Refining sitemap with card sorting

Card Sorting
Type: Digital - OptimalSort

Categories

Categories
FAQ
Find Expert
How it Works
Search
User Profile

Cards

Ask Question to an Expert
Bookmark Expert
Check out some useful blogs/ articles
Choose Expert
Comment/ Discuss with Experts or Community (other users)
Edit My Profile
Experts Profile
FAQ
Faveroits Blog/Article
Find How it Works
History Log/ Review call or payment History with expert
List of Categories
My Profile
Notifications
Payment Details
Rate & Review Expert
Schedule video call with Expert
Search for Answer/Topic
Select Categories
Send message to Expert
Settings
View list of Experts

Card sort results (tables)

Card name	Unique categorizations	Categories (Show all Show less)	Freq	Avg pos
Schedule video call with Expert	3	Find Expert	4	5.5
		User Profile	1	3.0
		unknown	1	1.0
Search for Answer/Topic	2	Search	5	1.6
		FAQ	1	2.0
Select Categories	1	Categories	6	1.5
Send message to Expert	2	Find Expert	5	3.2
		User Profile	1	2.0
Settings	1	User Profile	6	4.5
View list of Experts	2	Find Expert	5	4.4

Card name	Unique categorizations	Categories (Show all Show less)	Freq	Avg pos
Find How it Works	1	How it Works	6	1.0
History Log/ Review call or payment History with expert	1	User Profile	6	5.8
List of Categories	1	Categories	6	1.5
My Profile	1	User Profile	6	4.8
Notifications	1	User Profile	6	5.0
Payment Details	2	User Profile	5	3.0
		unknown	1	3.0
Rate & Review Expert	2	Find Expert	4	5.0
		User Profile	2	1.5

Select Categories

List of Categories (similarity matrix)

Label	Values
List of Categories	100
My Profile	0, 0
History Log/ Review call or payment History with expert	0, 0, 100
Notifications	0, 0, 100, 100
Faveroits Blog/Article	0, 0, 100, 100, 100
Edit My Profile	0, 0, 100, 100, 100, 100
Settings	0, 0, 100, 100, 100, 100, 100
Payment Details	0, 0, 83, 83, 83, 83, 83, 83
Bookmark Expert	0, 0, 50, 50, 50, 50, 50, 50, 50
Rate & Review Expert	0, 0, 33, 33, 33, 33, 33, 16, 50
Send message to Expert	0, 0, 16, 16, 16, 16, 16, 16, 0, 33, 83
Choose Expert	0, 0, 0, 0, 0, 0, 0, 0, 33, 66, 83
Experts Profile	0, 0, 0, 0, 0, 0, 0, 0, 33, 66, 83, 100
View list of Experts	0, 0, 0, 0, 0, 0, 0, 0, 33, 66, 66, 83, 83
Schedule video call with Expert	0, 0, 16, 16, 16, 16, 16, 16, 33, 50, 83, 66, 66, 66, 66
Ask Question to an Expert	0, 0, 0, 0, 0, 0, 0, 0, 16, 16, 33, 50, 50, 50, 33, 50
Comment/ Discuss with Experts or Community (other users)	0, 0, 16, 16, 16, 16, 16, 16, 33, 33, 33, 16, 16, 16, 16, 50, 66
FAQ	0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 33, 50
Search for Answer/Topic	0, 0, 16, 16, 16, 16, 16, 16, 0, 0, 0, 16, 0, 16, 16, 16
Check out some useful blogs/ articles	0, 0, 0, 0, 0, 0, 0, 0, 16, 33, 33, 33, 33, 33, 50, 50, 33, 33, 50
Find How it Works	0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0

Consider information architectures (IAs) with ——————— 2 - 7 groups

Similar IAs: 5/6

6 groups submitted by participant #2

Categories
Similar group labels
- Select Categories
- List of Categories

How it Works
Similar group labels
- Find How it Works

Similar IAs: 1/6

7 groups submitted by participant #1

How it Works
Similar group labels
- Find How it Works

Categories
Similar group labels
- Select Categories
- List of Categories

Similar IAs: 4/6

6 groups submitted by participant #3

Categories
Similar group labels
- Select Categories
- List of Categories

How it Works
Similar group labels
- Find How it Works

User Profile
Similar group labels
- My Profile
- History Log/ Review call or payment History with expert
- Notifications
- Faveroits Blog/Article
- Bookmark Expert
- Payment Details
- Edit My Profile
- Settings

User Profile
Similar group labels
- Rate & Review Expert
- Send message to Expert
- My Profile
- History Log/ Review call or payment History with expert
- Notifications
- Faveroits Blog/Article
- Edit My Profile
- Settings

User Profile
Similar group labels
- Rate & Review Expert
- Schedule video call with Expert
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- Faveroits Blog/Article
- Bookmark Expert
- Payment Details
- Edit My Profile
- Comment/ Discuss with Experts or Community (other users)
- Settings

Find Expert
Similar group labels
- Choose Expert
- Rate & Review Expert
- Schedule video call with Expert
- View list of Experts
- Send message to Expert
- Ask Question to an Expert
- Experts Profile

Search
Similar group labels
- Check out some useful blogs/ articles
- Search for Answer/Topic

FAQ
Similar group labels
- FAQ

Search
Similar group labels
- Bookmark Expert
- Search for Answer/Topic

Find Expert
Similar group labels
- Choose Expert
- View list of Experts
- Experts Profile

FAQ
Similar group labels
- FAQ

Find Expert
Similar group labels
- Choose Expert
- Send message to Expert
- Ask Question to an Expert
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Search
Similar group labels
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- Check out some useful blogs/ articles
- Search for Answer/Topic

Standardization grid ❓

Cards

Standardized categories

Name	Categories	FAQ	Find Expert	How it Works	Search	User Profile
Ask Question to an Expert		2	3			
Bookmark Expert			2		1	3
Check out some useful blogs/ articles			2		3	
Choose Expert			6			
Comment/ Discuss with Experts or ...		3	1			1
Edit My Profile						6
Experts Profile			6			

Standardization grid ❓

Cards	Standardized categories					
Name ▲	Categories ▲	FAQ ▲	Find Expert ▲	How it Works ▲	Search ▲	User Profile ▲
Rate & Review Expert			4			2
Schedule video call with Expert			4			1
Search for Answer/Topic		1			5	
Select Categories	6					
Send message to Expert			5			1
Settings						6
View list of Experts			5		1	

Standardization grid ❓

Cards

Standardized categories

Name	Categories	FAQ	Find Expert	How it Works	Search	User Profile
Find How it Works				6		
History Log/ Review call or payment...						6
List of Categories	6					
My Profile						6
Notifications						6
Payment Details						5
Rate & Review Expert			4			2

Card Sorting Analysis

Based on the results of the card sort exercise, it appears that users may not be clear on what some of the topics truly represented, or the app description was not detailed enough.

Most of the cards like a list of Categories, Expert profile, Contact expert, User Profile, How it works are placed under specific categories as expected. So, it is apparent that these cards and categories are well presented in the previous sitemap.

Some of the cards like Ask question to an expert, Bookmark expert were confusing for users. For example, users were confused whether "**Ask question to an expert**" should belong under FAQ or Expert section. "**Bookmark expert**" should be placed under expert profile or user profile.

Overall, the main takeaway from the card sorting exercise is that some of the features should be clearly explained. The flow of the initial sitemap seemed to match with what users suggested in the card sort.

Home

Main Menu

1 Search

2 Categories

3 How it works

4 My Profile

5 Become an Expert

1.1 Keyword search results

2.1 List of Categories

3.1 Information about How it works

4.1 My Expert

2.2 Experts List

4.2 My Favorites/ saved blogs & articles

Footer Menu

6 FAQ

2.3 Experts Profile

4.3 Notifications

7 About us

Rate & Review

Chat/ Call

Calendar

4.4 History

8 Help

Book a Call

4.5 Settings

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Home ─────────────── 5 Become
  │                    an Expert
  │                       │
5.3                       │
Unanswered            5.1 Create Profile
Queries               & upload
  │
  │
Chat/ Answer ──────── 5.2 Experts/ ──────────┬──────────────┬──────────────┐
Query                 My Profile             │              │              │
                          │                  │              │              │
                        5.2.1            5.2.2          5.2.3 Client &   5.2.4 Paypal
                        Calendar         Notifications  Payment History  Account
                          │                                              Details
                        5.2.5
                        Settings
                          │
                        5.2.6 My Blogs/
                        Articles
                          │
                        5.2.7
                        User Feedback
                        page
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