

## CARD SORT REPORT

### SUMMARY

I decided to carry out a closed card sort, because the basic structure of the app was relatively clear in my mind. This structure is also rather imbalanced, while the search option plays such a central role in the app. Originally I wanted to include the expert categories in the sort, but I realized quite fast that it started to grow way too massive. The categories and their logic are not a priority at this phase, and that is why it would make sense to carry out a separate card sort later on.

I included five categories, namely *My Calls*, *My Account*, *Expert Search*, *Help* and *Expert Profile*, in the test and asked the participants to divide 30 topics (e.g. *Booked Calls*) and actions (e.g. *Find an expert you have contacted before*) underneath those headlines. I invited five people to take the test. I was interested to see if the clarity was only in my head or was it something that I shared with the test persons.

## POPULAR PLACEMENTS MATRIX

	My Calls	My Account	Expert Search	Help	Expert's Profile	unsorted
Booked Calls	100%					
Previous Calls	100%					
Send a message & Call Expert	60%		20%		20%	
Change your email address.		100%				
Check this month's bill.		100%				
My payment Details		100%				
My personal Details		100%				
Notifications & Reminders		100%				
Turn the email notifications off.		100%				
Billing		80%		20%		
Check your messages.	40%	60%				
Inbox	40%	60%				
My Experts		60%			40%	
Expert Search Results			100%			
Filter experts according to langua...			100%			
Sort out experts who are not avail...			100%			
Check some expert's availability.			80%		20%	
Check some expert's rating.			80%		20%	
Find an expert you have contacte...			80%		20%	
Contact Admin				100%		
Find out how the app works.				100%		
Instructions				100%		
Make a complain about some pay...				80%	20%	
About Us				60%	40%	
General Terms & Conditions		20%		60%	20%	
Review Expert					100%	
Report Expert			20%		80%	
Ask some expert about something.	20%		20%		60%	
Expert's Availability Calendar			40%		60%	
Save Expert			40%		60%	

## ANALYSIS

- Generally there were no big surprises in the card sort. There were some issues that I already anticipated, and now I know for sure that I must do some reshaping.
- One source of confusion was that I separated *Expert Search* and *Expert Profile*. I did it because the *Expert Profile* screen carries so much weight in my app. However, this confusion is not that a big deal as they both are parts of the same flow.
- One major issue was the place of the *Inbox*. As much as a majority (60%) of the test persons tried to send and receive messages via *My Account*. That makes total sense, while the other option was *My Calls*, which again sounds more like a place for calling only (after all, all the mobile phones follow this basic structure where they separate calls from messages).
- The other thing, which people did not really get, was the *My Experts* section. Actually, no one managed to associate it with *My Calls*. Like in the previous case, I cannot really blame them. Similarly the action *Find an expert you have contacted before* sent people in totally different directions.
- People seemed to have a pretty clear idea of the *My Account* and *Help* sections. Only *About Us* and *GTC* seemed to be of minor confusion. First one was most likely confused with the expert's introduction.

## REFINING THE SITEMAP

- The most urgent change is to rename *My Calls* so that it sounds like it includes also other kinds of actions. I will go for *My Activity*. Another option, that came to my mind, was to separate the messages, but I find the idea of putting all the activity in one place better. Even if we use symbols and pictures in the real app, it is important to take these nuances into consideration.
- I hope that the improvement above helps me with the next issue too. *My Activity* sounds also more like a place where one can find a list of the experts that the user have saved or contacted before. Even though I like the name *My Experts*, as it gives one the feeling of a friendly community, I should perhaps change it to more boring *Saved Experts*.
- Actually, the *Save Expert* function was something that I thought of only after drawing the first sitemap, so I will add that there. I will also add the *Review Expert* screen.