

Exercise Document

Card Sorting Workshop

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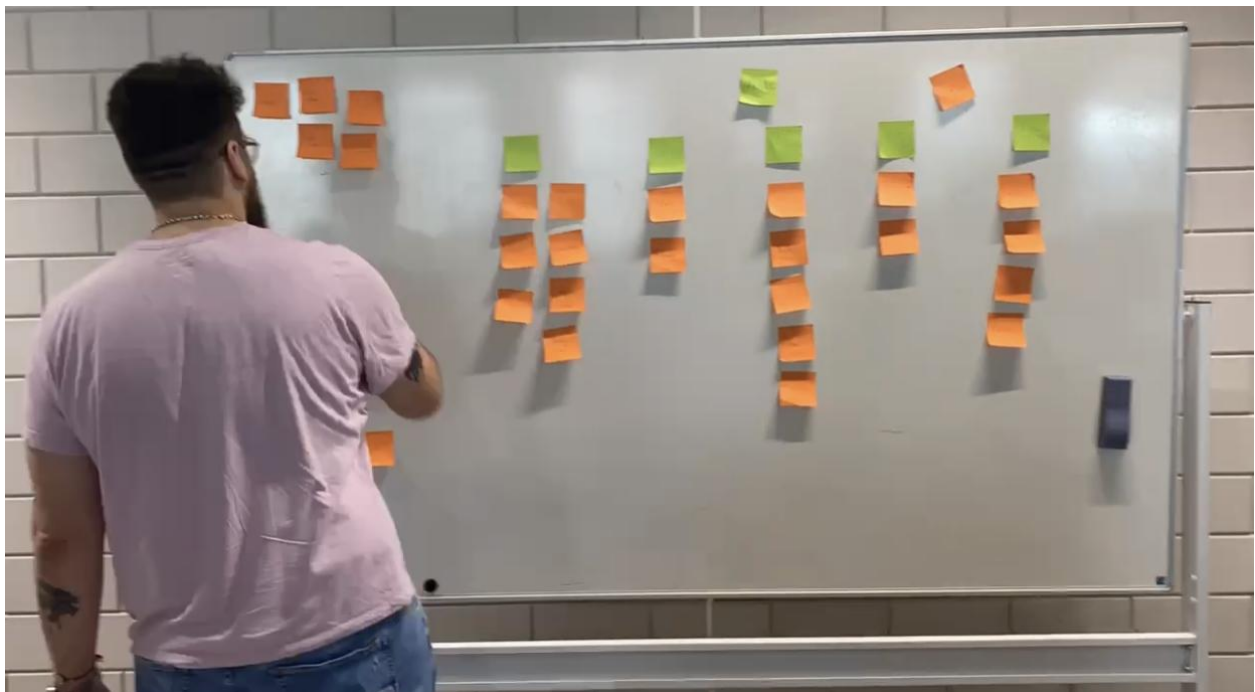
Chosen Website

The group decided to use the website Yesstyle ([yesstyle.com](https://www.yesstyle.com)) to perform the card sorting exercise. We chose this website because two members of this group have used this website before and find the navigation menu to be a bit confusing. Therefore, with curiosity, we wanted to find out if there are other people who struggle with the navigation menu too.

Card Sorting Results

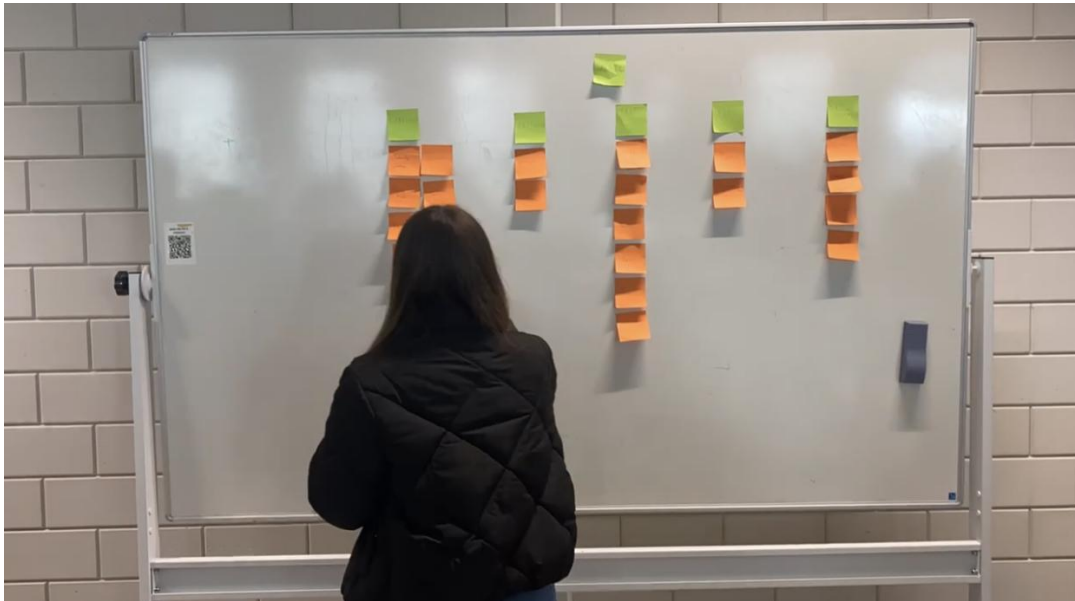
This exercise was conducted on three different participants, from which two of them were male and one was a female.

1st participant : 13 out of 31 -> 41.9%



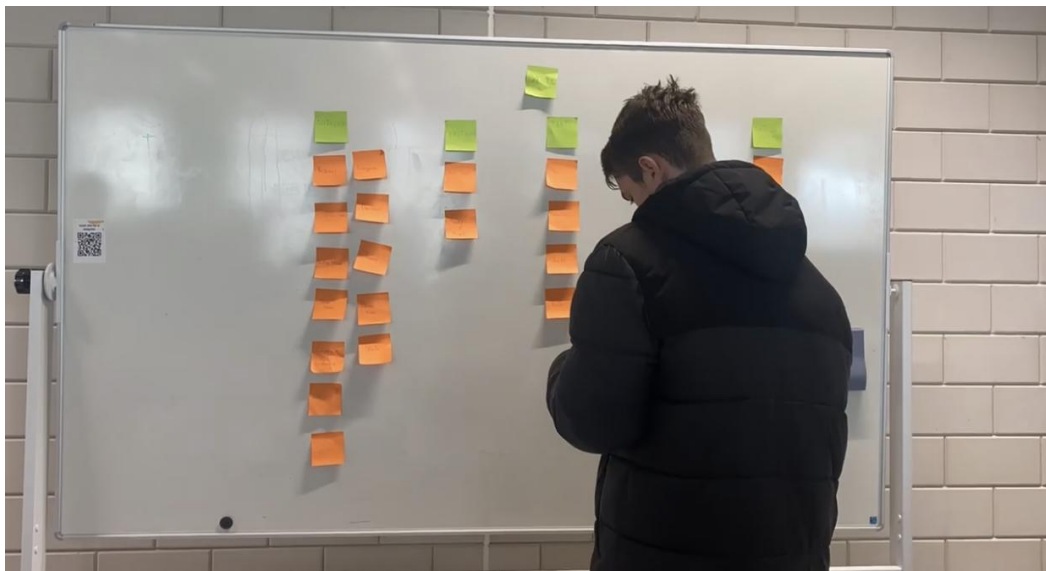
The 1st participant was having a hard time on some part as there were options or terms he wasn't familiar with.

2nd participant : 25 out of 31 -> 80.6%



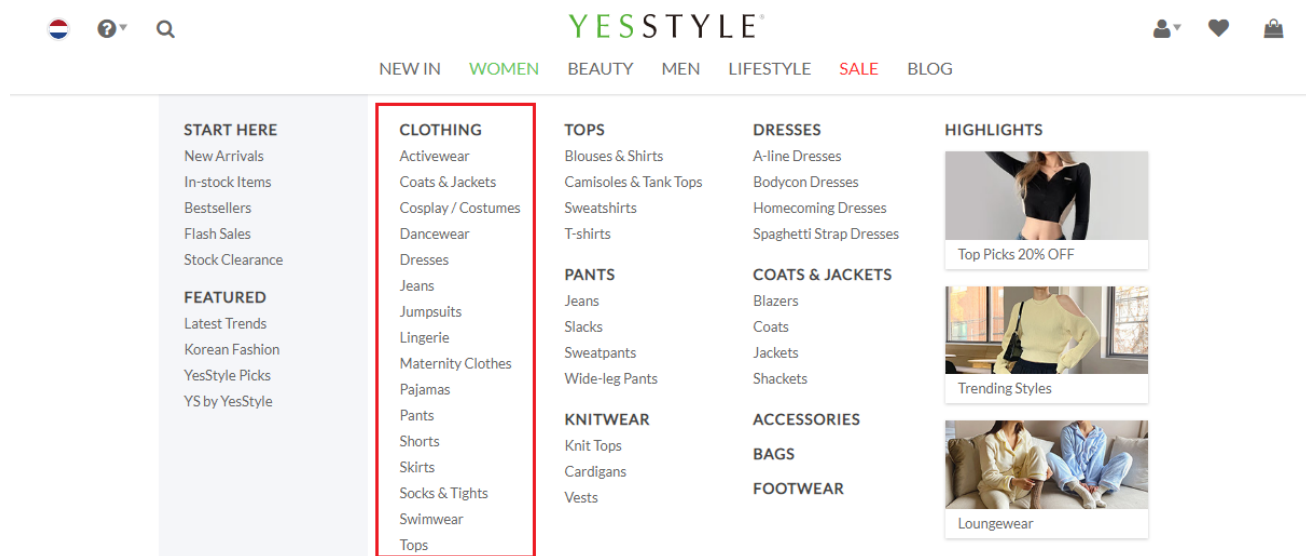
The second participant had it easy as she recognized most of the items we had and sorted it out quite well.

3rd participant : 20 out of 31 -> 64.5%



The 3rd participant surprisingly also did a good job on sorting it out despite not being able to understand nor familiar with some items we have on the lists.

Conclusion



We have decided to use the navigation menu for women clothing options and we purposely asked two male participants and one female participant to see if a male user (who usually never shops to a female clothing category option) can understand and sort the items in their actual category. Essentially, the purpose of this is to see if the navigation menu is understandable or if it makes sense to users in general. We also realized that some of the items or terms in the subcategories are not generally recognized by our participants nor by us. Another thing that stands out from the tests we concluded was that there were items that were under the section **CLOTHING** and also appeared as sections (examples Coats & Jackets) this was a very puzzling situation to some people. So it's quite confusing in the beginning which resulted in some of our participants asking us for example what a specific item is.