

Refining the Sitemap with Card Sorting



Participants

| <input type="checkbox"/> | Participant | Time taken | Questions | Cards sorted | Categories created | Categories named | Comment | Include | |
|--------------------------|---------------|------------|-----------|--------------|--------------------|------------------|---------|-------------------------------------|---|
| <input type="checkbox"/> | Participant 1 | 00:12:49 | 3 | 100% | 2 | 100% | | <input checked="" type="checkbox"/> |  |
| <input type="checkbox"/> | Participant 2 | 00:20:48 | 3 | 100% | 4 | 100% | | <input checked="" type="checkbox"/> |  |
| <input type="checkbox"/> | Participant 3 | 00:07:17 | 3 | 100% | 2 | 100% | | <input checked="" type="checkbox"/> |  |
| <input type="checkbox"/> | Participant 5 | 00:03:00 | 3 | 100% | 2 | 100% | | <input checked="" type="checkbox"/> |  |
| <input type="checkbox"/> | Participant 8 | 00:04:28 | 3 | 100% | 1 | 100% | | <input checked="" type="checkbox"/> |  |

Pre-Study Questions

Question 1

Single line text — required

How many tattoos do you have? How many are done via a machine or stick-and-poke or tebori?

| Search | |
|---------------|-----------------|
| Participant | Answer |
| Participant 1 | 3,0 |
| Participant 2 | 6; all machine |
| Participant 3 | 2 via machine |
| Participant 5 | 18 via machine. |
| Participant 8 | 9 |

Showing 1 to 5 of 5 answers

Question 2

Single line text — required

What apps or websites do you use to plan out getting a new tattoo?

| Search | |
|---------------|---|
| Participant | Answer |
| Participant 1 | Google images, artists websites and or artists instagram pages. Tattoo shop websites. |
| Participant 2 | Google |
| Participant 3 | Google image, Instagram |
| Participant 5 | Sometimes I use google images, but I mostly work with my artist. |
| Participant 8 | Pinterest |

Showing 1 to 5 of 5 answers

Pre-Study Questions

Question 3

Single line text — required

How much of a role does connecting with fellow tattoo artists/ tattoo collectors play in your pleasure of getting or giving a tattoo?

| Participant | Answer |
|---------------|---|
| Participant 1 | Not a huge amount. Perhaps 30%-40%. Mostly looking forward to the time it's finished and healed. Not a fan of the decision making process, it takes too much time. |
| Participant 2 | I like to feel connected and comfortable with my artist. The trust is so crucial. |
| Participant 3 | It's important for me to connect with the artist before I get a tattoo so that I know the experience of receiving a tattoo will be enjoyable and I will be excited to recommend my artist to others |
| Participant 5 | It does not. |
| Participant 8 | It plays a lot. If I can't vibe with my artist, it's not going to be a good experience, and I will have a bad memory about getting the tattoo |

Showing 1 to 5 of 5 answers



Cards

| Card | Sorted into | Categories Show all | Frequency | Average position |
|---------------------|------------------------|---|-----------|------------------|
| Add Image | 5 different categories | List | 1 time | 14.0 |
| | | Tattoo Collector Community Website/ App | 1 time | 11.0 |
| | | In app functions | 1 time | 7.0 |
| | | Show 2 more categories | | |
| Artist Community | 5 different categories | Tattoo Collector Community Website/ App | 1 time | 9.0 |
| | | Artists | 1 time | 8.0 |
| | | List | 1 time | 6.0 |
| | | Show 2 more categories | | |
| Artists | 5 different categories | Artists | 1 time | 10.0 |
| | | Users of app | 1 time | 4.0 |
| | | List | 1 time | 4.0 |
| | | Show 2 more categories | | |
| Calendar | 5 different categories | List | 1 time | 8.0 |
| | | Tattoo design | 1 time | 7.0 |
| | | Tattoo Shop Website/App | 1 time | 4.0 |
| | | Show 2 more categories | | |
| Camera | 5 different categories | Tattoo Collector Community Website/ App | 1 time | 13.0 |
| | | List | 1 time | 12.0 |
| | | Account | 1 time | 8.0 |
| | | Show 2 more categories | | |
| Collector Community | 5 different categories | List | 1 time | 20.0 |
| | | Tattoo Collector Community Website/ App | 1 time | 8.0 |
| | | Artists & Galleries | 1 time | 4.0 |
| | | Show 2 more categories | | |
| Create Account | 5 different categories | List | 1 time | 13.0 |
| | | In app functions | 1 time | 10.0 |
| | | Artists | 1 time | 2.0 |
| | | Show 2 more categories | | |

Cards

| Card | Sorted into | Categories Show all | Frequency | Average position |
|---------------|------------------------|---|---|---|
| Feedback | 5 different categories | <div><div>List</div><div>Tattoo Shop Website/App</div><div>Artists</div><div>Show 2 more categories</div></div> | <div>1 time</div> <div>1 time</div> <div>1 time</div> | <div>19.0</div> <div>6.0</div> <div>5.0</div> |
| Home | 5 different categories | <div><div>In app functions</div><div>Account</div><div>Tattoo Collector Community Website/ App</div><div>Show 2 more categories</div></div> | <div>1 time</div> <div>1 time</div> <div>1 time</div> | <div>14.0</div> <div>5.0</div> <div>3.0</div> |
| Locations | 5 different categories | <div><div>List</div><div>Artists</div><div>In app functions</div><div>Show 2 more categories</div></div> | <div>1 time</div> <div>1 time</div> <div>1 time</div> | <div>7.0</div> <div>6.0</div> <div>5.0</div> |
| Login | 5 different categories | <div><div>In app functions</div><div>Tattoo Collector Community Website/ App</div><div>List</div><div>Show 2 more categories</div></div> | <div>1 time</div> <div>1 time</div> <div>1 time</div> | <div>15.0</div> <div>2.0</div> <div>2.0</div> |
| Messages | 5 different categories | <div><div>List</div><div>In app functions</div><div>Tattoo design</div><div>Show 2 more categories</div></div> | <div>1 time</div> <div>1 time</div> <div>1 time</div> | <div>18.0</div> <div>8.0</div> <div>6.0</div> |
| Notifications | 5 different categories | <div><div>List</div><div>Artists</div><div>Tattoo Collector Community Website/ App</div><div>Show 2 more categories</div></div> | <div>1 time</div> <div>1 time</div> <div>1 time</div> | <div>9.0</div> <div>9.0</div> <div>7.0</div> |
| Profile | 5 different categories | <div><div>In app functions</div><div>Tattoo design</div><div>List</div><div>Show 2 more categories</div></div> | <div>1 time</div> <div>1 time</div> <div>1 time</div> | <div>13.0</div> <div>8.0</div> <div>5.0</div> |

Cards

| Card | Sorted into | Categories Show all | Frequency | Average position |
|----------|------------------------|---|-----------|------------------|
| | | Show 2 more categories | | |
| Q&A | 5 different categories | In app functions | 1 time | 12.0 |
| | | List | 1 time | 10.0 |
| | | Tattoo Shop Website/App | 1 time | 7.0 |
| | | Show 2 more categories | | |
| Search | 5 different categories | In app functions | 1 time | 11.0 |
| | | Artists | 1 time | 11.0 |
| | | List | 1 time | 3.0 |
| | | Show 2 more categories | | |
| Settings | 5 different categories | List | 1 time | 16.0 |
| | | In app functions | 1 time | 16.0 |
| | | Tattoo design | 1 time | 9.0 |
| | | Show 2 more categories | | |
| Share | 5 different categories | List | 1 time | 17.0 |
| | | Tattoo Collector Community Website/ App | 1 time | 10.0 |
| | | Artists | 1 time | 3.0 |
| | | Show 2 more categories | | |
| Shop | 5 different categories | List | 1 time | 15.0 |
| | | In app functions | 1 time | 9.0 |
| | | Tattoo Shop Website/App | 1 time | 5.0 |
| | | Show 2 more categories | | |
| Styles | 5 different categories | Tattoo Collector Community Website/ App | 1 time | 12.0 |
| | | List | 1 time | 11.0 |
| | | Tattoo design | 1 time | 5.0 |
| | | Show 2 more categories | | |

Participant-Centric Analysis

Similar IAs: 4/5

2 groups submitted by participant #5

In app functions

Similar group labels

List
Tattoo Collector Community Website/ App
Account

Home

Login

Create Account

Add Image

Locations

Profile

Settings

Notifications

Q&A

Feedback

Messages

Calendar

Search

Shop

Camera

Share

Users of app

Similar group labels

Styles

Artists

Collector Community

Artist Community

Similar IAs: 1/5

4 groups submitted by participant #2

Account

Similar group labels

Tattoo Collector Community Website/ App

Home

Login

Create Account

Profile

Settings

Notifications

Messages

Camera

Artists & Galleries

Similar group labels

Locations

Search

Artists

Collector Community

Artist Community

About Us

Similar group labels

Q&A

Feedback

Share

Apps

Similar group labels

Add Image

Calendar

Shop

Styles

Similar IAs: 3/5

2 groups submitted by participant #1

Tattoo Collector Community Website/ App

Similar group labels

List
Account

Home

Login

Create Account

Add Image

Profile

Settings

Notifications

Messages

Styles

Camera

Share

Collector Community

Artist Community

Tattoo Shop Website/App

Similar group labels

Locations

Q&A

Feedback

Calendar

Search

Shop

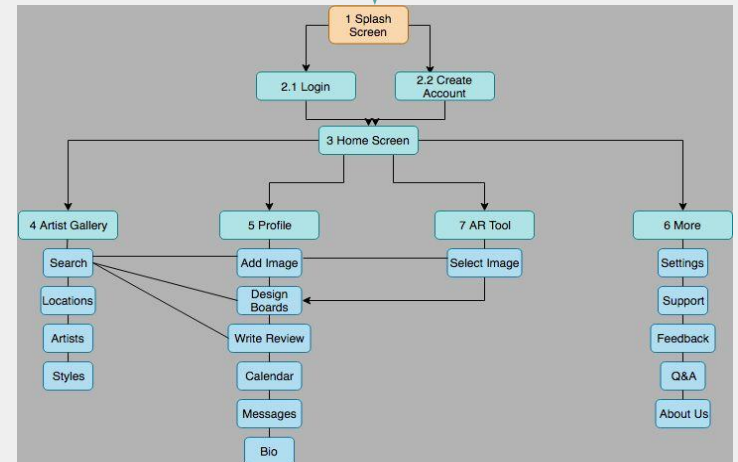
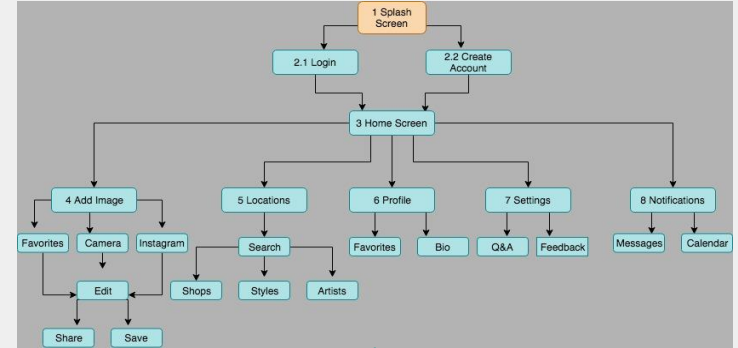
Artists

| Home | | | | | | | | | | | | | | | | | | | |
|------|----------------|---------------|-------|---------|----------|----------|--------|-----------|----------|------|-----------|--------|-----|----------|-------|---------------------|------------------|---------|--------|
| 100 | Create Account | | | | | | | | | | | | | | | | | | |
| 100 | 100 | Notifications | | | | | | | | | | | | | | | | | |
| 80 | 80 | 80 | Login | | | | | | | | | | | | | | | | |
| 80 | 80 | 80 | 100 | Profile | | | | | | | | | | | | | | | |
| 80 | 80 | 80 | 100 | 100 | Settings | | | | | | | | | | | | | | |
| 80 | 80 | 80 | 100 | 100 | 100 | Messages | | | | | | | | | | | | | |
| 80 | 80 | 80 | 100 | 100 | 100 | 100 | Camera | | | | | | | | | | | | |
| 60 | 60 | 60 | 80 | 80 | 80 | 80 | 80 | Add Image | | | | | | | | | | | |
| 40 | 40 | 40 | 60 | 60 | 60 | 60 | 60 | 80 | Calendar | | | | | | | | | | |
| 40 | 40 | 40 | 60 | 60 | 60 | 60 | 60 | 80 | 100 | Shop | | | | | | | | | |
| 60 | 60 | 60 | 40 | 40 | 40 | 40 | 40 | 40 | 60 | 60 | Locations | | | | | | | | |
| 60 | 60 | 60 | 40 | 40 | 40 | 40 | 40 | 40 | 60 | 60 | 100 | Search | | | | | | | |
| 60 | 60 | 60 | 40 | 40 | 40 | 40 | 40 | 40 | 60 | 60 | 80 | 80 | Q&A | | | | | | |
| 60 | 60 | 60 | 40 | 40 | 40 | 40 | 40 | 40 | 60 | 60 | 80 | 80 | 100 | Feedback | | | | | |
| 80 | 80 | 80 | 60 | 60 | 60 | 60 | 60 | 60 | 40 | 40 | 60 | 60 | 80 | 80 | Share | | | | |
| 60 | 60 | 60 | 40 | 40 | 40 | 40 | 40 | 40 | 20 | 20 | 60 | 60 | 40 | 40 | 60 | Collector Community | | | |
| 60 | 60 | 60 | 40 | 40 | 40 | 40 | 40 | 40 | 20 | 20 | 60 | 60 | 40 | 40 | 60 | 100 | Artist Community | | |
| 40 | 40 | 40 | 20 | 20 | 20 | 20 | 20 | 20 | 40 | 40 | 80 | 80 | 60 | 60 | 40 | 80 | 80 | Artists | |
| 40 | 40 | 40 | 60 | 60 | 60 | 60 | 60 | 80 | 60 | 60 | 20 | 20 | 20 | 20 | 40 | 60 | 60 | 40 | Styles |

Conclusions

Upon first viewing the results I thought that either a. The open card sorting directions did not make sense to the users or b. the users actually wanted only a few discrete pages on the app. So assuming that it could be a little bit of both a and b I am going to try moving forward with only 4 discrete pages on the home page. Each primary page will have a collections of 4-7 subpages.

Revisited Sitemap



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