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Card Sorting (Checkpoint Entertainment Website)

The experience of our website should mirror one of a shopping site tailored to what our customers want. When going through the card sorting, I intentionally tried to mimic some of the qualities that other websites had with theirs. I did not only to keep up with professional standards, but also to give others a familiar sense when dealing with some of the terms during the card sorting.

The site has a standard navigation bar on top. I was thinking about adding it on the side but with the possibility of having a filter bar implemented for the products I felt that having the nav bar on the left side would eliminate that possibility, seeing as that is where most filter menus are. The rest of the homepage includes a banner for the company at the top as well as a “Featured Section” to allow users to quickly access what either is popular on the market or what our company may be having special deals or promotions on. The upper right corner would feature links to access your account as well as your shopping cart, past orders, settings etc. The main bulk of the home page would consist of information about the company and links to allow the user to buy certain products. At first I had considered having the site go directly into two separate “Buy” or “Sell” pages. This early division of the site allowed the user to be more efficient with what their intentions were when visiting. However, I decided that it was better for the site to allow the user to explore the site while performing their call to action. This exploration would allow the user to not only see products they wouldn’t consider purchasing at first (which constitutes more revenue) but also gives them a more familiar feel. This way they won’t feel lost when navigating through the site.

The bottom of the page will consist of links to information about the company. Things like a contact us page, a map, an about us. It was a consensus to have these items at the bottom of the page. Diving deeper into the shopping portion of the site you would see things that are pretty normal. Things like Add to Cart, More Info, Photos, and things like that. Overall the card sorting went pretty much as expected. Many of the times the cards were being put into the same categories with only a few outliers occasionally. These outliers did not deviate from the overall structure and build of the site, however. In the end the site ended up looking very close to my image of how I was hoping it would be.