Alex Wuillaume

Card Sorting Write-Up

To complete the card sorting exercise I sorted the cards twice, and then asked two people to sort the cards with the link to the exercise. All of the sorting was done with the website Optimal Workshop. The sorts were conducted in an "Open" manner, so users were left on their own to create groups to sort the cards into.

After completing the card sort twice by myself, I started to get a better grasp of the different ways the website could be laid out from a UI and architectural standpoint. The cards started to fit into groups that more or less represented distinct webpages, all serving their own purposes.

Anything related to the staff of the site should be kept on its own page, and should not have too much relevance other parts of the site. Social media buttons could be integrated with each staff member, but the value of that does not seem to outweigh the cost of creating such a feature. Overall, a staff page is fairly low on the list of priorities, and is definitely not a primary focus. If it were created, it should be kept to pictures and short descriptions of everyone's role.

When it comes to having a user account, there are some features it should allow to you have. Extra social media integration should be included, as I discovered after one sorting volunteer grouped social media buttons with user account creation. To entice people to create accounts, I believe that some options should only be available to those that have one, such as allergy settings and recipe-to-phone integration. These options would be seamlessly integrated into their respective places (recipe-to-phone on a page with a recipe) but only when logged in, otherwise have a "log in/register to send recipe to your phone!" Being able to rate recipes is another important feature that would be account-only accessible, as users will be drawn into the social aspect of creating food.

A major part of the site should be devoted to recipes, and being able to find the perfect one. Being able to sort by difficulty, ingredients, rating, cost, and any other factor someone creating a pizza could be limited to. Being able to find the perfect recipe is important, as it could lead the user to come back again for other ideas, or simply to look at how to recreate the pizza. Adding pictures, short embedded videos, and user submitted recipes would all allow a user to be able to explore a plethora of recipes to pinpoint exactly what they are looking for.

The recipe pages themselves need a good amount of depth also. Bad instructions can lead to someone never trusting the site again, and good ones leading a user explore more potential recipes. A user should be able to keep track of where they are when following the instructions, such as with check-mark boxes. Short instructional videos should be included with popular, high rated recipes, and an option for picture-aided instructions should also be added. Overall, the instructions and ingredient list themselves should not be cluttered, but should definitely be the draw and focus when on a recipe page. The difficulty will be incorporating the extras features without detracting from the simplicity that recipe instructions intuitively have.

Figure 1: First sort

3rd party things ③

Pizza t-shirt ordering

Pizza accessories and tools with amazon integration

Integrate with pizza ordering api's to have pizzas delivered

Personalization ④

User submitted pizza recipes

Ability to save recipe progress

Button for people with allergies

User account creation

Pizza creation ⑤

Different levels of difficulty for pizza creation

Option for ingredient substitution

Images throughout recipe instructions

Embedded video instructionals

Images of completed pizzas

Search with bonus features ⑤

"Send recipe to phone" button

Cost estimates of recipes

Browsing through a list of recipes

Advanced sorting for recipe finding

Ingredient list integration with amazon

Social ③

Social media buttons to share the site

Meet the staff sections

Pictures of staff

Figure 2: Second sort

Creation guide 5

Ability to save recipe progress

Button for people with allergies

Different levels of difficulty for pizza creation

Images throughout recipe instructions

Embedded video instructionals

Food delivery 4

Pizza accessories and tools with amazon integration

Ingredient list integration with amazon

Integrate with pizza ordering api's to have pizzas delivered

Cost estimates of recipes

Personal uses 2

"Send recipe to phone" button

User account creation

Popularity 2

Social media buttons to share the site

Pizza t-shirt ordering

Searching for pizzas 5

Images of completed pizzas

Advanced sorting for recipe finding

User submitted pizza recipes

Browsing through a list of recipes

Option for ingredient substitution

Staff 2

Pictures of staff

Meet the staff sections

Figure 3: First volunteer sort

About the store `2`

Meet the staff sections

Pictures of staff

Build Your Pizza! `4`

Ingredient list integration with amazon

Ability to save recipe progress

Images throughout recipe instructions

Integrate with pizza ordering api's to have pizzas delivered

Costs `1`

Cost estimates of recipes

Products `2`

Pizza t-shirt ordering

Pizza accessories and tools with amazon integration

Recipe Ideas `6`

Browsing through a list of recipes

User submitted pizza recipes

Different levels of difficulty for pizza creation

Advanced sorting for recipe finding

Images of completed pizzas

Embedded video instructionals

Substitutes `2`

Option for ingredient substitution

Button for people with allergies

Your account `3`

User account creation

Social media buttons to share the site

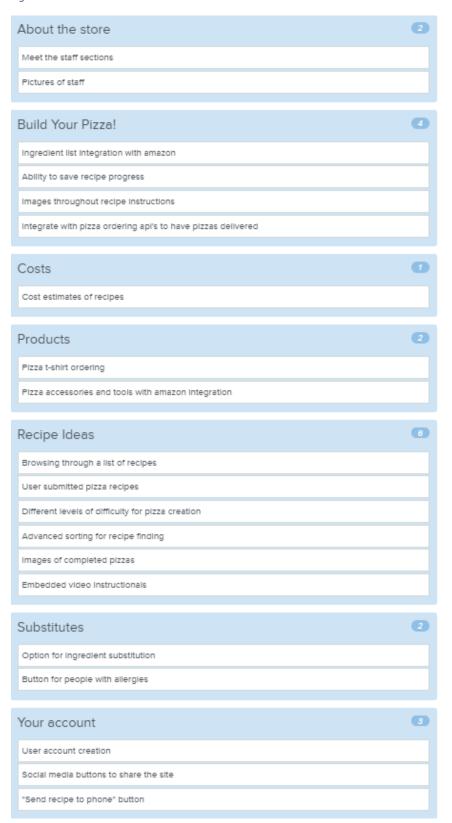"Send recipe to phone" button

Figure 4: Second volunteer sort

Making Pizza — 11

Images of completed pizzas

Cost estimates of recipes

Button for people with allergies

Option for ingredient substitution

Different levels of difficulty for pizza creation

Browsing through a list of recipes

Advanced sorting for recipe finding

Images throughout recipe instructions

Embedded video instructionals

Ability to save recipe progress

"Send recipe to phone" button

Merch/Social Media — 5

Social media buttons to share the site

Ingredient list integration with amazon

Integrate with pizza ordering api's to have pizzas delivered

PIzza accessories and tools with amazon integration

Pizza t-shirt ordering

Staff — 2

Meet the staff sections

Pictures of staff

User Portal — 2

User submitted pizza recipes

User account creation