

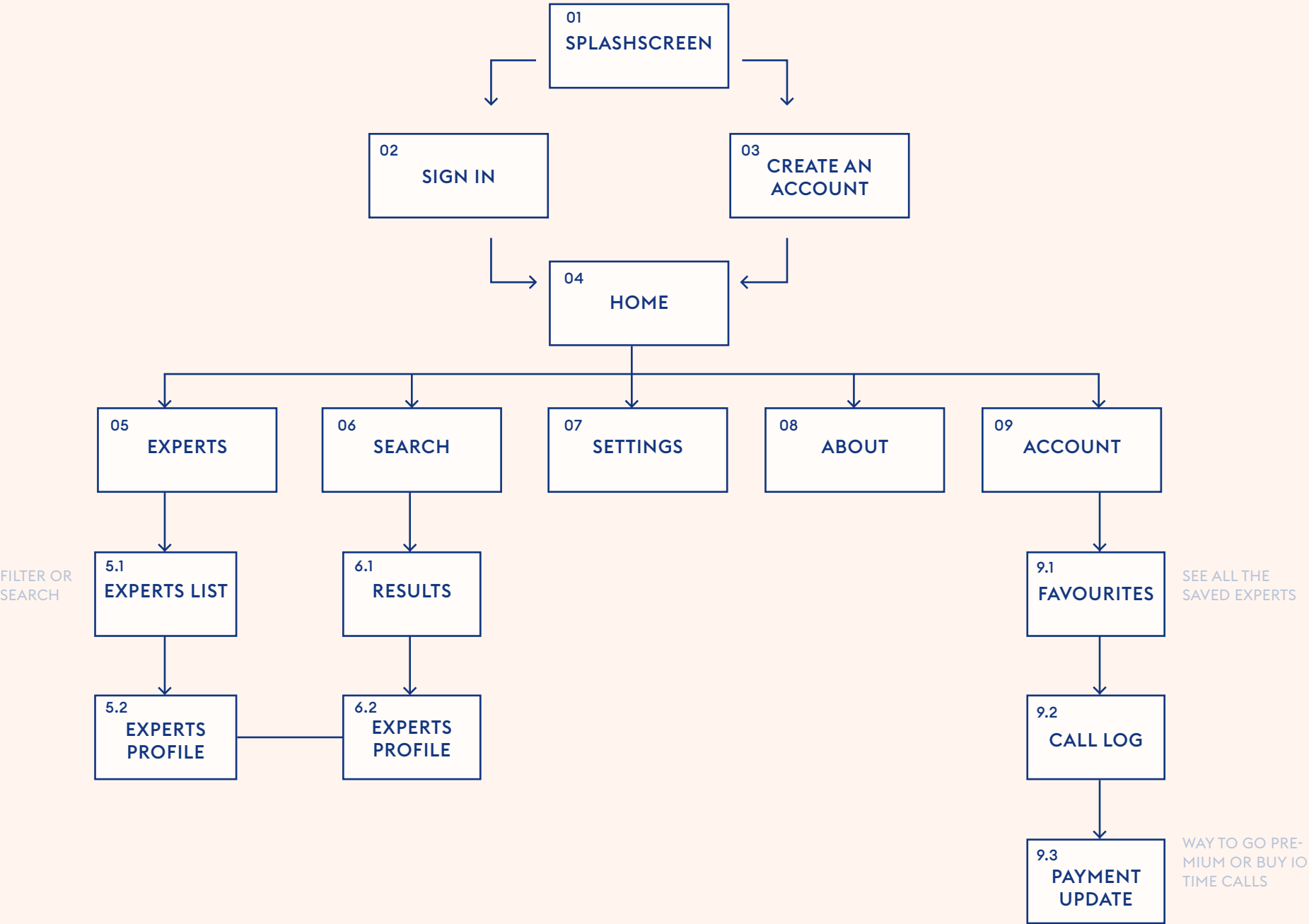
3.2

# Refining Your Sitemap with Card Sorting

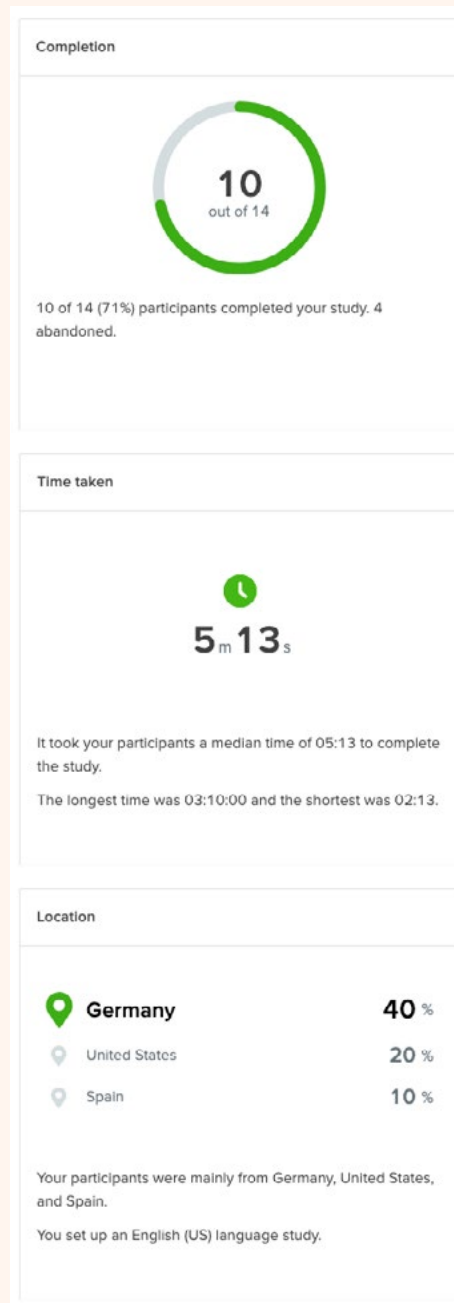
UX  
Immersion

2019

By: Janar  
Siniloo



## REFINING YOUR SITEMAP WITH CARD SORTING



## PARTICIPANTS

In total **10 out of 14** people finished my card sorting and the rest abandoned the test.

Majority of users doing the test were from **Germany**.



Interestingly one of the participants added every single word into its own category so I decided to leave out this user data.

My participants created a total of **75 categories**, with a median of **5 categories each**.

# REFINING YOUR SITEMAP WITH CARD SORTING

Card	Sorted into	Categories <a href="#">Show all</a>	Frequency	Average position
About us	7 different categories	Settings	2 times	4.0
		Help	2 times	1.5
		How it works	1 time	3.0
		what else	1 time	2.0
		Questions & Feedback	1 time	2.0
		About the company	1 time	1.0
		About Company	1 time	1.0
		<a href="#">Show less categories</a>		
Add expertise	8 different categories	My Profile	2 times	2.0
		Experts	1 time	7.0
		Profile	1 time	5.0
		<a href="#">Show 5 more categories</a>		
Call log	7 different categories	My profile	2 times	5.0
		Chat	2 times	2.0
		Profile	1 time	7.0
		<a href="#">Show 4 more categories</a>		
Chat	7 different categories	Expert Profile	2 times	4.5
		Chat	2 times	1.0
		Questions & Feedback	1 time	6.0
		<a href="#">Show 4 more categories</a>		
Contact us	7 different categories	Settings	2 times	4.0
		Help	2 times	3.5
		How it works	1 time	6.0
		<a href="#">Show 4 more categories</a>		

# PARTICIPANTS

It was good to have an overview how every category was named.

Many of the categories only had a slight difference in their naming and I needed to consolidated many of them together.

REFINING YOUR SITEMAP WITH CARD SORTING

About Company

6 different cards

FAQ

3

3.3

How it works?

3

3.0

Contact us

3

3.0

About us

3

1.3

Chat

1

5.0

Payment plan

1

3.0

Show less cards

3 participants

78%

About the company

3 different cards

Contact us

1

3.0

Location

1

2.0

About us

1

1.0

1 participants

—

Activities

4 different cards

Call log

1

4.0

Favourites

1

3.0

Documents / Downloads

1

2.0

Show 1 more card

1 participants

—

Behind the Scenes

2 different cards

Settings

1

2.0

Payment plan

1

1.0

1 participants

—

Chat

5 different cards

Leave rating

2

4.0

Call log

2

2.0

Chat

2

1.0

Show 2 more cards

2 participants

80%

Expert info

3 different cards

Expert list

2

2.5

Experts

2

1.5

Expert profile

1

1.0

2 participants

83%

PARTICIPANTS

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

← As shown many of the categories were really similar.

Standardized category editor

Standardized category name

Chat With Expert

Agreement

80%

Update your standardized category by including or excluding participant categories.

Categories

Select a category name to show which cards your participant sorted into this category.

Include

☒

Chats

4

☒

Chat With Expert

4

Cards

Select a card to show which categories your participants sorted this card into.

Search results

1

Favourites

1

Call log

2

Leave rating

2

Chat

2

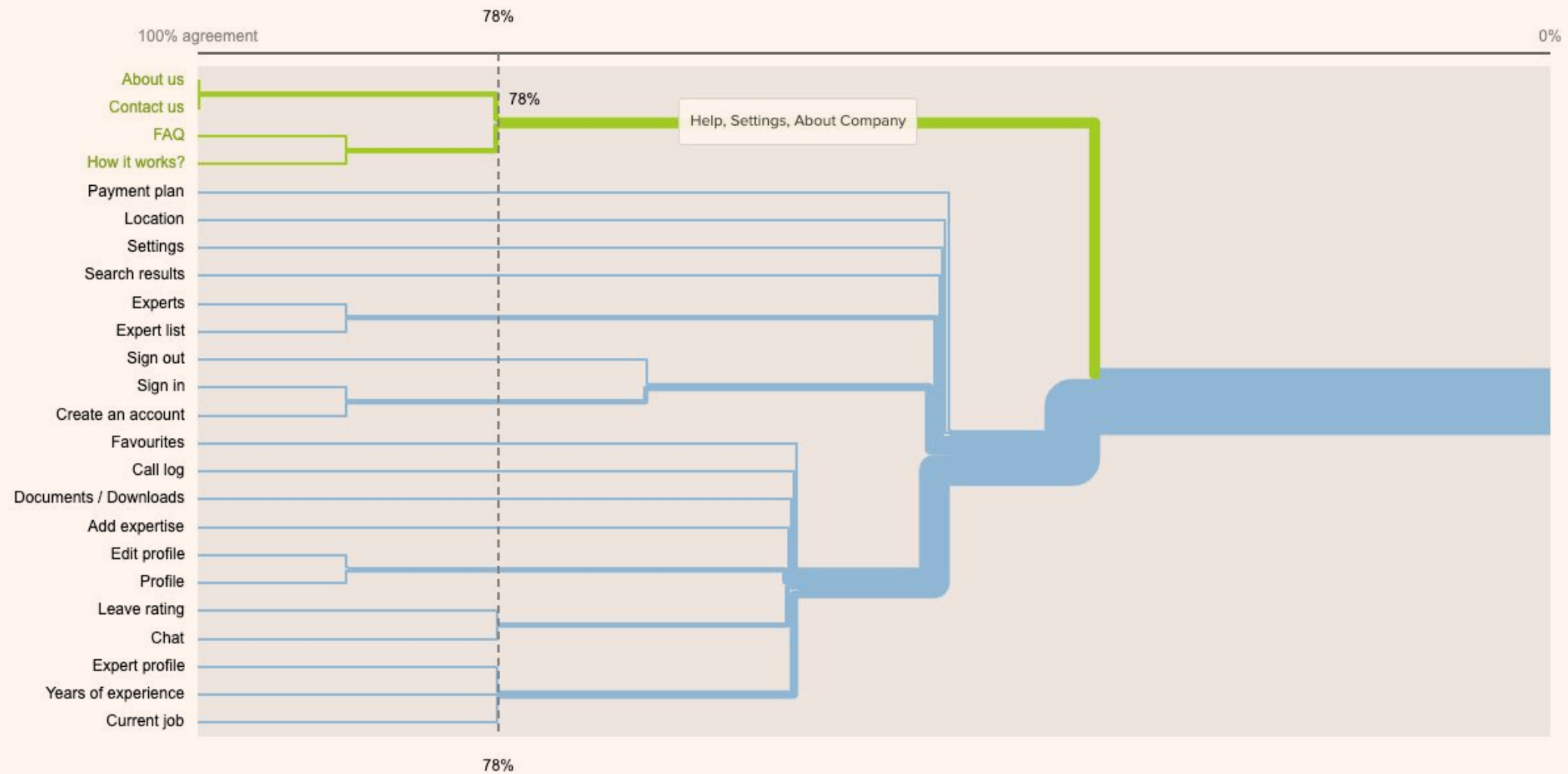
Cancel

Create

Total participants 0  6

Name	About Co...	Chat	Expert Info	Expert Pr...	Experts	Login/Sig...	Profile	Search E...	Settings	Not standardized
Call log		2		1			1			5
Chat	1	2		2						4
Contact us	3								2	4
Create an account						5				4
Current job				2	1		2			4
Documents / Downloads				1			2		1	5
Edit profile							4			5
Expert list			2		2			2		3
Expert profile			1	3	2		1			2
Experts			2		2			2		3
FAQ	3								2	4
Favourites		1			1		3			4
How it works?	3								2	4
Leave rating		2		2	1					4
Location				1			2			6
Payment plan	1						3			5
Profile							4		1	4
Search results		1			1			2		5
Settings							1		2	6
Sign in						5				4
Sign out						3	1		1	4
Years of experience				2	2		2			3

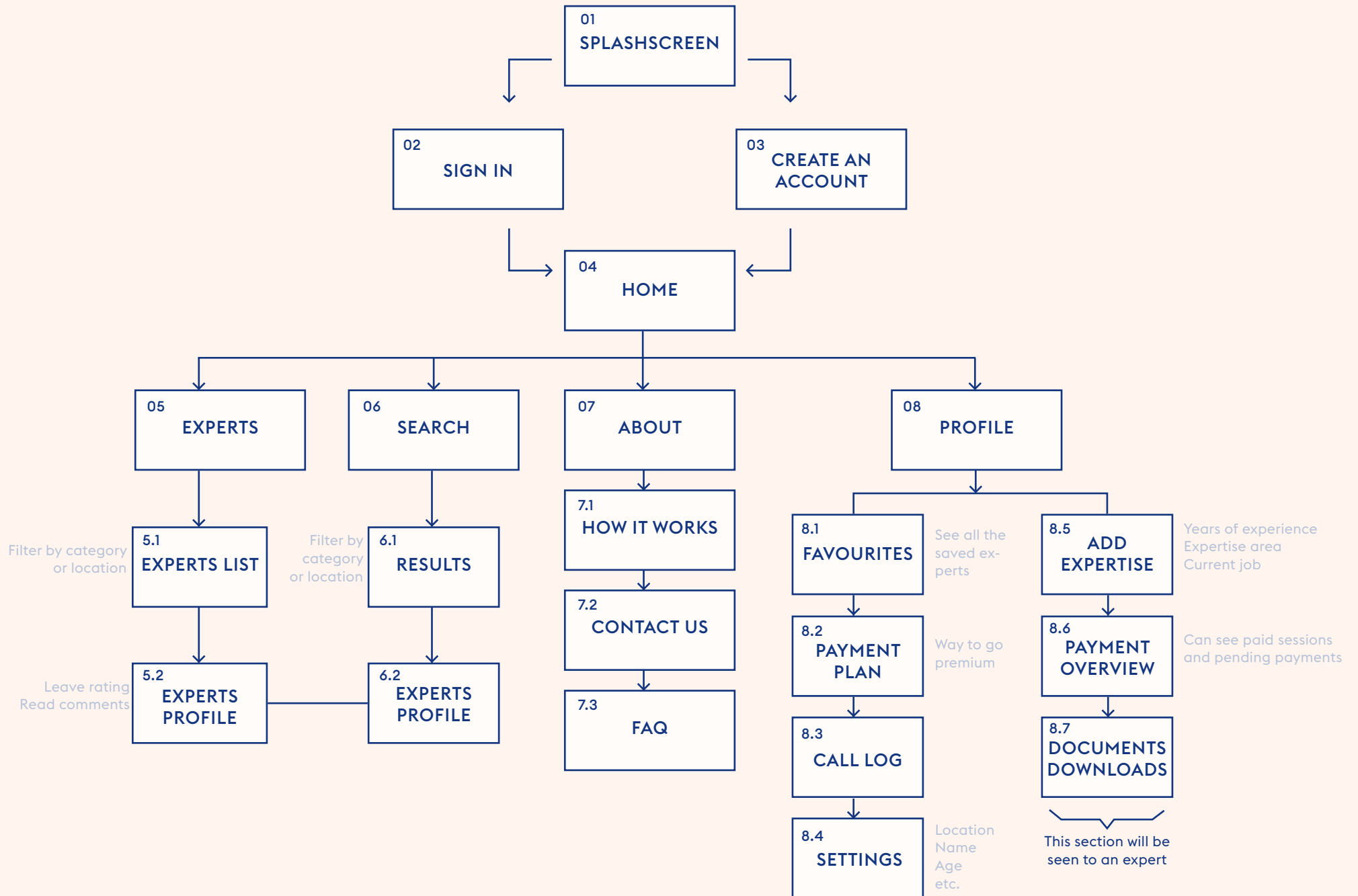
About us																							
100	Contact us																						
77	77	FAQ																					
77	77	88	How it works?																				
22	22	33	33	Chat																			
11	11	11	11	77	Leave rating																		
0	0	0	0	44	55	Expert profile																	
0	0	0	0	33	44	77	Years of experience																
0	0	0	0	22	33	55	77	Current job															
0	0	0	0	0	0	11	33	55	Edit profile														
11	11	11	11	0	0	11	33	44	88	Profile													
0	0	0	0	11	11	22	33	22	55	55	Favourites												
22	22	22	22	11	11	22	11	11	44	55	55	Documents / Downloads											
0	0	0	0	44	44	22	11	0	33	33	55	55	Call log										
33	33	11	11	0	0	11	22	33	44	33	44	44	33	Location									
0	0	11	0	0	22	22	44	55	44	33	33	11	11	44	Add expertise								
0	0	0	0	0	22	33	22	11	0	0	22	0	0	0	33	Expert list							
0	0	0	0	11	33	44	33	11	0	0	11	0	11	0	22	88	Experts						
11	11	11	11	22	33	11	11	11	0	0	11	0	22	0	22	44	33	Search results					
0	0	0	0	0	0	0	0	0	0	0	0	0	11	0	0	0	0	11	Sign in				
11	11	0	0	0	0	0	0	0	0	0	0	0	0	11	0	0	0	0	88	Create an account			
11	11	22	11	0	0	0	0	0	11	22	0	11	11	0	11	0	0	11	66	55	Sign out		
33	33	33	22	0	0	0	0	0	22	33	22	33	22	33	22	0	0	0	22	33	44	Settings	
11	11	22	11	11	11	22	22	22	44	33	22	22	22	22	22	0	11	0	11	11	33	44	Payment plan





## REFINING YOUR SITEMAP WITH CARD SORTING

## SITEMAP AFTER THE UPDATE



## REFINING YOUR SITEMAP WITH CARD SORTING

To a certain extent the users agreed with my initial sorting, 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 was glad to see that the final categorisation was what I expected.

Card sorting helps but it has also a negative side specially when conducting an open card sort.

My sitemap got an improvement with added pages in the expert profile section and I combined settings with the profile as the data showed that many users placed setting under user.



**Thank  
You!**