# User segmentation card sort

Design overhauls can be as simple as of applying updated styles and conventions. This is a case where it became much more. In this issue, I was redesigning an internal tool for Big Fish Games and I encountered a combination of dropdown lists that contained a lot of unfiltered data and created a poor experience.

During Q2 of 2016 I’m starting my first true design project in UX role, I’m excited in general as my project is to redesign one of our internal tools at Big Fish Games. The tool originally was designed without any UX guidance. So I stepped in to clean up the user flows, visual style, and design conventions. This tool came with a list of changes, but the one that I’d like to talk about is in regards to the approach used to segment our users.

The original flow of the segmentation element of the tool consisted of selecting a criterion from a dropdown. Once a criterion was selected a condition dropdown would appear. Repeat the same cycle and then a user input field would appear. This design had some initial shortcomings, such as the same conditions were applied to every criterion; example: User Location is greater than US, and listing the entire available criterion in one dropdown.

The listing of criterion was still a work in progress, the stakeholders wanted to have more options and more flexibility. To get the best push forward and align with the engineers I conducted an internal card sorting exercise. I also conducted a competitive analysis to see what similar tools would segment by. This gave me a nice long list of options with descriptions. Once I finished conducting the card sorting exercise with the various internal stakeholders I was able to tell which criterion were must haves, nice to haves, do not needs, as well as how to group up the criterion. Even a few new criterions made the list when the stakeholders were allowed to create their own.

The information from the card sorting exercise showed that by grouping the various criterion we modified one dropdown of 25+ items into 5 different dropdowns with up to 5 relatable criterions. This improved the users flow to finding the appropriate criterion for their needed segmentation.

The value of the card sort also improved on other aspects of the criterions, improved descriptions, updated criterion titles, criterion specific conditions and user inputs. V1 of the redesign we had to limit our criterion options to what existed at the time, but it gave engineers a list of new segmentation options to implement in the future.