

Tangled Web is a small but beloved comic book shop in the Upstate of Spartanburg South Carolina. While their in-person selection is lively and engaging, the online site has much to be desired. With no search function and little to no inventory, it does not do the store justice. Not only for the local residents but for anyone that can only shop online. Through the listed research methods, we will bring clarity and efficiency to the site.

Time and date: All interviews were conducted on July 21 between 4 pm and 8 pm est.

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Product under test- Card sorting for Tangled Web

Participants- Three remote interviews over Zoom

User A- 26-year-old female. In a relationship with no children. Lives alone in a major city. The user was interested in comics from a young age and slowly stopped engaging with it as she grew older. She is looking forward to seeing this site.

User B- 29-year-old female. In a relationship with no children. Lives with parents in a major city. The user herself is not interested in comics but her partner is. She is interested in seeing if she could use the site to buy things for her partner.

User C- 31-year-old female. In a relationship with no children. Lives with partner and three animals in a major city. The user has many friends that are interested in video games and comics. She has brought many gifts for her friends and always wonders if they will like it.

Equipment-All test subjects used their own personal computer. As an administrator, all notes were taken with a pad and paper or using my personal computer. Zoom was used to conduct all interviews.

Card sorting is a method used to help design or evaluate the information architecture of a site when there is no or ineffective navigation system. Seeing as the sight current does not have one, a card sort is in order.

The users are tasked with sorting inventory items into categories that they will later name. And groupings or names must be explained.

Procedure

1. Welcome and introduction (5 mins)
2. Pretest questions (10-15 mins)
3. Testing (20 mins)

4. Post-test interview (10 mins)

5. Debrief (5 mins)

Pre sorting questions.

1. How often do you shop online? What makes for a good online shopping experience?
2. What makes for a bad online experience?
3. Who do you shop for when you go online?
4. do you have a favorite site? Why is that your favorite?
5. Do you have a hobby (example- painting or yoga) if so, how do you shop for things within that hobby (example- yoga mats, water bottles, paintbrushes, paints)?
6. How would you shop for a loved one's hobby that is not your own (example: your partner is an avid football fan but you know nothing of the sport.
7. How would you go about finding them a gift)?

Testing common findings

Common findings for card sort

1. Game manuals, even though they are books, are not with other books, but games.

2. Most common group names

- a. Accessories
- b. Video games
- c. Comics

3. Cosplay and live-action roleplay things are separate from everyday hats and jackets

There was no question that hats, jackets, bags and buttons would not be linked to the roleplay or cosplay groups

4. School supplies and posters were the hardest to group

Post-test questions

1. How easy was it to sort the data?
2. Was there anything there that you feel did not belong?
3. Is there anything you thought would be there that was not? What was it?

Conclusion

Most of the users struggled with sorting the same items () and had the same outliers (weapons). Groups of the books were also a common pause but most, if not all of the test subjects grouped them similarly. Overall the users found the task simple and the instructions clear.