Zeit Time Travel Tourism

Open Card Sorting

Agenda

- Goals and Method
- Participants involved
- Cards for Open Card Sort
- Results from Card Sorting
- Similarity Matrix
- Key Findings

Goal

How would a users search for a location or experience to travel to or have? What would be their ideal categories to look for?

Other pages give packages for most situations and it is crutial to understand how users will naturally classify travel information based on their intuitive site navigation techniques.

Method

Open Card Sort using Optimal Workshop

I decided to use Optimal Workshop to conduct this site map organization research since the workshop had to be conducted remotely.

All participants used different buckets to categorise all the time travel information that they felt made the most sense.

Participants Involved

How many participants took part in the Open Sort?

Open Card Sort:
Optimal Workshop: 8

Cards for Sorting

20 Cards

Watch the Berlin wall fall- November 9, 1989	Age of Samurai: Sengoku(1500s) Japan	Ancient Rome	Building the Eiffel Tower	Building the Great Pyramid, Egypt
Filming Star Wars	Construction of the Taj Mahal, Agra, 1643	Coliseum built in Rome, Italy, 82 AD	Cleopatra's Egypt, 50 BC	California Gold Rush
Loch Ness Monster's Birth	Martin Luther King Jr.'s speech, August 28, 1963	Michelangelo painting the Sistine Chapel 1508	Mozart's Vienna	Stone Age Tribal Life
Wright Brothers' First Flight 1903	Witness Apple iPhone unveiling, 2007	Vincent Van Gogh's France	Utah, Late Triassic	Talk to an Expert

Card Sort Results

Participant 1

Time taken :
9:59

Categories Created : 6
Design and Architecture
Historic Events
Historic Periods
Iconic Modern Experiences
Learning Module
Monsters and Others

Participant 2

Time taken :
4:40

Categories Created : 6
Ancient History
Architecture
Experience through the eyes of..
Historic moments
Modern Iconic Events
Monsters and More

Participant 3

Time taken :
4:52

Categories Created : 5
Architecture
Education and Support
Experience History
Iconic moments in History
Monsters and Triassic Times

Participant 4

Time taken :
4:52

Categories Created : 6
20th Century
21st Century
Early History
Guide
Mythology
Pre history

Participant 5

Time taken :
2:17

Categories Created : 6
American History
European History
Help
Myth
Pre History
Rest of World History

Participant 6

Time taken :
4:54

Categories Created : 5
A Tool
American Things
Iconic Architecture
Things happening in Europe
Times

Participant 7

Time taken :
2:06

Categories Created : 3
Dates
History
Misc

Participant 8

Time taken :
5:49

Categories Created : 6
Architecture
Art
Evolutions
Historic Events
History
Movie Making

Similiarity Matrix

Vincent van Gogh's France																			
100	Mozart's Vienna																		
75	75	Michelangelo painting the Sistine Chapel 1508																	
50	50	62	Cleopatra's egypt, 50 BC																
50	50	62	100	Age of Samurai: Sengoku (1500s) Japan															
37	37	50	87	87	Ancient Rome														
37	37	37	50	50	50	Stone Age tribal life													
12	12	0	0	0	0	50	Utah, Late Triassic												
12	12	0	0	0	0	12	50	Loch Ness monster's birth											
12	12	0	0	0	0	12	25	25	California Gold Rush										
0	0	12	0	0	0	0	12	12	75	Martin Luther King Jr.'s "I Have a Dream" speech, August 28, 1963									
0	0	12	0	0	0	0	12	12	75	75	Wright Brothers' First Flight, 1903								
0	0	12	0	0	0	0	12	12	50	75	62	Witness Apple iPhone unveiling, 2007							
12	12	0	0	0	0	12	25	12	62	37	50	62	Filming Star Wars						
12	12	0	0	0	0	12	12	12	12	0	0	12	37	Talk to an Expert					
12	12	0	0	0	12	12	12	25	25	0	25	0	25	12	Building the Eiffel Tower				
12	12	12	25	25	37	0	0	12	0	0	12	0	0	0	75	Coliseum built in Rome, Italy, 82 AD			
25	25	25	37	37	25	0	0	12	0	0	12	0	0	0	62	87	Building the Great Pyramid, Egypt		
25	25	37	25	25	12	0	0	12	0	12	25	12	0	0	62	75	87	Construction of the Taj Mahal, Agra, 1643	
25	25	37	12	12	0	0	0	12	62	62	62	37	25	0	12	0	12	25	"Watch the Berlin Wall fall November 9, 1989 "

Key Findings

Cards Grouped Together 100% of the time

- Vincent Van Gogh's France
- Mozart's Vienna
- -Cleopatra's Egypt, 50 BD
- -Age of Samurai: Sengoku (1500s) Japan

Commonly Created Categories

- History
- Architecture
- Experience

Other Suggestions from Participants

- They would like to use their mobile devices more to make bookings.
- Would be nice to have options they want catered and curated based on surveys
- Implementing AR maybe?
- Find interesting ways to get to the time travel portals.

Surprise Findings

- Some participants categorized the Expert talks with a learning module and suggested it would be nice as an 'add on' item
- Many were uncertain how to categorize Van gogh and Mozart
- Most participants were in concensoud about what gets categorised in terms of Architecture.