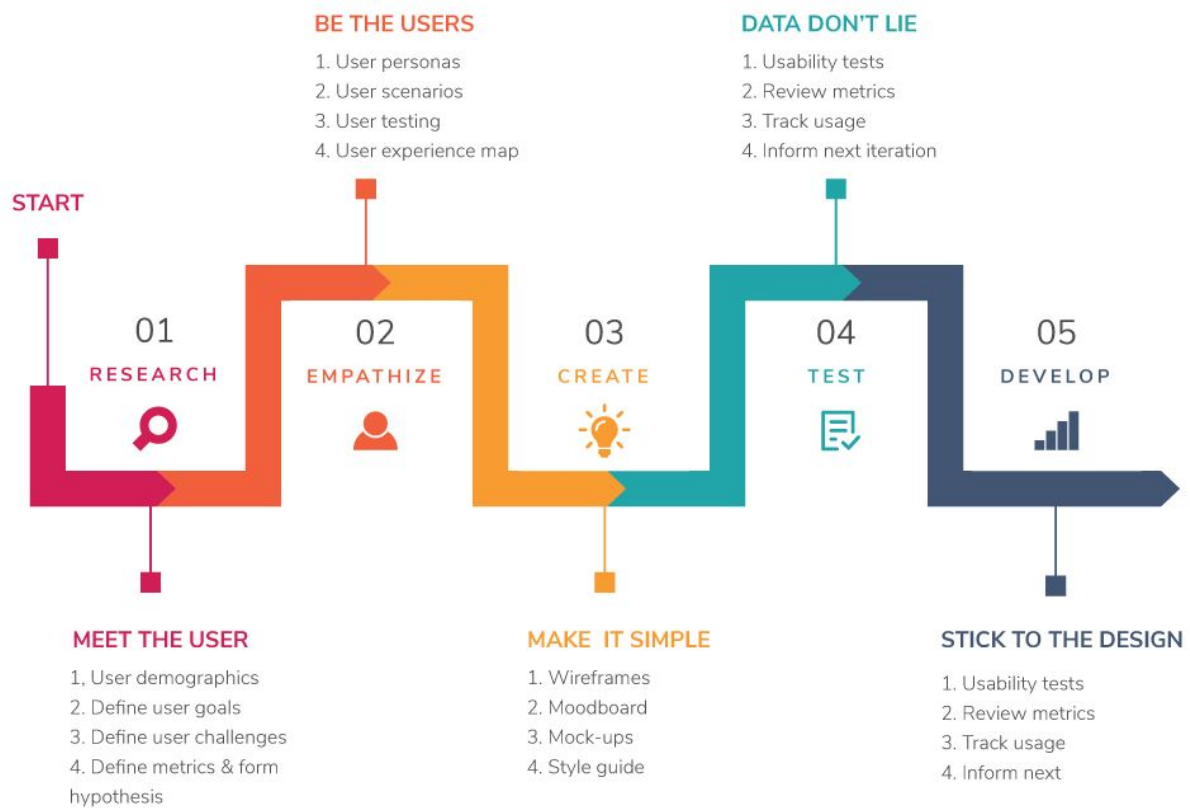
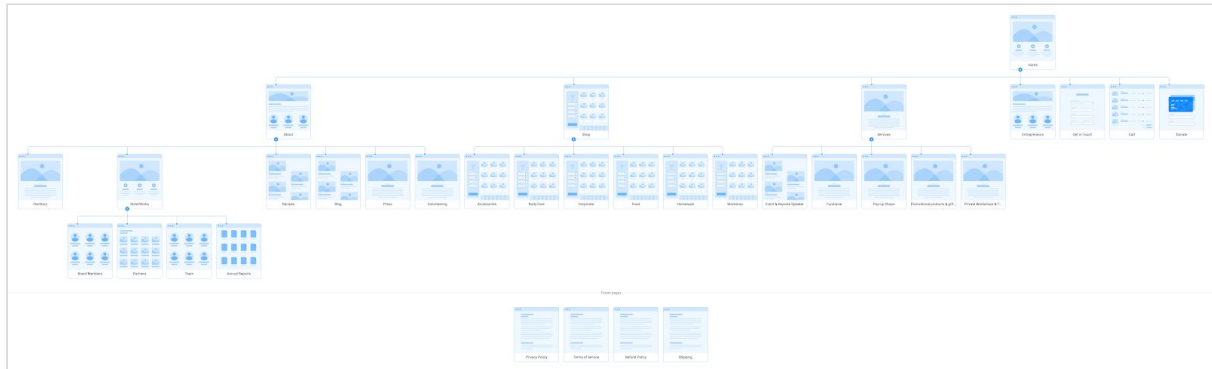


USER EXPERIENCE DESIGN PROCESS



NAVIGATION USABILITY

A card sorting test is conducted as the first step of usability testing for SisterWorks e-commerce website. **A card sorting is a design thinking method to help evaluate the information architecture by getting users to organize topics/pages into categories that make sense and relatable to them** in order to help us to label these groups and decide where to put them in such a commonly-understandable way.

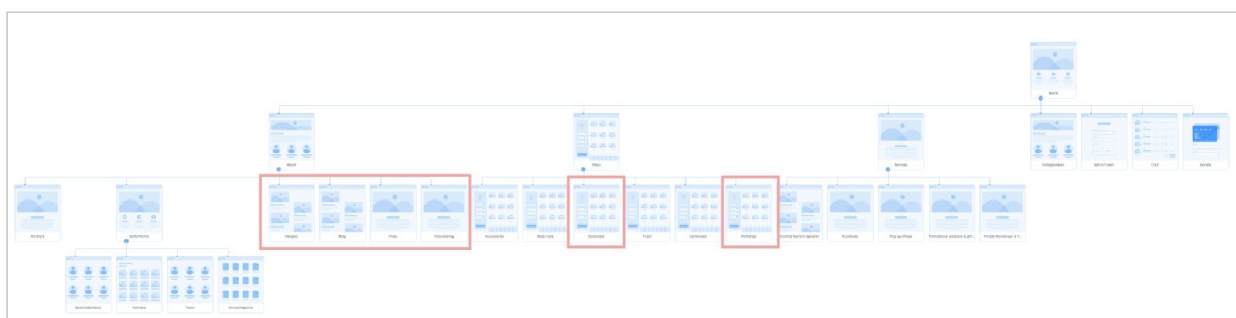


1.1 - Current website architecture

3 users are tested in this stage. In general, most major topics are self-explanatory enough and are under the right sections as the way we have now other than the following ones:

- Workshops (the one under Shop)
- Corporate
- Volunteering
- Press
- Blog
- Recipes

The result reflects that the users are not able to locate these certain sections under our current navigation system but they also provide insights to us that they think some of the topics should be put together - please refer to next page.



1.2 - Sections that cannot be identified as we designed



1.2 - Card sorting result

As a business, we have 2 major groups of target customers - retail customers and corporates (wholesale) clients. The "Shop" section which contains 4 products categories is apparently designed for retail customers and that is why we have an individual "Corporate" page for corporate clients to display the products that can be sold in bulk amount for wholesale use. No doubt this page is important that it acts as a product catalog for pitching and give clients an idea of what can be bulk purchased at a glance as not every customer would be able to tell/understand the difference between entrepreneur and SisterWorks labels products.

Therefore, in order to accommodate the different needs of our different markets, it is suggested to have "Corporate" as an individual section which can be paired with "Promotional Products & Gifting". Having understood that we might want to avoid having too many sections, so we can also even try adding the "Volunteering" and "Donation" together under something like "Work with us", "Collaboration" or "How to Help Us" as these all serve a similar purpose.

Another insight we can tell from the card sorting result is the "Press", "Blog", "Annual Report" and "Recipes" can be grouped together as they are extra information and news.

Last but not least, it is shown that users are not really understanding what "Entrepreneurs" mean especially when this is their first time to visit that they might not already know about our business nature. We can improve this by simply adding "Our Entrepreneurs" to illustrate more clearly.

- End of Part I Card Sorting Test -