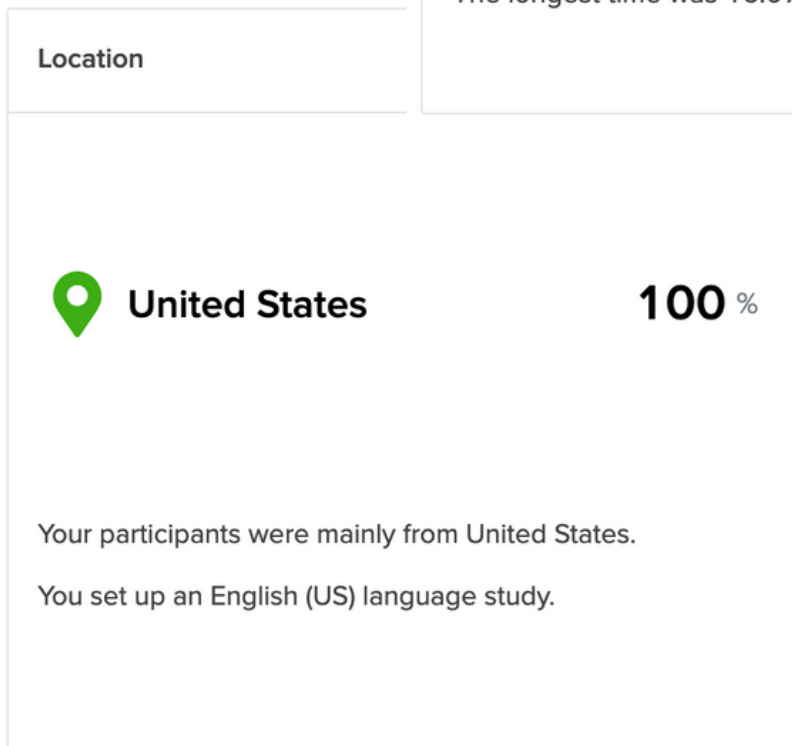
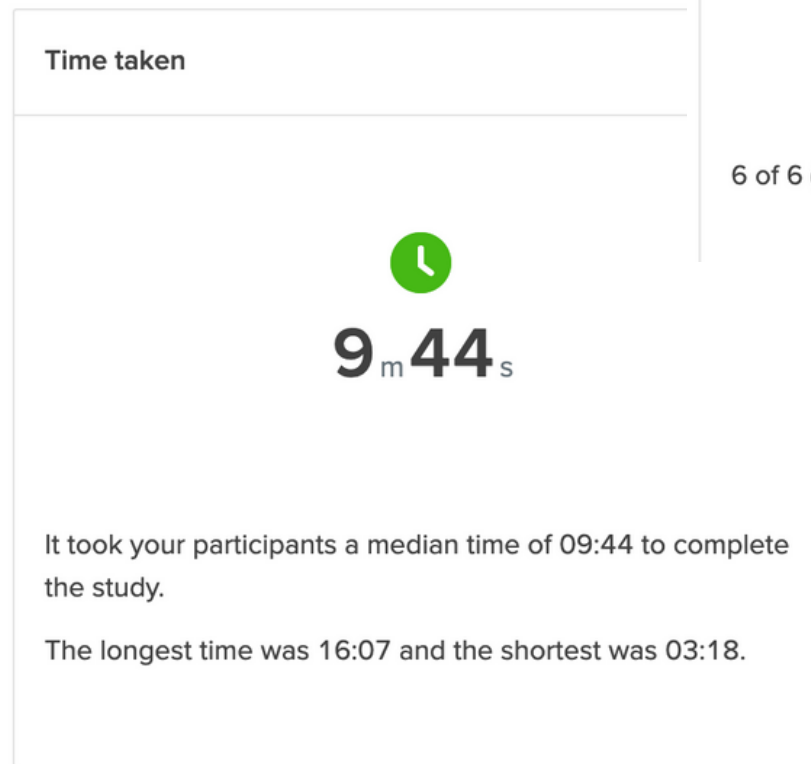
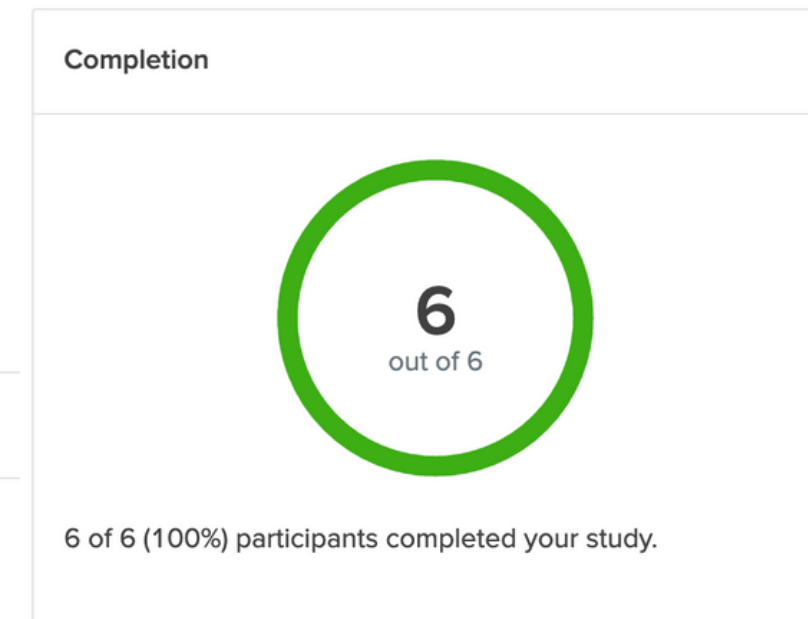


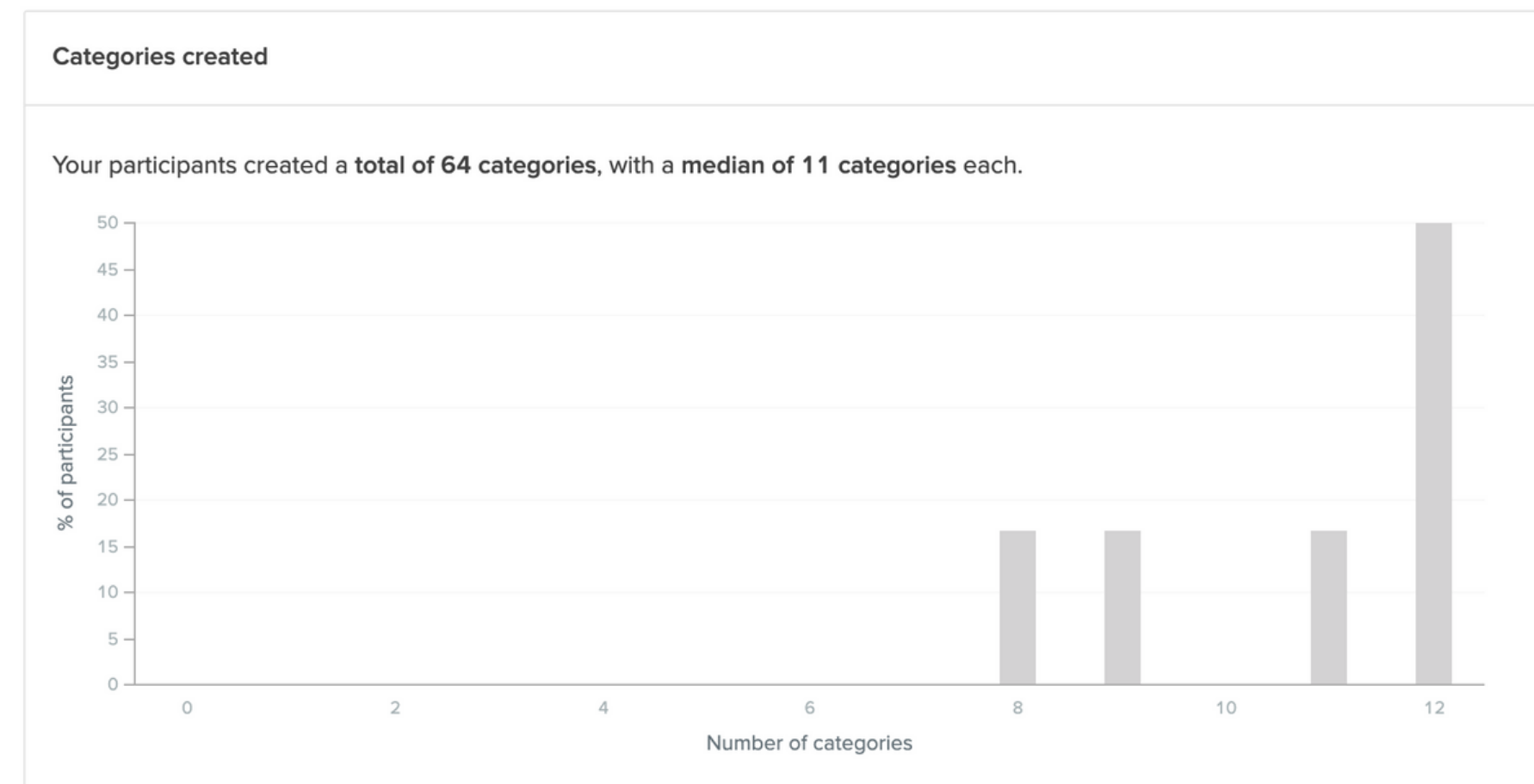
## Participants



To better the design of information architecture in the application I conducted a digital card sort using Optimal Sort.

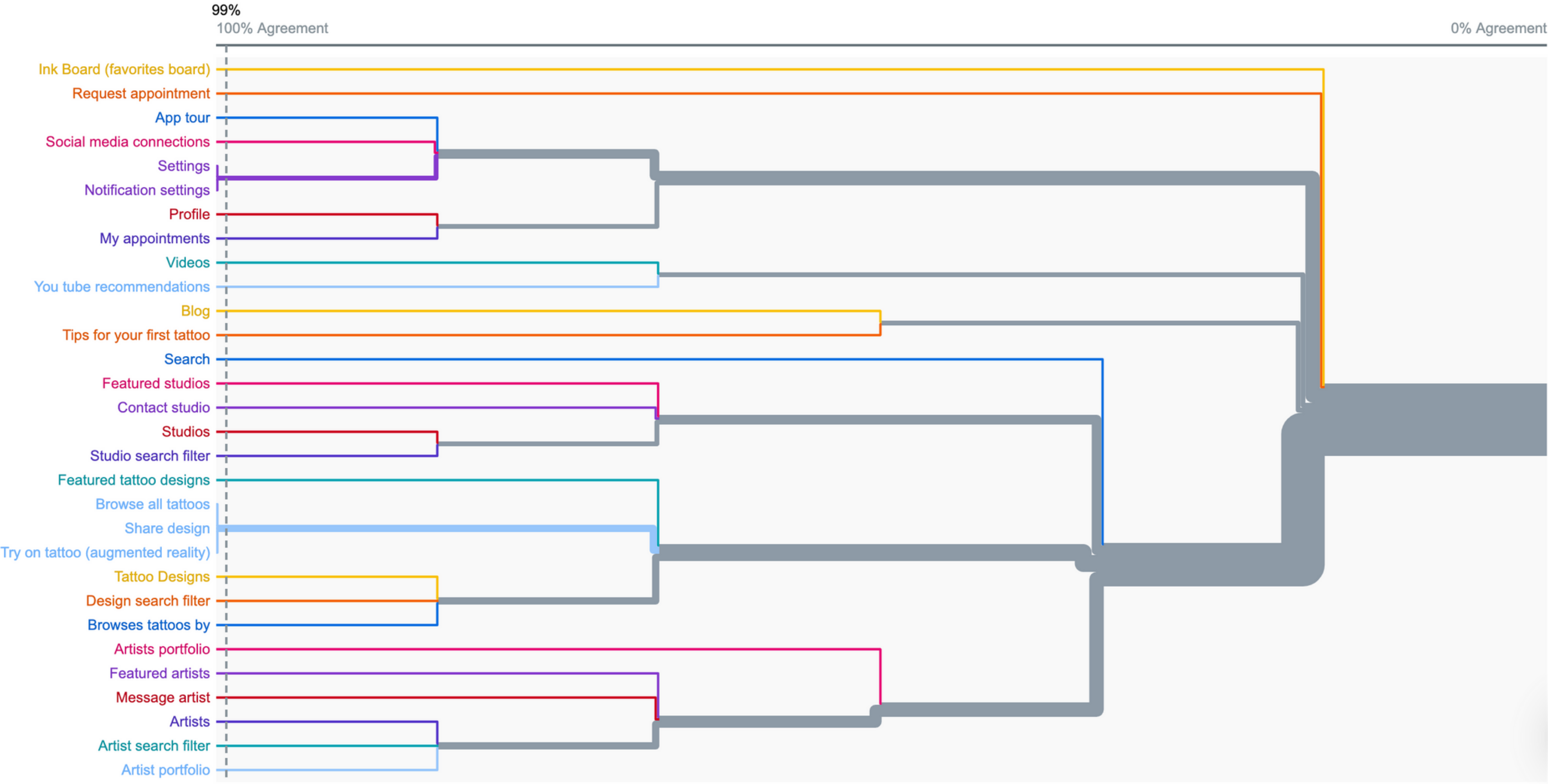
- 6 participants from the United States
- 30 cards
- Average time was 9:44

## Categories



Best merge method

The best merge method often performs better than the actual agreement method when your study has fewer participants. It makes assumptions about larger clusters based on individual pair relationships.

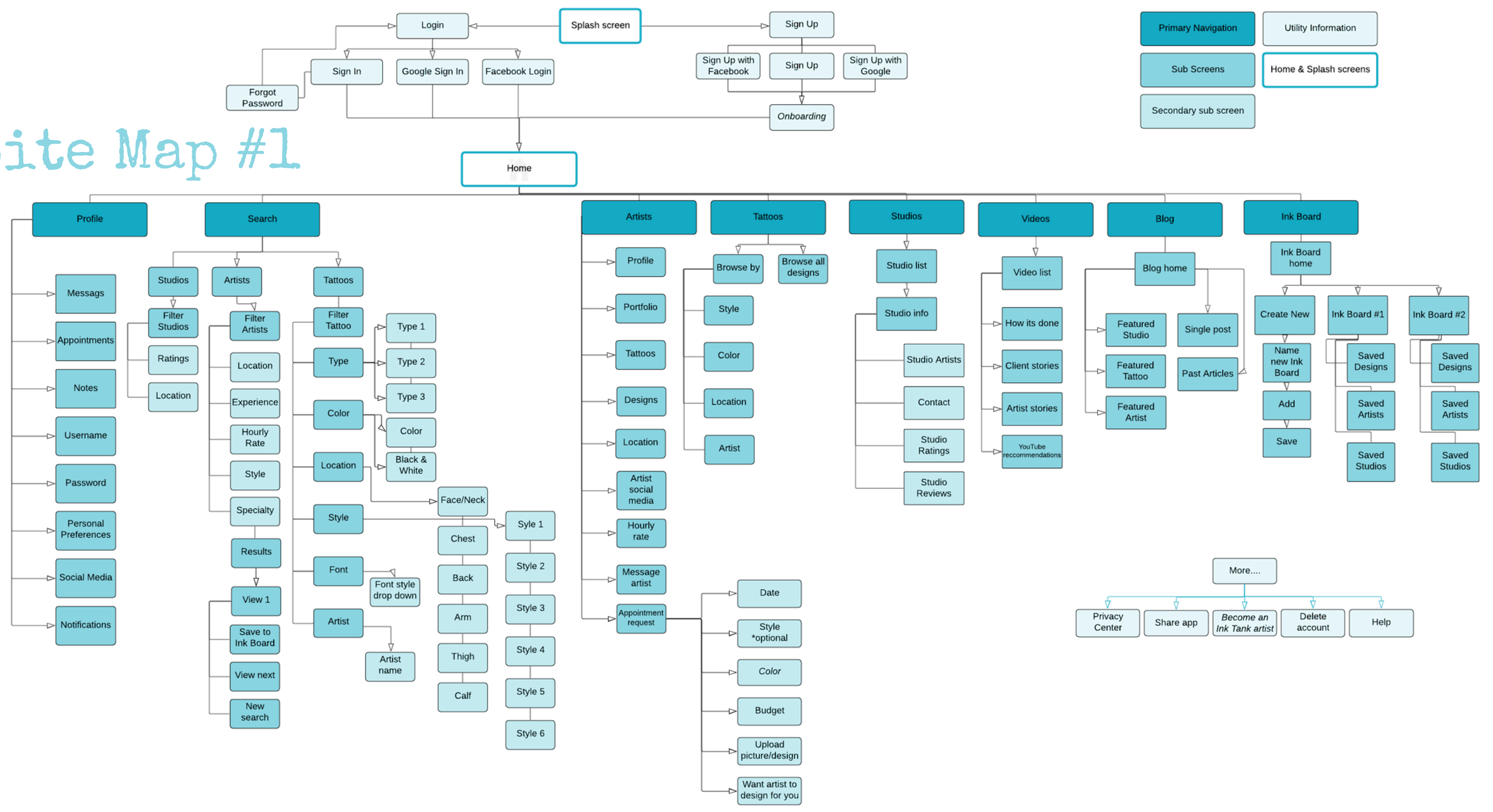


Settings																																	
100	Notification settings																																
83	83	App tour																															
83	83	66	Social media connections																														
50	50	66	50	My appointments																													
33	33	50	33	83	Profile																												
0	0	16	0	16	16	Message artist																											
0	0	0	0	0	0	66	Artists																										
0	0	0	0	0	0	66	83	Artist portfolio																									
0	0	0	0	0	0	50	83	66	Artist search filter																								
0	0	0	0	0	0	50	66	66	66	Featured artists																							
0	0	0	0	0	0	0	0	0	0	33	Featured tattoo designs																						
0	0	0	0	0	0	0	0	0	16	0	66	Design search filter																					
0	0	0	0	0	0	0	0	0	16	0	66	83	Browses tattoos by																				
0	0	0	0	0	0	0	0	0	0	0	50	50	66	Browse all tattoos																			
0	0	0	0	0	0	0	0	0	0	0	50	50	66	100	Share design																		
0	0	0	0	0	0	0	0	0	0	0	50	50	66	100	100	Try on tattoo (augmented reality)																	
0	0	0	0	0	0	0	0	0	0	0	66	83	66	66	66	66	Tattoo Designs																
0	0	0	0	0	0	0	0	0	0	0	16	16	16	0	0	0	16	Tips for your first tattoo															
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	50	Blog														
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	Studios													
0	0	0	0	0	0	0	0	0	16	0	0	16	16	0	0	0	0	0	0	83	Studio search filter												
0	0	0	0	0	0	0	0	0	0	33	33	0	0	0	0	0	0	0	0	66	66	Featured studios											
0	0	0	0	0	0	16	0	0	0	0	0	0	0	0	0	0	0	0	0	66	50	50	Contact studio										
0	0	0	0	0	0	50	50	50	33	33	0	0	0	0	0	0	0	0	0	16	16	16	16	Artists portfolio									
16	16	16	16	16	16	16	16	16	16	16	0	0	0	0	0	0	0	0	0	0	0	0	16	16	Request appointment								
0	0	0	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	You tube recommendations						
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	66	Videos						
16	16	16	16	16	16	0	0	0	0	16	0	0	16	33	16	16	16	0	0	0	0	16	0	0	0	0	0	0	Search				
0	0	16	0	16	16	16	0	0	0	0	0	0	0	0	0	0	0	16	0	0	0	0	0	0	0	0	0	0	Ink Board (favorites board)				

Total participants 0  6

Name	Account	Artist	Artists	Design	Favorites	Featured	Profile	Search	Settings	Studio	Video
Try on tattoo (augmented real				3							
Tips for your first tattoo	3			1							
Tattoo Designs				4							
Studios										6	
Studio search filter								1		5	
Social media connections	2						1		2		
Share design				3							
Settings	2						1		3		
Search	1							4			
Request appointment	4		1				1				
Profile	1						5				
Notification settings	2						1		3		
My appointments	2						4				
Message artist	1	1	3				1				
Ink Board (favorites board)					2		1				
Featured tattoo designs				3		2					
Featured studios						2				4	
Featured artists		1	3			2					
Design search filter				3				1			
Contact studio	2									4	
Browses tattoos by				3				1			
Browse all tattoos				3							
Blog	6										
Artists portfolio		1	3							1	
Artists		2	4								
Artist search filter		1	4					1			
Artist portfolio		2	3								
App tour	2						2		2		

# Site Map #1



Primary Navigation

Utility Information

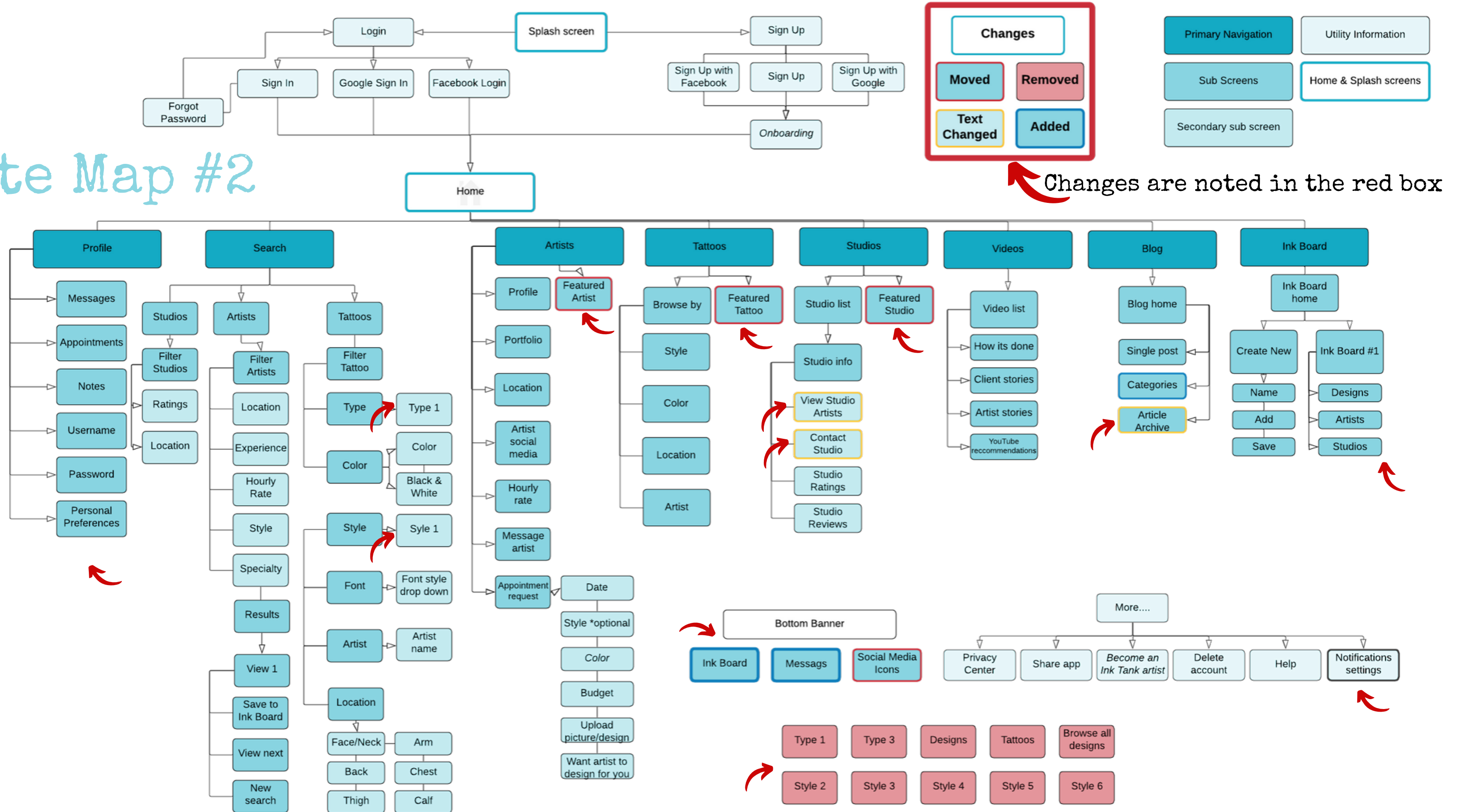
Sub Screens

Home & Splash screens

Secondary sub screen



# Site Map #2



# From the online card sorting I concluded that

- I need to ensure all cards are clear and that there doesn't appear to be duplicates. I had Artist as a category, with intention of where they view artists on the app and Artists as a title with intention of where they would find artists at a particular studio. This showed to be confusing for some.
  - I changed the name for the second "artists" to "view studio artists"
- Having repetitive information can be confusing and a waist of time.
  - I will simplify categories and options
- Every participant chose a different location for where to place "request appointment". I will place with "my appointments" to start and make a note when I conduct user testing to pay special attention to this.
- From the data I will place common categories together (all artist information, all studio and all design).
- I moved featured artist, design and studio under there respective category.