	2	2.0
			Claim warranty for damaged products	2	1.5
			Sell/recycle old devices	1	1.0
			Consult an expert & compare products	1	1.0
Account	6	5	Add a payment method	5	3.0
			Add personal points	5	1.6
			Your Activity	3	4.3
			Saved Items	3	1.7
			The BestBuy email address used for help	2	1.5
			Change your appointment or learn more	1	3.0

Category name	Unique cards	Respondents	Card name	Freq.	Avg. pos.
Cart	4	5	Add items and related protection plans to cart and checkout	5	2.0
			Save items for later and automatically delete this one in cart	5	1.6
			Saved Items	2	1.5
			Build a package that works for you-like protection plans and accessories	1	3.0
For your business	4	5	Affiliate program	5	2.2
			Advertise with us	5	1.2
			Your Activity	1	1.0
			Build a package that works for you-like protection plans and accessories	1	4.0
Orders&Returns	4	5	Return it to store and store locator	5	1.4
			Claim warranty for damaged products	2	1.5
			Curbside Pickups	2	1.5
			Your Activity	1	2.0
Pricing	2	5	Compare similar products about price	5	1.0
			Build a package that works for you-like protection plans and accessories	2	2.0
Offers/ Discounts	2	5	Buy two air conditioners at the same time and get a 20% discount	5	1.4
			Deal of the day	4	1.5

Analysis - Results Matrix

Total respondents: 5



Cards	C1	C2	C3	C4	C5	C6	C7	C8
Change your appointment or learn more	2	2	1	0	0	0	0	0
Sell/recycle old devices	4	1	0	0	0	0	0	0
Consult an expert & compare products	4	1	0	0	0	0	0	0
Claim warranty for damaged products	1	2	0	0	0	0	0	2
Multilingual service phone number	1	4	0	0	0	0	0	0
The BestBuy email address used for help	0	3	2	0	0	0	0	0
Add a payment method	0	0	5	0	0	0	0	0
Add personal points	0	0	5	0	0	0	0	0
Your Activity	0	0	3	0	0	1	0	1
Saved Items	0	0	3	2	0	0	0	0
Add items and related protection plans to cart and checkout	0	0	0	5	0	0	0	0
Save items for later and automatically delete this one in cart	0	0	0	5	0	0	0	0
Build a package that works for you-like protection plans and accessories	1	0	0	1	2	1	0	0
Compare similar products about price	0	0	0	0	5	0	0	0
Affiliate program	0	0	0	0	0	5	0	0
Advertise with us	0	0	0	0	0	5	0	0
Buy two air conditioners at the same time and get a 20% discount	0	0	0	0	0	0	5	0
Deal of the day	1	0	0	0	0	0	4	0
Return it to store and store locator	0	0	0	0	0	0	0	5
Curbside Pickups	3	0	0	0	0	0	0	2

Analysis - Popular Placements Matrix

Values are given as percentages.

Cards	C1	C2	C3	C4	C5	C6	C7	C8
Sell/recycle old devices	80	20	0	0	0	0	0	0
Consult an expert & compare products	80	20	0	0	0	0	0	0
Curbside Pickups	60	0	0	0	0	0	0	40
Change your appointment or learn more	40	40	20	0	0	0	0	0
Multilingual service phone number	20	80	0	0	0	0	0	0
The BestBuy email address used for help	0	60	40	0	0	0	0	0
Claim warranty for damaged products	20	40	0	0	0	0	0	40
Add a payment method	0	0	100	0	0	0	0	0
Add personal points	0	0	100	0	0	0	0	0
Your Activity	0	0	60	0	0	20	0	20
Saved Items	0	0	60	40	0	0	0	0
Add items and related protection plans to cart and checkout	0	0	0	100	0	0	0	0
Save items for later and automatically delete this one in cart	0	0	0	100	0	0	0	0
Compare similar products about price	0	0	0	0	100	0	0	0
Build a package that works for you-like protection plans and accessories	20	0	0	20	40	20	0	0
Affiliate program	0	0	0	0	0	100	0	0
Advertise with us	0	0	0	0	0	100	0	0
Buy two air conditioners at the same time and get a 20% discount	0	0	0	0	0	0	100	0
Deal of the day	20	0	0	0	0	0	80	0
Return it to store and store locator	0	0	0	0	0	0	0	100



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