UX IMMERSION ACHIEVEMENT 3

3.2: CLOSE CARD SORT WITH SITEMAP CATEGORIES

3.2: REFINING YOUR SITEMAP WITH CARD SORTING

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OVERVIEW

To determine whether my current categories are valid, I decided to test my information architecture with a closed card sort. For the study, I estimated 10 minutes. Out of the 11 participants, nine are from Germany and two from other countries. Most participants managed to finish the card sort under 10 minutes with an average of 5 minutes and 24 seconds.

Completion

11
out of 11

11 of 11 (100%) participants completed your study.

Time taken

5m**24**s
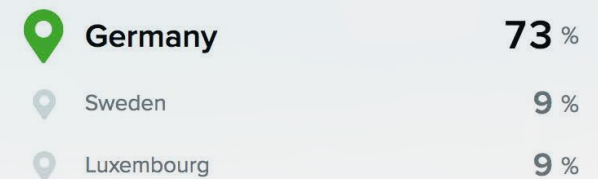
It took your participants a median time of 05:24 to complete the study.

The longest time was 23:29 and the shortest was 01:41.

Location
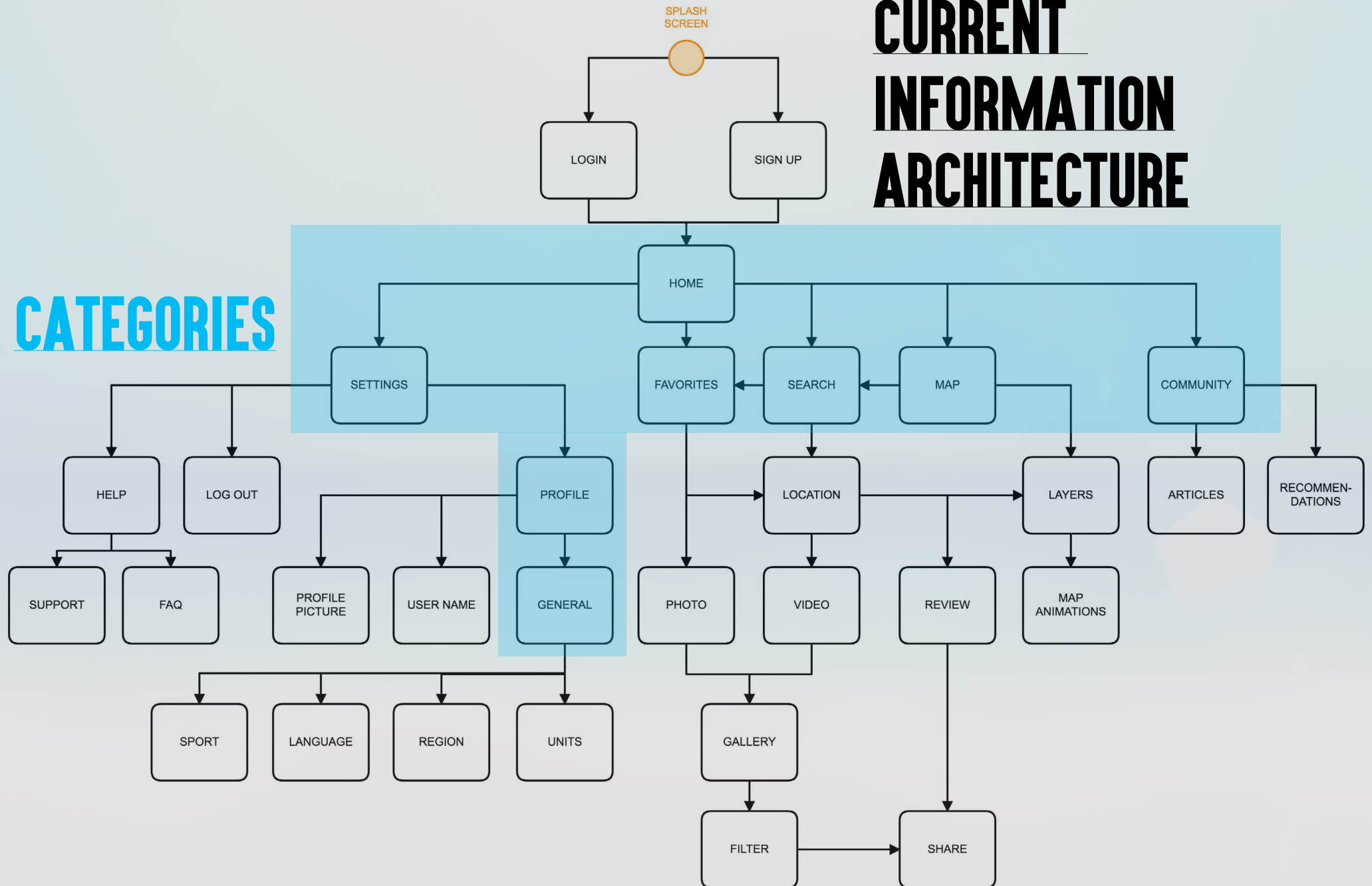
Germany	73 %
Sweden	9 %
Luxembourg	9 %

Your participants were mainly from Germany, Sweden, and Luxembourg.

You set up an English (US) language study.

CURRENT INFORMATION ARCHITECTURE

CATEGORIES

SPLASH SCREEN

LOGIN — SIGN UP

HOME

SETTINGS — FAVORITES — SEARCH — MAP — COMMUNITY

HELP — LOG OUT — PROFILE — LOCATION — LAYERS — ARTICLES — RECOMMEN-DATIONS

SUPPORT — FAQ — PROFILE PICTURE — USER NAME — GENERAL — PHOTO — VIDEO — REVIEW — MAP ANIMATIONS

SPORT — LANGUAGE — REGION — UNITS — GALLERY

FILTER — SHARE

The results matrix ❓

	Home	Settings	Favorites	Search	Map	Community	Profile	General informati...	unsorted
Settings	2	8						1	
Favorites	1		7	2			1		
Search	1		1	8	1				
Map	2			1	8				
Community	2			1		7	1		
Help	4	3		3				1	
Log out	3	3	1				4		
Profile		2	1				7	1	
Location		1		1	7		1	1	
Map Layers		2			9				
Articles	1		2			6		2	
Recommendations	3			1	1	5		1	
Support	5	3		2				1	
FAQ	2	3		3				3	
Profile picture			1				10		
User name			1				10		
General information		1					3	7	
Take/upload photo	4		2			1	4		
Take/upload video	4		3			2	2		
Write review	2		1	1		7			
Map animations		1			10				
Type of Sport			1	1		2	5	2	
Language		9						2	
Region		2		1	6		1	1	
Units of measurement		6			1		1	3	
Picture Gallery	3		4	1		3			
Photo/video filter	3	3	4				1		
Share/post	3		1	1		5	1		

Testing my composition of the home screen, I added the category home and cards with the same tiles of the other categories. However, most participants assigned the cards to categories of the same name and focused on additional features for the home screen.

Popular placements matrix ⓘ

	Home	Settings	Favorites	Search	Map	Community	Profile	General informati...	unsorted
Support	45%	27%		18%				9%	
Help	36%	27%		27%				9%	
Take/upload photo	36%		18%			9%	36%		
Take/upload video	36%		27%			18%	18%		
Language		82%						18%	
Settings	18%	73%						9%	
Units of measurement		55%			9%		9%	27%	
FAQ	18%	27%		27%				27%	
Favorites	9%		64%	18%			9%		
Photo/video filter	27%	27%	36%				9%		
Picture Gallery	27%		36%	9%		27%			
Search	9%		9%	73%	9%				
Map animations		9%			91%				
Map Layers		18%			82%				
Map	18%			9%	73%				
Location		9%		9%	64%		9%	9%	
Region		18%		9%	55%		9%	9%	
Community	18%			9%		64%	9%		
Write review	18%		9%	9%		64%			
Articles	9%		18%			55%		18%	
Recommendations	27%			9%	9%	45%		9%	
Share/post	27%		9%	9%		45%	9%		
Profile picture			9%				91%		
User name			9%				91%		
Profile		18%	9%				64%	9%	
Type of Sport			9%	9%		18%	45%	18%	
Log out	27%	27%	9%				36%		
General information		9%					27%	64%	

Except for MAP, FAVORITES, COMMUNITY, and PROFILE, cards in other categories deviate from the original IA.

CATEGORY: HOME

In this category, less than 20% of the participant chose the original features: SETTINGS, FAVORITES, SEARCH, MAP, and COMMUNITY. Instead, they prefer to have features such as SUPPORT, HELP and Take/upload PHOTO, Take/upload VIDEO. Understanding that they are similar features I merged the four into two features in the revised information architecture: SUPPORT/HELP and PHOTO/VIDEO.

Home	**17** different cards		

Support	5	3.8
Help	4	4.3
Take/upload video	4	3.5
Take/upload photo	4	3.0
Photo/video filter	3	4.3
Share/post	3	3.3
Picture Gallery	3	2.7
Recommendations	3	1.3
Log out	3	1.3
FAQ	2	6.0
Community	2	4.5
Write review	2	3.5
Map	2	3.5
Settings	2	1.0
Search	1	3.0
Articles	1	2.0
Favorites	1	2.0

CATEGORY: SETTINGS

Initially, I planned a Help and Profile as subcategories and General as a subcategory of Profile. The results show that the participants prefer to have cards such as LANGUAGE, UNITS (OF MEASUREMENT), and FAQ visible in the settings screen without clicking to another subcategory.

		Language	9	2.2
		Settings	8	2.3
		Units of measurement	6	2.8
		Support	3	4.0
		Help	3	4.0
		Log out	3	3.7
		Photo/video filter	3	3.3
Settings	14 different cards	FAQ	3	3.0
		Map Layers	2	3.5
		Region	2	2.0
		Profile	2	1.5
		Map animations	1	5.0
		General information	1	2.0
		Location	1	1.0

CATEGORY: FAVORITES

Although the participants varied a lot in the selection of cards for the category FAVORITES, they chose GALLERY and FILTER as intended in the original IA.

		Favorites	7	1.3
1.3		Photo/video filter	4	2.8
		Picture Gallery	4	2.3
		Take/upload video	3	3.7
		Take/upload photo	2	2.0
		Articles	2	2.0
		Log out	1	6.0
Favorites	14 different cards	Write review	1	4.0
		Search	1	4.0
		Type of Sport	1	3.0
		Profile	1	3.0
		Profile picture	1	2.0
		Share/post	1	1.0
		User name	1	1.0

CATEGORY: SEARCH

The data for this category was quite inconclusive with 2 or fewer participants choosing cards such as Help, FAQ, Support, Favorites, Location, and others. Since I integrated the feature Help/Support in the Home screen and FAQ in the settings screen, I decided to keep the original structure with Favorites and Location as subcategories.

Search		8	1.4
Help		3	3.0
FAQ		3	2.3
Support		2	2.0
Favorites		2	1.5
Picture Gallery		1	4.0
Share/post		1	3.0
Community		1	3.0
Type of Sport		1	2.0
Write review		1	2.0
Map		1	2.0
Region		1	1.0
Recommendations		1	1.0
Location		1	1.0

Search   **14** different cards

CATEGORY: MAP

The most chosen features LOCATION, MAP ANIMATIONS, and MAP LAYERS are the same features as in the original IA and therefore stay in the structure. As an additional feature, I added REGION to the revised IA since more than 50% of the participants selected the feature for this category.

Map	8 different cards		
Map animations		10	2.2
Map Layers		9	2.4
Map		8	3.0
Location		7	2.1
Region		6	3.5
Recommendations		1	6.0
Units of measurement		1	2.0
Search		1	1.0

CATEGORY: COMMUNITY

Previously the subfeature REVIEW in LOCATION, most participants selected WRITE REVIEW as a feature in COMMUNITY. This works well with original features ARTICLES and RECOMMENDATIONS, which about 50% of the participants chose for this category.

Community	9 different cards		
	Write review	7	2.9
	Community	7	2.4
	Articles	6	3.3
	Share/post	5	2.8
	Recommendations	5	2.4
	Picture Gallery	3	2.3
	Take/upload video	2	2.5
	Type of Sport	2	1.0
	Take/upload photo	1	1.0

SUBCATEGORY: PROFILE

As expected, PROFILE PICTURE and USER NAME were selected for this category. Besides, I added TYPE OF SPORT (SPORT) and LOG OUT since from all categories these cards appear most in PROFILE.

Profile	15 different cards			
		Profile picture	10	3.4
		User name	10	2.6
		Profile	7	2.0
		Type of Sport	5	3.6
		Log out	4	4.0
		Take/upload photo	4	3.5
		General information	3	3.0
		Take/upload video	2	1.5
		Favorites	1	9.0
		Region	1	6.0
		Community	1	6.0
		Location	1	5.0
		Share/post	1	4.0
		Units of measurement	1	4.0
		Photo/video filter	1	3.0

SUBCATEGORY: GENERAL

The results of the study show that this category as a subcategory of PROFILE seems redundant as it's features have been moved up in the hierarchy. I, therefore, decided to leave this category out in the revised IA.

General information	13 different cards		
General information		7	1.6
FAQ		3	3.0
Units of measurement		3	2.7
Articles		2	2.5
Language		2	1.5
Type of Sport		2	1.0
Region		1	3.0
Support		1	2.0
Settings		1	2.0
Recommendations		1	1.0
Location		1	1.0
Profile		1	1.0
Help		1	1.0

REVISED SITE MAP

SPLASH SCREEN

LOGIN

SIGN UP

HOME

SETTINGS

SUPPORT / HELP

PHOTO / VIDEO

FAVORITES

SEARCH

MAP

COMMUNITY

UNITS

LANGUAGE

PROFILE

FAQ

GALLERY

LOCATION

MAP LAYERS

REGION

WRITE REVIEW

RECOMMEN-DATIONS

ARTICLES

USER NAME

PROFILE PICTURE

SPORT

LOG OUT

FILTER

MAP ANIMATIONS

SHARE