

# Study Report **BestBuy Open Card Sort**

Report created by UXtweak on April 12, 2021

# Table of Contents

Overview	3
Respondents	4
Analysis - Cards	5
Analysis - Categories	8
Analysis - Standardization Grid	15
Analysis - Similarity Matrix	16
Analysis - Dendrogram	17
Analysis - Respondent-Centric Analysis	19

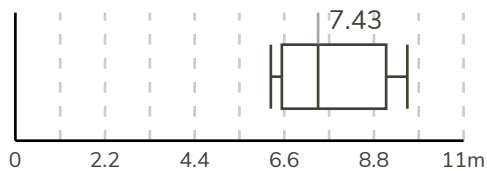
# Overview



## Summary

Created on	April 11, 2021
Launched on	April 11, 2021
Last respondent	April 12, 2021
Completed	5 respondents
Abandoned	0 respondents
Screened out	0 respondents
Total unique categories	37
Avg. number of categories	8
Highest number of categories	9

## Time Taken



Lowest observed time	6m 16s (6.27m)
Lower quartile	6m 32s (6.54m)
Median	7m 26s (7.43m)
Upper quartile	9m 6s (9.10m)
Highest observed time	9m 37s (9.62m)

## Top locations

Location	Respondents	Percentage
US	4	80.0%
SG	1	20.0%

# Respondents

## LEGEND

✓ - Included in analysis

### Respondent 6



Started at	Apr 12, 2021, 3:41 AM
Status	Completed
Time taken	6m 49s
Cards sorted	100.0%
Categories created	7
Categories named	100.0%

### Respondent 5



Started at	Apr 12, 2021, 3:41 AM
Status	Completed
Time taken	9m 37s
Cards sorted	100.0%
Categories created	6
Categories named	100.0%

### Respondent 4



Started at	Apr 12, 2021, 1:27 AM
Status	Completed
Time taken	6m 16s
Cards sorted	100.0%
Categories created	7
Categories named	100.0%

### Respondent 3



Started at	Apr 11, 2021, 11:41 PM
Status	Completed
Time taken	8m 35s
Cards sorted	100.0%
Categories created	9
Categories named	100.0%

### Respondent 1



Started at	Apr 11, 2021, 9:27 PM
Status	Completed
Time taken	7m 25s
Cards sorted	100.0%
Categories created	8
Categories named	100.0%

# Analysis - Cards

## SETTINGS

Cards sorted descending by **Categories**.

Categories sorted descending by **Freq.**.

Card name	Categories	Category name	Freq.	Avg. pos.
Sell/recycle old devices	5	Shopping History	1	1.0
		Services	1	3.0
		Services	1	1.0
		Service	1	1.0
		Services	1	5.0
Build a package that works for you-like protection plans and accessories	5	Shop cart	1	3.0
		Services	1	2.0
		Services	1	3.0
		Personal Account	1	5.0
		Pricing	1	2.0
Consult an expert & compare products	5	Service	1	3.0
		Services	1	7.0
		Customer Support	1	5.0
		Service	1	2.0
		Services	1	1.0
Compare similar products about price	5	Shopping Service	1	1.0
		Product Catalog	1	2.0
		Services	1	2.0
		Product	1	1.0
		Pricing	1	1.0
Affiliate program	5	Membership	1	2.0
		Partnership	1	1.0
		Partnerships	1	1.0
		Personal Account	1	2.0
		Services	1	2.0
Advertise with us	5	Advertisement	1	2.0
		Partnership	1	2.0
		Partnerships	1	2.0
		Service	1	4.0
		For your business	1	1.0
Saved Items	5	Shop cart	1	5.0

Card name	Categories	Category name	Freq.	Avg. pos.
		Wishlist	1	1.0
		Customer Details	1	1.0
		Cart	1	1.0
		Account	1	4.0
Add items and related protection plans to cart and checkout	5	Shop cart	1	4.0
		Services	1	5.0
		Cart	1	1.0
		Cart	1	3.0
		Cart	1	1.0
Buy two air conditioners at the same time and get a 20% discount	5	Shop cart	1	2.0
		Best Deals	1	2.0
		Deals & Discounts	1	1.0
		Discount	1	1.0
		Offers/ Discount	1	1.0
Change your appointment or learn more	5	Shop cart	1	6.0
		Services	1	1.0
		Customer Support	1	2.0
		Personal Account	1	6.0
		Support	1	3.0
Claim warranty for damaged products	5	Service	1	1.0
		Services	1	4.0
		Customer Support	1	4.0
		Product	1	2.0
		Support	1	1.0
Multilingual service phone number	5	Service	1	2.0
		Services	1	6.0
		Customer Support	1	3.0
		Contact	1	1.0
		Services	1	4.0
The BestBuy email address used for help	5	Service	1	4.0
		Profile	1	2.0
		Customer Support	1	1.0
		Contact	1	2.0
		Account	1	3.0
Add a payment method	5	Payment	1	1.0
		Payments	1	1.0
		Customer Details	1	3.0
		Personal Account	1	4.0

Card name	Categories	Category name	Freq.	Avg. pos.
Add personal points	5	Account	1	5.0
		Membership	1	1.0
		Profile	1	1.0
		Customer Details	1	2.0
		Personal Account	1	1.0
Your activity	5	Account	1	2.0
		Shopping History	1	2.0
		Profile	1	3.0
		Customer Details	1	4.0
		Personal Account	1	3.0
Save items for later and automatically delete this one in cart	5	Account	1	1.0
		Shop cart	1	1.0
		Product Catalog	1	1.0
		Cart	1	2.0
		Cart	1	2.0
Deal of the day	5	Cart	1	2.0
		Advertisement	1	1.0
		Best Deals	1	1.0
		Deals & Discounts	1	2.0
		Service	1	3.0
Return it to store and store locator	5	Offers/ Discount	1	2.0
		Offline Service	1	1.0
		Returns	1	1.0
		Pickup & Delivery	1	2.0
		Service	1	6.0
Curbside Pickups	5	Support	1	2.0
		Offline Service	1	2.0
		Delivery Options	1	1.0
		Pickup & Delivery	1	1.0
		Service	1	5.0
		Services	1	3.0

# Analysis - Categories

## SETTINGS

Cards sorted descending by Cards.

Categories sorted descending by Freq..

Category name	Unique cards	Agreement	Respondents	Card name	Freq.	Avg. pos.
Services	7	100.0%	1	Sell/recycle old devices	1	3.0
				Build a package that works for you-like protection plans and accessories	1	2.0
				Consult an expert & compare products	1	7.0
				Add items and related protection plans to cart and checkout	1	5.0
				Change your appointment or learn more	1	1.0
				Claim warranty for damaged products	1	4.0
				Multilingual service phone number	1	6.0
Shop cart	6	100.0%	1	Build a package that works for you-like protection plans and accessories	1	3.0
				Saved Items	1	5.0
				Add items and related protection plans to cart and checkout	1	4.0



Category name	Unique cards	Agreement	Respondents	Card name	Freq.	Avg. pos.
				Buy two air conditioners at the same time and get a 20% discount	1	2.0
				Change your appointment or learn more	1	6.0
				Save items for later and automatically delete this one in cart	1	1.0
				Sell/recycle old devices	1	1.0
				Consult an expert & compare products	1	2.0
Service	6	100.0%	1	Advertise with us	1	4.0
				Deal of the day	1	3.0
				Return it to store and store locator	1	6.0
				Curbside Pickups	1	5.0
				Build a package that works for you-like protection plans and accessories	1	5.0
Personal Account	6	100.0%	1	Affiliate program	1	2.0
				Change your appointment or learn more	1	6.0
				Add a payment method	1	4.0
				Add personal points	1	1.0
				Your activity	1	3.0
Customer Support	5	100.0%	1	Consult an expert & compare products	1	5.0
				Change your appointment or learn more	1	2.0

Category name	Unique cards	Agreement	Respondents	Card name	Freq.	Avg. pos.
Services	5	100.0%	1	Claim warranty for damaged products	1	4.0
				Multilingual service phone number	1	3.0
				The BestBuy email address used for help	1	1.0
				Sell/recycle old devices	1	5.0
				Consult an expert & compare products	1	1.0
Account	5	100.0%	1	Affiliate program	1	2.0
				Multilingual service phone number	1	4.0
				Curbside Pickups	1	3.0
				Saved Items	1	4.0
				The BestBuy email address used for help	1	3.0
Service	4	100.0%	1	Add a payment method	1	5.0
				Add personal points	1	2.0
				Your activity	1	1.0
				Consult an expert & compare products	1	3.0
				Claim warranty for damaged products	1	1.0
Customer Details	4	100.0%	1	Multilingual service phone number	1	2.0
				The BestBuy email address used for help	1	4.0
				Saved Items	1	1.0

Category name	Unique cards	Agreement	Respondents	Card name	Freq.	Avg. pos.
Profile	3	100.0%	1	Add a payment method	1	3.0
				Add personal points	1	2.0
				Your activity	1	4.0
				The BestBuy email address used for help	1	2.0
Services	3	100.0%	1	Add personal points	1	1.0
				Your activity	1	3.0
				Sell/recycle old devices	1	1.0
				Build a package that works for you-like protection plans and accessories	1	3.0
Cart	3	100.0%	1	Compare similar products about price	1	2.0
				Saved Items	1	1.0
				Add items and related protection plans to cart and checkout	1	3.0
				Save items for later and automatically delete this one in cart	1	2.0
Support	3	100.0%	1	Change your appointment or learn more	1	3.0
				Claim warranty for damaged products	1	1.0
Advertisement	2	100.0%	1	Return it to store and store locator	1	2.0
				Advertise with us	1	2.0
				Deal of the day	1	1.0
Membership	2	100.0%	1	Affiliate program	1	2.0
				Add personal points	1	1.0

Category name	Unique cards	Agreement	Respondents	Card name	Freq.	Avg. pos.
Offline Service	2	100.0%	1	Return it to store and store locator	1	1.0
				Curbside Pickups	1	2.0
Shopping History	2	100.0%	1	Sell/recycle old devices	1	1.0
				Your activity	1	2.0
Partnership	2	100.0%	1	Affiliate program	1	1.0
				Advertise with us	1	2.0
Best Deals	2	100.0%	1	Buy two air conditioners at the same time and get a 20% discount	1	2.0
				Deal of the day	1	1.0
Product Catalog	2	100.0%	1	Compare similar products about price	1	2.0
				Save items for later and automatically delete this one in cart	1	1.0
Partnerships	2	100.0%	1	Affiliate program	1	1.0
				Advertise with us	1	2.0
Pickup & Delivery	2	100.0%	1	Return it to store and store locator	1	2.0
				Curbside Pickups	1	1.0
Deals & Discounts	2	100.0%	1	Buy two air conditioners at the same time and get a 20% discount	1	1.0
				Deal of the day	1	2.0
Cart	2	100.0%	1	Add items and related protection plans to cart and checkout	1	1.0
				Save items for later and automatically delete this one in cart	1	2.0
Contact	2	100.0%	1	Multilingual service phone number	1	1.0

Category name	Unique cards	Agreement	Respondents	Card name	Freq.	Avg. pos.
Product	2	100.0%	1	The BestBuy email address used for help	1	2.0
				Compare similar products about price	1	1.0
Offers/ Discount	2	100.0%	1	Claim warranty for damaged products	1	2.0
				Buy two air conditioners at the same time and get a 20% discount	1	1.0
Pricing	2	100.0%	1	Deal of the day	1	2.0
				Build a package that works for you-like protection plans and accessories	1	2.0
Cart	2	100.0%	1	Compare similar products about price	1	1.0
				Add items and related protection plans to cart and checkout	1	1.0
Payment	1	100.0%	1	Save items for later and automatically delete this one in cart	1	2.0
				Add a payment method	1	1.0
Shopping Service	1	100.0%	1	Compare similar products about price	1	1.0
Delivery Options	1	100.0%	1	Curbside Pickups	1	1.0
Wishlist	1	100.0%	1	Saved Items	1	1.0
Payments	1	100.0%	1	Add a payment method	1	1.0
Returns	1	100.0%	1	Return it to store and store locator	1	1.0

Category name	Unique cards	Agreement	Respondents	Card name	Freq.	Avg. pos.
Discount	1	100.0%	1	Buy two air conditioners at the same time and get a 20% discount	1	1.0
For your business	1	100.0%	1	Advertise with us	1	1.0

# Analysis - Standardization Grid

## LEGEND

**NS** - Not standardized

Total respondents: 5



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

## Appendix - Cards

Card number	Card name
C1	Change your appointment or learn more
C2	Sell/recycle old devices
C3	Consult an expert & compare products
C4	Claim warranty for damaged products
C5	Multilingual service phone number
C6	The BestBuy email address used for help
C7	Add a payment method
C8	Add personal points
C9	Your activity
C10	Saved Items
C11	Add items and related protection plans to cart and checkout
C12	Save items for later and automatically delete this one in cart
C13	Build a package that works for you-like protection plans and accessories
C14	Compare similar products about price
C15	Affiliate program
C16	Advertise with us
C18	Buy two air conditioners at the same time and get a 20% discount
C18	Deal of the day
C19	Return it to store and store locator
C20	Curbside Pickups



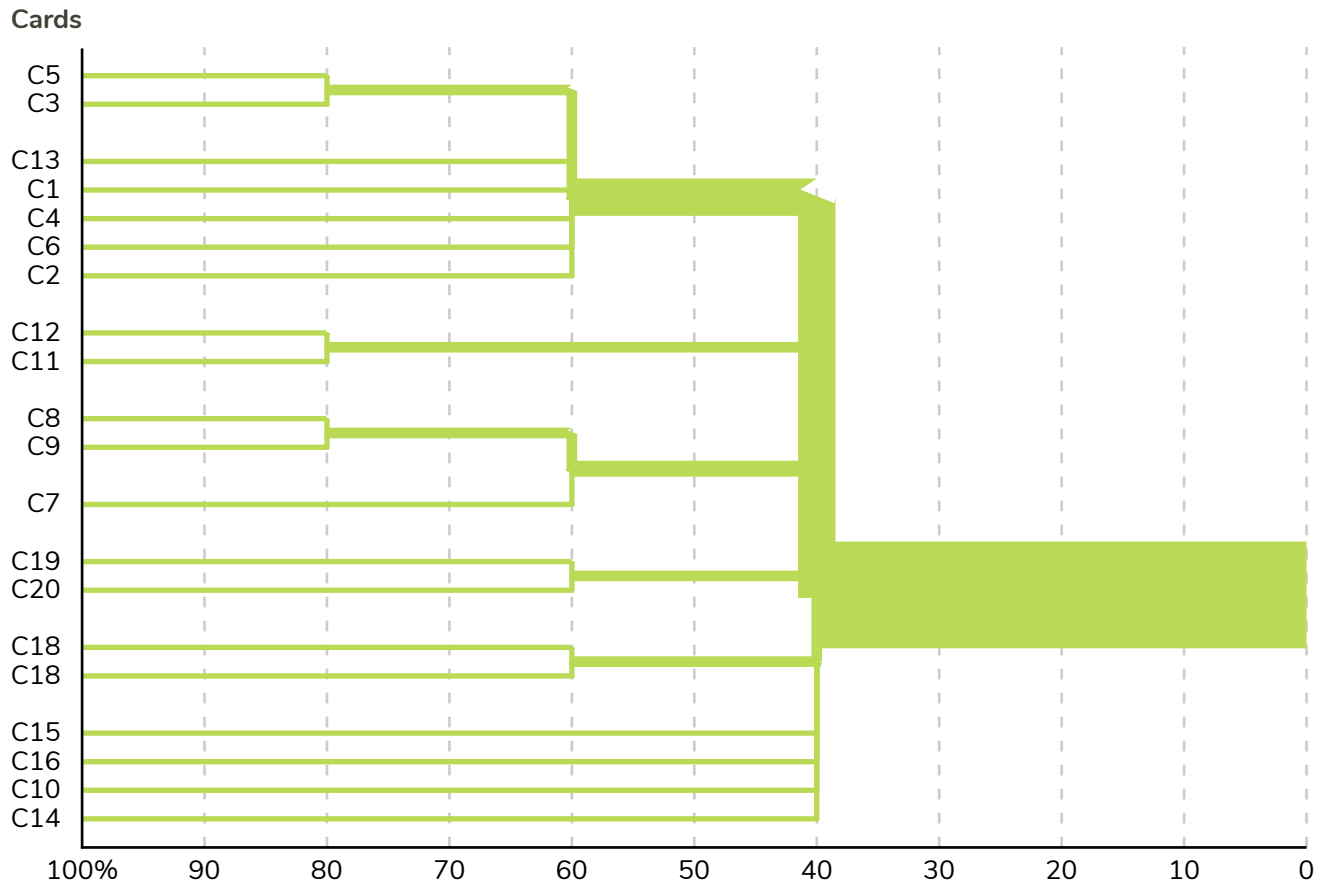
## NOTE

Total respondents: 5

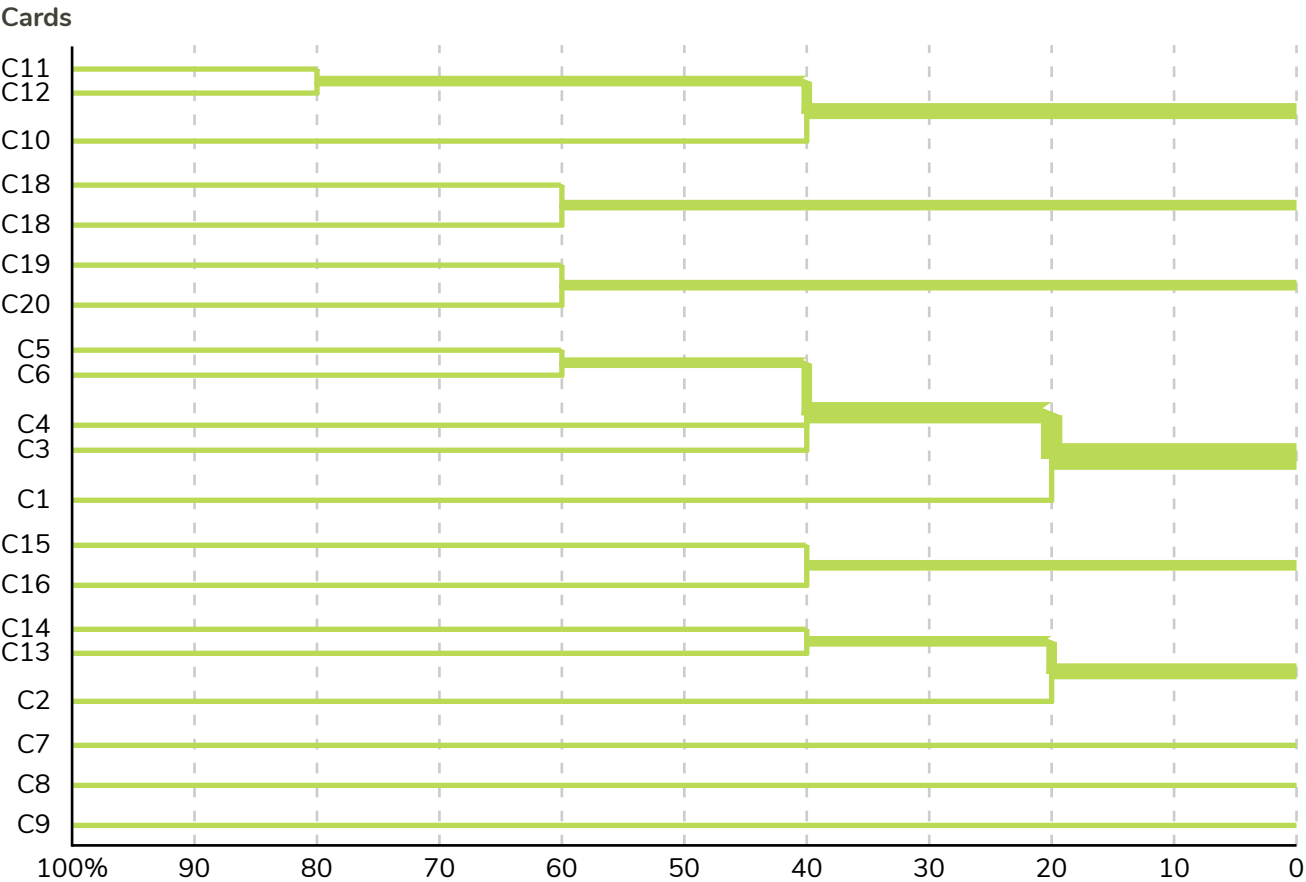
[illegible]

# Analysis - Dendrogram

Best Merge Method (BMM)



Actual Agreement Method (AAM)



# Analysis - Respondent-Centric Analysis

## SETTINGS

Minimum similarity: 100%

Number of categories: 6 - 9

Number of results: 3

Answer from **Respondent 3** is similar to **0 respondents** out of 4 at similarity  $\geq$  **100%**.

Partnership	
Cards	Affiliate program
	Advertise with us
Names of similar categories	-
Best Deals	
Cards	Deal of the day
	Buy two air conditioners at the same time and get a 20% discount
Names of similar categories	-
Delivery Options	
Cards	Curbside Pickups
Names of similar categories	-
Services	
Cards	Change your appointment or learn more
	Build a package that works for you-like protection plans and accessories
	Sell/recycle old devices
	Claim warranty for damaged products
	Add items and related protection plans to cart and checkout
	Multilingual service phone number
	Consult an expert & compare products
Names of similar categories	-
Product Catalog	
Cards	Save items for later and automatically delete this one in cart
	Compare similar products about price
Names of similar categories	-
Wishlist	
Cards	Saved Items
Names of similar categories	-
Profile	
Cards	Add personal points
	The BestBuy email address used for help
	Your activity
Names of similar categories	-

Payments	
Cards	Add a payment method
Names of similar categories	-
Returns	
Cards	Return it to store and store locator
Names of similar categories	-

Answer from **Respondent 1** is similar to **0 respondents** out of 4 at similarity  $\geq$  **100%**.

Advertisement	
Cards	Deal of the day
	Advertise with us
Names of similar categories	-
Payment	
Cards	Add a payment method
Names of similar categories	-
Membership	
Cards	Add personal points
	Affiliate program
Names of similar categories	-
Service	
Cards	Claim warranty for damaged products
	Multilingual service phone number
	Consult an expert & compare products
	The BestBuy email address used for help
Names of similar categories	-
Shop cart	
Cards	Save items for later and automatically delete this one in cart
	Buy two air conditioners at the same time and get a 20% discount
	Build a package that works for you-like protection plans and accessories
	Add items and related protection plans to cart and checkout
	Saved Items
	Change your appointment or learn more
Names of similar categories	-
Offline Service	
Cards	Return it to store and store locator
	Curbside Pickups
Names of similar categories	-
Shopping Service	
Cards	Compare similar products about price
Names of similar categories	-

## Shopping History

Cards	Sell/recycle old devices
	Your activity
Names of similar categories	-

Answer from **Respondent 4** is similar to **0 respondents** out of 4 at similarity  $\geq$  **100%**.

## Customer Details

Cards	Saved Items
	Add personal points
	Add a payment method
	Your activity
Names of similar categories	-

## Partnerships

Cards	Affiliate program
	Advertise with us
Names of similar categories	-

## Pickup &amp; Delivery

Cards	Curbside Pickups
	Return it to store and store locator
Names of similar categories	-

## Customer Support

Cards	The BestBuy email address used for help
	Change your appointment or learn more
	Multilingual service phone number
	Claim warranty for damaged products
	Consult an expert & compare products
Names of similar categories	-

## Deals &amp; Discounts

Cards	Buy two air conditioners at the same time and get a 20% discount
	Deal of the day
Names of similar categories	-

## Cart

Cards	Add items and related protection plans to cart and checkout
	Save items for later and automatically delete this one in cart
Names of similar categories	-

## Services

Cards	Sell/recycle old devices
	Compare similar products about price
	Build a package that works for you-like protection plans and accessories
Names of similar categories	-



UXtweak

Powerful research tools for improving usability of web sites and apps,  
from prototypes to production.

[www.uxtweak.com](http://www.uxtweak.com)