KAUS

CARD SORTING

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OBJECTIVE

The purpose of this card sorting exercise is to understand understand how users fit content into an existing structure. Analysis of the results will help create an exoperience that is simple and easy to use.
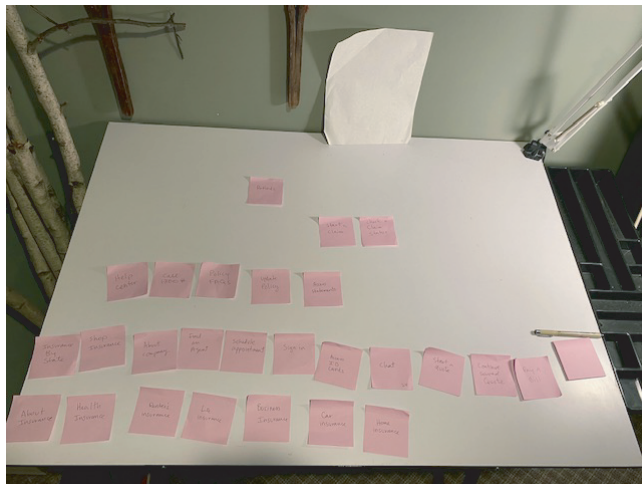
METHOD: OPEN CARD SORT

CARDS: 27

PARTICIPANTS: 3

PARTICIPANT 1
Time: 7:08

Observation: This participant did not know where to categorize Refunds

Observation: This participant was confused by About Insurance, the types of insurance and Shop Insurance. They grouped all together and none under subcategories
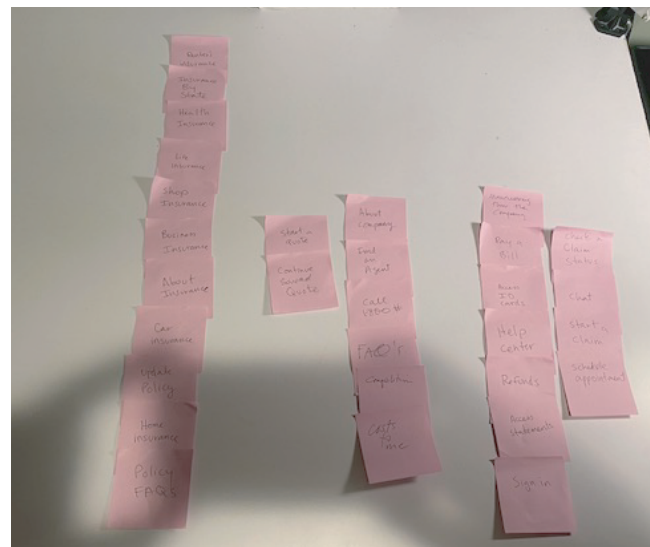
PARTICIPANT 2
Time: 5:50

Observation: This participant added multiple write in categories including a main category "Manuvering Thru The Company", and under About the Company he added "Costs to Me", "Competition" and "FAQs"

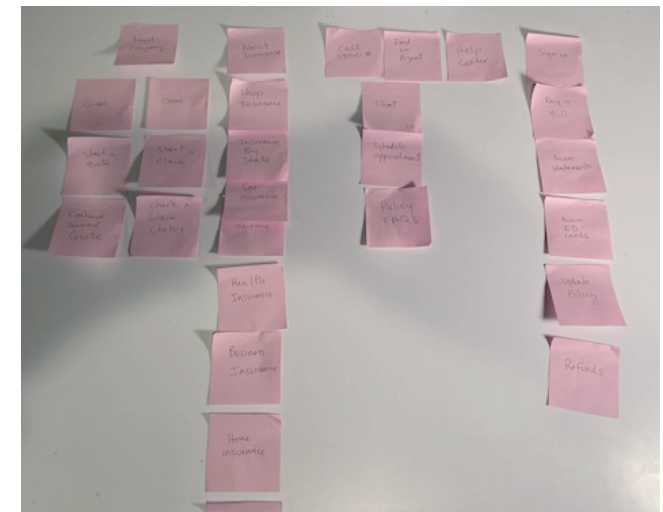**Observation:** The participant grouped Claim Status Information together with schedule an appointment

PARTICIPANT 3
Time: 6:49

Observation: This participant grouped 5 items under "Sign-in" with completely differnt than otyher participants.

Observation: This participant added additional categories "Quotes" and "Claims" with sub categories under each

CARDS

Pay a Bill	About Us	Sign in	Continue Saved Quote	Policy FAQs	Chat	Pay a Bill
Help Center	Access Statements	About Insurance	Call 1-800 #	Update Policy	Find an Agent	Life Insurance
Check a Claim Status	Start a Claim	Health Insurance	Start a Quote	Access ID Cards	Insurance by State	Business Insurance
Renter's Insurance	Car Insurance	Home Insurance	Schedule Appoinment	Shop Insurance	Refunds	

FINDINGS

All participants grouped a few of the same cards together in regards to insurance types, claims, and quotes. There were some minor variations of groupings with the contact / help .

There were major differences in the grouping what I would describe as the quick links or things to do under Sign in. I'm not sure as to whether this was helpful or not.

I need to address a category or placement for users to calculate costs or compare costs or plans.

Having Quotes, Bills and Claims together maybe helpful in terms of understanding needs of a user. It did not appear the participants grouped immediate needs of a user as compared to loggining in and accessing information.

CATEGORIES CREATED

Quotes, Bills, & Claims	Start A New Quote	Continue A Saved Quote	Pay a Bill	Get ID Cards	Start a Claim	Access ID Cards
Shop Insurance	Car Insurance	Home Insurance	Life Insurance	Renter's Insurance	Business Insurance	Health Insurance
Policy FAQS	Help Center	Refunds				
About Insurance	Insurance By State	Ways to Save				
Getting Information	1-800 #	Schedule Appointment	Chat	Sign In		