

Card Sort

Background

Nine people completed an online, unmoderated, open card sort. 28 cards were sorted into groups that the participants created and labeled.

Three participants were recruited from the initial interview group, and the remaining six were recruited through social media. All participants identified as “craft beer drinkers.”

The primary goals of the card sort were to understand how craft beer drinkers group and label beer-related tasks, and to use that information to create the sitemap and language for BeerMe.

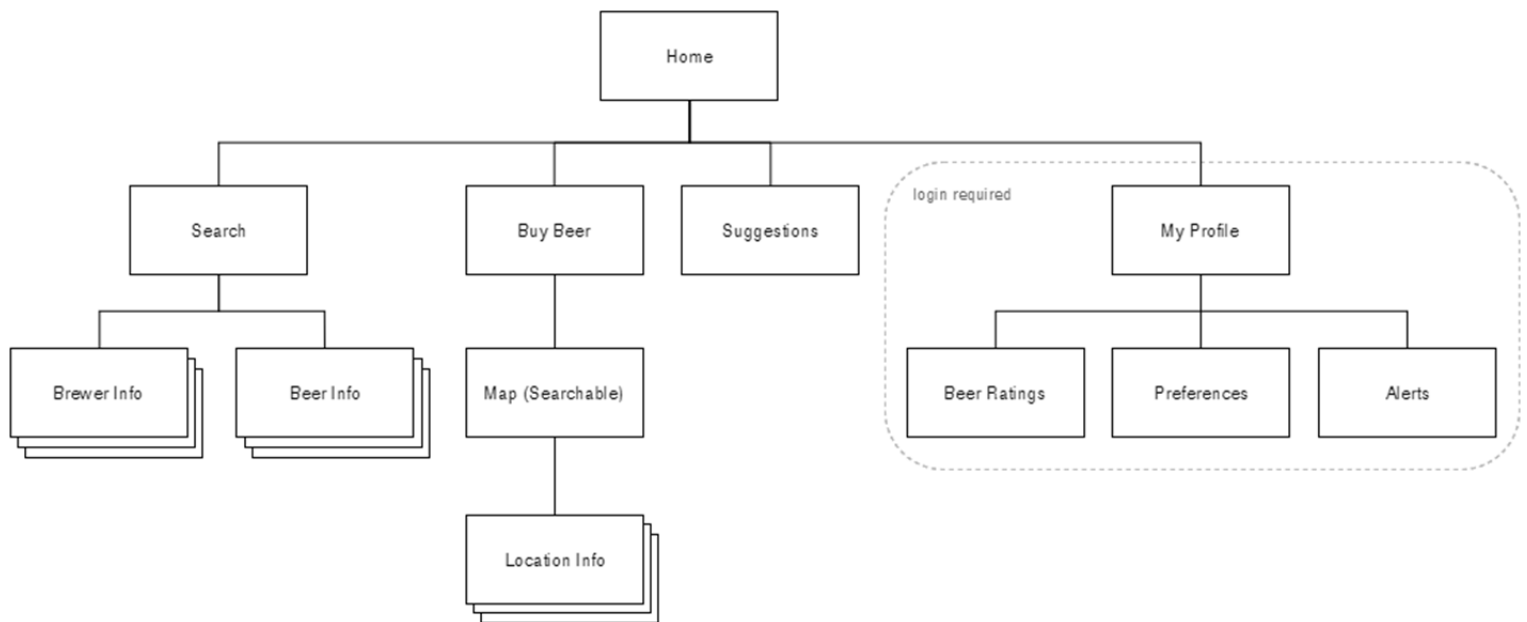
Findings

- On average, cards were sorted into 5 groups in just under 7 minutes
- Participants sorted cards into 41 total categories, which were standardized to identify these 3 clear groups:
 - My Profile/Preferences
 - Beer Info
 - Suggestions/Recommendations
- Several remaining categories overlapped these groups, but had some variation in their cards:
 - Locations/Map/Buy beer nearby
 - Lookup/Find
- Many cards were placed into two or more distinct groups, such as “advanced tasting notes about beer.” This card was placed My Preferences/Profile and Beer Info. This supports findings from interviews that some users want to either rate or search for beer based on these advanced tasting notes, or have their preferences be factored into beer suggestions. Other users just want to learn a bit more about a beer’s taste before buying it by reading these notes from other beer drinkers or from the brewer.
- Further analysis, including a similarity matrix, a dendrogram and a participant-centric analysis all supported these initial 5 groupings.
- Detailed results can be found in the Appendix.

Sitemap

Background

5 groups were identified from the card sort: Profile/Preferences, Suggestions/Recommendations, Beer Info, Locations/Map/Buy Beer and Search/Find. 4 of these made clear top-level navigation choices, while Beer Info would be accessed from several screens, including Search and Suggestions.



Notes

- Several participants in the card sort used fun language for their groups, including “My BeerWorld,” “I Spy a Beer” and “Where is my Beer?” This light-hearted language will influence the content and tone in the mobile-app, but not necessarily the navigation labels. The rough draft of the sitemap found in the Appendix uses more amusing language, but I feared it would take longer for users to comprehend than simple icons or words like “Search”
- Login has intentionally been delayed, allowing users to try out the app and use most of the functionality without having to create an account or remember a password.
- All the “Info” pages will be accessed from several other screens, including Suggestions, Preferences, Beer Ratings and others. Their placement here shows the primary access route. Related paths have been removed for simplicity, but can be seen in the rough draft in the Appendix.

Appendix

Card Sort: Results

Full results, including all participant categories can be found here:

<https://www.optimalworkshop.com/optimalsort/1m3c18uu/beerme/shared-results/p1q34pqokmxi647v35hzxczv321gt2x2>

Card Sort: Cards

1. Advanced tasting notes about beer (aroma, color, etc)
2. Look up a beer
3. Calories in a beer
4. Beer cost
5. Favorite beers
6. List of beers I've tried
7. Rate a beer I tried
8. Beer taste preferences (lots of hops, full-bodied, etc)
9. My favorite beers
10. Updates when a beer I love is available again
11. Styles of beer I like
12. Brewers I love
13. Preferred locations to buy beer
14. Beers I don't like
15. My beer reviews and ratings
16. Brewery information and locations
17. See if my favorite beer is available nearby
18. Approximate beer selection at a store
19. Stock and availability of beer
20. Find a seasonal beer on tap within 2 miles
21. Where I can buy a certain beer
22. List of beers on tap at a location
23. Stores that sell beer
24. Local beer and breweries
25. Nearby bars and restaurants with beer
26. Beer recommendations
27. New beer that I should try
28. Suggested ratings for beers I haven't tried

Card Sort: Categories (Standardized)

Preferences (Standardized)

☒ Favorites

☒ I LOVE MY BEER

☒ My Beer Preferences

☒ My Beerworld

☒ My favorites & ratings

☒ My Information

☒ My Profile/ratings

☒ Preferences, favorites and Ratings of Beers I've consumed

Save

Cancel

Unstandardize

Beer Info (Standardized)

☒ Beer Info

☒ Beer Lookup Info

☒ Beer Profile

☒ Quick info about each beer

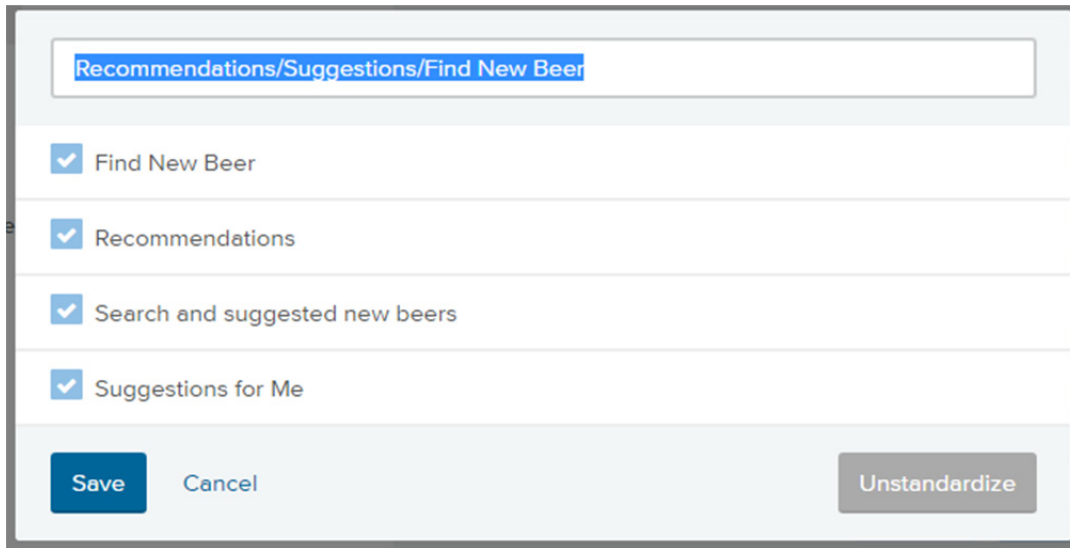
☒ To help make a decision

Save

Cancel

Unstandardize

Suggestions (Standardized)



Recommendations/Suggestions/Find New Beer

- ☒ Find New Beer
- ☒ Recommendations
- ☒ Search and suggested new beers
- ☒ Suggestions for Me

Save Cancel Unstandardize

Card Sort: Standardization Grid

Standardization Grid ?

	Beer Info/Profile/...	My Preferences/P...	Recommendation...
Advanced tasting notes about bee...	4	3	
Approximate beer selection at a st...			
Beer cost	5		
Beer recommendations			4
Beer taste preferences (lots of hop...		7	
Beers I don't like		7	
Brewers I love		6	
Brewery information and locations	1		
Calories in a beer	5		
Favorite beers		7	
Find a seasonal beer on tap within...			
List of beers I've tried		6	
List of beers on tap at a location			
Local beer and breweries			
Look up a beer	1		2
My beer reviews and ratings		6	
My favorite beers		8	
Nearby bars and restaurants with ...			
New beer that I should try			4
Preferred locations to buy beer		4	
Rate a beer I tried		4	
See if my favorite beer is available...			
Stock and availability of beer			
Stores that sell beer			
Styles of beer I like		8	
Suggested ratings for beers I have...			4
Updates when a beer I love is avai...		3	1
Where I can buy a certain beer			

Card Sort: Similarity Matrix

Similarity Matrix

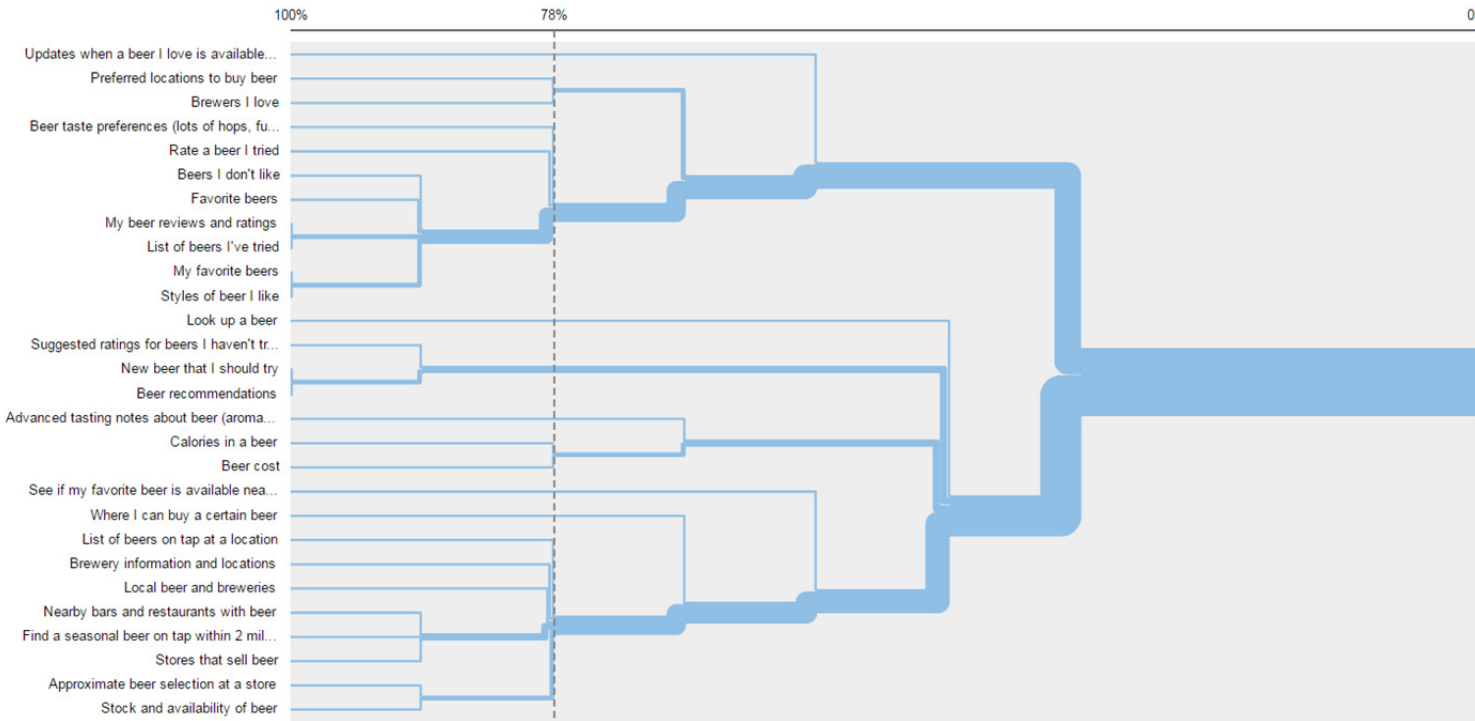
List of beers I've tried

100	My beer reviews and ratings																												
88	88	Beers I don't like																											
77	77	88	My favorite beers																										
77	77	88	100	Styles of beer I like																									
66	66	77	88	88	Favorite beers																								
55	55	66	77	77	66	Beer taste preferences (lots of hops, full-bodied, etc)																							
55	55	55	66	66	55	66	Brewers I love																						
44	44	44	44	44	33	44	77	Preferred locations to buy beer																					
33	33	33	44	44	44	33	55	55	Updates when a beer I love is available again																				
22	22	11	11	11	11	11	0	0	33	Beer recommendations																			
22	22	11	11	11	11	11	0	0	33	100	New beer that I should try																		
22	22	11	11	11	11	11	0	0	22	88	88	Suggested ratings for beers I haven't tried																	
0	0	0	0	0	0	0	11	11	0	33	33	44	Look up a beer																
0	0	0	0	0	0	0	11	11	33	11	11	11	22	44	Find a seasonal beer on tap within 2 miles														
0	0	0	0	0	0	0	11	11	33	11	11	11	11	33	88	Nearby bars and restaurants with beer													
0	0	0	0	0	0	0	11	0	22	11	11	11	11	22	77	88	Stores that sell beer												
0	0	0	0	0	0	0	0	0	22	11	0	0	0	11	55	66	77	Stock and availability of beer											
0	0	0	0	0	0	11	0	0	22	11	0	0	0	11	55	55	66	88	Approximate beer selection at a store										
0	0	0	0	0	0	11	11	11	33	11	11	11	11	22	77	77	66	66	77	List of beers on tap at a location									
0	0	0	0	0	0	11	0	11	33	22	0	0	0	0	33	33	44	66	77	55	Brewery information and locations								
0	0	0	0	0	0	0	0	11	33	22	0	0	0	11	55	66	77	77	66	44	66	Local beer and breweries							
0	0	0	0	0	0	0	0	0	11	0	11	11	22	44	66	55	66	66	66	44	44	66	Where I can buy a certain beer						
11	11	11	11	11	11	0	11	22	33	33	33	22	22	44	44	44	44	44	44	22	33	55	See if my favorite beer is available nearby						
77	77	66	55	55	44	33	33	33	33	33	33	33	33	11	0	0	0	0	0	0	0	11	33	Rate a beer I tried					
22	22	33	33	33	33	33	11	11	0	11	11	11	22	0	0	0	0	0	0	11	0	11	11	22	Advanced tasting notes about beer (aroma, color, etc)				
0	0	0	0	0	0	0	11	0	0	0	11	11	11	44	11	11	11	11	11	11	0	22	22	11	66	Calories in a beer			
0	0	0	0	0	0	0	0	0	0	0	11	11	11	33	11	11	22	33	33	11	33	22	44	22	11	55	77	Beer cost	

Card Sort: Dendrogram

Best Merge Method

The Best Merge Method often performs better than the Actual Agreement Method when your survey has fewer participants. It makes assumptions about larger clusters based on individual pair relationships.



Card Sort: Participant-centric Analysis (PCA)

Consider IAs with

2 - 7 groups

Similar IAs: 7/9

4 groups submitted by #2

My Beer Preferences

Similar group labels
Preferences, favorites and Ratings of Beers I've consumed
My Profile/ratings
My Information

List of beers I've tried
My beer reviews and ratings
Brewers I love
Styles of beer I like
Preferred locations to buy beer
Beers I don't like
Updates when a beer I love is available again
My favorite beers
Beer taste preferences (lots of hops, full-bodied, etc)
Rate a beer I tried
Favorite beers

By Location

Similar group labels
Proximity
Finding, buying and consuming Beer
Beer Map

Find a seasonal beer on tap within 2 miles
Brewery information and locations
Stores that sell beer
Nearby bars and restaurants with beer
Stock and availability of beer
List of beers on tap at a location
Approximate beer selection at a store
Local beer and breweries
See if my favorite beer is available nearby
Where I can buy a certain beer

Suggestions for Me

Similar group labels
Search and suggested new beers
Find New Beer
Recommendations

Beer recommendations
Suggested ratings for beers I haven't tried
New beer that I should try

Beer Lookup Info

Similar group labels
Beer Info
Beer Profile

Look up a beer
Beer cost
Calories in a beer
Advanced tasting notes about beer (aroma, color, etc)

Similar IAs: 1/9

5 groups submitted by #4

My favorites & ratings

Similar group labels
My Information
My Beerworld
My Beer Preferences

List of beers I've tried
My beer reviews and ratings
Styles of beer I like
Beers I don't like
My favorite beers
Rate a beer I tried
Advanced tasting notes about beer (aroma, color, etc)
Favorite beers

Beer nearby

Similar group labels
Where to buy beer

Brewery information and locations
Stock and availability of beer
Beer cost
Approximate beer selection at a store
Local beer and breweries
Where I can buy a certain beer

Where is my beer?

Similar group labels

Brewers I love
Preferred locations to buy beer
Updates when a beer I love is available again
See if my favorite beer is available nearby

Beers to try

Similar group labels

Beer recommendations
Suggested ratings for beers I haven't tried
Find a seasonal beer on tap within 2 miles
New beer that I should try
Stores that sell beer
Nearby bars and restaurants with beer
List of beers on tap at a location
Beer taste preferences (lots of hops, full-bodied, etc)

Beer look up

Similar group labels

Look up a beer
Calories in a beer

Similar IAs: 3/9

4 groups submitted by #10

I spy a beer

Similar group labels
Finding, buying and consuming Beer
By Location
Proximity

Look up a beer
Find a seasonal beer on tap within 2 miles
Stores that sell beer
Nearby bars and restaurants with beer
Stock and availability of beer
Beer cost
List of beers on tap at a location
Approximate beer selection at a store
See if my favorite beer is available nearby
Calories in a beer
Where I can buy a certain beer

I LOVE MY BEER

Similar group labels

Styles of beer I like
Beers I don't like
My favorite beers
Beer taste preferences (lots of hops, full-bodied, etc)
Advanced tasting notes about beer (aroma, color, etc)
Favorite beers

BREWERS Corner

Similar group labels

Brewers I love
Preferred locations to buy beer
Brewery information and locations
Updates when a beer I love is available again
Local beer and breweries

Five Star Section

Similar group labels

List of beers I've tried
My beer reviews and ratings
Beer recommendations
Suggested ratings for beers I haven't tried
New beer that I should try
Rate a beer I tried

