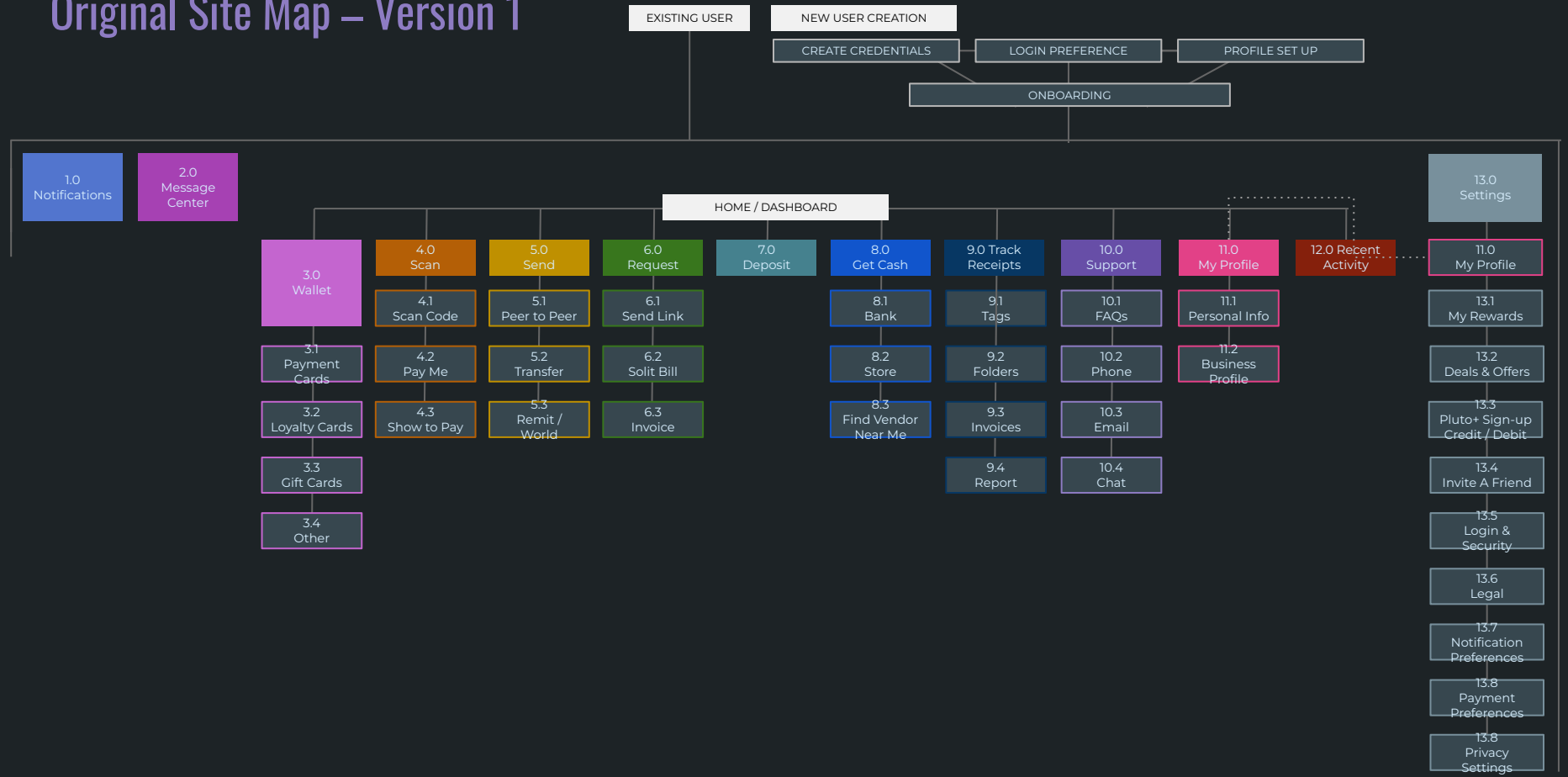
Site Map Evolution

PlutoPay

Original Site Map – Version 1



Establishing Information Architecture

Site Map

Keeping the possible solutions in mind with the user-centric goals, an initial sitemap was created. To test the validity of user associations for an intuitive experience, a card sorting session was conducted.

KEY TAKEAWAYS

After the card sorting session, data showed that I had to re-categorize a few things because they caused confusion.

- Changes:
  - Rethink priority of Walet *(Later on changed to Cards & Accounts)*
  - Consolidated “Recent Activity” and “Track Receipts”
  - Added link to “Personal QR Code” under “My Profile”
  - Added link to “Report/Flag” under “Support”
  - Removed My Rewards, Deals and Offers and Pluto+ Sign Up from Settings to its own category “Rewards, Products and Offers”

Refining Your Sitemap with Card Sorting

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PlutoPay

B. Refining the Site Map

Card Sorting

After the card sort, I was able to speak to the participants in general about what they thought of the exercise and some gave rationale to their decisions.

Invite a Friend

7 of the participants thought that this is like a Venmo where a social component is included - all 4 thought that this would be under a notification function, and 3 thought that their profile would show their # of friends.

Invoice a Business

Most people agreed with the proposed location on the sitemap in the context of a payment app would fall under Request Money.

Invoices

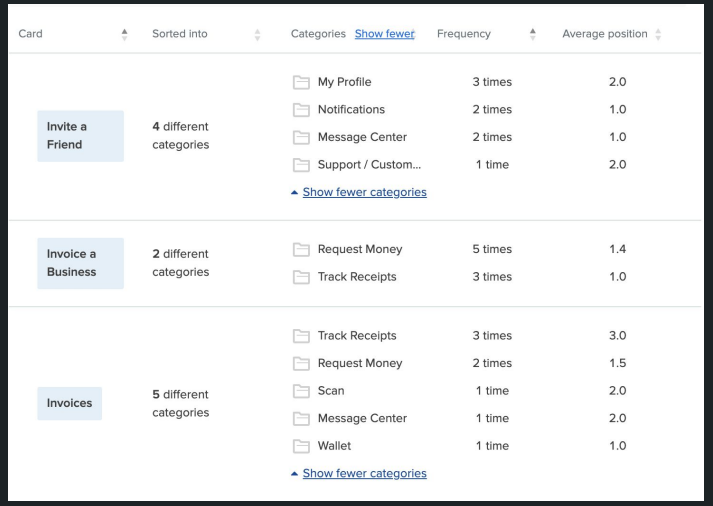
Most people agreed with the proposed location on the sitemap in the context of a payment app would fall under Request Money.

Loyalty Cards

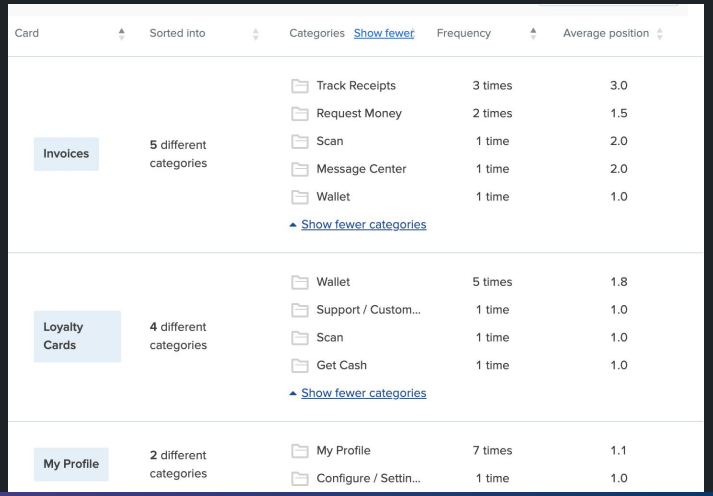
Most people thought it should go in Wallet, but after talking to the participants, more than half of them mentioned that “Wallet” is confusing since they though the whole app is the “wallet.” This was worth noting and revising.

My Profile

This was self explanatory. The hope is to have this accessible in multiple location since it’s a user’s identity and one makes it their own.



Card	Sorted into	Categories Show fewer	Frequency	Average position
Invite a Friend	4 different categories	My Profile	3 times	2.0
		Notifications	2 times	1.0
		Message Center	2 times	1.0
		Support / Custom...	1 time	2.0
		Show fewer categories		
Invoice a Business	2 different categories	Request Money	5 times	1.4
		Track Receipts	3 times	1.0
Invoices	5 different categories	Track Receipts	3 times	3.0
		Request Money	2 times	1.5
		Scan	1 time	2.0
		Message Center	1 time	2.0
		Wallet	1 time	1.0
		Show fewer categories		



Card	Sorted into	Categories Show fewer	Frequency	Average position
Invoices	5 different categories	Track Receipts	3 times	3.0
		Request Money	2 times	1.5
		Scan	1 time	2.0
		Message Center	1 time	2.0
		Wallet	1 time	1.0
		Show fewer categories		
Loyalty Cards	4 different categories	Wallet	5 times	1.8
		Support / Custom...	1 time	1.0
		Scan	1 time	1.0
		Get Cash	1 time	1.0
		Show fewer categories		
My Profile	2 different categories	My Profile	7 times	1.1
		Configure / Settin...	1 time	1.0

Notification Preferences
Half of the participants agreed with the proposed location under “Configuration/Settings” After speaking with the other half, two people that said “My Profile” changed their minds as they were talking it through.

Payment Cards
Most people thought it should go in Wallet, but after talking to the participants, more than half of them mentioned that “Wallet” is confusing since they though the whole app is the “wallet.” This was worth noting and revising.

Payment Preferences
6/8 is a pretty good indicator that we’re on the right track.

Peer-to-Peer Payment
5 agreed during card sort. The participant who said “wallet” is one of the people that mentioned that he thought the whole thing was a “wallet” so with that said, he change the answer to “Send Money” as well

Personal QR Code
This seems to be all over the place when it came to the card sort. It maybe something that is kept in mind for next round if there are still any confusion. An option is to create multiple access also for it.

Pluto+ Accounts
Now that “Wallet” has been reinvented, this also need to be recategorized.

Privacy Settings
7/8 is a pretty good indicator that we’re on the right track.

Report Transaction
This has been scattered across the board so this is something that should go under more investigation. This may be something that should span multiple categories.

Card	Sorted into	Categories (Show fewer)	Frequency	Average position
Notification Preferences	4 different categories	Configure / Settin...	4 times	2.0
		My Profile	2 times	2.5
		Message Center	1 time	2.0
		Notifications	1 time	1.0
		▲ Show fewer categories		
Payment Cards	2 different categories	Wallet	7 times	2.3
		Support / Custom...	1 time	2.0
Payment Preferences	3 different categories	Configure / Settin...	6 times	2.3
		Send Money	1 time	3.0
		Track Receipts	1 time	2.0
Peer-to-Peer Payment	4 different categories	Send Money	5 times	2.2
		Wallet	1 time	4.0
		Request Money	1 time	2.0
		Recent Activity	1 time	2.0
Personal QR code	4 different categories	My Profile	3 times	2.3
		Wallet	2 times	4.5
		Scan	2 times	2.0
		Configure / Settin...	1 time	1.0
		▲ Show fewer categories		
Pluto+ Credit/Debit Card	2 different categories	Wallet	6 times	2.7
		Get Cash	2 times	1.0
Privacy Settings	2 different categories	Configure / Settin...	7 times	1.4
		My Profile	1 time	1.0
Report Transaction	4 different categories	Support / Custom...	3 times	1.0
		Track Receipts	2 times	2.0
		Recent Activity	2 times	1.0

Request Money
There was a lot of confusion on this one and after speaking the participants, 75% of them said that if they see it in a group context, they would know what it would mean. Without the context they said that they just took a wild guess.

Rewards, Deals and Offers
This is worth investigating since this is also another one that was all over the Board. After speaking with the participants, 4 of them felt that it was either really broad or suggested maybe this should be its own section.

Payment Preferences
8/8 is an awesome indicator that we're on the right track.

Send Money Worldwide
8/8 is a great indicator that we're on the right track.

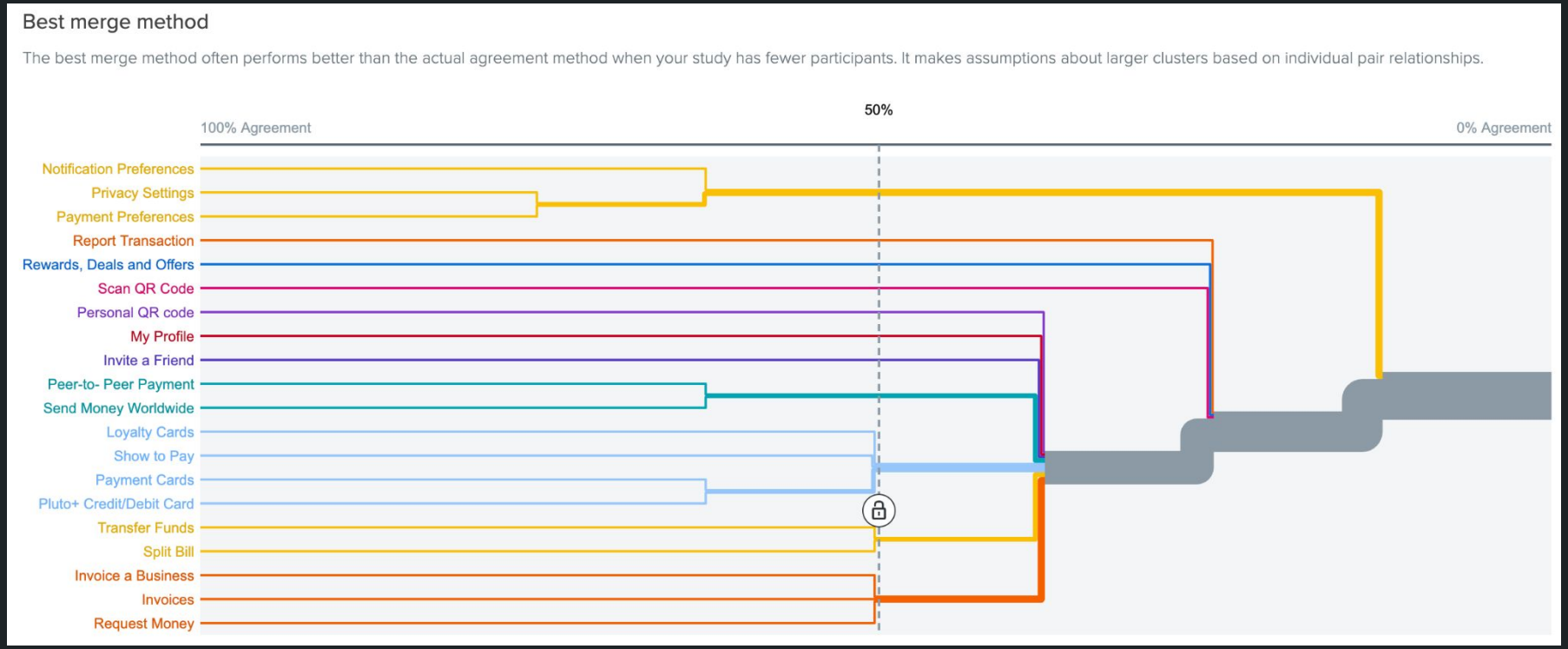
Show to Pay
This is another one that was pretty scattered - worth rethinking.

Split Bill
This is another one that was pretty scattered - worth rethinking. Another that may span multiple categories?

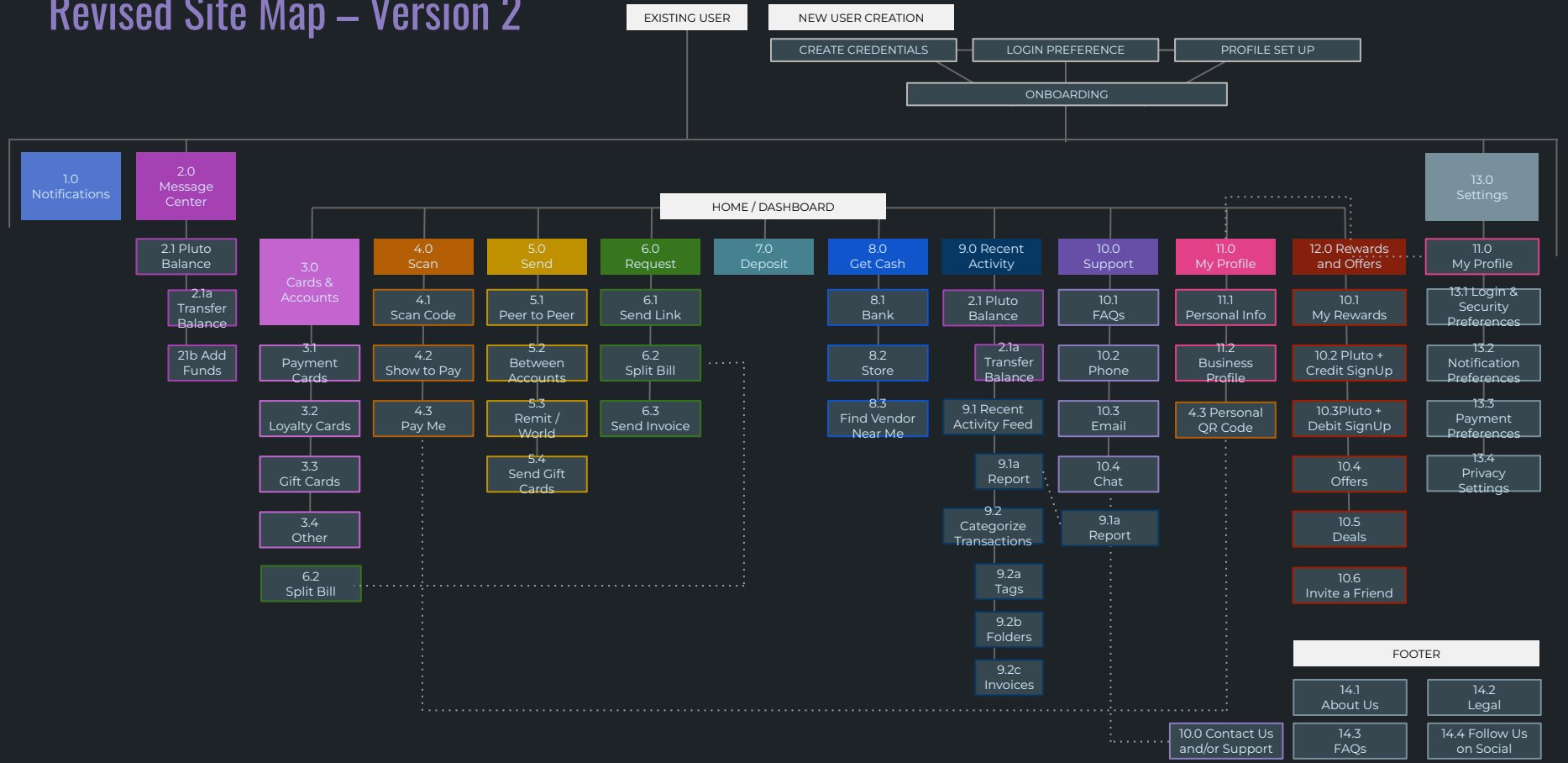
Transfer Funds
This is another one that was pretty scattered - worth rethinking.

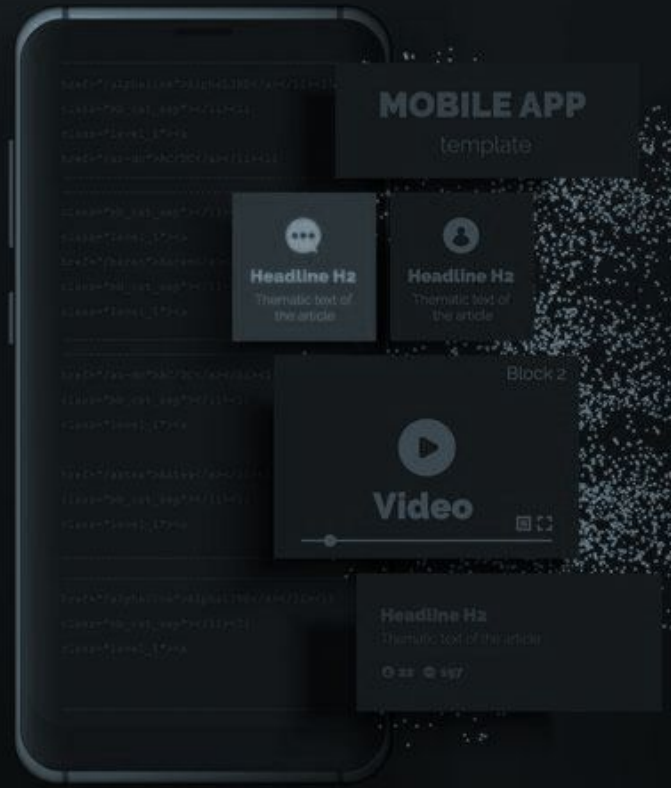
Dendograms

Here's another visual of the grouping from card sorting sessions – the association of similar sets of features



Revised Site Map – Version 2





UX

USER EXPERIENCE design

THANK YOU