

Interaction Design MA 2

In this report I will reflect over the process I went through completing the card sorting, and how it influenced the information architecture.
















In my opinion, performing a card sort is useful because it is based on involving users as opposed to moving straight to building the information architecture. The latter, I believe, might lead to a less user friendly experience as we as “experts” think differently in regards of logical structure. The former on the other hand gives us first hand knowledge of the expectations of the structure of the website from a user’s point of view. It is thus a valuable tool in the process towards building information architecture.

To go about the assignment I teamed up with a friend, and as I did not have access to post it notes or the likes, I did some quick research on online tools instead. I came across one where I was able to easily set up cards with short descriptions to keep track of which might best belong to which categories.

I went on to make a simple overview of the current information architecture to work from and started thinking about what could be simplified.

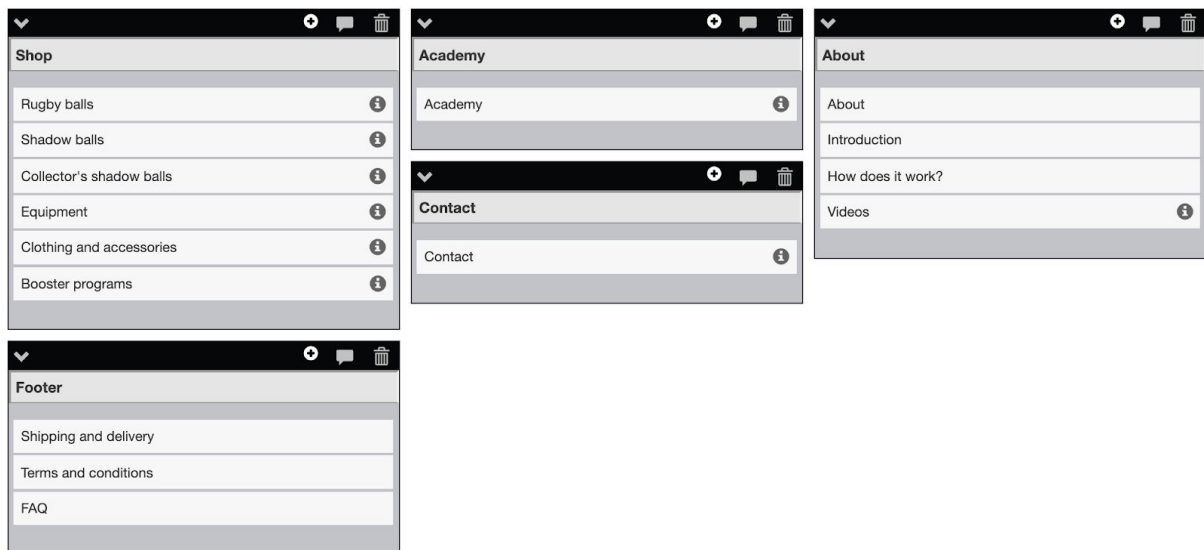
The first thing I noticed was the shop, and here we thought we could rename some of the product categories to make a clearer picture of what products the website is actually offering. We made a “Clothing and accessories” and an “Equipment” category to substitute the existing “Headgear”, “Clothing” and “Shadowwall” categories.

In addition to working with the existing pages I decided to add cards for the footer, as this is a section I frequently browse, especially when using ecommerce sites.

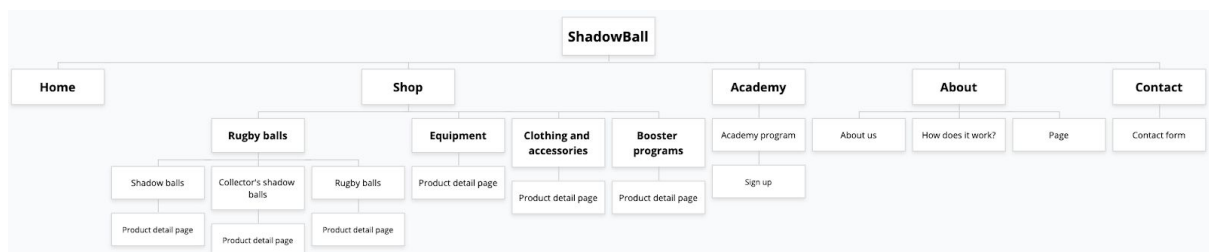
1.	Academy	Rugby skills academy service - sign up	
2.	Rugby balls	Product category	
3.	Clothing and accessories	Product category	
4.	Equipment	Product category	
5.	About	Enter Card Description Help (optional)	
6.	Contact	Contact form	
7.	Videos	Videos demonstrating the concept	
8.	Shipping and delivery	Enter Card Description Help (optional)	
9.	FAQ	Enter Card Description Help (optional)	
10.	Terms and conditions	Enter Card Description Help (optional)	
11.	Shadow balls	Product category	
12.	Collector's shadow balls	Product category	
13.	Booster programs	Product category	
14.	How does it work?	Enter Card Description Help (optional)	
15.	Introduction	Enter Card Description Help (optional)	

From here, I let my partner proceed to assemble the cards into the groups in which she decided were most natural to separate the overall content. Finally, with some guidance throughout the task, we ended up with the result shown below.

I think it's worth noting how we ended up removing "How does it work" from the top navigation level. This was because we both felt as though this just as well could be found under "About".



Moving on from here it was quite clear how the information architecture would form. I made a few minor adjustments, and decided to group the ball categories as not to have too many categories at the top level of the shop. "Introduction" turned into "About us" to be more specific, and I also figured "Academy" might need some sort of separate introduction page. I also reconsidered the necessity of including the footer section in the card sorting, and so I discarded it entirely. Finally I ended up with the result below.



Persuasive techniques

In regards of persuasive techniques there are several applicable ones to use throughout the website. For credibility, we would have to make sure the SEO is up to date so we end up as one of the top search results. I for one tend to think "the further down, the less credible" when searching for a product. It goes without saying, but the website also needs to look modern, pretty and proper. We could also team up with rugby professionals and perhaps get

them to try out the products and write reviews for an expert's opinion. In general, reviews would be important to implement for social proofing as well.

Adding a pop up a few clicks in using the website is a neat example of increasing early engagement as not to annoy the customer straight away, as opposed to showing it straight away. When using the shop, we could have a discount pop up, and one for signing up to the newsletter other places on the website. The latter option might be a nice addition at the end of the order process as well. This would simultaneously cover the reciprocity technique.

I really like the "so and so many items left" feature as a way of using scarcity. It's not too aggressive, but still makes me feel like I need to buy a product now while I still can. Time constraints on offers can also be useful, and in our case we could perhaps have offers when signing up for Holiday Academy within a certain date, or time limited discounts on newsletters every now and then.

Conclusion

I think it was a bit challenging making the cards intuitive, and had I not been there to guide my partner through the specifics of the task, I believe the results would have been very different. Because of this I still feel I need to practice performing card sorting. However, in this particular setting with me being available for guidance, I found it to be a very useful tool towards the end goal of setting up the structure of the website.

Resources

<https://www.provenbyusers.com/>

<https://www.gloomaps.com/>