

3.2 Card Sort Analysis and Refining the Sitemap

Thursday, April 23, 2020 9:23 AM

Card Sort:

I explored three possible card sort topics:

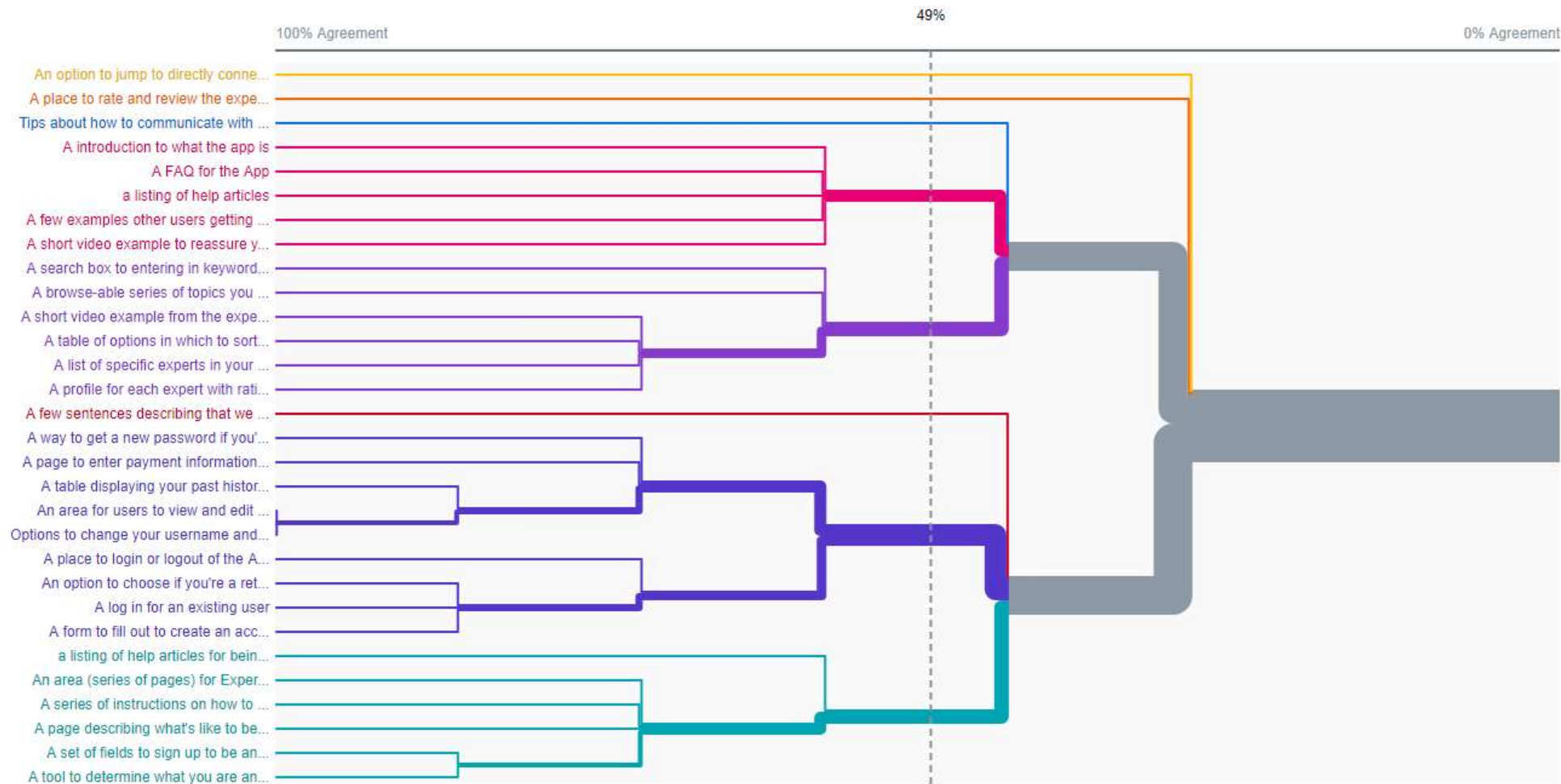
1. A Hybrid Card Sort of the Splash and Onboarding words and screens, to have testers organize the order and help tell a story. After trying it myself I realized the grouping was easy and obvious, and only the naming of categories (fully open sort needed) and the order of the overall categories would be helpful. This could still happen in a 10 or smaller card sort, but it doesn't seem like the best research method for this. Usability, or Competitor Analysis may be better suited for onboarding.
2. An Open Sort to develop problem categories, but I realized it would be a card sort of 40 or 50 cards and could still be conducted later before we get to high fidelity prototyping.
3. An Open Sort for the organization of the app and site, that would help confirm or adjust our sitemap. This seemed to align with the Task at hand and also fit into the 30 card limit on OptimalWorkshop.

Data Visuals:

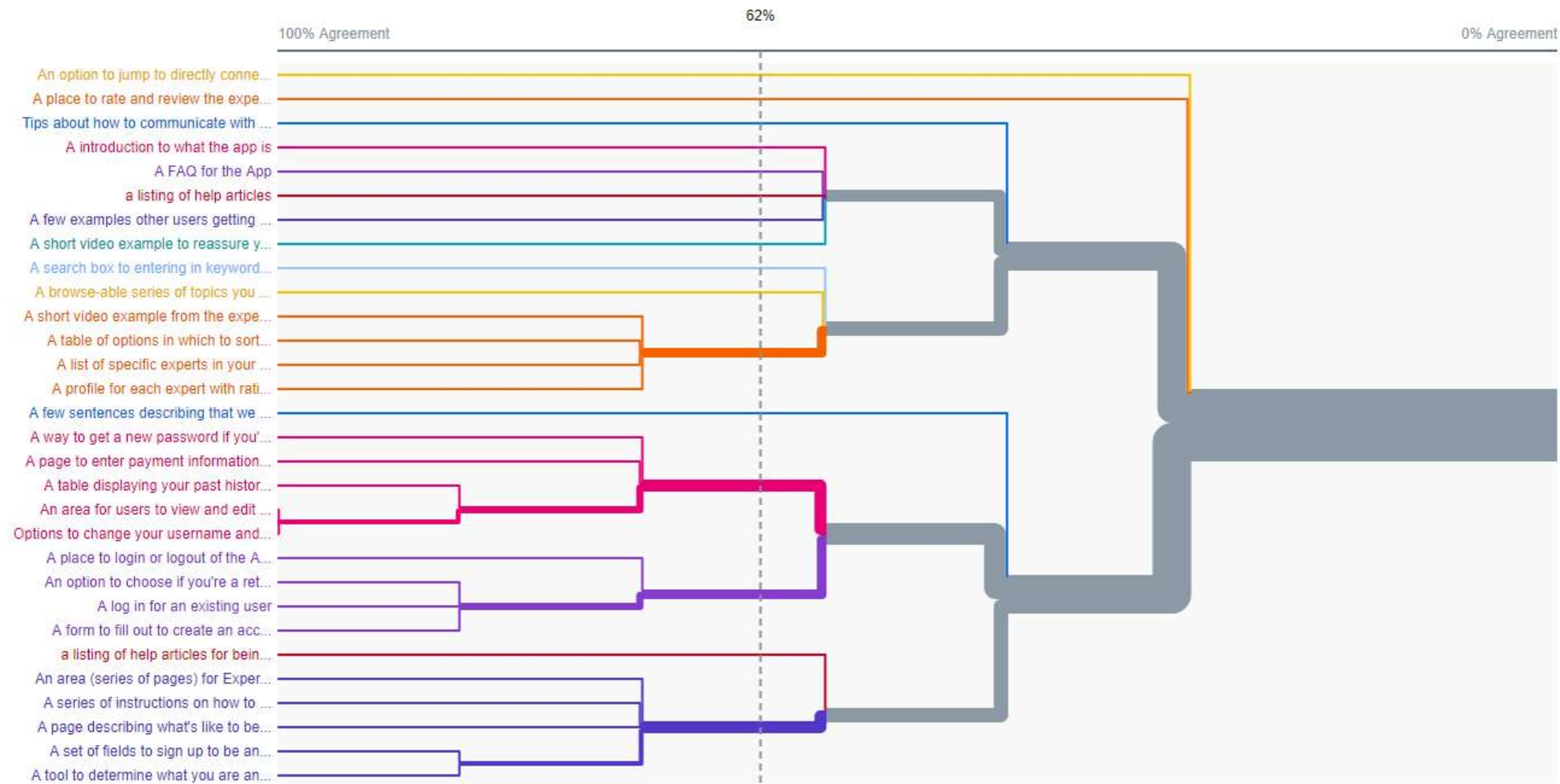
An option to choose if you're a returning user or new user

100	A log in for an existing user																												
85	83	A form to fill out to create an account																											
57	50	71	A place to login or logout of the App/Site																										
50	50	33	33	A table displaying your past history of receiving expert help																									
42	50	28	28	100	An area for users to view and edit their account information																								
42	50	28	28	100	100	Options to change your username and password																							
66	66	50	33	83	83	83	A way to get a new password if you've forgotten yours																						
50	50	33	16	66	66	66	83	A page to enter payment information in																					
16	16	16	16	0	0	0	16	33	A short video example to reassure you of the value of the paid expert help																				
16	16	16	16	0	0	0	16	16	66	A introduction to what the app is																			
16	16	16	16	0	0	0	16	16	66	66	A few examples other users getting expert help																		
0	0	0	0	0	0	0	0	0	16	16	50	A short video example from the expertise field you have selected to get help in																	
0	0	0	0	0	0	0	0	0	33	16	33	83	A table of options in which to sort Experts																
0	0	0	0	0	0	0	0	0	33	16	33	66	83	A profile for each expert with ratings reviews and credentials															
0	0	0	0	0	0	0	0	0	33	16	33	66	83	83	A list of specific experts in your problem area available to help with summary of their ratings														
0	0	0	0	0	0	0	0	0	33	33	16	50	66	50	50	A browse-able series of topics you might have a problem in													
16	16	0	0	16	16	16	16	16	16	0	16	50	66	50	50	66	A search box to entering in keywords about your problem												
0	0	0	0	0	0	0	0	0	0	0	33	33	16	16	16	16	33	Tips about how to communicate with your expert while you wait to be connected											
0	0	0	0	0	0	0	0	0	16	33	33	33	16	16	16	50	16	50	a listing of help articles										
0	0	0	0	0	0	0	0	0	33	66	33	16	16	16	16	33	0	16	66	A FAQ for the App									
0	0	0	0	0	0	0	0	0	16	16	16	16	16	16	16	16	0	0	33	33	a listing of help articles for being an expert								
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0	0	66	A tool to determine what you are an Expert in							
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0	0	66	100	A set of fields to sign up to be an Expert						
16	16	0	0	16	16	16	16	16	0	0	0	0	0	0	0	0	16	0	0	0	66	83	83	A series of instructions on how to create an Expert profile					
14	16	0	0	33	42	42	16	16	0	0	0	0	0	0	0	0	16	0	0	0	66	66	57	83	An area (series of pages) for Experts to edit their profile and settings				
0	0	0	0	16	16	16	16	16	0	0	0	0	0	0	0	0	16	0	0	0	50	83	83	66	50	A page describing what's like to be an expert			
33	33	33	16	16	16	16	33	16	16	33	16	0	0	0	16	0	0	16	0	16	0	16	16	0	0	16	An option to jump to directly connecting to an expert for those with urgent problems or n		
33	33	50	16	0	0	0	16	33	33	33	16	0	0	0	0	0	0	0	16	0	0	0	0	0	0	0	33	A few sentences describing that we know you're not happy to be here paying for ex	
0	0	16	16	16	16	16	16	0	0	16	16	16	33	16	0	16	33	0	0	0	0	0	0	0	0	0	33	A place to rate and review the expert you have connected with	

Screen clipping taken: 4/23/2020 9:53 AM



Screen clipping taken: 4/23/2020 9:55 AM



Screen clipping taken: 4/23/2020 9:56 AM

Insight:

Overall. The sitemap already matched much of way that Card Sort participants chose to sort the site areas. There were some of the issues with the design of the card sort. Participants were widely differing on grouping onboarding, help sections, and login, suggesting that this was a poor design. Perhaps giving using a Hybrid Sort and starting them with at least an "onboard, introduction" category to sort some of the cards to would have placed that possible category in their minds.

"HELP!" Staring me right in the face was the terminology of "Help" that will need to be defined in the usability of the App. For example try this, "What do you call the place where you get help if you need help with the app that gives you expert help?" For this first iteration of the App I will use the word 'Help' only while referring to Expert Help. FAQ and Contact Us will be the terms used for getting site/app help.

Internal linking. It's also clear by the Card Sort low confidence of data that some features need to be found in multiple areas, not just in one. This could be (1) a link to one screen/page every time the feature is needed or (2) the entire form or feature will be displayed on an already existing page/screen (and exist multiple times). The Features that need my attention based on the Card Sort are:

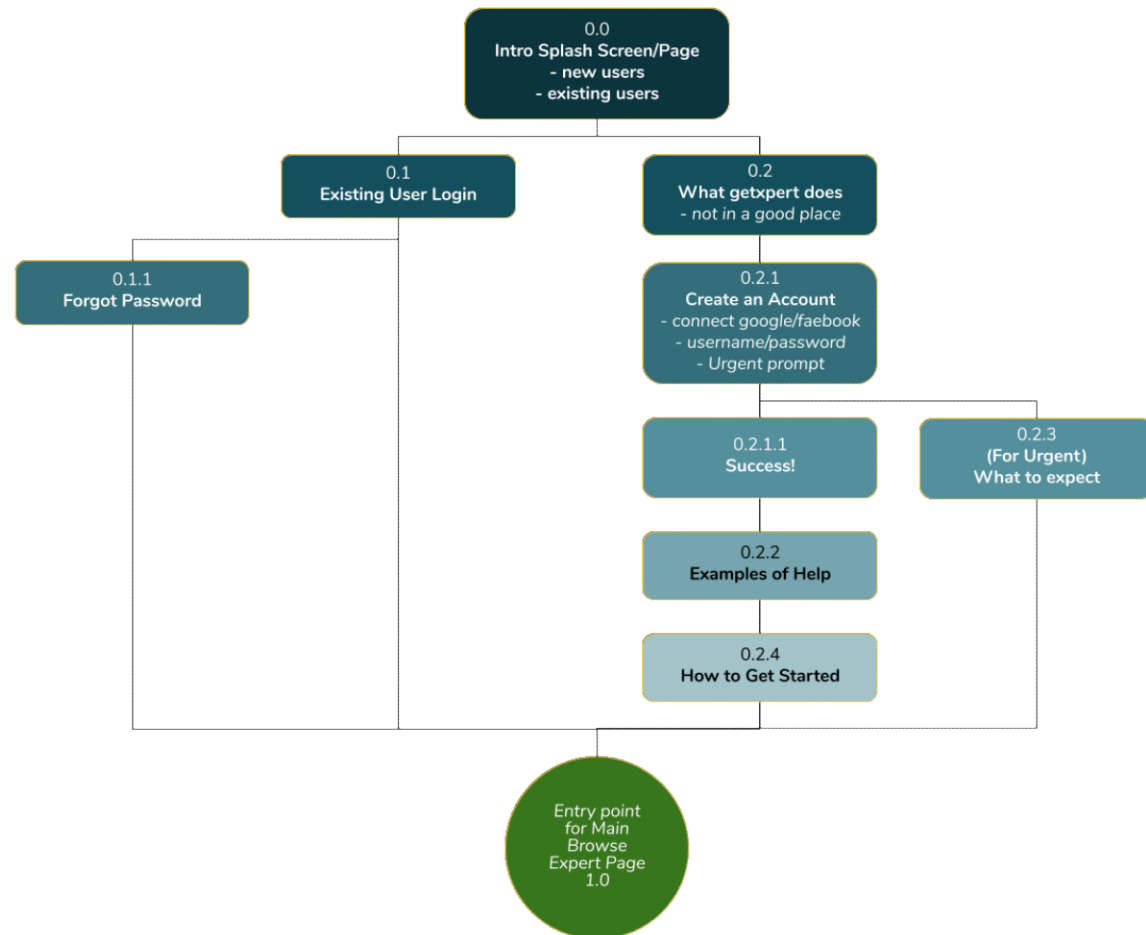
- My Account needs a logout button and a reset password.
- Help for experts needs to be linked to the Expert Area. It already is.
- Rate and Review should be accessed also from the Help History Detail view
- Experts Area needs links to username and password changes in My Account

About. Additionally, in the rework of the sitemap, you can find an 'About' section, for terms and company information. Help could be a part of it, but the insight from the Card Sort indicates that "about the app" and "getting FAQ" are inconsistently together or separate from one another.

getxpert Sitemap

designed by Phillip Wildhirt

Launch New/Existing User Sitemap Version 4



getxpert Sitemap

designed by Phillip Wildhirt

Main Sitemap Version 4

