Purpose
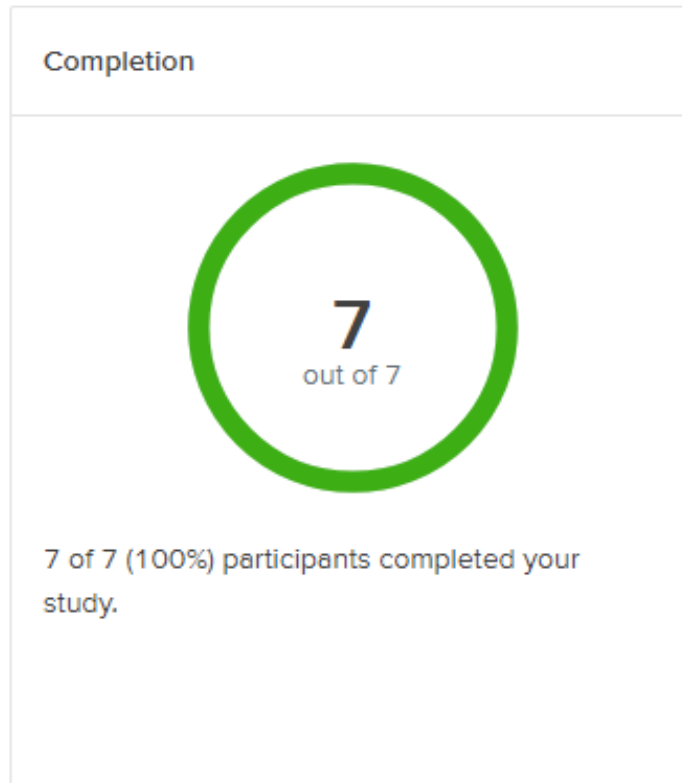
To create an efficient information architecture design,
I conducted a digital open card sort using Optimal Sort.
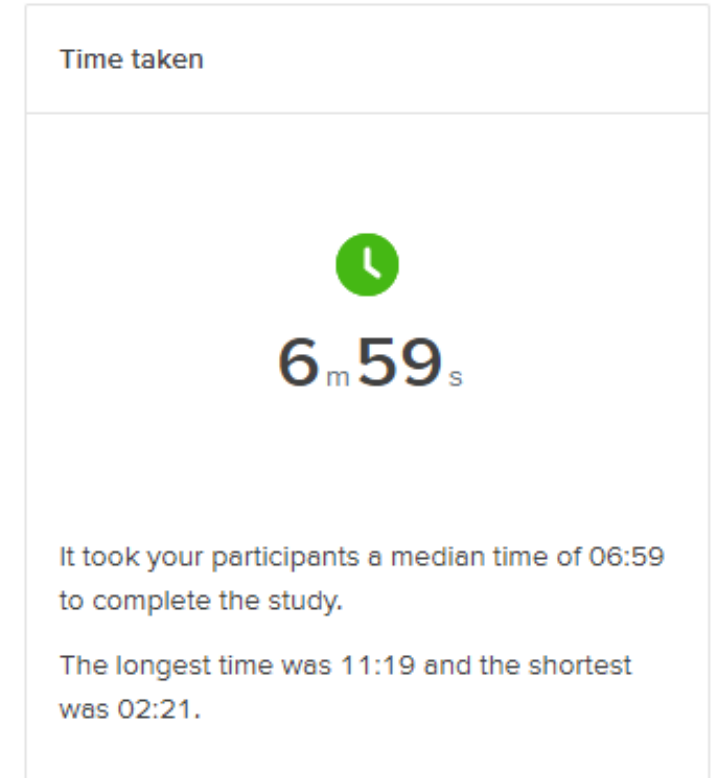
7 Participants

Completion
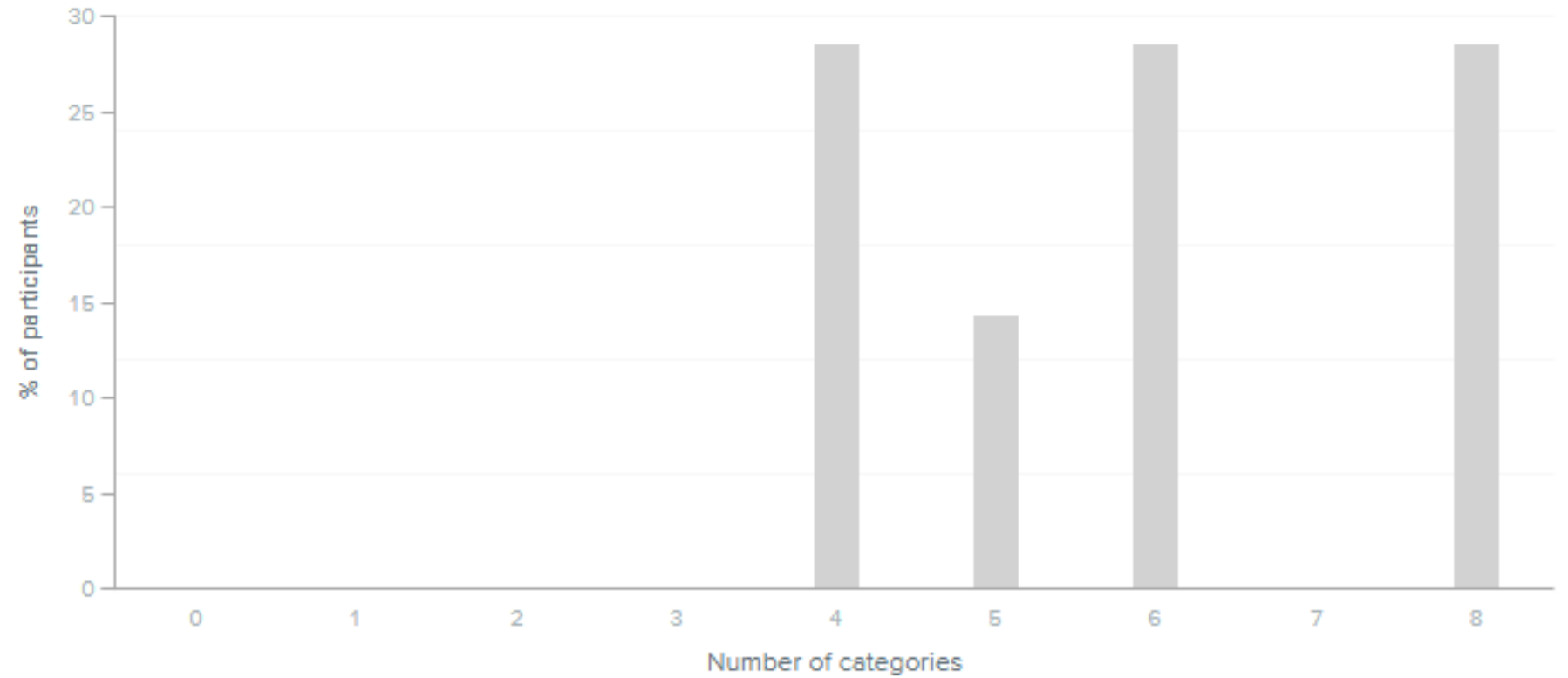
7
out of 7

7 of 7 (100%) participants completed your study.

From 3 Countries

Location

📍 **United States**   **57** %

📍 Canada   **29** %

📍 Germany   **14** %

Your participants were mainly from United States, Canada, and Germany.

You set up an English (US) language study.

Average Time Spent

Time taken

🕐

6 m **59** s

It took your participants a median time of 06:59 to complete the study.

The longest time was 11:19 and the shortest was 02:21.

Categories

Participants created a total of 41 categories with an average of 6 categories each.

Standardization Grid

From 41 Categories to 20

I standardized the categories from 41 categories down to 20.

I decided to leave the rest of the categories unstandardized, as I found that further grouping decreases the percentage of agreement.

Name	Booking	Chef Pro...	Contact	Homepa...	My Kitchen	Search	Settings	Not standardized
Bookmark expert		4						3
Call / Text / Video		2	2					3
Chefs by cuisine				3				4
Chefs by diet				3				4
Chefs by technique				3				4
Contact expert		3	1					3
Expert bio		3						4
FAQ							3	4
Featured top chefs				3				4
Filter by cuisine						6		1
Filter by diet type						6		1
Filter by online status						6		1
Filter by rating						6		1
Filter by response time						6		1
Filter by technique						6		1
Filter by years experience						6		1
Help							3	4
My bookmarks					6			1
My cooking profile					6			1
My payment info					5			2
Notification settings					3		1	3
Payment confirmation	3		2	1				1
Profile settings					3		1	3
Quick search				1		3		3
Recently contacted					2			5
Recently viewed					2		1	4
Reviews and ratings		2					2	3
Schedule expert	2	3	1					1
Scheduled calls			1		2			4
Trending now				2		1		4

Dendrograms

Five Groups Identified

Participants identified 5 main groups from the card sort:

- Support/Other
- Contact Expert
- Expert Search
- User Profile/Settings
- Feed

Two groups instead of one

Participants tend to put the 'Expert Bio' and 'Contact Expert' into two separate groups, while in my original sitemap, I grouped them together.

Group not identified

'Expert Bio' should have it's own grouping. Currently, this intention is not clear to participants.
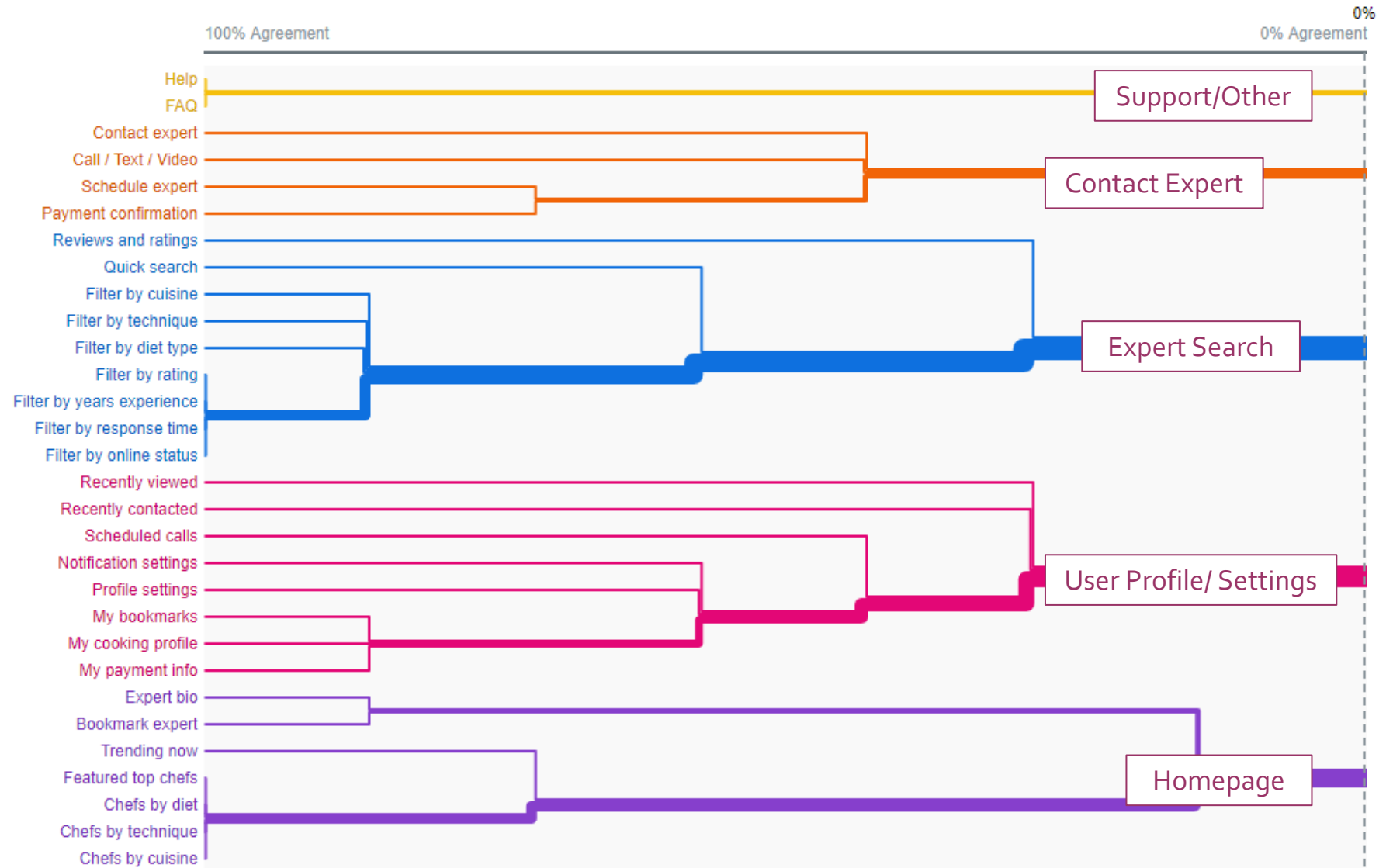
Most Groupings In Line with Original Sitemap

Around 85-100% of participants grouped my 'Search Filters' cards together and 71%-100% grouped my 'Homepage/Feed' cards together.

As these groupings were in line with my original sitemap, I am very pleased with these results.

For groupings in the middle ranges (40-60%), overall they are in line with my sitemap, some work needs to be done to increase the agreement levels.

Search Filters

Homepage/Feed

Need to improve agreement %
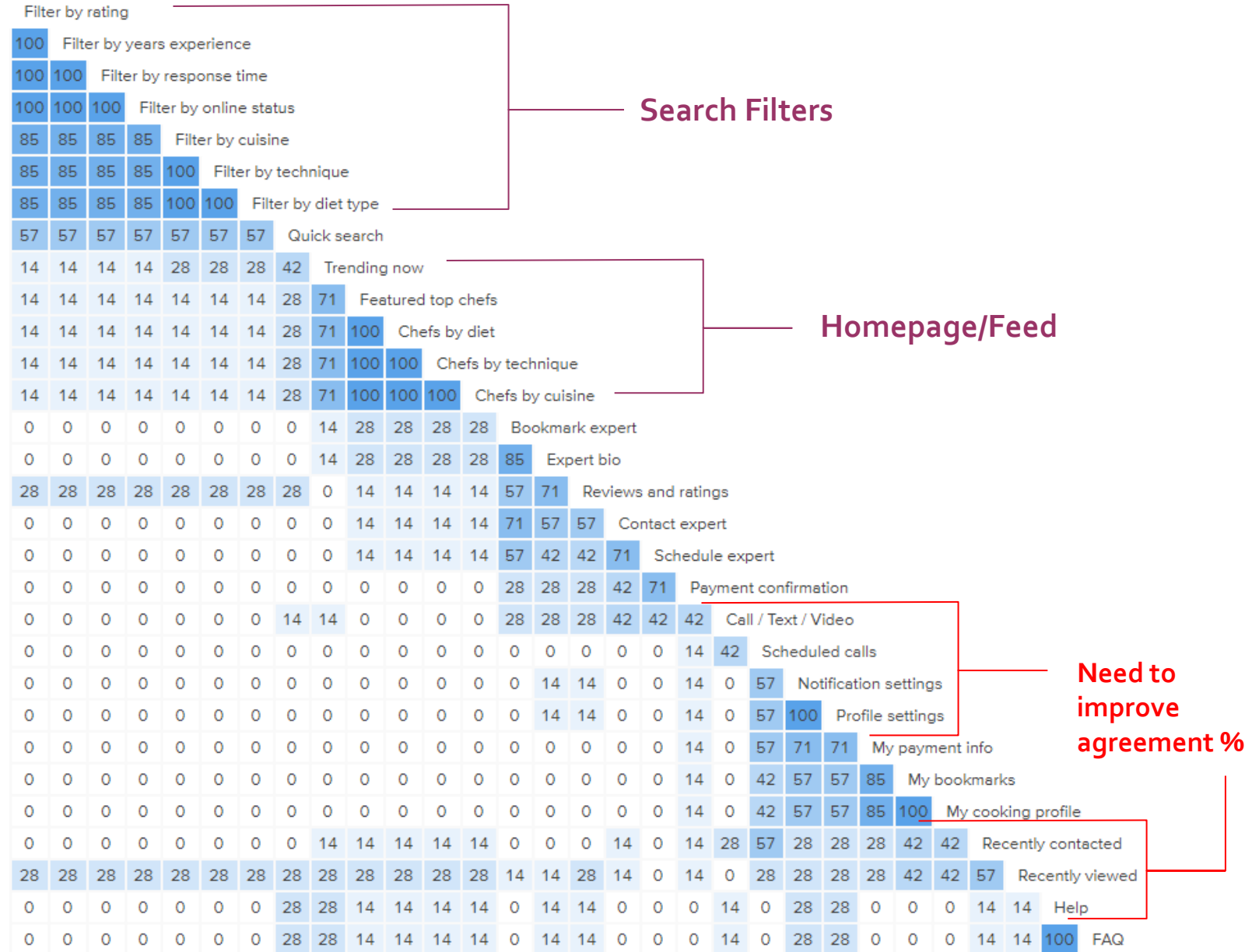
Participant-Centric Analysis

Through the Participant-Centric Analysis (PCA), I was able to easily see similar group labels between participants.

Many participants grouped these cards & labeled them under different variations of 'Search' related keywords.
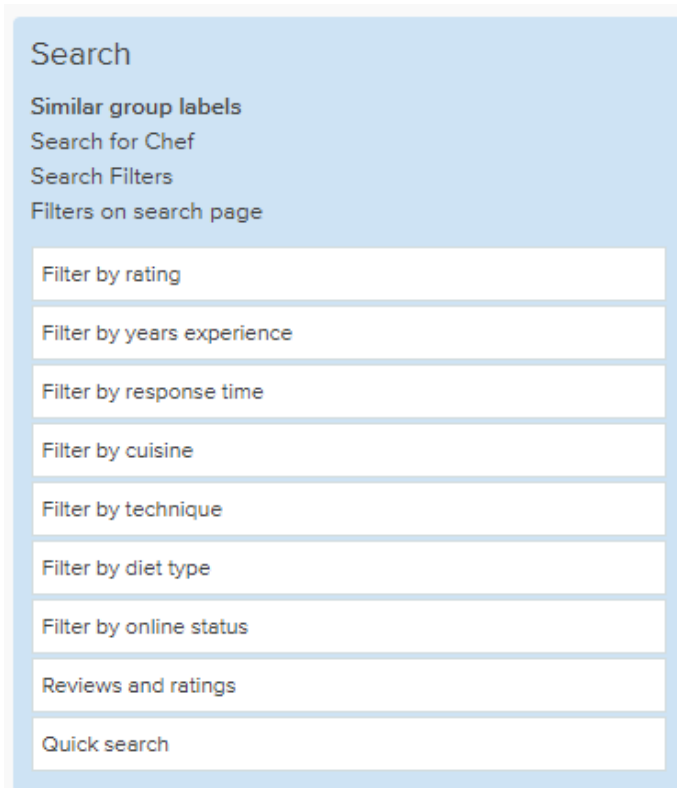
Similarly, many participants also grouped these cards under variations of 'homepage' related keywords.
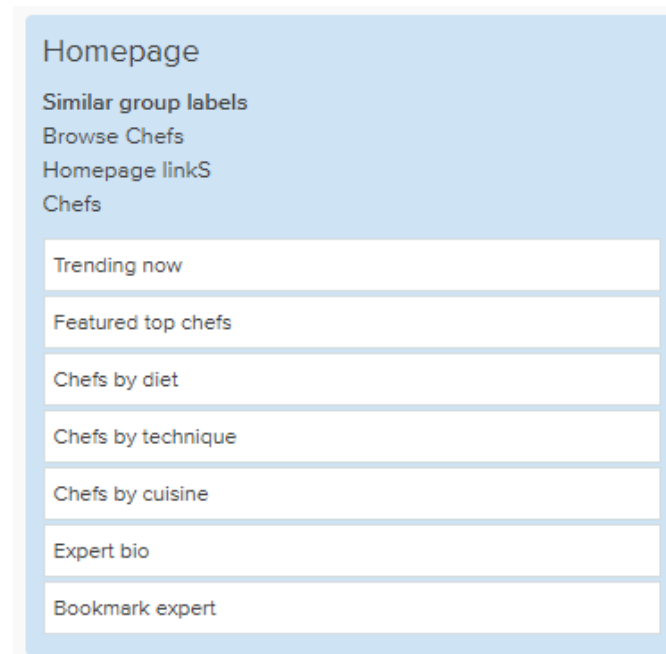
There isn't as much clarity between the 'Settings' and 'My Kitchen Profile' cards, since participants tend to combine them.

Search

Similar group labels
Search for Chef
Search Filters
Filters on search page

Filter by rating

Filter by years experience

Filter by response time

Filter by cuisine

Filter by technique

Filter by diet type

Filter by online status

Reviews and ratings

Quick search

Homepage

Similar group labels
Browse Chefs
Homepage linkS
Chefs

Trending now

Featured top chefs

Chefs by diet

Chefs by technique

Chefs by cuisine

Expert bio

Bookmark expert

admin area

Similar group labels
My profile
User menu

My bookmarks

My cooking profile

My payment info

Notification settings

Profile settings