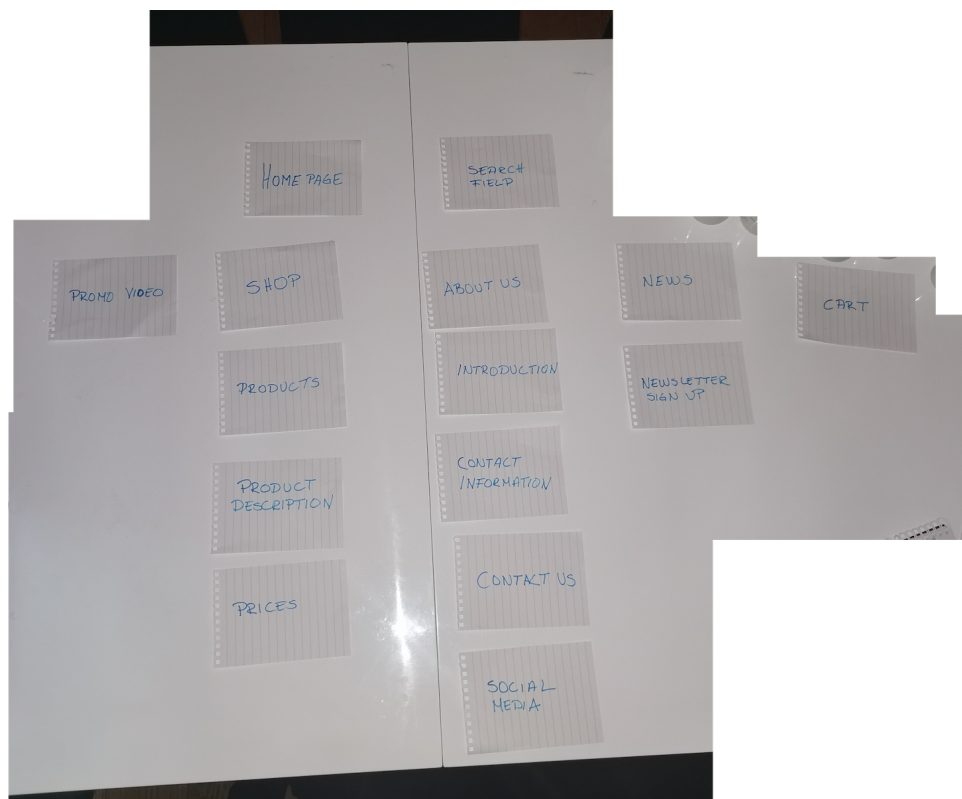


Card sorting

In this report, I will discuss how my user and I went through the card sorting for the ShadowBall webpage.

I started off by creating the cards for my user. Without having seen the webpage, she put them out on the table as she felt the website should be or what she felt was logical to her.

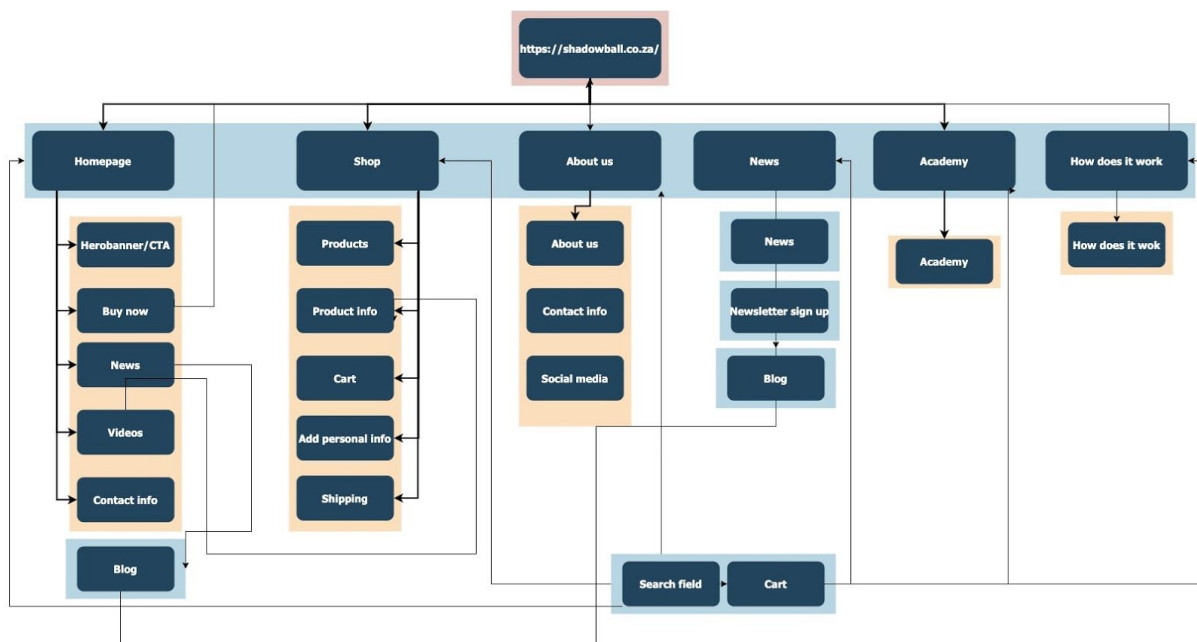


The first thing I noticed from the card sorting, was that my user placed “News” beside “About us”. On the webpage, “News” is placed as a subcategory under “About us”. The reason for this was that my user felt that it was logical for her that “News” was a standalone category.

So as you see on the picture, my user felt that the search field should on top of the card stack. Her thought was that the search field is something that should be available on every page. Then you have the promo video which pairs with the homepage and the shop.

Cart is placed on the side because it follows all of the pages.

In the middle, you have the shop, about us and the news. Beneath those are the subcategories for each of the cards.



When I started to create the information architecture, I began with the homepage and how my user had placed out the cards. I didn't create too many cards that would fit the homepage category, and I see afterwards that I should have written more cards for that page.

On the information architecture, I added a hero banner/CTA, "buy now" option, "news", "video", search field, "cart" and "contact info". The reason for my choices is that I feel that a hero banner gives the customer a boost to buy something. I also felt that it is important to have "buy now" options.

When it comes to the news area it can be useful to show new products or any other information that can be useful for the customer.

The next part was the shop. Here my user placed products, product information and prices. When I drew the information architecture I felt that my user had placed the cards totally right, but I wanted to add some more. So I added "cart", "add personal information" and shipping. As mentioned my user wanted the cart to be on every page and I agree, but I still feel it has to be placed in the shop category. "Add personal information" is important so that the shop knows the customer and shipping is important so that the customer knows the shipping possibilities.

On "about us", my user placed the cards "introduction", "contact information", "contact us" and "social media". On a later thought, I felt maybe that contact information and "contact us", kind of is the same thing so I only went for contact information on the information architecture and I chose to take away introduction and call it "about us" instead.

Next category is the news. My user placed newsletter signup as a subcategory on the card sorting and I agree that it belongs there, but I might also would have wanted to have a signup on more pages. I also added a subcategory called “blog”. This might be useful to get customers to get interested in following the page a little bit more than just buying the products. If you have a blog with for example events that the company have been to, customers would like to read about it.

Then we have “academy” and how does it work. I didn’t draw up cards for those, and I see afterwards that I should have done that.

All in all, I feel that this was an interesting and fun assignment. It was really useful to see how a user which have no idea on how the webpage looks, take the cards and place them how she feels that they would suit.