Card Sort Analysis
'Ink Tank'

Rhiannon Cooper
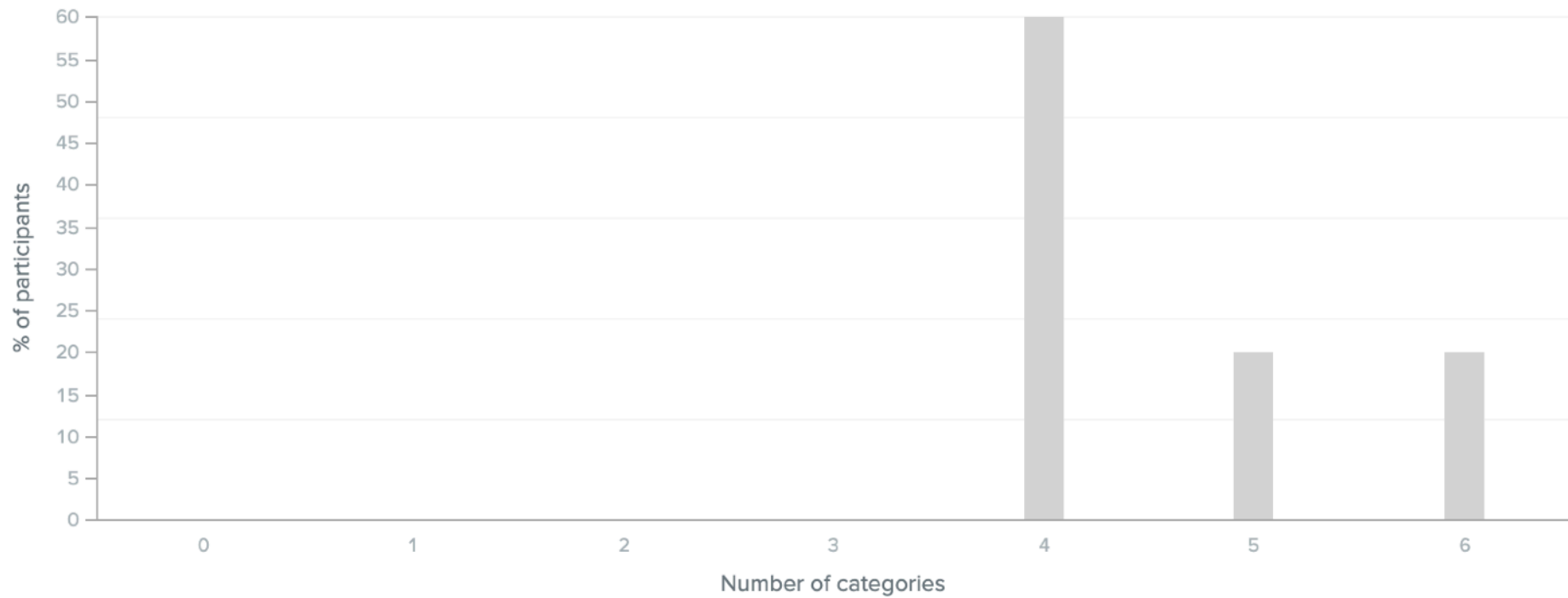
Original Site Map

0.0 Home page

1.0 Explore Tattoos
- 1.1 Search
  - 1.1.1 Search Results
    - 1.3 Tattoo
- 1.2 Filters
  - 1.2.1 Filtered Results
    - 1.3 Tattoo
- 1.3 Tattoo
  - 1.3.1 Save
    - Existing Board
    - New Board
  - 1.3.2 Tattoo Preview
    - Upload Photo
    - Camera
  - 2.3 Artist Profile

2.0 Artists
- 2.1 Search
  - 2.1.1 Search Results
    - 2.3 Artist Profile
  - 2.1.2 Interactive Map
    - Search Results
      - 2.3 Artist Profile
- 2.2 Filters
  - 2.2.1 Filtered Results
    - 2.3 Artist Profile
- 2.3 Artist Profile
  - 2.3.1 Portfolio
  - 2.3.2 Ratings & Reviews
  - 2.3.3 Contact Details
    - 3.2 Studio Profile
  - 2.3.4 Message (Chat)
    - 4.2 Messages

3.0 Studios
- 3.1 Search
  - 3.1.1 Search Results
    - 3.2 Studio Profile
  - 3.1.2 Interactive Map
    - Search Results
      - 3.2 Studio Profile
- 3.2 Studio Profile
  - 2.3.1 Artists
    - 2.3 Artist Profile
  - 2.3.2 Contact Details

4.0 User Profile
- 4.1 Saved Images
  - 4.1.2 Boards
    - 1.3 Tattoo
- 4.2 Messages
- 4.3 Edit Bio
- 4.4 Settings

5.0 Tattoo FAQ
- 5.1 Topic #1
- 5.2 Topic #2
- 5.3 Topic #3
- 5.4 Topic #4
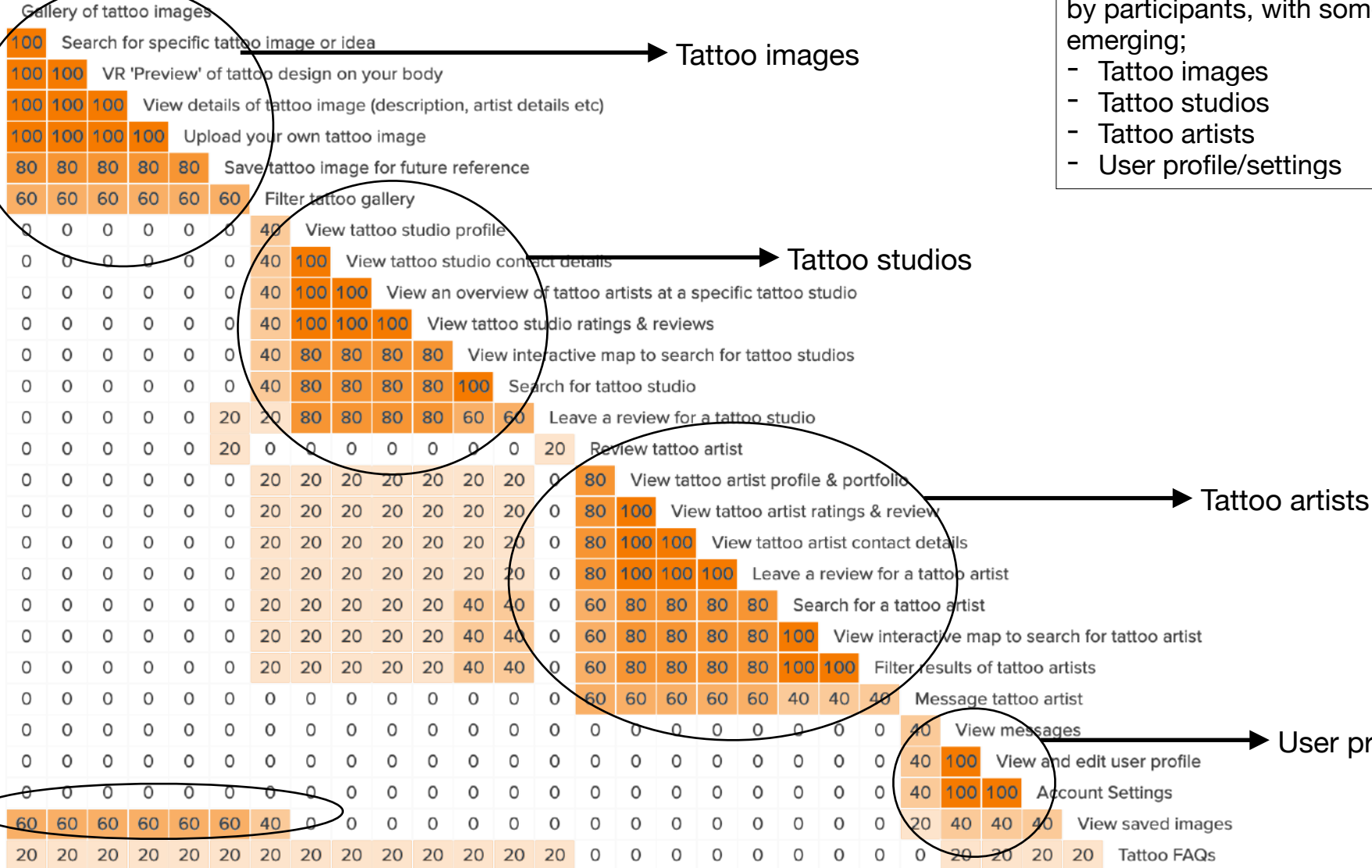- 5.5 Topic #5
- 5.6 Topic #6

User defined categories

Categories created

Your participants created a **total of 23 categories**, with a **median of 4 categories** each.

Similarity Matrix

Gallery of tattoo images

100																											Search for specific tattoo image or idea
100	100																										VR 'Preview' of tattoo design on your body
100	100	100																									View details of tattoo image (description, artist details etc)
100	100	100	100																								Upload your own tattoo image
80	80	80	80	80																							Save tattoo image for future reference
60	60	60	60	60	60																						Filter tattoo gallery
0	0	0	0	0	0	40																					View tattoo studio profile
0	0	0	0	0	0	40	100																				View tattoo studio contact details
0	0	0	0	0	0	40	100	100																			View an overview of tattoo artists at a specific tattoo studio
0	0	0	0	0	0	40	100	100	100																		View tattoo studio ratings & reviews
0	0	0	0	0	0	40	80	80	80	80																	View interactive map to search for tattoo studios
0	0	0	0	0	0	40	80	80	80	80	100																Search for tattoo studio
0	0	0	0	0	20	20	80	80	80	80	60	60															Leave a review for a tattoo studio
0	0	0	0	0	20	0	0	0	0	0	0	0	20														Review tattoo artist
0	0	0	0	0	0	20	20	20	20	20	20	20	0	80													View tattoo artist profile & portfolio
0	0	0	0	0	0	20	20	20	20	20	20	20	0	80	100												View tattoo artist ratings & review
0	0	0	0	0	0	20	20	20	20	20	20	20	0	80	100	100											View tattoo artist contact details
0	0	0	0	0	0	20	20	20	20	20	20	20	0	80	100	100	100										Leave a review for a tattoo artist
0	0	0	0	0	0	20	20	20	20	20	40	40	0	60	80	80	80	80									Search for a tattoo artist
0	0	0	0	0	0	20	20	20	20	20	40	40	0	60	80	80	80	80	100								View interactive map to search for tattoo artist
0	0	0	0	0	0	20	20	20	20	20	40	40	0	60	80	80	80	80	100	100							Filter results of tattoo artists
0	0	0	0	0	0	0	0	0	0	0	0	0	0	60	60	60	60	60	40	40	40						Message tattoo artist
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	40					View messages
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	40	100				View and edit user profile
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	40	100	100			Account Settings
60	60	60	60	60	60	40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20	40	40	40		View saved images
20	20	20	20	20	20	20	20	20	20	20	20	20	0	0	0	0	0	0	0	0	0	0	20	20	20	20	Tattoo FAQs

Tattoo images →

Tattoo studios →

Tattoo artists →

User profile/settings →

Topics were generally grouped in a similar way by participants, with some clear groups emerging;
- Tattoo images
- Tattoo studios
- Tattoo artists
- User profile/settings

Some discrepancy over where a user's saved images should sit.

# Standardisation Grid

Total participants   0 ▬▬▬▬▬▬▬▬▬ 5

Name	Artists	Artists & ...	FAQs	Messaging	Search	Studio Inf...	Tattoo Im...	User Acc...	Not standardized
Account Settings				2				3	
Filter results of tattoo artists	3	1			1				
Filter tattoo gallery		1				1	3		
Gallery of tattoo images							5		
Leave a review for a tattoo art	4	1							
Leave a review for a tattoo stu						4			1
Message tattoo artist	3			2					
Review tattoo artist	4								1
Save tattoo image for future re							4		1
Search for a tattoo artist	3	1			1				
Search for specific tattoo imag							5		
Search for tattoo studio		1			1	3			
Tattoo FAQs			2			1	1	1	
Upload your own tattoo image							5		

Once the categories created by participants were standardised, there were again some clear categories that were common between them;
- Tattoo Artists
- Tattoo Images
- Tattoo Studio information

There were some discrepancies in grouping of search options (all search options together rather than split by the above categories), whether artist & studio information should be grouped, and where to access the 'chat/direct message' feature. Overall thought is was clear that for the most part, the participants intuitively grouped the topics into similar categories as theorised in the original site map.

Dendrograms
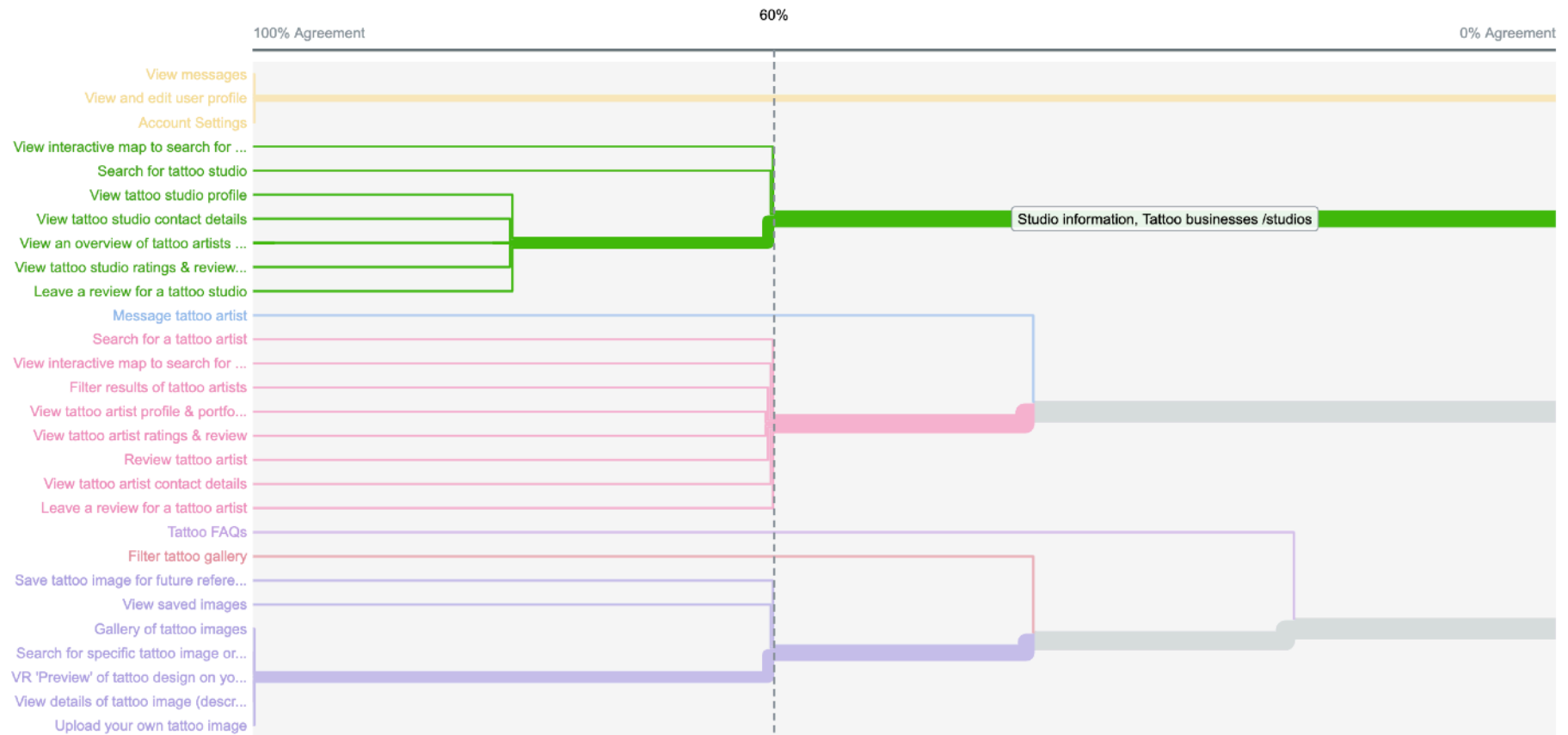
Tattoo Studios
60% of participants agreed in the common grouping of tattoo studio related topics

Dendrograms
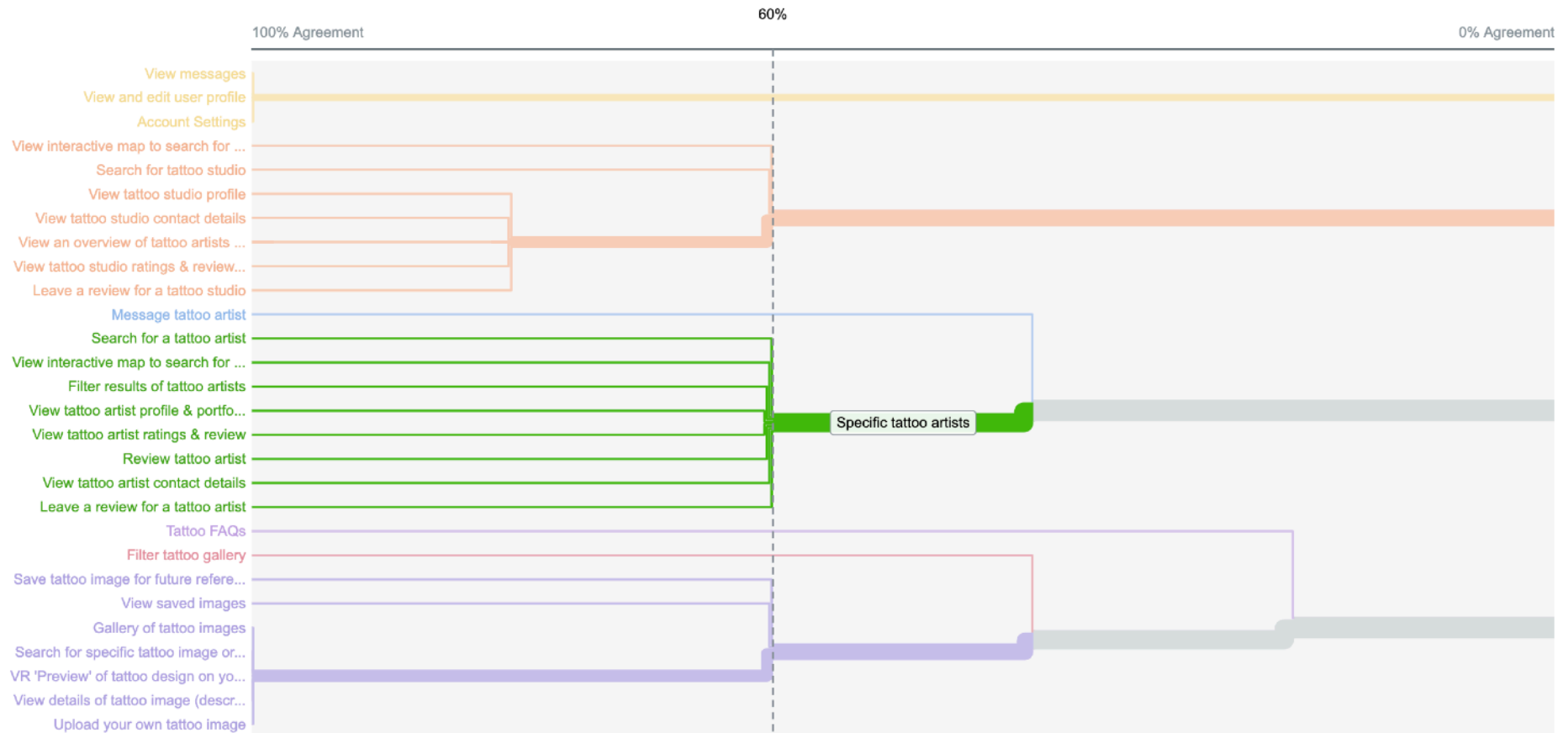
Tattoo Artists
60% of participants agreed in the common grouping of tattoo artist related topics, however only 40% included the option to message a tattoo artist in the same category.

Dendrograms
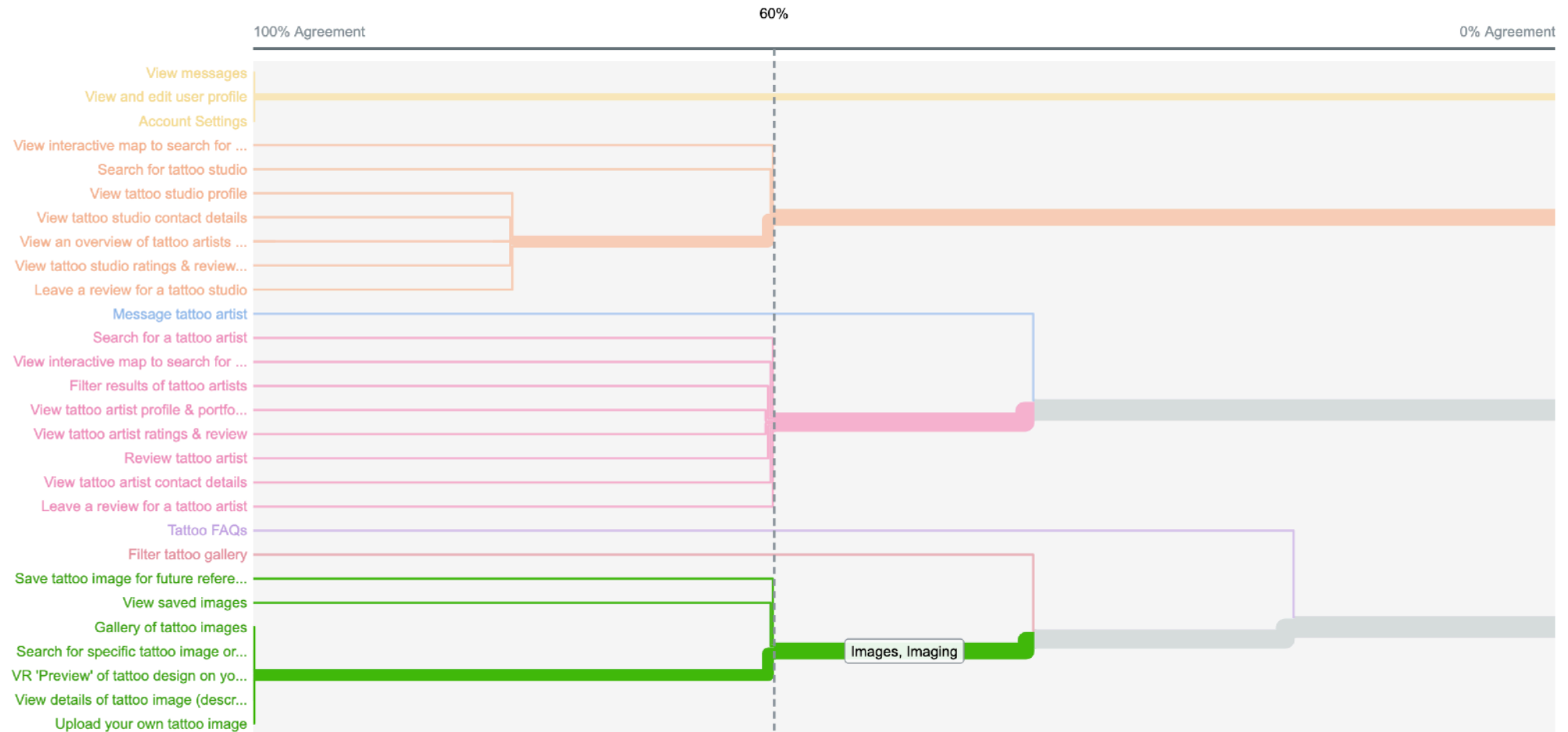
Tattoo Images
60% of participants agreed in the common grouping of tattoo image related topics, however only 40% of participants included the option to filter the tattoo gallery with this topic.

Reflections

In order to test whether the original theorised categories as presented in the site map were logical for users, participants were presented with an open card sort to categorise as they saw fit.

In general, users grouped tasks in similar (if not the same) categories that matched those created for the original site map. This supports the idea that those original categories created are quite intuitive for users and are in the correct groups. Generally participants grouped the topics by Tattoo images, tattoo artists, tattoo studios, and user profile/settings. There were a few outlying categories created by users, however for the most part these just grouped a couple of the aforementioned categories.

One noticeable standout was the grouping by one user of all of the search functions into one group, rather than having them divided by Images, artists and studios. Having one overarching search feature rather than divided by topic may be worth considering, however at this point I believe it would just require users to add further filters or search options onto their original search and be more time consuming if using a mobile app. It could however work for the desktop site.

The 'Tattoo FAQs' topic was one that was placed by users into varying categories, however as this will be a standalone category on the site I don't see this as an issue.

When putting together the card sort I added in some 'topics'/features missing from the original site map, which should be added in to a revised version. These were small features such as the ability to leave a review for an artist or studio.
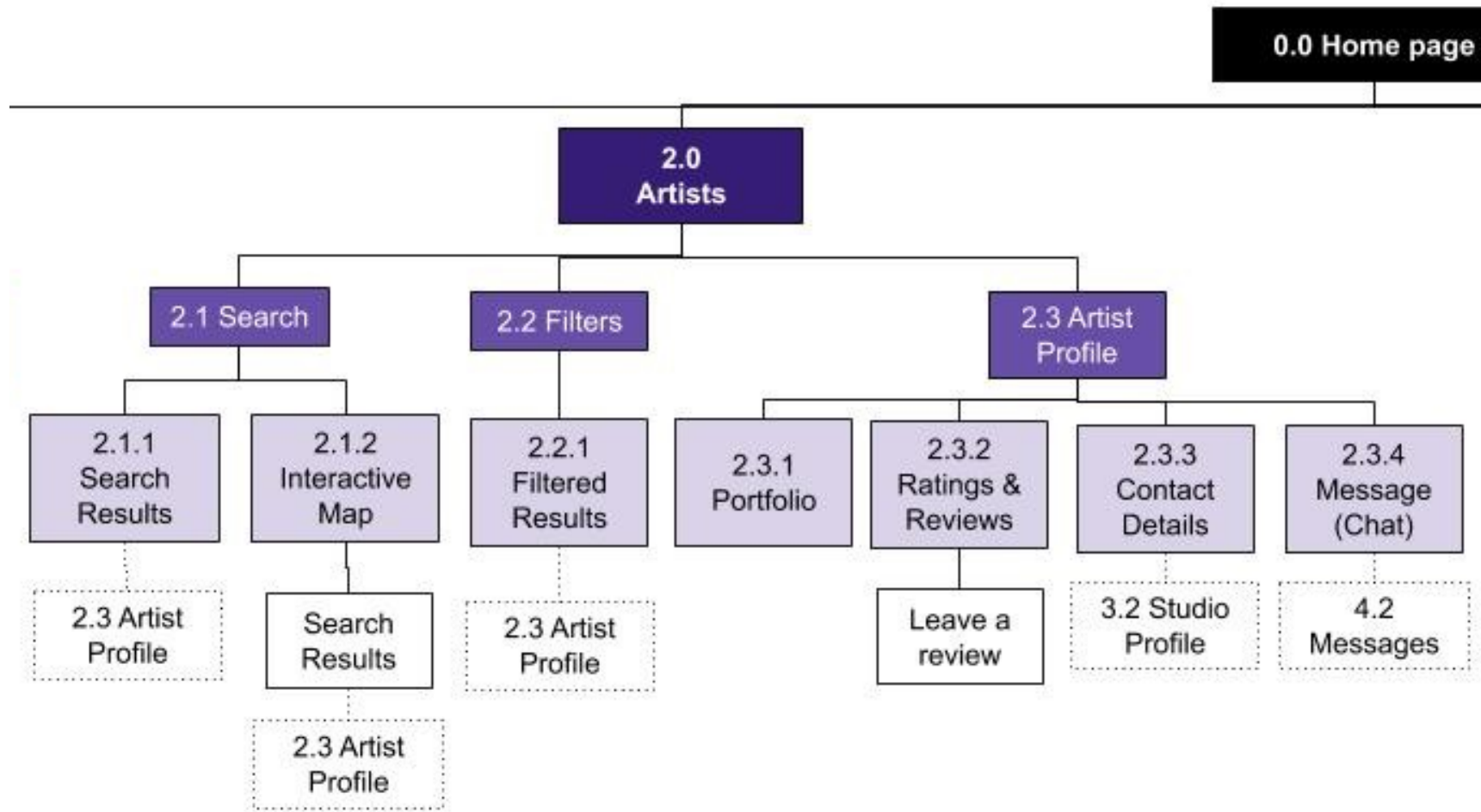
Revised Site Map
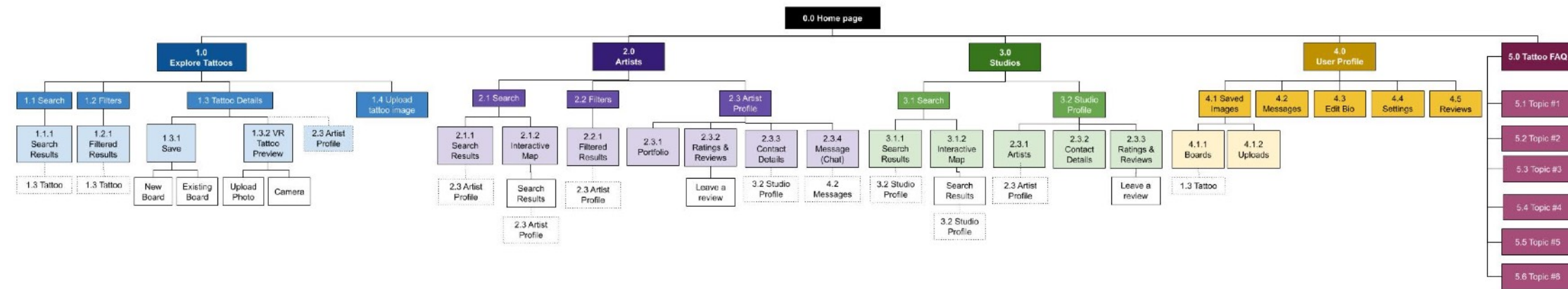
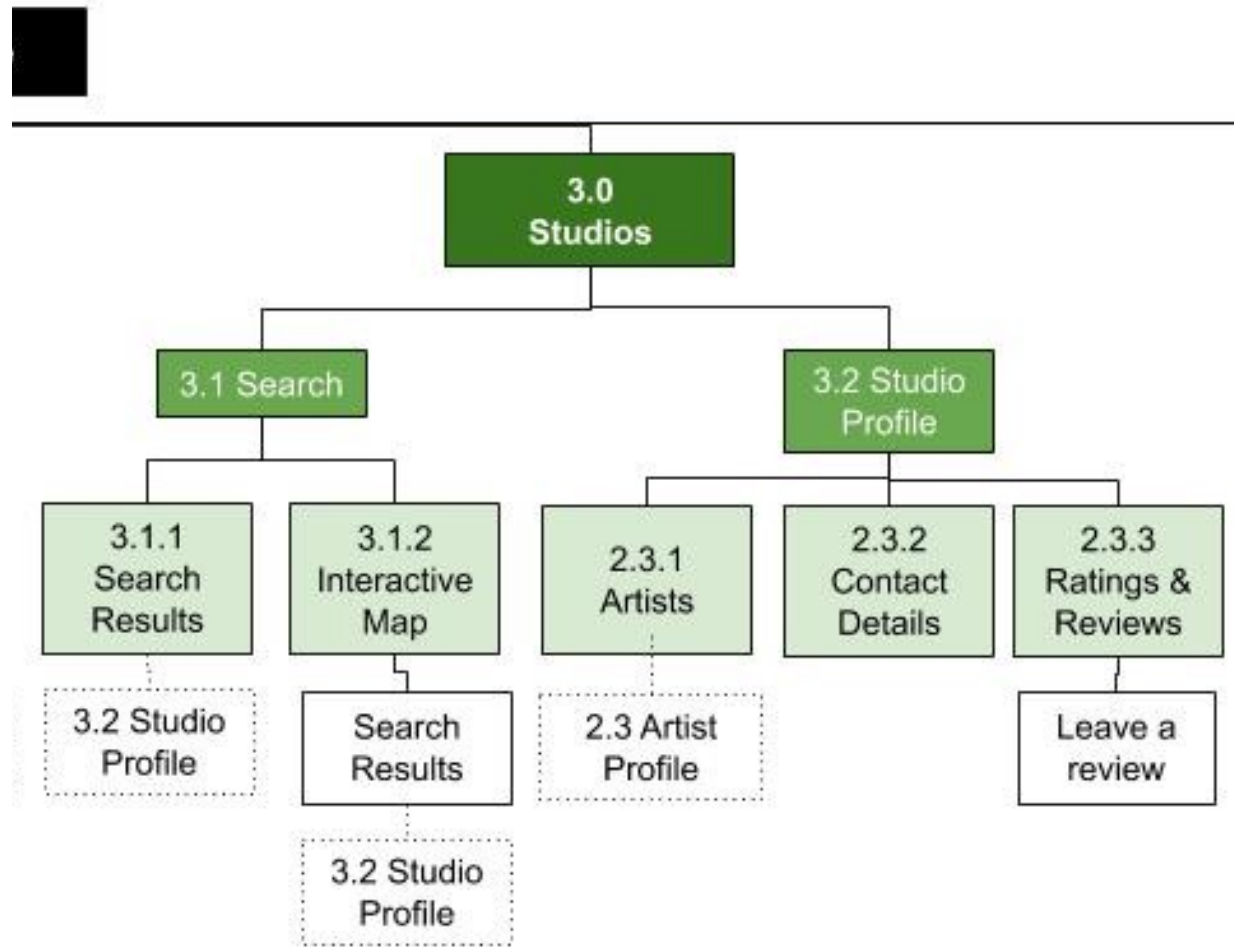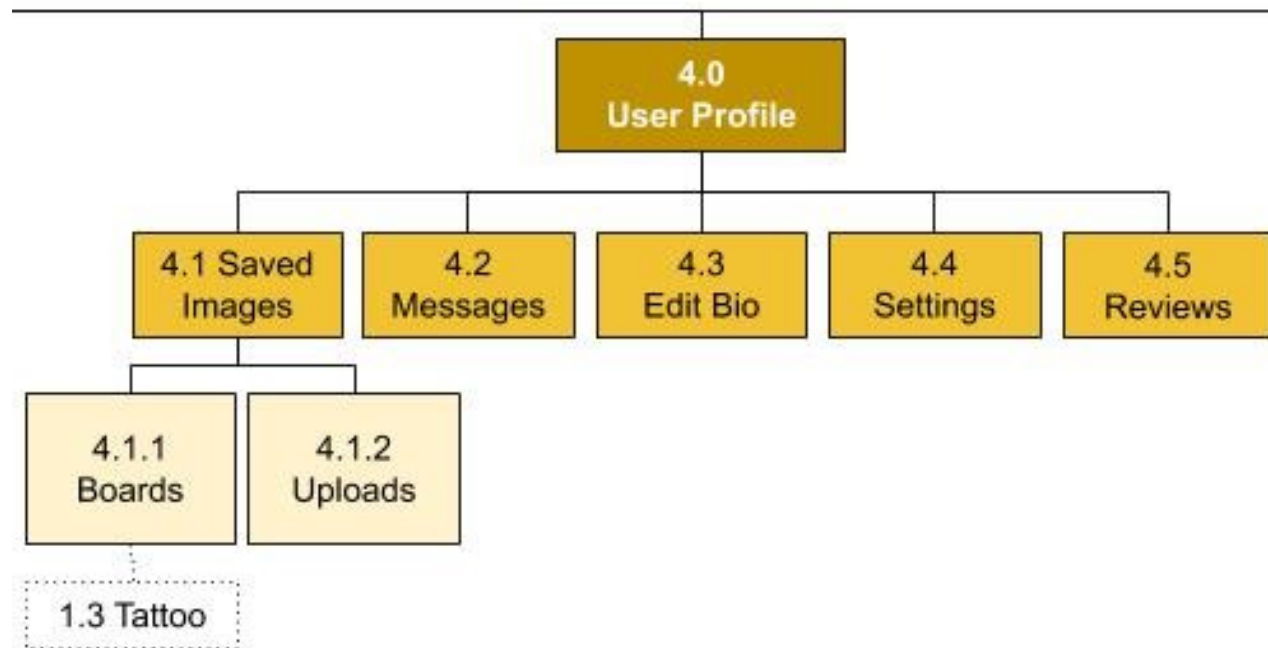(Individual sections on following pages)
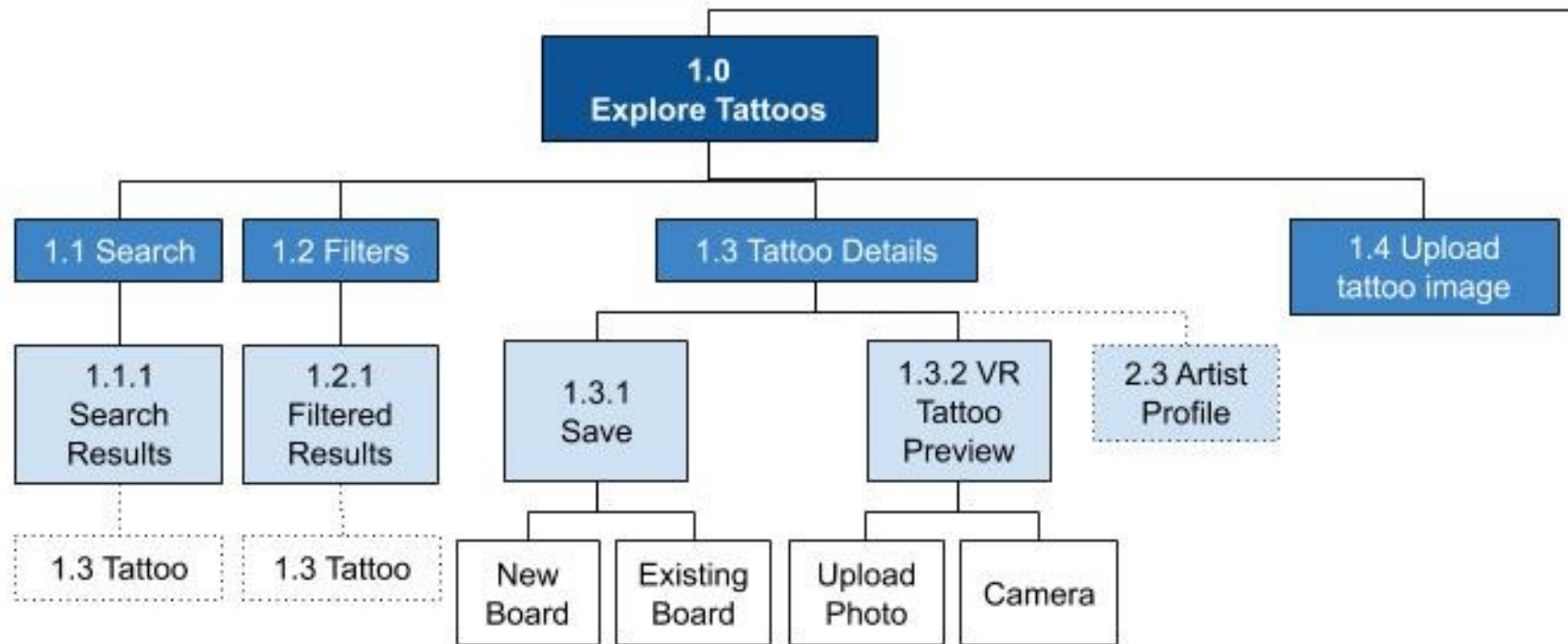
Revised Site Map - Artists

Revised Site Map - Tattoo FAQ