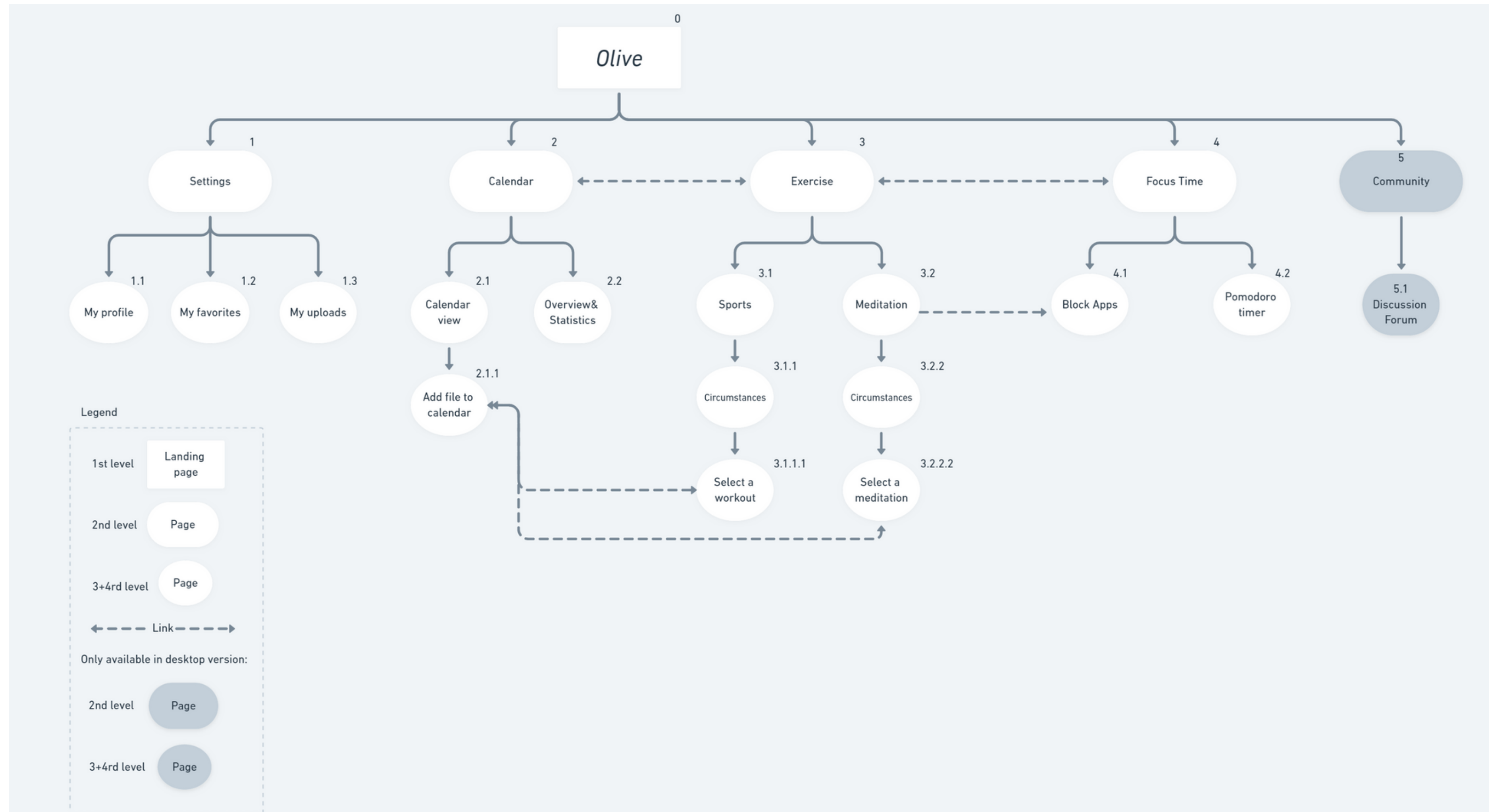




3.2: Refining Your Sitemap with Card Sorting

Magdalena Schindler

Sitemap: co-existing hierarchy



Open card sorting

OptimalSort

My Profile

Mindfulness

Sports

Calendar View

Adjust Exercise

Stress

Discussion forum

My Favorites

Cadrio

Add file to calendar entry

Block Apps

Mobility

Pomodoro timer

Sleep

Choose current environment

Strength

Meditation

My Uploads

Overview activities

Step 1

Take a quick look at the list of items to the left.

I'd like you to sort them into groups that make sense to you.

There is no right or wrong answer. Just do what comes naturally.

Step 2

Drag an item from the left into this area to create your first group.

OptimalSort

My Profile

Mindfulness

Sports

Calendar View

Adjust Exercise

Stress

Discussion forum

My Favorites

Cadrio

Add file to calendar entry

Block Apps

Mobility

Pomodoro timer

Sleep

Choose current environment

Strength

Meditation

My Uploads

Click to rename

Overview activities

1 item

Step 3

Click the title to rename your new group.

Step 4

Add more items to this group by dropping them on top of it.

Make more groups by dropping them in unused spaces.

When you're done click "Finished" at the top right. Have fun!

Participant

Status

Time taken

Participant 4

Completed

2:09

Participant 5

Completed

40:07

Participant 6

Completed

10:44

Participant 7

Completed

11:02

Participant 8

Completed

22:04

19 of 19 remaining

My approach

In the beginning, I decided to do an open round of online card sorting so that I could get starting points for a suitable naming of the following categories.

Five participants, from Europe and the US, took part in the first round, conducted with OptimalSort.

The average time to conduct the test was 12 minutes.

Analysis #1

Categories to consider

According to the results, I gained insights into how to name the categories. The following designations (and slight variations) have been proposed and have been picked up by me:

- Activities
- My Account
- Community

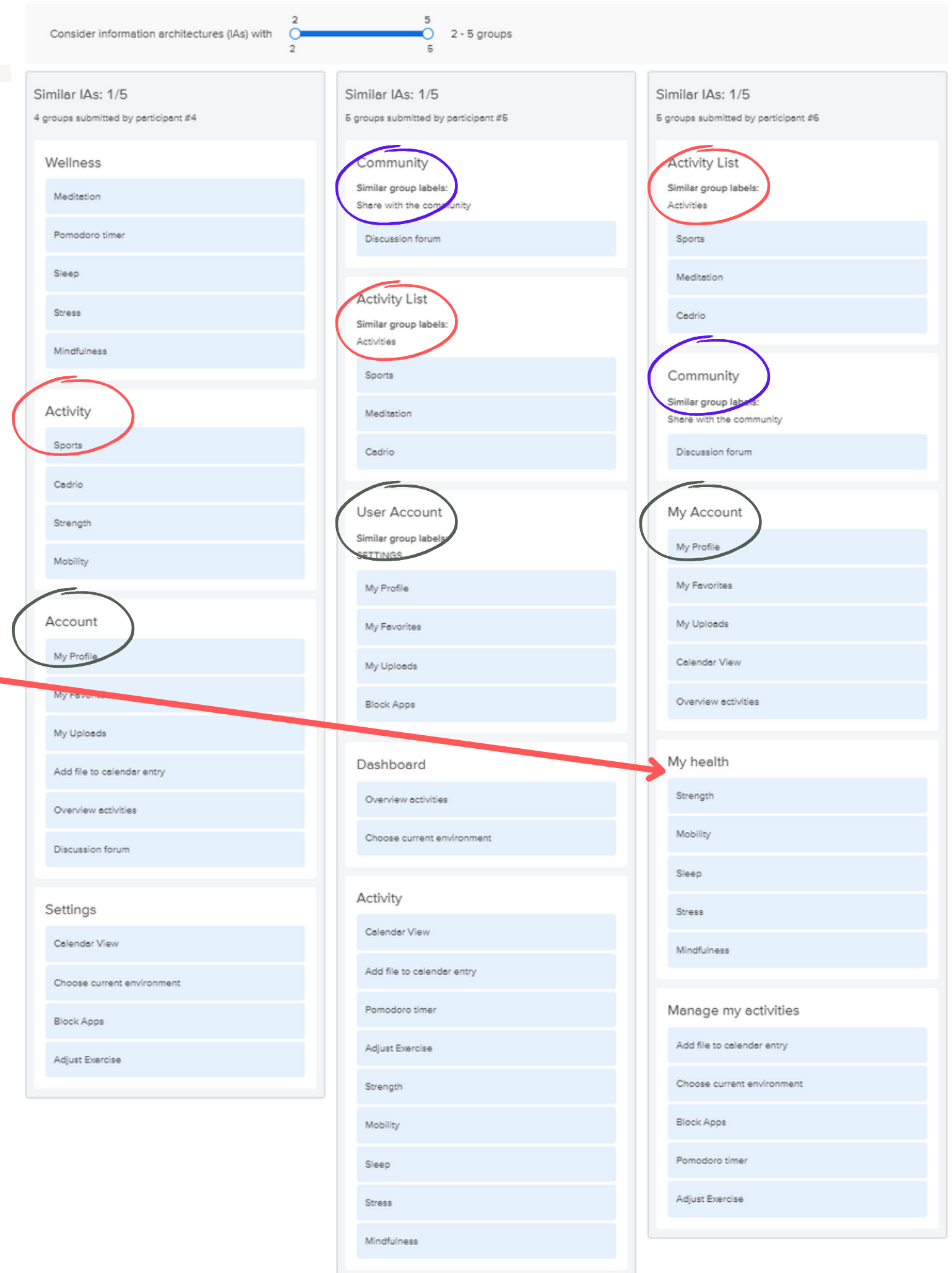
I also found out, that subpages of Sports and Meditations were not identified as subpages but grouped.

The App Blocker and Pomodoro Timer were barely grouped. So I gave it another try by proposing the category Focus time.

Similarity matrix

My Profile															
100	My Favorites														
100	100	My Uploads													
60	60	60	Block Apps												
0	0	0	40	Adjust Exercise											
0	0	0	20	80	Pomodoro timer										
0	0	0	0	40	60	Sleep									
20	20	20	20	20	40	80	Stress								
0	0	0	0	20	40	60	60	Mindfulness							
0	0	0	0	20	20	40	40	80	Strength						
0	0	0	0	0	0	0	0	40	60	Sports					
0	0	0	0	0	20	20	20	60	40	80	Meditation				
20	20	20	20	0	0	0	20	20	40	80	60	Cadrio			
20	20	20	20	40	40	40	60	40	60	20	0	40	Mobility		
40	40	40	40	40	40	20	40	20	20	0	0	20	40	Add file to calendar entry	
20	20	20	20	60	40	40	20	20	20	0	0	0	20	40	Calendar View
40	40	40	0	20	20	20	0	0	0	0	0	0	40	60	Overview activities
0	0	0	40	80	60	20	0	0	0	0	0	0	20	20	Choose current environment
40	40	40	20	0	0	0	0	20	20	20	20	0	0	20	Discussion forum

Participant-centric analysis

[Download](#)

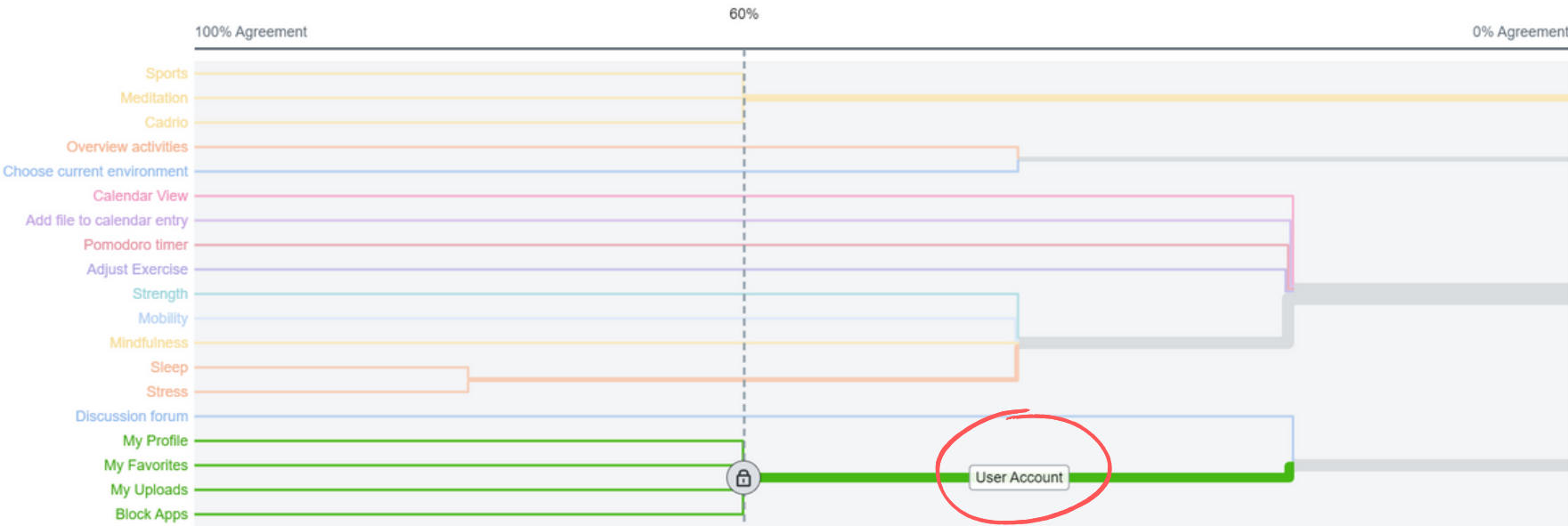
Analysis #1

Dendrograms ⓘ

Actual agreement method

The actual agreement method works best with 30 or more participants and will depict only absolutely factual relationships. We call this the skeptical dendrogram.

Download



Categories to consider

These evaluations confirm that categories such as Account and Activities make sense to the majority of participants.

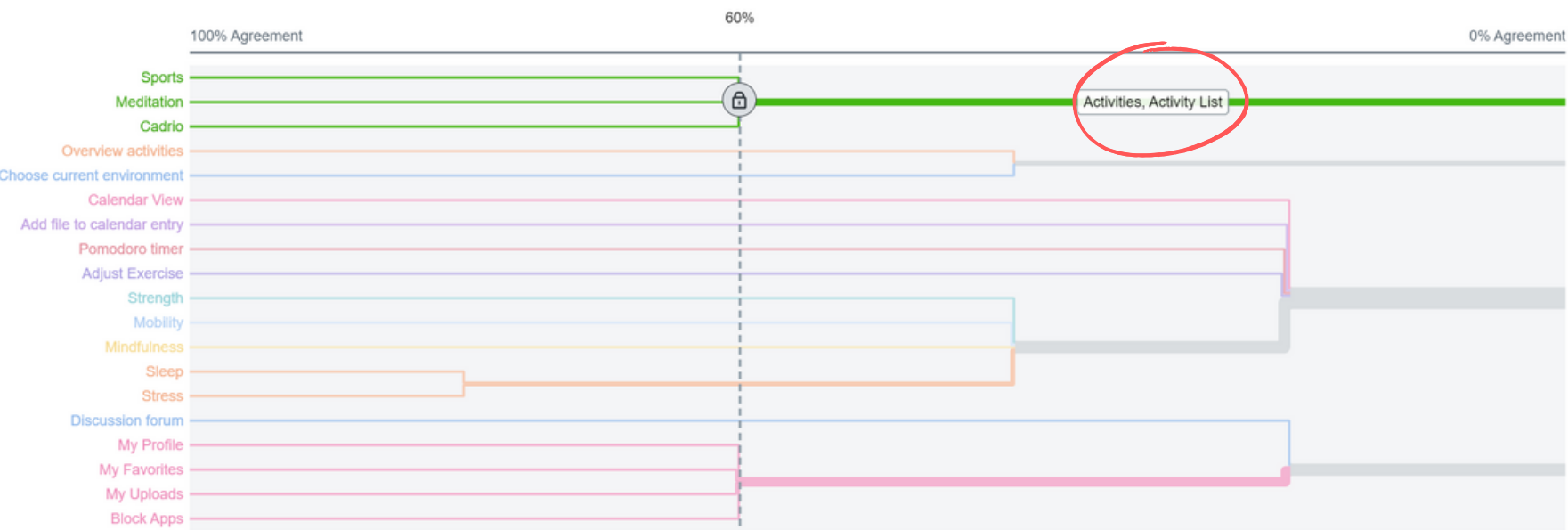
What also comes out is how the subpages, although not recognized as such, have been grouped.

Dendrograms ⓘ

Actual agreement method

The actual agreement method works best with 30 or more participants and will depict only absolutely factual relationships. We call this the skeptical dendrogram.

Download

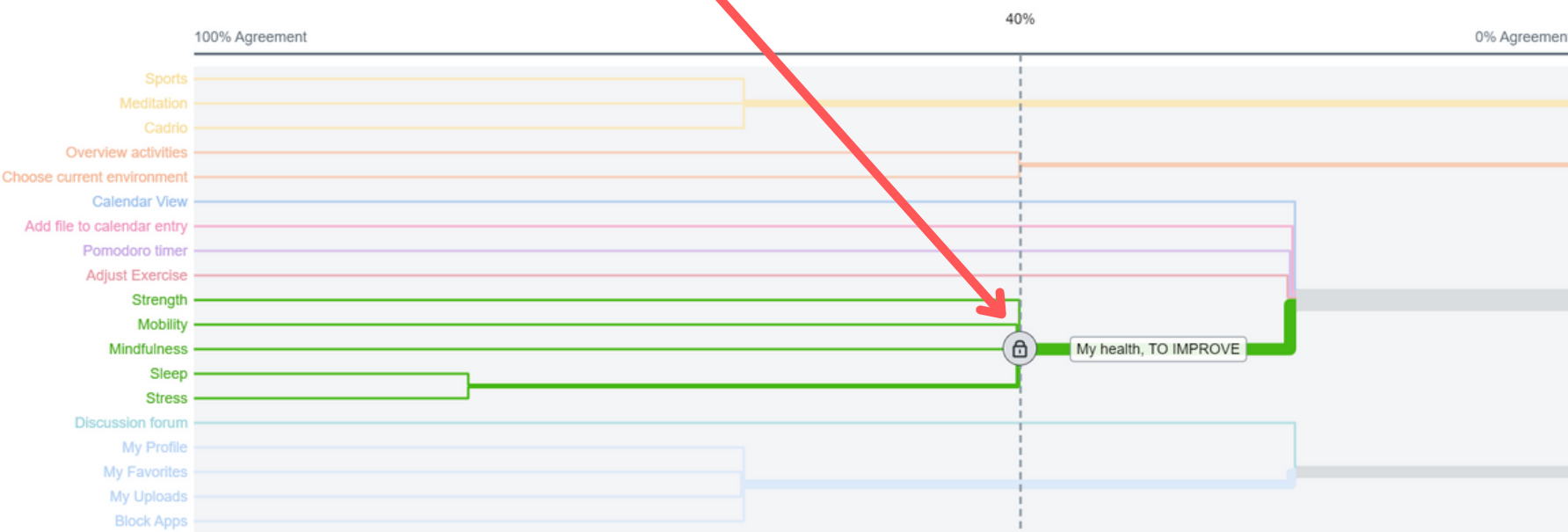


Dendrograms ⓘ

Actual agreement method

The actual agreement method works best with 30 or more participants and will depict only absolutely factual relationships. We call this the skeptical dendrogram.

Download



Adaption

More meaningful labels

By analyzing my first results I concluded that some of my card names were unclear. That is why I have clarified a few names.

Default categories

As emerged from the first round I have designated the categories as follows:

- Activities
- Focus Time
- My Account
- Community

Cards

1. My Profile
2. My Favorites
3. My Uploads
4. Calendar View
5. Add file to calendar entry
6. Overview activities
7. Sports
8. Cadrio
9. Strength
10. Mobility
11. Meditation
12. Mindfulness
13. Stress
14. Sleep
15. Choose current environment
16. Adjust Exercise
17. Discussion forum
18. Block Apps
19. Pomodoro timer

19 cards

Cards

1. My Profile
2. My Favorites
3. My Uploads
4. My Calendar
5. Add file to calendar
6. Overview calendar entries
7. Sports
8. Sport- Cardio
9. Sport- Strength
10. Sport- Mobility
11. Meditation
12. Meditation- Mindfulness
13. Meditation- Stress
14. Meditation- Sleep
15. Choose the environment (in which you will exercise)
16. Adjust exercise settings
17. Discussion Forum
18. Block selected apps
19. Pomodoro timer

19 cards

Closed card sorting

OptimalSort

Pomodoro timer

Meditation- Sleep

Sport- Cardio

Adjust exercise settings

Meditation- Stress

Meditation

My Profile

Sport- Mobility

Choose the environment (in which you will exercise)

My Uploads

My Favorites

Meditation- Mindfulness

My Calendar

Block selected apps

Sports

Add file to calendar

Discussion Forum

Sport- Strength

Overview calendar entries

19 of 19 remaining

▼ Focus Time

0 items

▼ Activities

0 items

▼ Community

0 items

▼ My Account

0 items

My approach

In the second round five participants, from Austria took part and conducted the test with predefined categories via OptimalSort.

The average time was 3.14 minutes.

View instructions

Leave a comment

Finished

Analysis #2

Food for thought

The second round was surprising too. For example, meditations against stress were sorted to Focus Time, while the other meditations were sorted to Activities.

The following are further features whose assignment I will possibly reconsider based on the test results:

- Choose the environment (in which you will exercise)
- Adjust exercise settings
- Block selected apps

As the next step, I am going to revise my sitemap. And in the upcoming user tests, I will pay special attention to feedback concerning the feature "App Blocker" and "Exercise settings".

The results matrix ?

	Activities	Focus Time	My Account	Community	unsorted
My Profile			5		
My Favorites			5		
My Uploads			5		
My Calendar			5		
Add file to calendar			4	1	
Overview calendar entries		1	4		
Sports	5				
Sport- Cardio	5				
Sport- Strength	5				
Sport- Mobility	5				
Meditation	3	2			
Meditation- Mindfulness	3	2			
Meditation- Stress	2	3			
Meditation- Sleep	3	2			
Choose the environment (in which...	1	1	3		
Adjust exercise settings	1	1	3		
Discussion Forum				5	
Block selected apps		1	4		
Pomodoro timer		4	1		

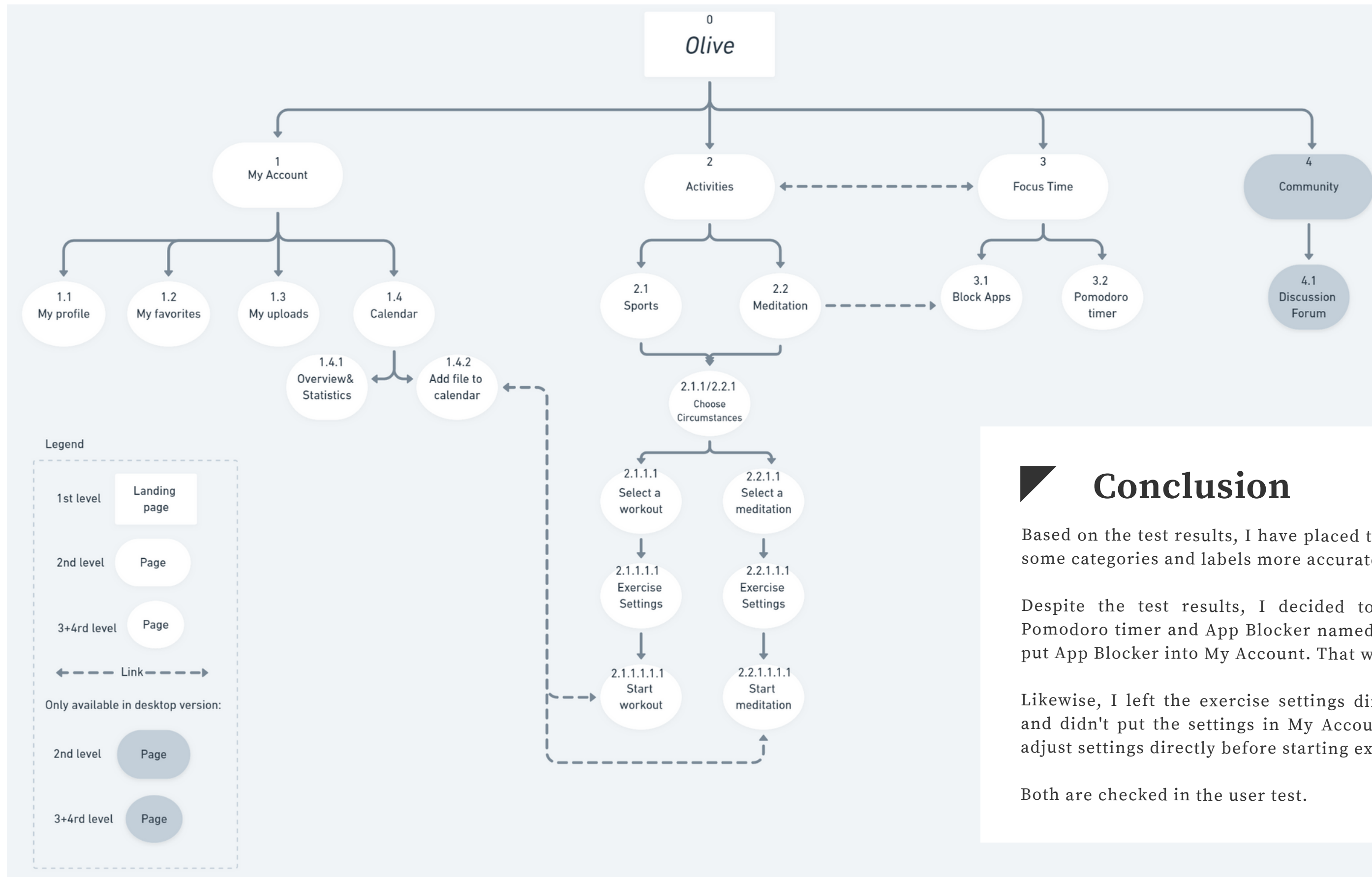
Meditation- Stress / Focus Time

Choose the environment (in which you will exercise) / My Account

Adjust exercise settings / My Account

Block selected apps / My Account

Revised sitemap



Conclusion

Based on the test results, I have placed the calendar in My Account and named some categories and labels more accurately. (refer to slide 6)

Despite the test results, I decided to stay with a common category for Pomodoro timer and App Blocker named Focus Time and didn't split them and put App Blocker into My Account. That would tear familiar features apart.

Likewise, I left the exercise settings directly with the exercises in Activities and didn't put the settings in My Account. I believe it's more comfortable to adjust settings directly before starting exercising.

Both are checked in the user test.