

Results of participants 1, 2, and 3, card sort grouping

	Partisapant 1	Participant 2	Participant 3		
Group 1	Contractor Reviews C1,4,2	About Contractors C5	Review - Local Contractors C4, C1		
Group 2	About Local Contractors C3,5	Contractors Reviews C1,4, 2	Write a review about Local Contractor C2		
Group 3		Local Contractors C3	Search Local Contractors C3		
Group 4			About Contractors C5		
Group 5					
Card Matrix				Sum	Similarity rating
C1 & C2					
C1 & C3					
C1 & C4 & C2	1	1		2	2
C1 & C5				0	
C2 & C1				0	
C2 & C3				0	
C2 & C4				0	
C2 & C5				0	
C1 & C4			1	1	
C3 & C5	1			1	
C3		1	1	2	2
C5		1	1	2	2
C2			1	1	
Cards and codes					
C1 Read reviews about local contractors					
C2 Write and Submit a Review					
C3 View a list of Contractors					
C4 View a list of reviewers					
C5 Read how to choose a contractor					

Interpretation of participant data from card sorting grouping and qualitative foundation

Participant #1

The participants in this exercise were excited about assisting in determining how the groups my work. This individual has done house remodeling in the past and felt as though he had explored these types of websites for his own research purposes. This participant was specifically excited about his ability to review and read reviews about contractors in his area. He was also excited about learning about local contractors in his area. From a priority perspective, this participant shows reviews about contractors to be the highest priority.

Participant #2

This participant has never done any remodeling in the past, however, she works online daily for a large software company. Because of her exposure to software and online categorization, her input was a bit more in depth. This participant chose to separate contractor reviews from local contractor listings. Additionally, she prioritized learning about contractors as the first review in the priority list.

Participant #3

The third participant chose to prioritize the ability to read reviews about local contractors above the others. Writing reviews was next in terms of priority. Next search for local contractors. Finally, learning about local contractors. This individual owns a house and remodeled several houses in the past. He works as a school principal.

"Contractors Local" - Organization and recommendations

Recommendations:

- A. **Establish more broad content hierarchy and further user interest top down.** Survey users further or look into other aspects of interest that may correlate to reading and writing reviews about local contractors. It would be interesting to further round out the aspects and dimensions of the website with other interests.
- B. **Second Card Sort** - After correlating new interests from surveys, perform a secondary card sort to introduce more focuses in addition to the current card sort results.
- C. **Ideation session with UX IA specialist** To learn and understand more about past clientele, that contractors have worked with and what's important to customers when dealing with contractors.

Organization recommendations

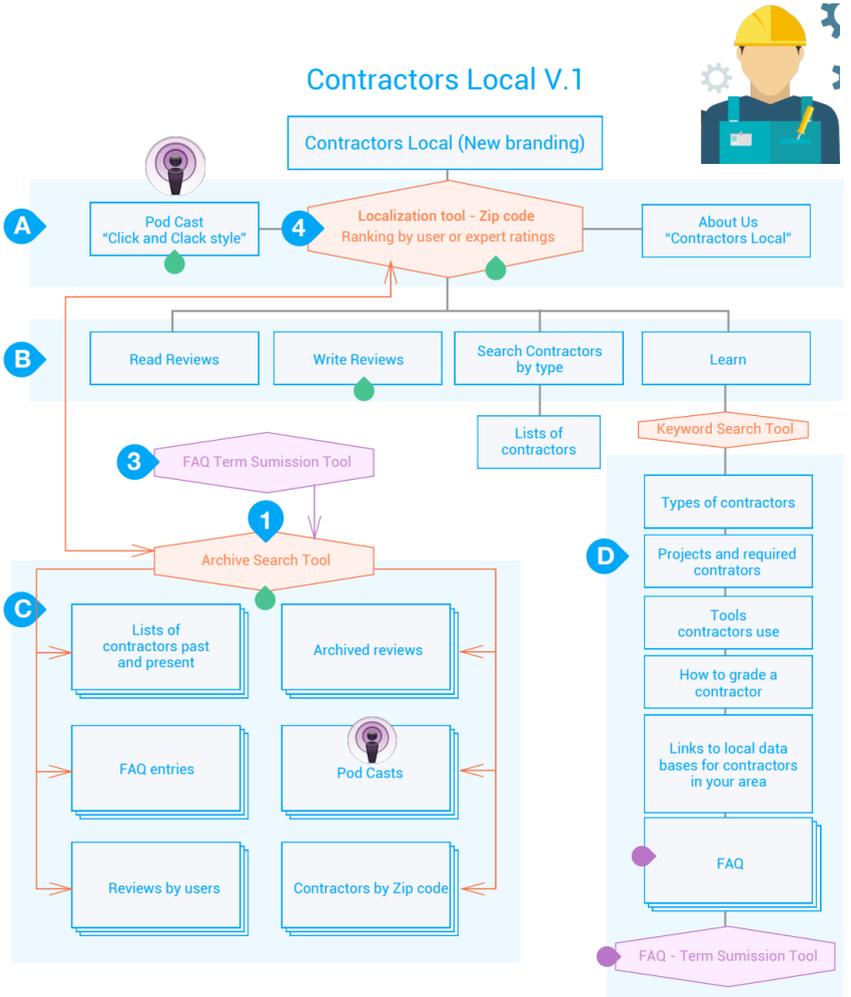
The organizational structure has been broken down into four major categories, A. B. C. & D. The following organizational recommendations also include creative ideas for the stakeholders to consider such as a weekly Pod Cast. These ideas are certainly not required, but may add value to the overall structure of the system.

A. **High level site elements for "Contractors Local"** including a monthly Pod Cast section, a localization search tool based on ZIP code, and an about us section that introduces the user to the website and its authors.

B. **Second site elements** - secondary site elements would encompass the ability to both read and write reviews, search contractors by time, evaluate and look at a list of contractors, learn about contractors, projects, tools, FAQ, etc.

C. **Archive of lists and two reviews pertaining to Contractors Local** - the ability to archive a list of contractors, reviews written by users, Pod Casts, future FAQ entries, and the ever expanding lists of contractors by ZIP code as well as an archive based search tool.

D. **Learn Section** - An area focused specifically for learning about contractors, building projects, tools, how to grade contractors on their knowledge, and links to other databases that are helpful to the users regarding learning more about contractors. I see this section as being very important in terms of solidifying trust and transparency in a confusing environment, such as construction and contracting. I believe the more educated users are, the more comfortable users will feel, and want to participate in the online community.



Organization Continued

- 1. **Chronological Homogenous Structure for "Reviews written by users"** - Ranking by Relevance (Ranked chronologically). **Searchable by keyword.**
- 2. **Learn Section FAQ - Alphabetical Homogeneous Structure- (broad & shallow)**
A spectrum of labels for subsections associated with learning more about contractors, building projects, tools that contractors use, how to grade contractors on their knowledge, and links to other databases that are helpful to the users regarding learning more about contractors. **Searchable by keyword.**
- Task driven areas of the website. We would be asking the user to do the following:
 - Write a review
 - Select and listen to a Pod Cast from the archives
 - Perform a search based on localization
 - Perform a search based on chronologically stored information in the archives
- 3. **Submission compiled FAQ (for professionals & users) - Hierarchy System: Top down that is wide and shallow** - Supporting terminology from contractors, users, and industry professionals.
 - This feature would be dynamic and allow both professionals and users to make terminology submissions like Wikipedia. Adjustments to the terminology, definitions, examples, and other supporting contextual information would be managed by approved industry professionals, who are allowed to make and manage context within the site itself.
- 4. **Localization Tool (Zip code)** - this feature would allow both users and industry professionals to search reviews of contractors by ZIP Code.

Search features: Ranking by user or expert ratings. The ability to rate a review based on its helpfulness to the user is by feature to consider. An "Overall Rank" shown by stars and supported with rankings by both users and experts. This will assist the user to determine the value of the review. The review can be backed up by a trusted industry professional.

** (Page 172 chapter 8 search systems Information Architecture.)*

Example rating shown below. Both users and professionals can rate individually.

Johnson Construction ★★★★★
 Seattle, WA | General Contractor | 2017 February 12
 User Rating ★★★★★ | PRO Rating ★★★★★

