

Task 3.2

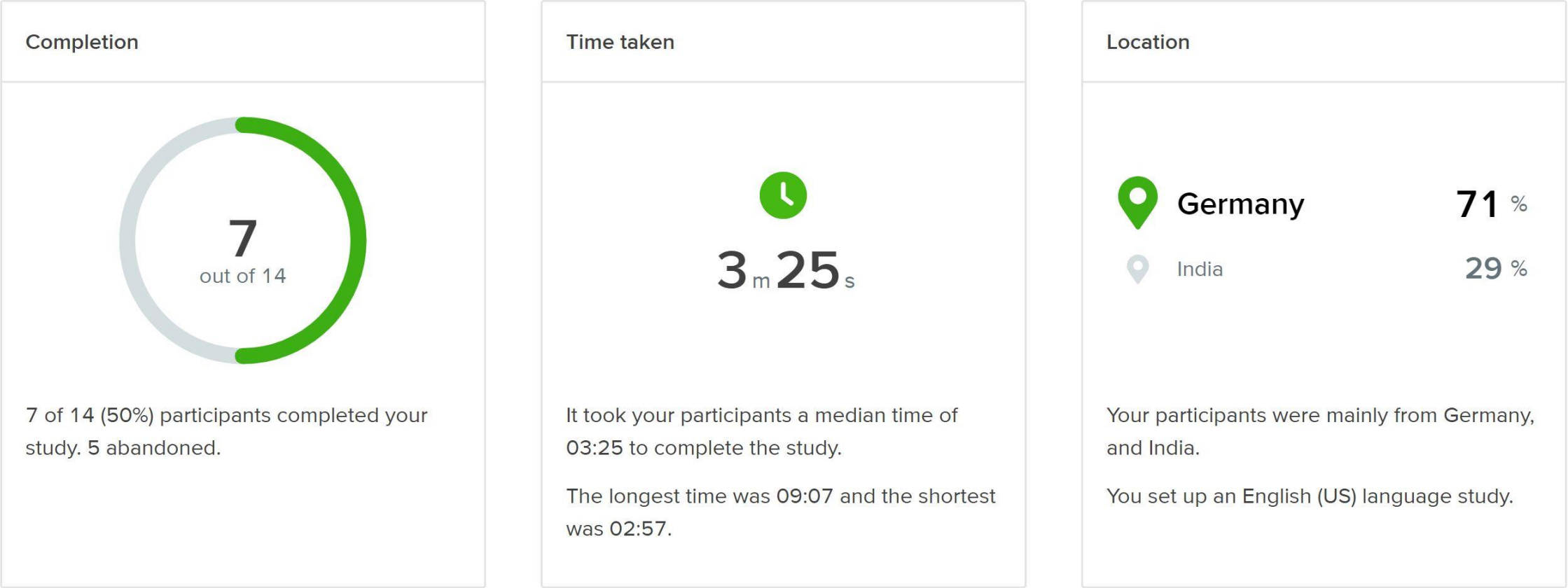
Refining Your Sitemap with Card Sorting

Minal Bombatkar

PARTICIPANTS

In total 7 out of 14 people finished card sorting and the 5 abandoned the test.
Majority of users doing the test were from Germany.

Most participants managed to finish the card sort under 10 minutes with an average of 3 minutes and 25 seconds.

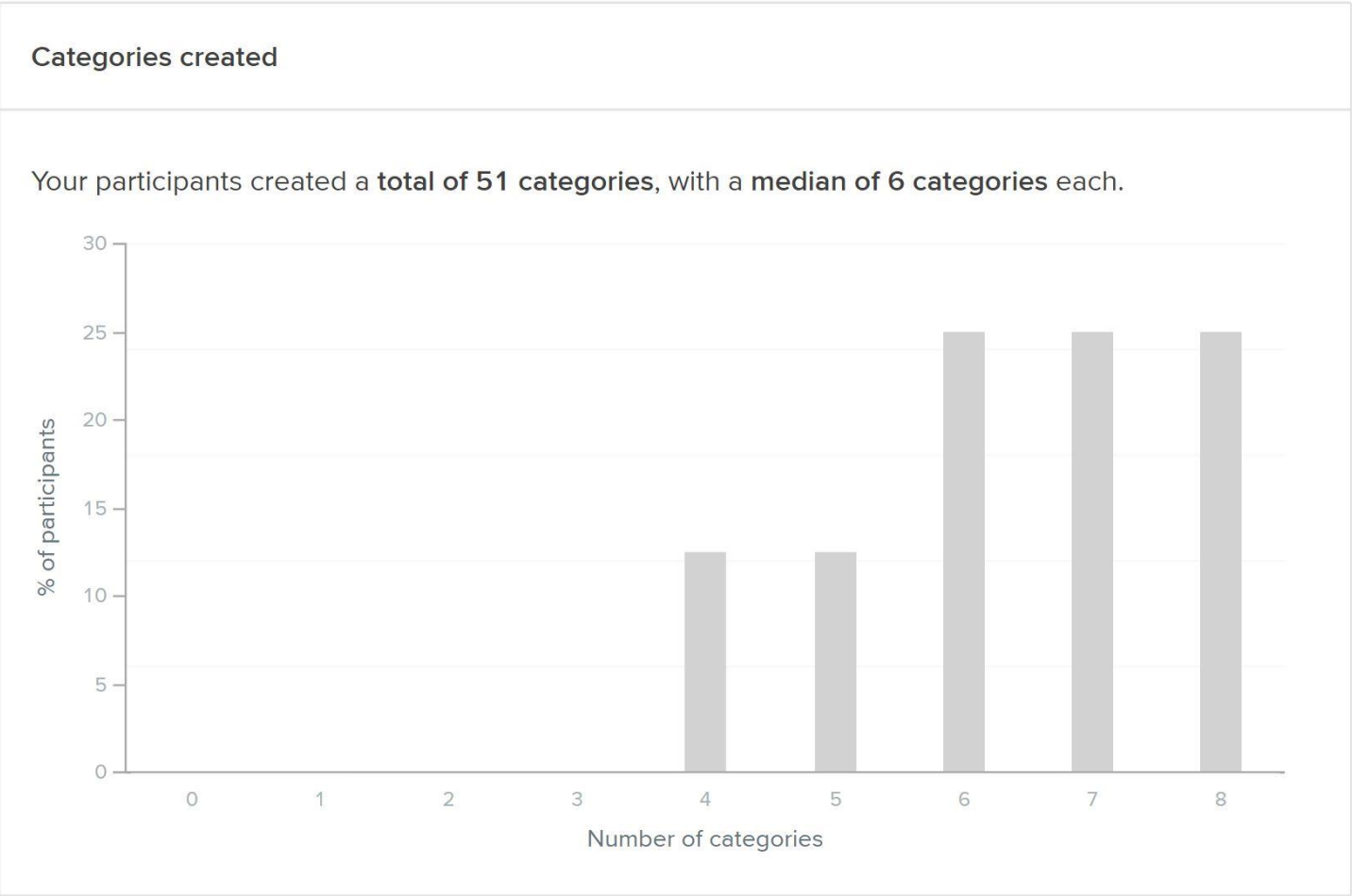


PARTICIPANTS

I decided to test my information architecture with a Hybrid card sort method and provided with 4 basic categories.

Participants created a total of 51 categories, with a median of 6 categories each.

Categories



Standardization grid ?

Total participants 0 8

Name	Booking	Home	Notificati...	Onbordin...	Yoga exp...	Yoga users	Not standardized
About yoga expert page		1		1	4	1	2
Booking conformation	7		1				1
Calendar	4	1			3		1
Cancel or reschedule video call	3	1	1				4
Credit card	3	1					5
End video call	1	1	1	1	1		4
FAQ		5					4
Filter the yoga expert by category		3			5		1
Find the previous video call recording	1	2		1	1		4
Forgot password/ reset password		1		3		1	4
Notification for video call			8				1
Setting for users		1				3	5
Sign in		1		3		1	4
Sign up				5	1	1	2
Start as yoga expert		2		1	6		
Start as yoga user		2		1		5	1
Start video call	1	2		1	1		4
Update calendar	2	1	1		3		2
Update the profile information					3	3	3
View payment and receipt	3	1					5
Yoga expert profile					7		2
Yoga user profile		1				6	2

PARTICIPANTS

Many participants used their own naming to categorise the groups, therefore I needed to consolidated together similar groups based on their similarities.

PARTICIPANTS

From similarity matrix, it is clear that many groups come under similar category.

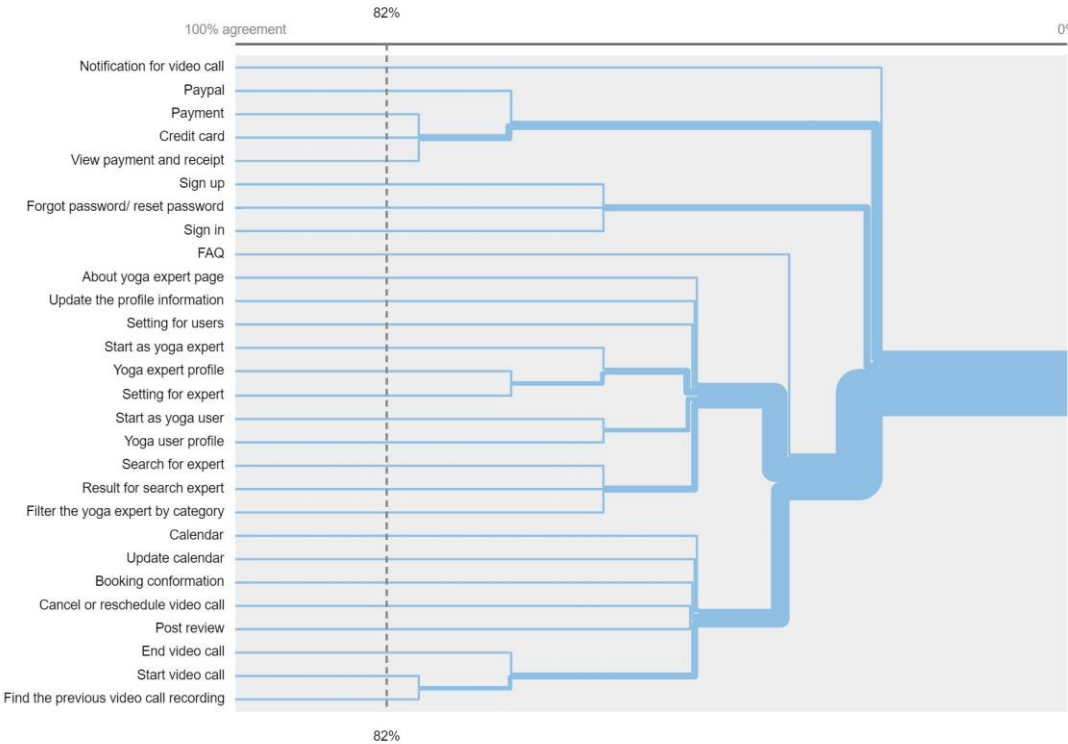
Similarity matrix

Payment																												
100	Credit card																											
100	100	View payment and receipt																										
85	85	85	Paypal																									
14	14	14	28	Sign in																								
28	28	28	14	71	Forgot password/ reset password																							
0	0	0	14	71	71	Sign up																						
0	0	0	14	14	0	14	Start video call																					
0	0	0	14	14	0	14	100	Find the previous video call recording																				
0	0	0	14	14	0	14	85	85	End video call																			
0	0	0	14	14	0	14	57	57	57	Post review																		
0	0	0	0	0	0	0	14	14	14	42	Yoga user profile																	
0	0	0	0	14	0	14	14	14	14	28	71	Start as yoga user																
28	28	28	28	14	14	0	14	14	14	28	57	57	Setting for users															
0	0	0	0	0	0	0	0	0	0	14	42	42	57	Update the profile information														
0	0	0	0	0	0	0	0	14	14	14	14	0	0	14	57	Setting for expert												
0	0	0	0	0	0	0	0	14	14	14	14	0	0	0	42	85	Yoga expert profile											
0	0	0	0	0	0	12	28	28	14	14	0	12	0	28	57	71	Start as yoga expert											
0	0	0	0	14	0	0	0	0	0	0	0	12	0	14	42	57	50	Filter the yoga expert by category										
0	0	0	0	0	0	0	0	14	14	14	14	28	14	14	0	28	42	37	71	Search for expert								
0	0	0	0	0	0	0	0	28	28	28	28	14	14	14	0	42	57	42	57	71	Result for search expert							
0	0	0	0	14	12	14	14	14	14	14	28	12	14	14	42	42	25	37	57	42	About yoga expert page							
14	14	14	14	0	0	0	28	28	28	14	14	12	14	14	28	28	25	25	28	28	37	Calendar						
28	28	28	28	0	0	0	14	14	14	14	0	0	0	0	0	0	0	0	0	0	0	57	Booking conformation					
14	14	14	14	0	0	0	57	57	42	14	0	0	0	0	0	0	14	0	0	0	0	42	57	Cancel or reschedule video call				
0	0	0	0	0	0	0	14	14	28	14	0	0	0	0	0	0	0	0	14	0	0	12	28	Notification for video call				
0	0	0	0	0	0	0	28	28	42	28	14	14	14	28	42	42	28	0	14	28	28	57	28	14	14	Update calendar		
28	28	28	14	28	28	0	28	28	14	14	14	28	42	14	14	0	25	14	25	14	14	14	0	14	0	14	FAQ	

Dendrogram

Best merge method

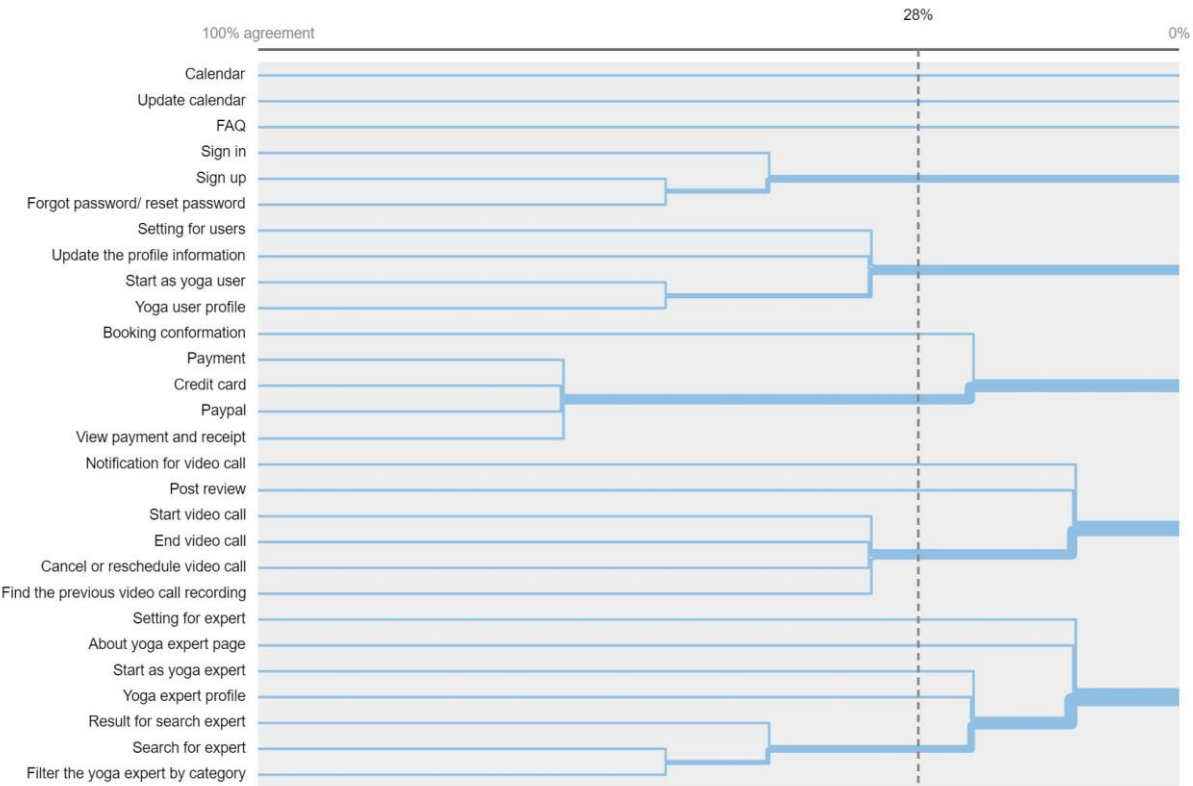
The best merge method often performs better than the actual agreement method when your study has fewer participants. It makes assumptions about larger clusters based on individual pair relationships.



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.



Participant centric analysis

Participant-centric analysis ?

Consider information architectures (IAs) with



2 - 8 groups

Similar IAs: 2/9

5 groups submitted by participant #3

Notification

Similar group labels

Notification for video call

unsorted

Similar group labels

Sign in

Sign up

Yoga expert profile

Yoga user profile

Payment

Search for expert

Booking conformation

Start video call

End video call

Post review

Setting for expert

Setting for users

Update calendar

Similar IAs: 1/9

8 groups submitted by participant #1

Payment

Similar group labels

Booking

Settings

Payment

Setting for users

Credit card

Paypal

View payment and receipt

Video call

Similar group labels

Booking

Video calls

Start video call

End video call

Cancel or reschedule video call

Find the previous video call recording

Onboarding page

Sign up / Sign in

Similar IAs: 1/9

6 groups submitted by participant #2

Booking

Similar group labels

Payment

Payment

Booking conformation

Credit card

Paypal

View payment and receipt

Onboarding page

Similar group labels

Yoga users

Login / Sign up

Sign in

Sign up

Forgot password/ reset password

Yoga users

Similar group labels

Start as yoga user

Participant centric analysis

Calendar
Filter the yoga expert by category
About yoga expert page

Yoga users

Similar group labels

Start as yoga user

unnamed category

Similar group labels

Forgot password/ reset password

Yoga expert profile
Calendar
Setting for expert
Update calendar
Update the profile information

Notification

Similar group labels

Notification for video call

Result for search expert

Booking

Similar group labels

Booking conformation

Post review

Home

Similar group labels

Start as yoga user

Sign in

Filter the yoga expert by category

FAQ

About yoga expert page

Home

Similar group labels

Start as yoga expert

Start video call

Cancel or reschedule video call

FAQ

Find the previous video call recording

Notification

Similar group labels

Notification for video call

End video call

Update calendar

View payment and receipt
Cancel or reschedule video call
FAQ
Update the profile information
Find the previous video call recording

Yoga experts

Similar group labels

Start as yoga expert

Calendar

Filter the yoga expert by category

About yoga expert page

Yoga users

Similar group labels

Start as yoga user

unnamed category

Similar group labels

Forgot password/ reset password

Yoga users

Similar group labels

Yoga user profile

Search for expert

About yoga expert page

Yoga experts

Similar group labels

Start as yoga expert

Yoga expert profile

Calendar

Setting for expert

Update calendar

Update the profile information

Notification

Similar group labels

Notification for video call

Result for search expert

Booking

Similar group labels

Booking conformation

Post review

--

Yoga experts

Similar group labels

Yoga expert profile

Search for expert

Calendar

Setting for expert

Result for search expert

Filter the yoga expert by category

About yoga expert page

Home

Similar group labels

Start as yoga expert

Start video call

Cancel or reschedule video call

FAQ

Find the previous video call recording

Notification

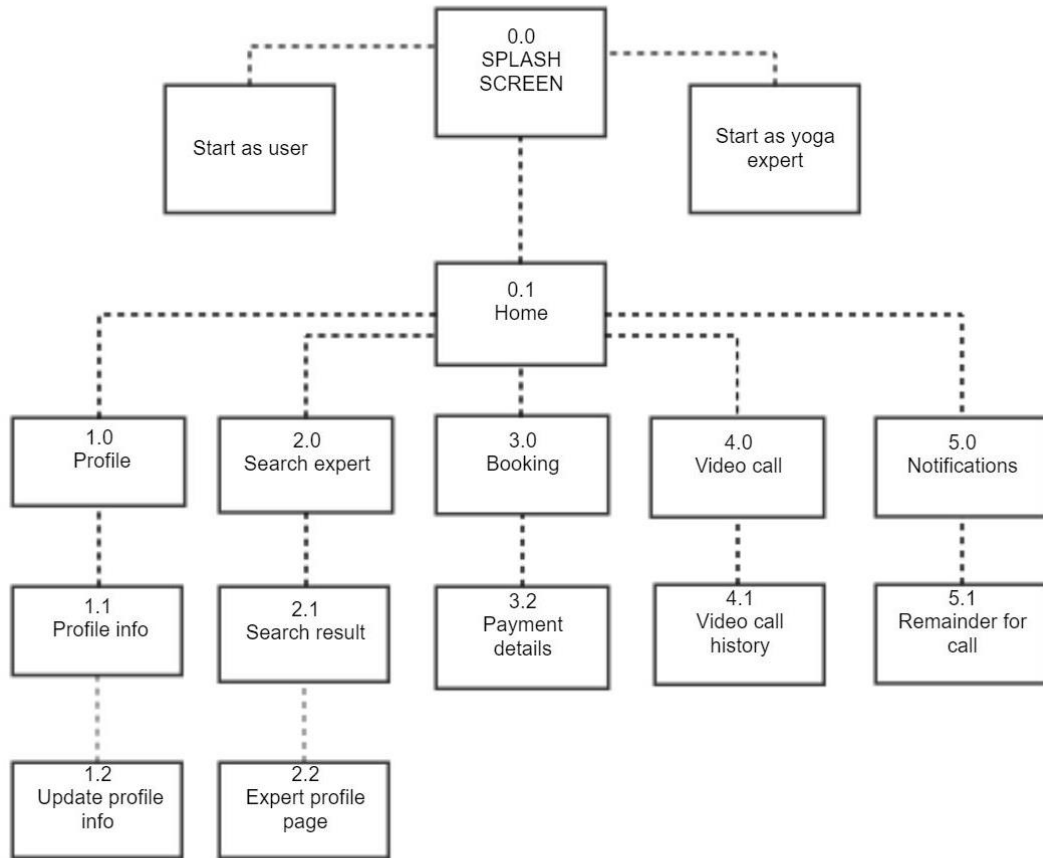
Similar group labels

Notification for video call

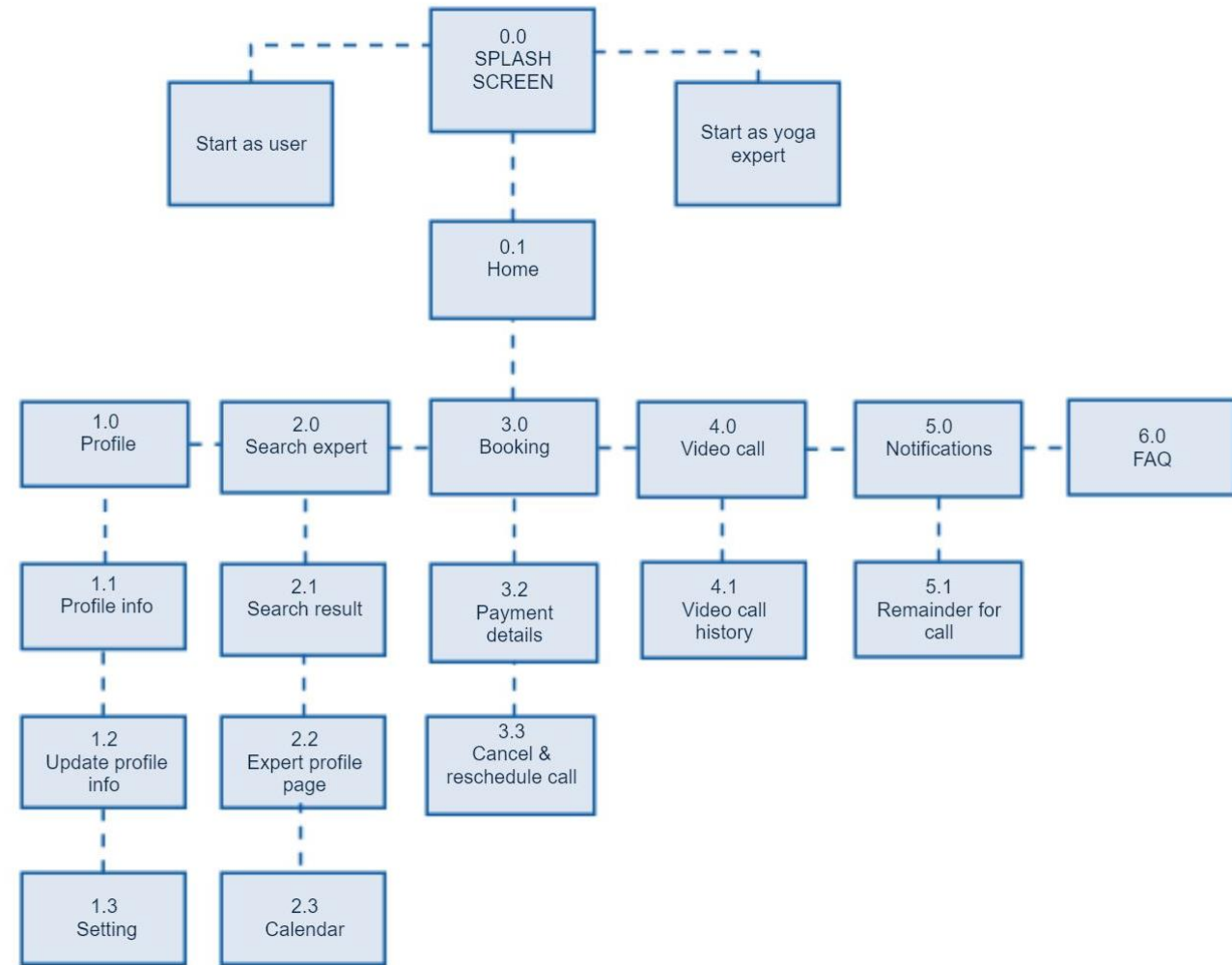
End video call

Update calendar

INITAIL SITEMAP



SITEMAP AFTER THE UPDATE



Conclusion

To a certain extent the users agreed with my initial site map. But what I found from the data, many users named the categories really differently. I had to combine the topics to get a better picture, I am glad to see that the final categorisation is what I expected with some changes and requirement of new categories.

The sitemap got an improvement with added the page in the user profile section and I added FAQ category under Home page as the data showed. Also update site map for Booking with cancel and rescheduled call option and calendar is added under expert profile page.