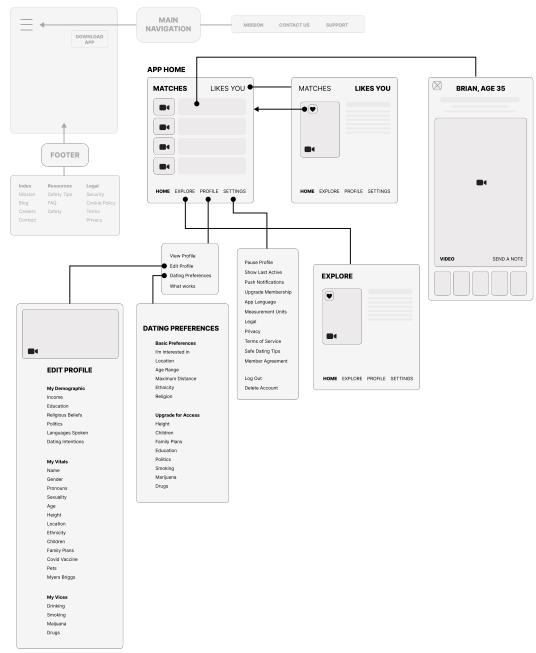
SITE MAP

After looking at many different app architectures, I started with a simple pattern allowing users to communicate with matches and update their profile easily.

WEB SALES PAGE



CARD SORT



After creating my sitemap, I organized the information in a way I hypothesized would make sense to my users.

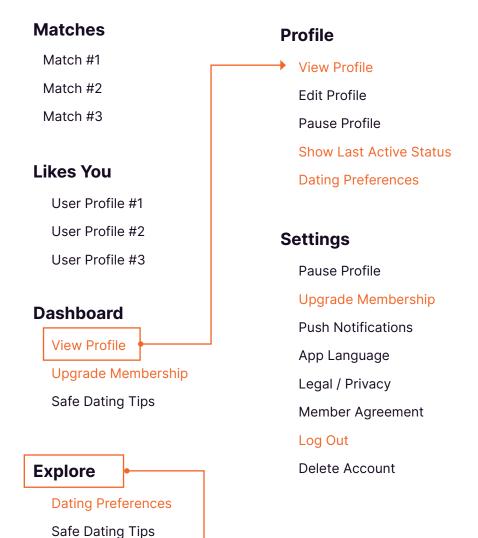
I decided to test my decisions with eight respondents using a UXtweak Card Sort exercise.

Cards	Matches	Likes You	Dashboard	Explore	Profile	Settings
User Profile #1	0	3	1	3	2	0
User Profile #2	0	3	2	3	1	0
View Profile	1	0	4	0	4	0
Edit Profile	0	0	1	0	8	0
Dating Preferences	0	0	1	4	3	1
Pause Profile	0	0	0	0	6	3
Show Last Active Status	0	0	0	2	5	2
Upgrade Membership	0	0	4	0	0	5
Push Notifications	0	1	1	1	0	6
App Language	0	0	0	0	0	9
Legal / Privacy	0	0	1	0	0	8
Safe Dating Tips	0	0	3	5	0	0
Member Agreement	0	0	1	0	0	8
Log Out	0	0	3	0	2	4
Delete Account	0	0	0	0	2	7
User Profile #3	0	3	2	3	1	0
Match #1	9	0	0	0	0	0
Match #2	8	1	0	0	0	0
Match #2	9	0	0	0	0	0

CARD SORT

After analyzing the card sort results through a Standardization grid, I could see any cards placed under specific card categories by most respondents, including any cards placed in multiple categories.

I could see if the respondents would have placed cards differently. For instance, the **View Profile** card would be located on the dashboard under the **Profile** card category.



> Explore
> Profile
> Settings
> Matches
> Likes You

Upgrade Membership

Could be under the Settings
card category, along with a

pop-up when a user tries to

access restricted parts of

their account.

Because this will be the tab for users to browse profiles, I need to determine if this label is appropriate.