Webpage Screenshot

Treejack

OptimalSort

Chalkmark

Reframer





Overview

Analysis

Downloads

Sharing

Summary

This OptimalSort card sort study was launched on 3 November 2015 and closed on 9 November 2015.

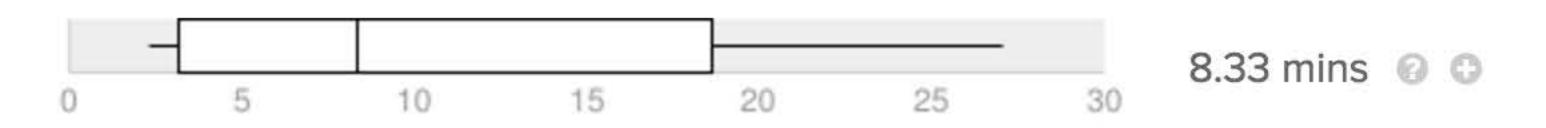
The latest response was received on 9 November 2015.

11 completed + 8 abandoned

19 people participated and 11 (57%) of those people sorted all 30 cards into an average of 9 groups.

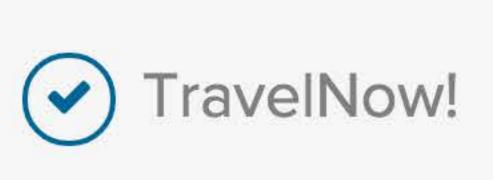
Overall

Time Taken



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Edit



Olle Condo			
our Cards Our Cards Our C			Search
CARD NAME	UNIQUE CATEGORIZATIONS	CATEGORIES	AVG POS FRE
How to" articles	2	Ask & Share	3.0 10
		Home	4.0
Attractions/Places to explore/dine	1	Plan - Explore	3.4 11
		Plan - Travel Home	1.0 1 3.5 2
Blog/Journal/Photos/Videos	5	Ask & Share Show 2 more	3.6
		Ask & Share	1.0 2
Books/Maps/Guides	4	Plan - Travel Shop	1.0 1 2.0 6
		Show 1 more	
		Home Plan - Explore	2.0 4
Celebrity endorsements & reviews	4	Shop Show 1 more	3.0
		Home	2.5
Contact us	2	Ask & Share	3.7
ustomize your package	2	Plan - Package	1.8 9
		My Profile	5.0 2
estination Overview	4	My Profile Plan - Stay	1.0 1 2.0 1
		Plan - Explore Show 1 more	3.5
		Plan - Travel	1.0
ind a local guide	3	Plan - Explore Ask & Share	2.0 8 3.0 2
light	2	Shop Plan - Travel	2.0 1
orum	2	Home	2.0 1
		Ask & Share	2.1 10
lotel	2	Plan - Stay Shop	1.8 10 3.0 1
		Ask & Share	2.8
struction Videos	3	Home Plan - Explore	3.0 2
ocal restaurants/cuisine	3	Plan - Stay Plan - Explore	2.0 1 4.7 9
		Shop	5.0
ocal transportation	2	Plan - Explore Plan - Travel	3.3 4
		Home	1.5
ocate our stores	3	Shop Ask & Share	1.5 2 4.0 3
		Shop	1.7 3
uggage & Baggage	4	Plan - Package	2.0
		Plan - Travel Show 1 more	3.3 4
ly rewards	1	My Profile	3.2 11
ly Schedule	1	My Profile	3.2 11
ly Travel Diaries	2	Plan - Travel	2.0
		My Profile	3.2 10
ent a car	2	Plan - Travel Plan - Explore	2.8 10 4.0 1
		Home	3.0 1
pecial events/Festivals	2	Plan - Explore	3.8 10
tay with local hosts	2	Plan - Explore	1.7 3
		Plan - Stay	2.3
urvival Kit	5	Home	1.0 1 1.2 6
		Plan - Package Show 2 more	2.0
rain	1	Plan - Travel	2.3 11
ravel History	1	My Profile	4.1 11
		Home	1.0
ravelNow! Packages	3	Shop Plan - Package	1.0 1 1.3 9
			1.0
pcoming travel	3	Plan - Explore My Profile	2.3 7
		Plan - Travel	3.3
ser log in/sign up	2	Home My Profile	1.8 6 3.0 5
		Plan - Stay	1.8
acation Rentals	3	Shop	2.5 2

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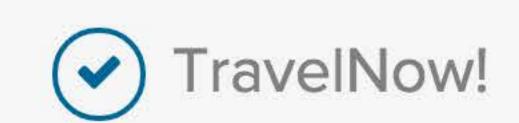
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Overview	Analysis	Downloads	Sharing				
Participants	Cards	Categories	Standardization Grid	Similarity Matrix	Dendrograms	PCA	K N

Your Categories o

^Q o Sta	ndardize S Unstandardize					Search	
	CATEGORY NAME	UNIQUE CARDS +	CARDS	AVG POS FREQ	AGREEMENT ‡	PARTICIPANTS	EDIT
	Ask & Share	10	Books/Maps/Guides Forum Instruction Videos Show 7 more	1.0 2 2.1 10 2.8 8	0.43	11	
	Home	12	Survival Kit TravelNow! Packages Locate our stores Show 9 more	1.0 1 1.0 1 1.5 6	0.25	11	
	My Profile	9	Destination Overview Upcoming travel User log in/sign up Show 6 more	1.0 1 2.3 7 3.0 5	0.6	11	
	Plan - Explore	15	Upcoming travel Stay with local hosts Find a local guide Show 12 more	1.0 1 1.7 3 2.0 8	0.38	11	
	Plan - Package	4	TravelNow! Packages Customize your package Luggage & Baggage Show 1 more	1.3 9 1.8 9 2.0 3	0.5	11	
	Plan - Stay	6	Vacation Rentals Hotel Local restaurants/cuisine Show 3 more	1.8 8 1.8 10 2.0 1	0.48	10	
	Plan - Travel	10	Books/Maps/Guides Blog/Journal/Photos/Videos Find a local guide Show 7 more	1.0 1 1.0 1 1.0 1	0.44	11	
	Shop	10	TravelNow! Packages Survival Kit Locate our stores Show 7 more	1.0 1 1.2 6 1.5 2	0.21	11	

Showing 1 to 8 of 8 categories (filtered from 87 total categories)



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Overview	Analysis	Downloads	Sharing				
Participants	Cards	Categories	Standardization Grid	Similarity Matrix	Dendrograms	PCA	K

	Ask & Share	Home	My Profile	Plan - Explore	Plan - Package	Plan - Stay	Plan - Travel	Shop
"How to" articles	10	1						
Attractions/Places to explore/				11				
Blog/Journal/Photos/Videos	5	2	2	1			1	
Books/Maps/Guides	2			2			1	6
Celebrity endorsements & re	3	4		3				1
Contact us	3	8						
Customize your package			2		9			
Destination Overview		1	1	8		1		
Find a local guide	2			8			1	
Flight							10	1
Forum	10	1						
Hotel						10		1
Instruction Videos	8	2		1				
Local restaurants/cuisine				9		1		1
Local transportation				4			7	
Locate our stores	3	6						2
Luggage & Baggage					3	1	4	3
My rewards			11					
My Schedule			11					
My Travel Diaries			10				1	
Rent a car				1			10	
Special events/Festivals		1		10				
Stay with local hosts				3		8		
Survival Kit	2	1		1	1			6
Train							11	
Travel History			11					
TravelNow! Packages		1			9			1
Upcoming travel			7	1			3	
User log in/sign up		6	5					
Vacation Rentals				1		8		2



https://www.optimalworkshop.com/a/a30zz0u5/optimalsort/results/280043#/t/analysisTools/standardisationGrid Wed Dec 09 2015 17:21:15 GMT-0800 (PST)





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Overview	Analysis	Downloads	Sharing				
Participants	Cards	Categories	Standardization Grid	Similarity Matrix	Dendrograms	PCA	∠ ^N

My	/ rew	ards																														
100	Му	My Schedule																														
100	100	Tra	avel	Histo	ory																											
90	90	90	Му	/ Tra	vel [Diarie	es																									
63	63	63	72	Up	com	ning '	trave	el																								
45	45	45	45	36	Us	er lo	g in	/sign	up																							
0	0	0	0	0	27	Co	Contact us																									
0	0	0	0	0	27	54	Locate our stores																									
0	0	0	0	0	9	18	18 Forum																									
0	0	0	0	0	0	36	18	81	"How to" articles																							
0	0	0	0	0	18	27	18	63 63 Instruction Videos																								
18	18	18	9	18	18	27	18	54	36	45	Blo	Blog/Journal/Photos/Videos																				
0	0	0	0	0	18	36	18	27	36	36	45	Ce	lebr	ity e	ndor	sem	ents	& re	view	/S												
0	0	0	0	9	0	9	9	0	0	9	18	36	Sp	ecia	l eve	nts/	Fest	ivals														
0	0	0	0	9	0	0	0	0	0	9	9	27	90	Att	tracti	ons/	/Plac	es to	exp	olore	e/din	е										
0	0	0	0	0	0	0	0	0	0	9	9	27	72	81	Lo	cal r	esta	uran	ts/cu	iisin	е											
0	0	0	0	9	0	9	9	18	18	0	9	27	63	72	72	Fin	nd a	local	guid	de												
9	9	9	0	9	0	9	9	0	0	9	27	27	81	72	63	54	De	estina	ation	Ove	ervie	W										
0	0	0	0	9	0	0	0	0	0	0	0	0	18	27	9	9	18	Sta	ay wi	ith Ic	ocal I	nosts	5									
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0	9	72	Но	tel												
0	0	0	0	0	0	0	0	0	0	0	0	18	9	9	27	9	0	54	81	Va	catio	on R	ental	ls								
0	0	0	9	18		0	0	0	0	0	0	9	9	9	9	18	0	0	0	9		nt a										
0	0	0	9	27	0	0	0	0	0	0		0	0	0		9	0	0	0													
0	0	0	0	18	0	0	0	0	0	0	9	0	0	0	9	9	0	0	9	9				ght								
0	0	0	0	9	0	0	0	0	0	0	0				27			18		9		63					rsport					
	0	0	0	9			0								9												age &					
	18	18	9	9	9		0			0					0						0								-	ır packa		
	0		0	0		9		0				9									0		9		18					v! Packa	ages	
	0	0	0	0	0	18		9	18	18	9	9	9	9	0	0	0	9		0	0	0	0	9	18	9				al Kit		5 2
0	0	0	0	9	0	0	18	18	18	18	27	36	18	18	18	18	18	0	0	9	0	9	9	0	18	0	0	45	5 B	ooks/M	aps/Gu	iides