


Refining the Sitemap with Card Sorting



Participants

<input type="checkbox"/>	Participant	Time taken	Questions	Cards sorted	Categories created	Categories named	Comment	Include	
<input type="checkbox"/>	Participant 1	00:12:49	3	100%	2	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 2	00:20:48	3	100%	4	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 3	00:07:17	3	100%	2	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 5	00:03:00	3	100%	2	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 8	00:04:28	3	100%	1	100%		<input checked="" type="checkbox"/>	

Pre-Study Questions

Question 1

Single line text — required

How many tattoos do you have? How many are done via a machine or stick-and-poke or tebori?

Participant	Answer
Participant 1	3,0
Participant 2	6; all machine
Participant 3	2 via machine
Participant 5	18 via machine.
Participant 8	9

Showing 1 to 5 of 5 answers

Question 2

Single line text — required

What apps or websites do you use to plan out getting a new tattoo?

Participant	Answer
Participant 1	Google images, artists websites and or artists instagram pages. Tattoo shop websites.
Participant 2	Google
Participant 3	Google image, Instagram
Participant 5	Sometimes I use google images, but I mostly work with my artist.
Participant 8	Pinterest

Showing 1 to 5 of 5 answers

Pre-Study Questions

Question 3

Single line text — required

How much of a role does connecting with fellow tattoo artists/ tattoo collectors play in your pleasure of getting or giving a tattoo?

Participant	Answer
Participant 1	Not a huge amount. Perhaps 30%-40%. Mostly looking forward to the time it's finished and healed. Not a fan of the decision making process, it takes too much time.
Participant 2	I like to feel connected and comfortable with my artist. The trust is so crucial.
Participant 3	It's important for me to connect with the artist before I get a tattoo so that I know the experience of receiving a tattoo will be enjoyable and I will be excited to recommend my artist to others
Participant 5	It does not.
Participant 8	It plays a lot. If I can't vibe with my artist, it's not going to be a good experience, and I will have a bad memory about getting the tattoo

Showing 1 to 5 of 5 answers

Cards

Card	Sorted into	Categories Show all	Frequency	Average position
Add Image	5 different categories	<ul style="list-style-type: none">ListTattoo Collector Community Website/ AppIn app functions Show 2 more categories	1 time 1 time 1 time	14.0 11.0 7.0
Artist Community	5 different categories	<ul style="list-style-type: none">Tattoo Collector Community Website/ AppArtistsList Show 2 more categories	1 time 1 time 1 time	9.0 8.0 6.0
Artists	5 different categories	<ul style="list-style-type: none">ArtistsUsers of appList Show 2 more categories	1 time 1 time 1 time	10.0 4.0 4.0
Calendar	5 different categories	<ul style="list-style-type: none">ListTattoo designTattoo Shop Website/App Show 2 more categories	1 time 1 time 1 time	8.0 7.0 4.0
Camera	5 different categories	<ul style="list-style-type: none">Tattoo Collector Community Website/ AppListAccount Show 2 more categories	1 time 1 time 1 time	13.0 12.0 8.0
Collector Community	5 different categories	<ul style="list-style-type: none">ListTattoo Collector Community Website/ AppArtists & Galleries Show 2 more categories	1 time 1 time 1 time	20.0 8.0 4.0
Create Account	5 different categories	<ul style="list-style-type: none">ListIn app functionsArtists Show 2 more categories	1 time 1 time 1 time	13.0 10.0 2.0

Cards

Card	Sorted into	Categories Show all	Frequency	Average position
Feedback	5 different categories	<ul style="list-style-type: none">ListTattoo Shop Website/AppArtists Show 2 more categories	1 time 1 time 1 time	19.0 6.0 5.0
Home	5 different categories	<ul style="list-style-type: none">In app functionsAccountTattoo Collector Community Website/ App Show 2 more categories	1 time 1 time 1 time	14.0 5.0 3.0
Locations	5 different categories	<ul style="list-style-type: none">ListArtistsIn app functions Show 2 more categories	1 time 1 time 1 time	7.0 6.0 5.0
Login	5 different categories	<ul style="list-style-type: none">In app functionsTattoo Collector Community Website/ AppList Show 2 more categories	1 time 1 time 1 time	15.0 2.0 2.0
Messages	5 different categories	<ul style="list-style-type: none">ListIn app functionsTattoo design Show 2 more categories	1 time 1 time 1 time	18.0 8.0 6.0
Notifications	5 different categories	<ul style="list-style-type: none">ListArtistsTattoo Collector Community Website/ App Show 2 more categories	1 time 1 time 1 time	9.0 9.0 7.0
Profile	5 different categories	<ul style="list-style-type: none">In app functionsTattoo designList Show 2 more categories	1 time 1 time 1 time	13.0 8.0 5.0

Cards

Card	Sorted into	Categories Show all	Frequency	Average position
		Show 2 more categories		
Q&A	5 different categories	<ul style="list-style-type: none">In app functionsListTattoo Shop Website/App Show 2 more categories	1 time 1 time 1 time	12.0 10.0 7.0
Search	5 different categories	<ul style="list-style-type: none">In app functionsArtistsList Show 2 more categories	1 time 1 time 1 time	11.0 11.0 3.0
Settings	5 different categories	<ul style="list-style-type: none">ListIn app functionsTattoo design Show 2 more categories	1 time 1 time 1 time	16.0 16.0 9.0
Share	5 different categories	<ul style="list-style-type: none">ListTattoo Collector Community Website/ AppArtists Show 2 more categories	1 time 1 time 1 time	17.0 10.0 3.0
Shop	5 different categories	<ul style="list-style-type: none">ListIn app functionsTattoo Shop Website/App Show 2 more categories	1 time 1 time 1 time	15.0 9.0 5.0
Styles	5 different categories	<ul style="list-style-type: none">Tattoo Collector Community Website/ AppListTattoo design Show 2 more categories	1 time 1 time 1 time	12.0 11.0 5.0

Participant-Centric Analysis

Similar IAs: 4/5

2 groups submitted by participant #5

In app functions

Similar group labels

List
Tattoo Collector Community Website/ App
Account

Home

Login

Create Account

Add Image

Locations

Profile

Settings

Notifications

Q&A

Feedback

Messages

Calendar

Search

Shop

Camera

Share

Users of app

Similar group labels

Styles

Artists

Collector Community

Artist Community

Similar IAs: 1/5

4 groups submitted by participant #2

Account

Similar group labels

Tattoo Collector Community Website/ App

Home

Login

Create Account

Profile

Settings

Notifications

Messages

Camera

Artists & Galleries

Similar group labels

Locations

Search

Artists

Collector Community

Artist Community

About Us

Similar group labels

Q&A

Feedback

Share

Apps

Similar group labels

Add Image

Calendar

Shop

Styles

Similar IAs: 3/5

2 groups submitted by participant #1

Tattoo Collector Community Website/ App

Similar group labels

List
Account

Home

Login

Create Account

Add Image

Profile

Settings

Notifications

Messages

Styles

Camera

Share

Collector Community

Artist Community

Tattoo Shop Website/App

Similar group labels

Locations

Q&A

Feedback

Calendar

Search

Shop

Artists

Conclusions

Upon first viewing the results I thought that either a. The open card sorting directions did not make sense to the users or b. the users actually wanted only a few discrete pages on the app. So assuming that it could be a little bit of both a and b I am going to try moving forward with only 4 discrete pages on the home page. Each primary page will have a collections of 4-7 subpages.

Revisited Sitemap

