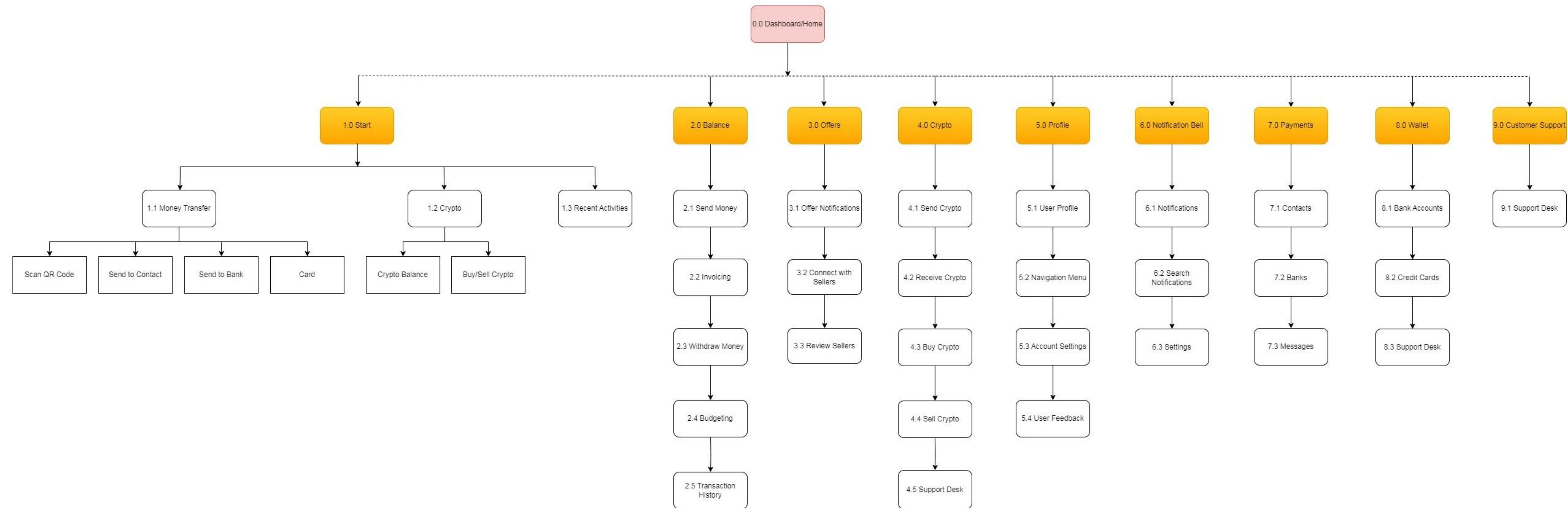


# Card Sorting

EasyPay

# Initial Sitemap



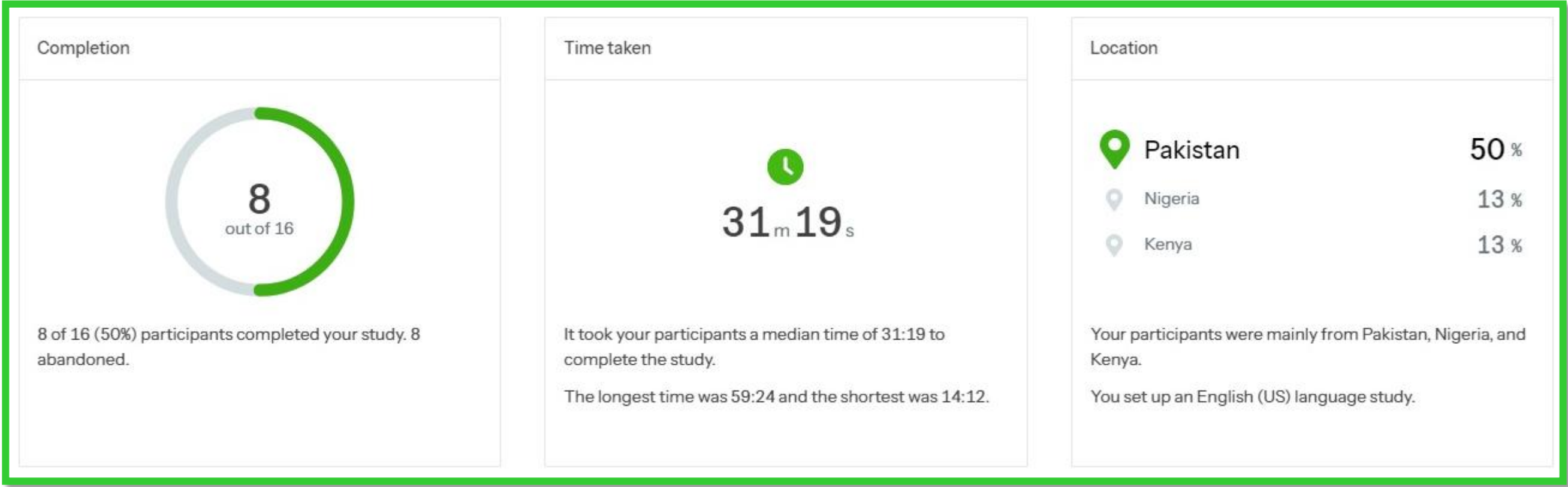
# Card List

1. Account Settings	15. Offer Notifications
2. Bank Accounts	16. Receive Crypto
3. Budgeting	17. Recent Activities
4. Buy Crypto	18. Review Sellers
5. Connect with Sellers	19. Search Notifications
6. Contacts	20. Sell Crypto
7. Credit Cards	21. Send Crypto
8. Crypto	22. Send Money
9. Customer Support	23. Settings
10. Invoicing	24. Transaction History
11. Messages	25. User Feedback
12. Money Transfer	26. User Profile
13. Navigation Menu	27. Withdraw Money
14. Notifications	28. Banks

## Open card sort

Participants created and named their own categories based on these cards.

# Participant Overview

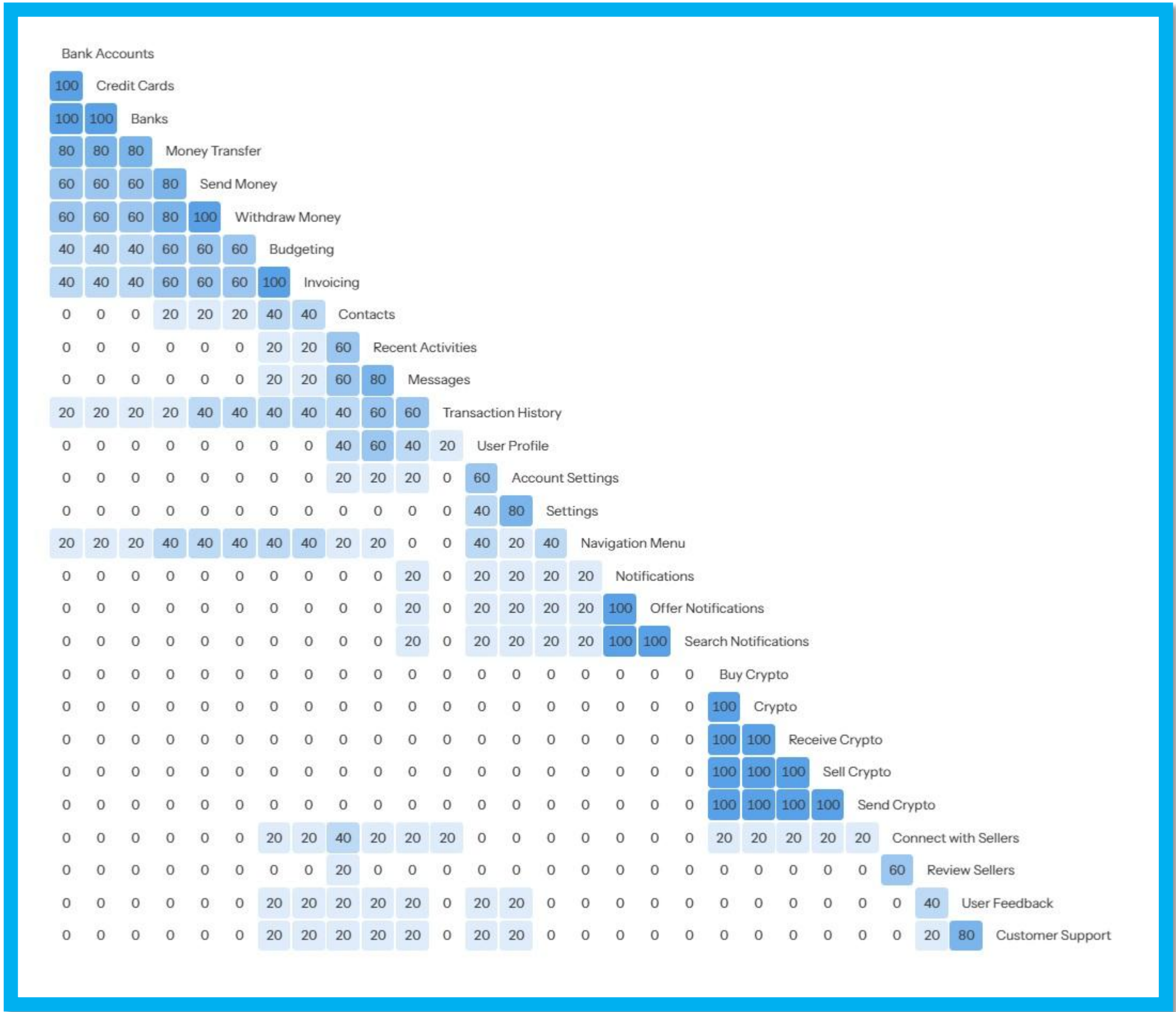


<input type="checkbox"/>	Participant	Status	Time taken	Question responses	Cards sorted	Categories created	Categories named	Comment
<input type="checkbox"/>	<a href="#">Participant 5</a>	Completed	52:35	4	100%	6	100%	<div>Exclude from results</div>
<input type="checkbox"/>	<a href="#">Participant 9</a>	Completed	14:12	4	100%	8	100%	<div>Exclude from results</div>
<input type="checkbox"/>	<a href="#">Participant 12</a>	Completed	20:13	4	100%	7	100%	<div>Exclude from results</div>
<input type="checkbox"/>	<a href="#">Participant 15</a>	Completed	59:24	4	100%	8	100%	<div><div></div>Exclude from results</div>
<input type="checkbox"/>	<a href="#">Participant 16</a>	Completed	31:49	4	100%	5	100%	<div>Exclude from results</div>

- Completion Rate:** 5 out of 8 participants (62.5%) completed the open card sort.
- Time Taken:** The median completion time was 31 minutes and 19 seconds, with times ranging from 14:12 to 59:24.
- Participant Details:** Participants were in majority from Pakistan, and each participant sorted 100% of the cards, creating and naming between 5 to 8 categories. Two participants were excluded from the results.



# Similarity Matrix



Potential groupings based on participants' input:

- Bank Accounts, Credit Cards & Banks:** 100% of the participants grouped these together.
- Money Transfer & Send Money:** 80% of the participants grouped these together.
- Send Money & Withdraw Money:** 100% of the participants grouped these together.
- Budgeting & Invoicing:** 100% of the participants grouped these together.
- Recent Activities & Messages:** 80% of the participants grouped these together.
- User Profile & Account Settings:** 60% of the participants grouped these together.
- Notifications, Offer Notifications & Search Notifications:** 100% of the participants grouped these together.
- Buy Crypto, Crypto, Receive Crypto, Sell Crypto and Send Crypto:** 100% of the participants grouped these together.
- Connect Sellers & Review Sellers:** 60% of the participants grouped these together.
- User Feedback & Customer Support:** 80% of the participants grouped these together.

# Exploring Tab Grouping & Naming

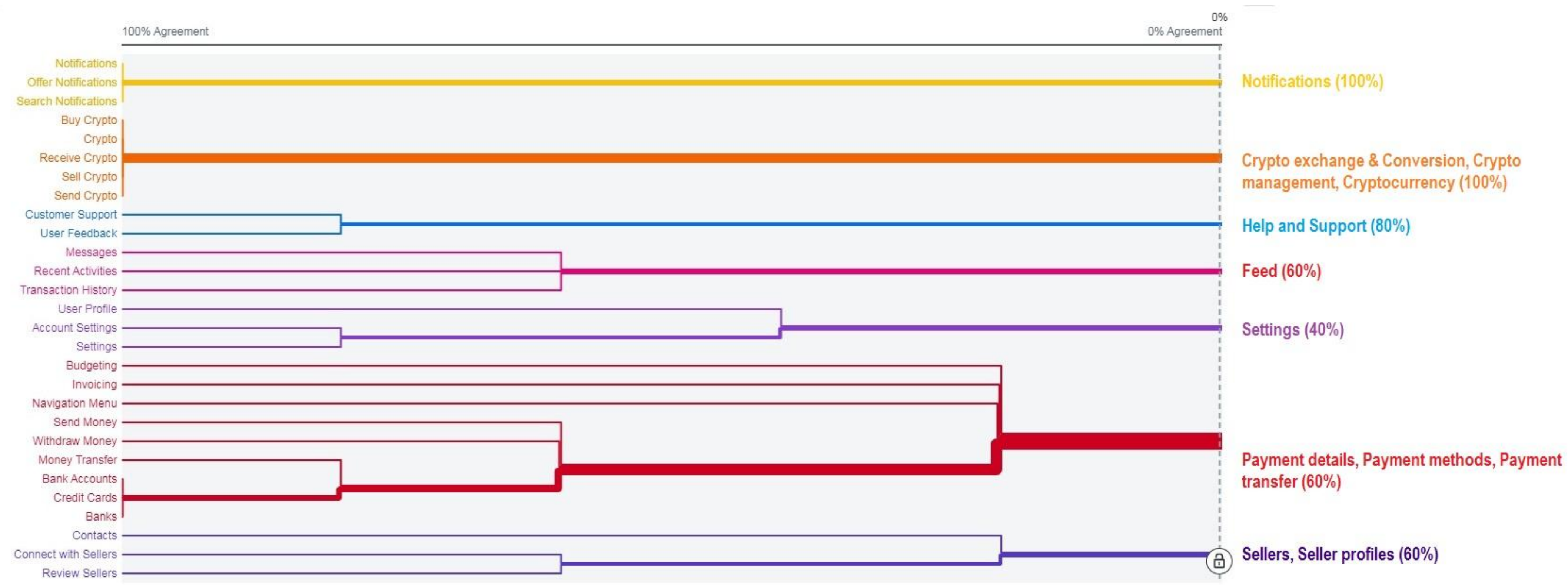
<div>Group 1</div> <div>Similar category labels</div> <div>Crypto Exchange &amp; Conversion100%</div> <div>Crypto Management83%</div> <div>Cryptocurrency</div> <div>Crypto</div> <div>Cards included</div> <div>Buy Crypto</div> <div>Crypto</div> <div>Receive Crypto</div> <div>Sell Crypto</div> <div>Send Crypto</div>	<div>Group 2</div> <div>Similar category labels</div> <div>Payments Transfer100%</div> <div>Manage your Money67%</div> <div>Payment67%</div> <div>Details/Information</div> <div>Cards included</div> <div>Bank Accounts</div> <div>Banks</div> <div>Credit Cards</div> <div>Money Transfer</div> <div>Send Money</div> <div>Withdraw Money</div>	<div>Group 4</div> <div>Similar category labels</div> <div>Navigation bar71%</div> <div>Notifications60%</div> <div>App navigation40%</div> <div>Cards included</div> <div>Navigation Menu</div> <div>Notifications</div> <div>Offer Notifications</div> <div>Search Notifications</div> <div>Settings</div>	<div>Group 7</div> <div>Similar category labels</div> <div>My Account56%</div> <div>Contacts43%</div> <div>Feed43%</div> <div>Cards included</div> <div>Contacts</div> <div>Customer Support</div> <div>Messages</div> <div>Recent Activities</div> <div>Review Sellers</div> <div>Transaction History</div> <div>User Feedback</div>
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<div>GROUP 1 (Cryptocurrency):</div> <div>This group is related to crypto payments and will be named Cryptocurrency or Crypto for convenience.</div>	<div>GROUP 2 (Payment Transfer):</div> <div>This group relates to payments and will be named Payments accordingly.</div>	<div>GROUP 4 (Navigation Bar):</div> <div>This group is irrelevant because Navigation Bar is not a label for a group. The participant created 2 categories, one of which was Navigation Bar. He was excluded from the results.</div>	<div>GROUP 7 (My Account):</div> <div>This group is about the user profile, personal contact, account settings, etc.</div>
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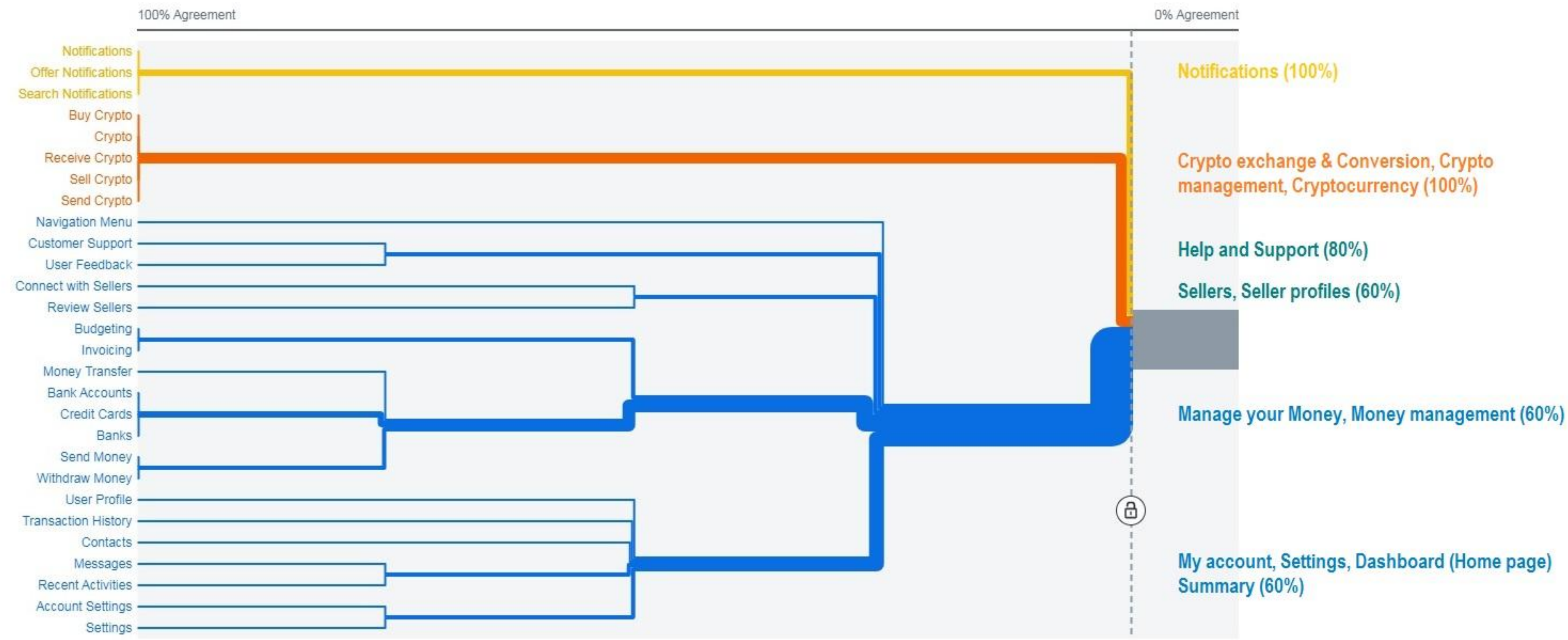
# Dendrogram Analysis

Dendrograms are used to understand which card groupings have the strongest agreement among participants. Clusters closer to the left indicate higher agreement among participants for that grouping.



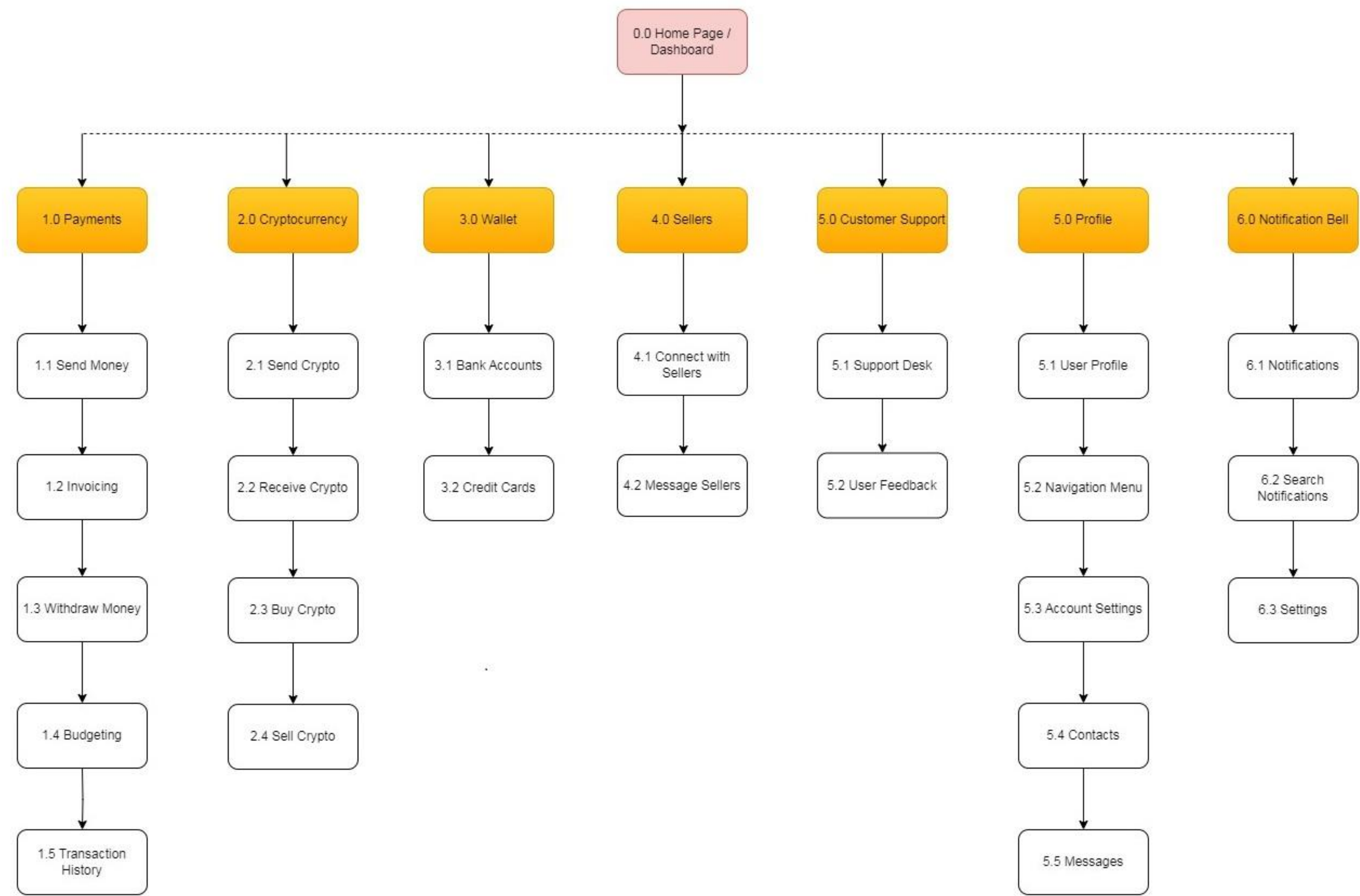
# Dendrogram Analysis

Dendrograms are used to understand which card groupings have the strongest agreement among participants. Clusters closer to the left indicate higher agreement among participants for that grouping.





# Adjusted Sitemap



# Conclusion

It's one thing to have your own blueprint, your plan of attack when you're preparing for war and you know how you're going to corner the market. It's another to let the market speak for itself and tell you how it thinks, walks and talks. The card sorting is essential.

Based on the suggestions from the participants, card sorting groups the cards in a certain way based on how people make sense of the information. I redesigned the sitemap accordingly with a better structure based on the rearrangement of the cards. Card sorting gives you data that makes sense and eliminates the guesswork. Again, it is essential.