

CAREER FOUNDRY UX IMMERSION

3.2: Refining Your Sitemap with Card Sorting | By: Sergio Capozzi



LEARNINGS

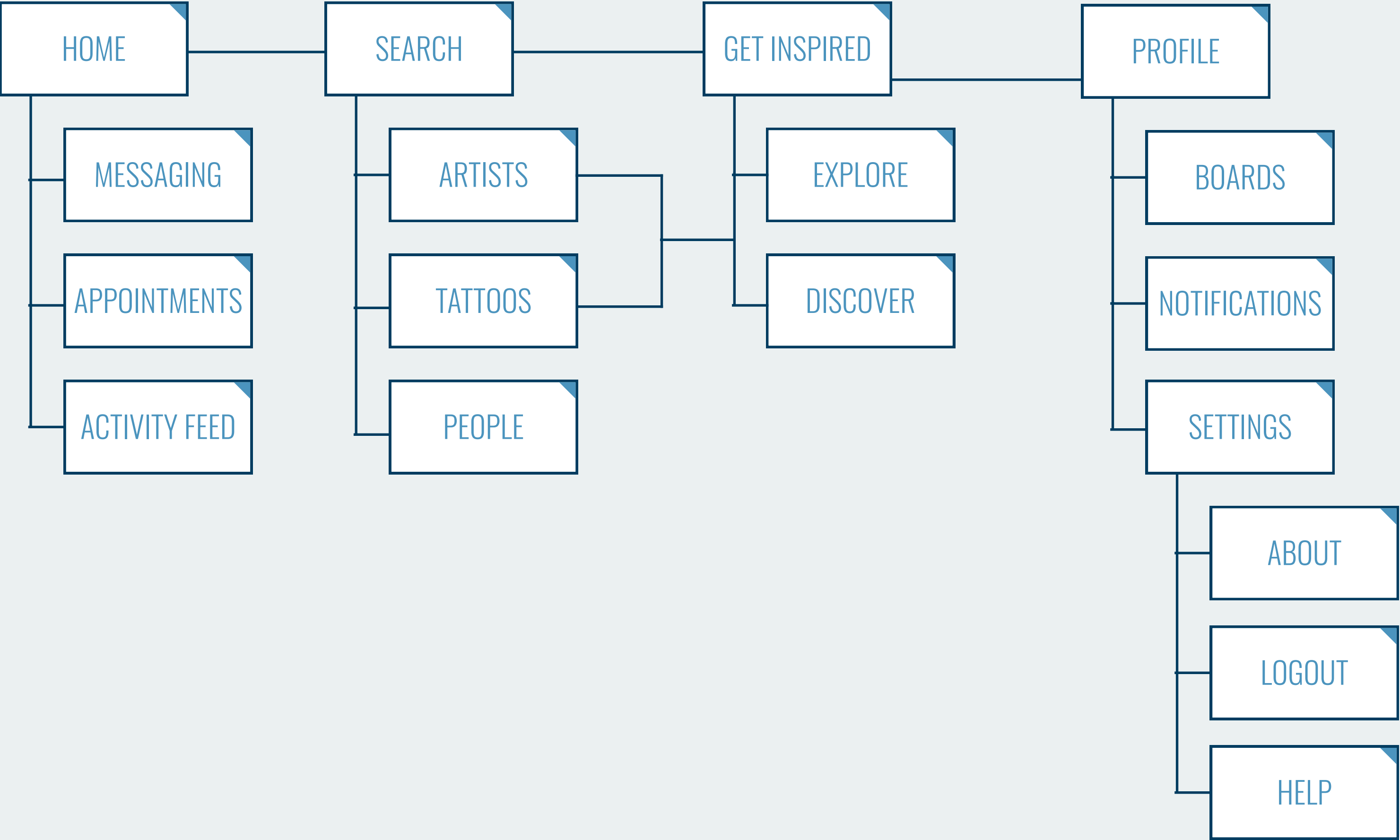
With using a blended IA framework of Flat Structure with hierarchal elements, setting the primary categories which will drive navigation (especially on mobile) may be better organized and more intuitive if they include the primary subjects of the application (Tattoos and Artists).

With a structure that has primary subjects for Tattoos and Artists, the application can be broken into flows that are more conducive to searching, exploration and engaging with the material, helping flatten the IA and limit the user from bouncing between areas of the application.

My updated sitemap will break the IA up to focus on a structure of a Tattoo and Artist area, with search, save and favorite functionality specific to that area.

The activity feed that will be the primary portion of the home screen, will also be split into separate sections for Artist and Tattoos, keeping the IA consistent.

BEFORE



AFTER

