

# WOOME

Made for the Way You Live and Rest

## IA, Card Sorting, Site Mapping

**PRESENTED BY:**

Ingrid Perez-Esquivel

# Agenda

Competitive Analysis

Common Patterns

Key Differentiators and Unique Website Features

Site Map Pages and Content Types

Card Sorting Exercise Overview

Card Sorting Exercise Pre/Post Survey Analysis

Recommendations

Proposed Site Map

Appendix

# Competitor Analysis

	Founding Date	Target Customers	Average Customer Salary	Mission Statement
Crate & Barrel	1962	Higher-income households, with a focus on curated aesthetics.	\$80,000–\$120,000	Help people love how they live in moments that matter.”
Wayfair	2002	Middle-class families and budget-conscious shoppers.	\$50,000–\$80,000.	Create spaces that make you feel right at home
Burrow	2016	Millennials and Gen Z with sustainable and minimalist preferences.	\$70,000–\$100,000.	Make the furniture experience simple, sustainable, and harmonious.”

# Common Patterns

## Seasonal and Thematic Grouping

All three companies integrate seasonal collections (e.g., holiday or event-based groupings) into their homepages to reflect customer shopping trends.

## Hierarchical and Accessible Navigation

- Easy-to-use menus with subcategories ensure a streamlined user journey.
- Menus are adapted to user needs, with some brands offering unique extras like “Help Articles” (Wayfair) or subcategories by lifestyle space (Burrow).

## Prominent Customer Incentives

- Discount banners, free shipping options, and rewards programs are front and center, ensuring value-driven messaging.

## Lifestyle and Value-Based Marketing

- While Crate & Barrel and Burrow focus on sustainability and design cohesion, Wayfair highlights affordability and breadth of selection, showing a shared emphasis on connecting with customer values.

# Key Differentiators and Unique Website Features

WayFair

## Comprehensive and Hierarchical Navigation

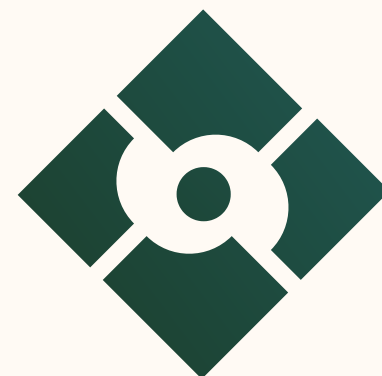
- Wayfair emphasizes ease of navigation with a prominent search bar and hierarchical navigation menus that cater to diverse needs. Categories include rewards, financing, and professional help.
- Unique subcategories are highlighted with red text for sale items, facilitating quick discovery.

## Sales and Promotions Integration

- The homepage is heavily focused on sales, with a grid layout showcasing discounts and budget-friendly items.
- Thematic groupings like "Living Room Essentials" and "Holiday Gifts" are used to align with customer intent during peak seasons.

## Customer Support and Trust-Building

- Bottom-of-page banners consistently emphasize perks like free shipping over \$35 and chat support, creating a customer-focused and service-driven experience.
- Educational articles help guide customers to informed purchases, adding value to the browsing experience.



# Key Differentiators and Unique Website Features

# WayFair

The screenshot displays the WayFair website interface. At the top, a purple banner offers "Up to 70% OFF & fast shipping | Black Friday Sneak Peek feat. Sealy" and lists services like "Rewards | Financing | Professional | Free Shipping Over \$35\*". The main navigation bar includes categories such as Furniture, Outdoor, Bedding & Bath, Rugs, Décor & Pillows, Lighting, Organization, Kitchen, Baby & Kids, Home Improvement, Appliances, Pet, Holiday, Shop by Room, and Sale. A search bar with the placeholder "Find anything home..." is prominently featured. Below the navigation, there are several promotional sections: "what we're doing to make an impact" with sub-sections for "Our Commitments", "Shop Black-Owned Brands", and "Shop Sustainably"; "gifts for all (& in your budget)" featuring products like an espresso machine, gifts under \$50, gifts under \$20, and holiday host essentials; and "a budget-friendly bedroom" with sub-sections for "mattresses under \$500", "pillows under \$50", "beds under \$700", and "benches under \$250". The "Need Help Deciding?" section provides guides for ceiling lights and wall sconces. The "What We Offer" section highlights "Fast & Free Shipping Over \$35", a "Lighting expert" chat, and an "Unbeatable Selection".

# Key Differentiators and Unique Website Features

## Crate & Barrel

### Immersive, Visual Experience

- Heavy use of videos throughout the homepage adds dynamic energy but risks overwhelming users. Videos highlight seasonal themes, recipes, and product functionality.
- High-quality imagery reflects a more curated and upscale brand identity.

### Email Marketing and Mobile Integration

- Customers are greeted with a pop-up to join the email list, pre-checked by default that can be categorized as a deceptive design. Discounts and incentives are a recurring theme, both in pop-ups and bottom-of-screen banners.
- QR codes encourage app downloads, gamifying the experience with a chance to win \$500.

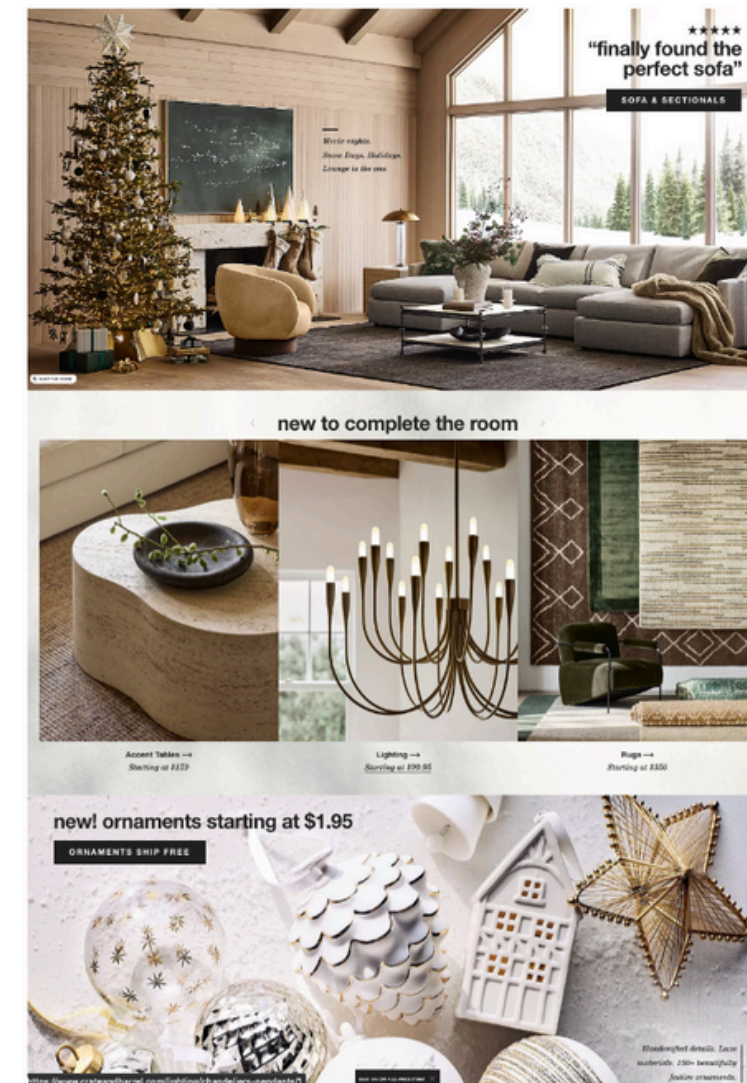
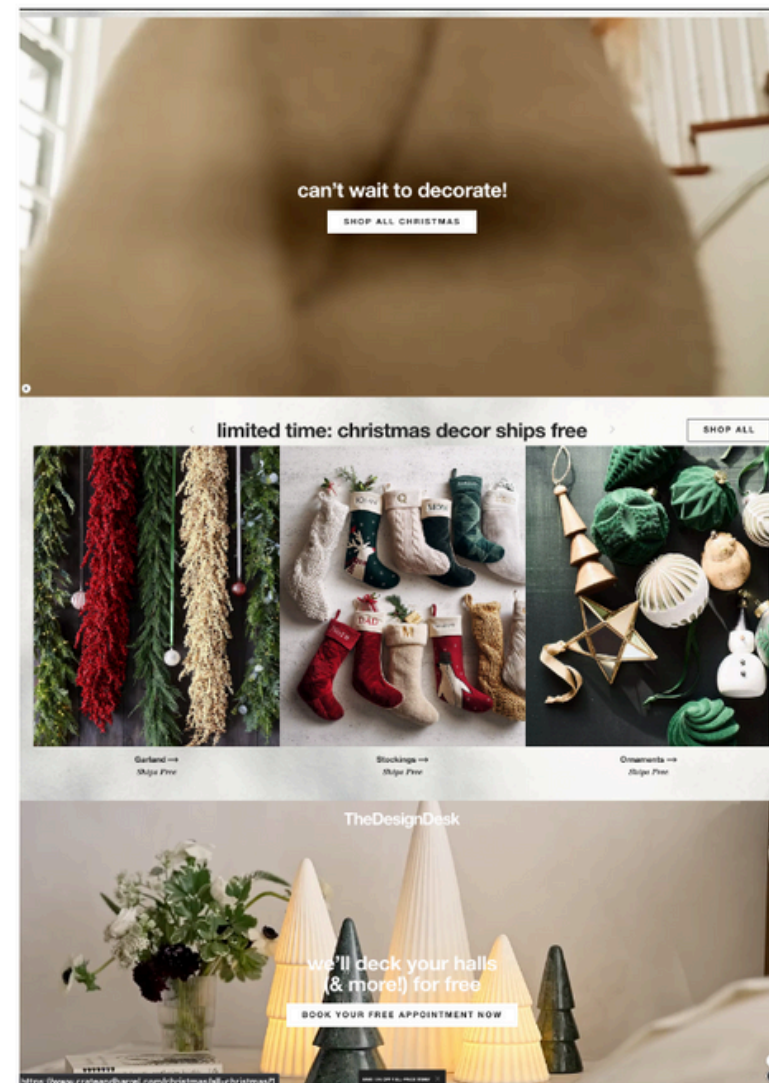
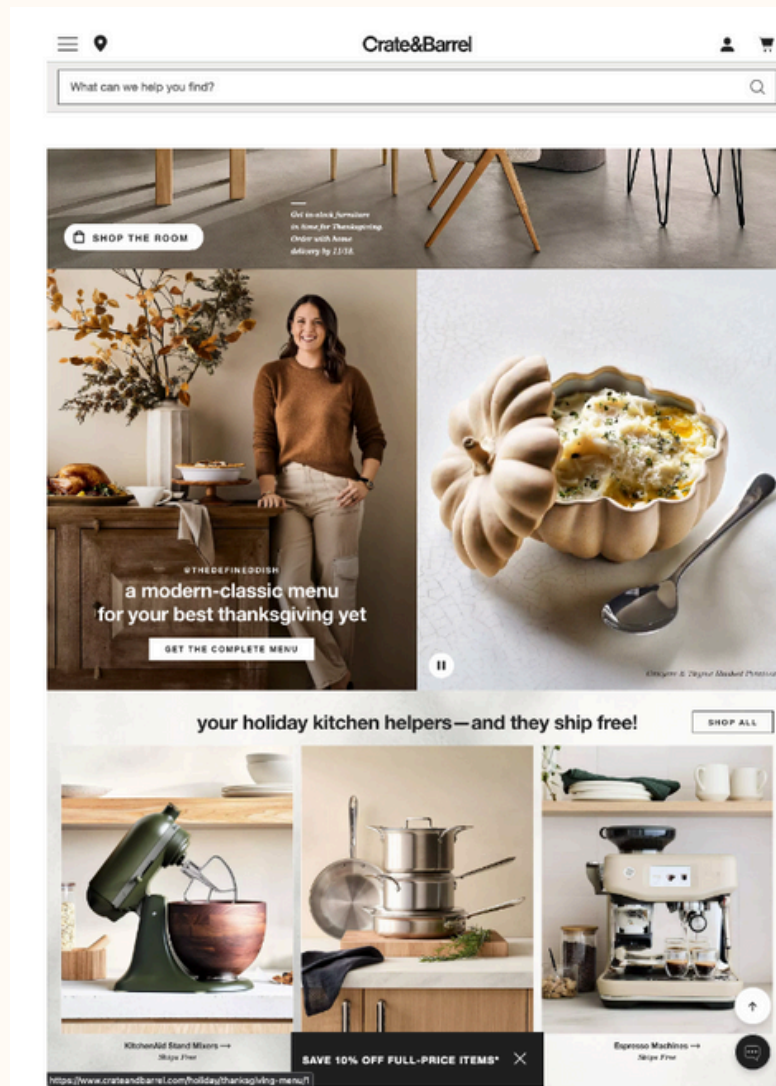


### Gestalt Principles in Layout

- Logical grouping of items (e.g., dinnerware near kitchen appliances) helps customers intuitively navigate products.
- Seasonal and lifestyle guides emphasize customer experiences and aesthetics (e.g., "The Only Gift Guide You Need").

# Key Differentiators and Unique Website Features

## Crate & Barrel



# Key Differentiators and Unique Website Features

**Burrow**

## Targeted Messaging for Millennials and Gen Z

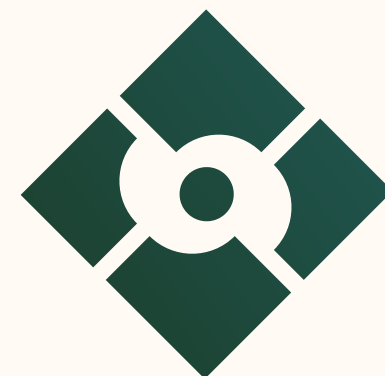
- Burrow appeals to younger generations with playful, relatable language like "vibes" and lifestyle-oriented messaging around pets, kids, and work-from-home setups.
- Emphasizes furniture that is easy to assemble, sustainable, and adaptable to modern living.

## Customizable and Educational Content

- Dedicated pages compare materials, explain assembly processes, and highlight sustainability, justifying premium pricing and helping customers make informed choices.
- Unique search features within reviews allow customers to research real-life experiences with products.

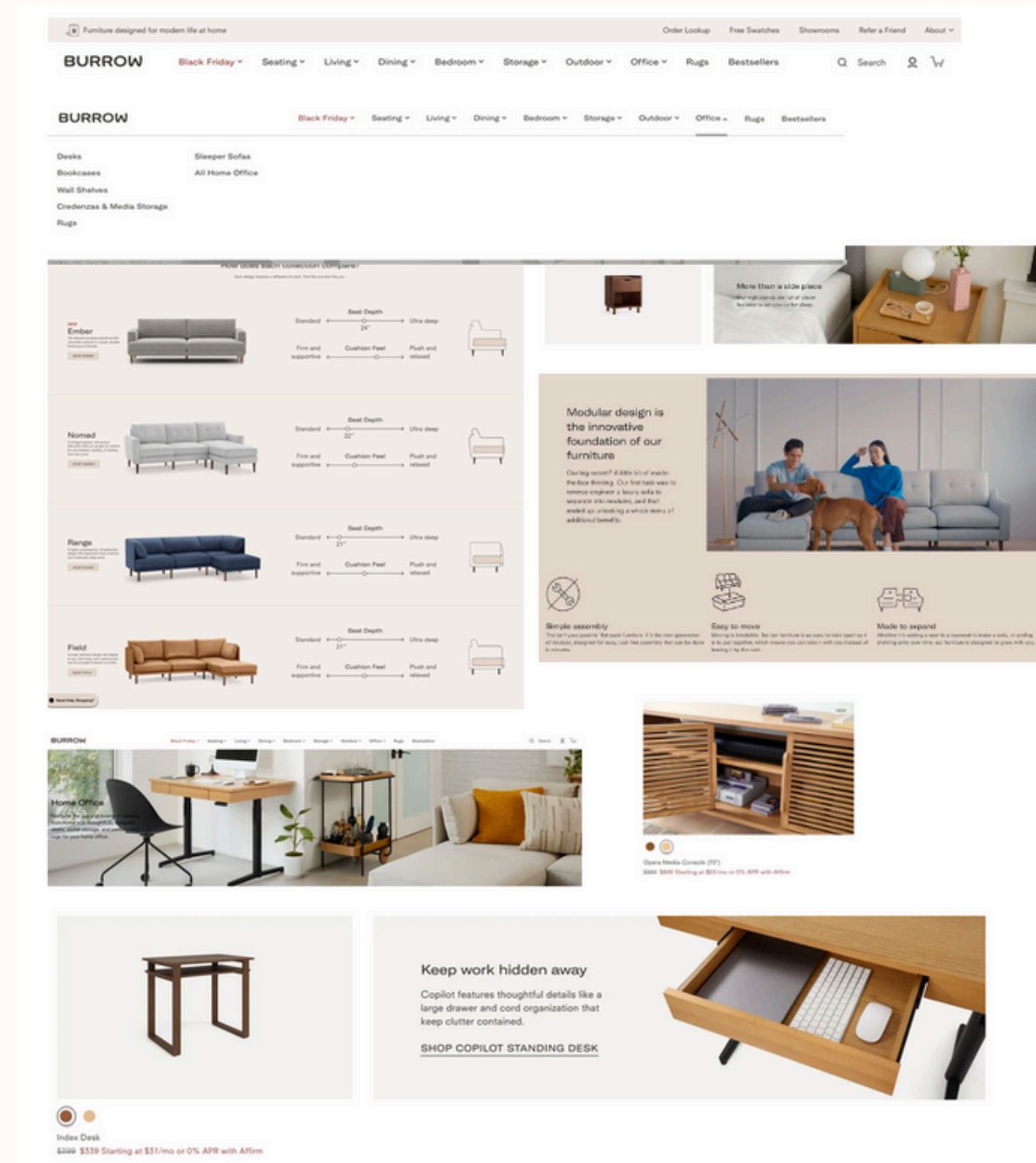
## Minimalist Navigation

- Focused subcategories like "Living" and "Bedroom" align directly with lifestyle spaces. The navigation is lean, emphasizing simplicity while offering rich submenus to guide buyers.



# Key Differentiators and Unique Website Features

## Burrow



# Site Map Pages and Content Types

Analyzing the top 10 furniture stores both online only and those that have a brick and mortar the following page categories and sub categories were identified as the most essential and efficient for furniture shopping

# Site Map Pages and Content Types

Furniture	Entryway	Tableware	Grills	Office Decor	
Living Room	Home Decor	Cookware	Bed & Bath	Table & Floor Lamps	
Bedroom	Wall Art	Serveware	Bedding	Outdoor Lighting	
Dining Room	Mirrors	Glassware	Mattresses	Storage & Organization	
Office	Rugs	Small Appliances	Bathroom Accessories	Closet Storage	
Outdoor	Lighting	Outdoor	Towels	Kitchen Storage	Back-to-School
Kids' Furniture	Pillows & Throws	Outdoor Furniture	Lighting	Decorative Storage	Sale/Clearance
Office Furniture	Clocks	Patio Decor	Ceiling Lights	Shelving	
Desks	Kitchen & Dining	Garden	Wall Lights	Collections	
Office Chairs	Kids & Baby	Kids' Room Decor	Toys	Holiday Decor	
Bookcases	Nursery	Furniture for Kids	Seasonal/Featured	Outdoor Seasonal	

# Card Sorting Exercise

## **Objective**

- To understand how users categorize and group furniture and home goods products, informing the website redesign for a user-centric experience.

## **Methodology**

Conducted 7 card sorting sessions: 6 sessions online using Mural.1 session in person.

*Utilized a mix of open and closed card sorting:*

Open: Participants created their own categories.

Closed: Participants sorted items into predefined categories.

# Card Sorting Exercise

## Participants

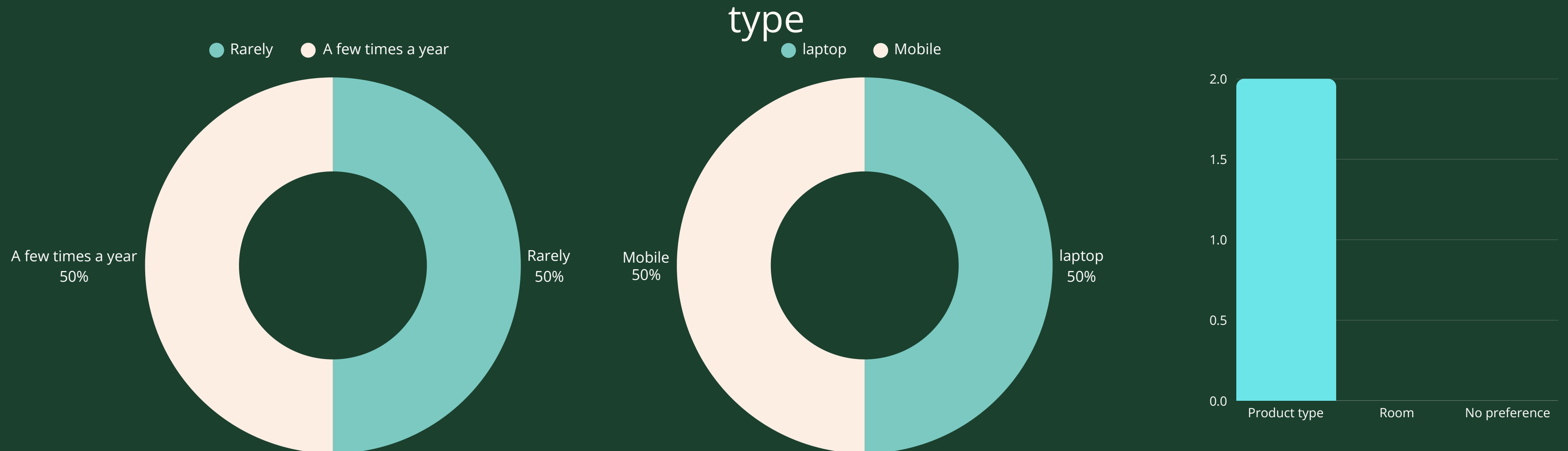
- Total: 6 participants.
  - 3 completed the pre-survey to provide demographic insights.
  - 5 completed the post-survey, giving feedback on the experience.

## Tools

- Mural for online sessions.
- Google Form Surveys to gather qualitative and demographic data.

# Card Sorting Exercise Pre Survey Analysis

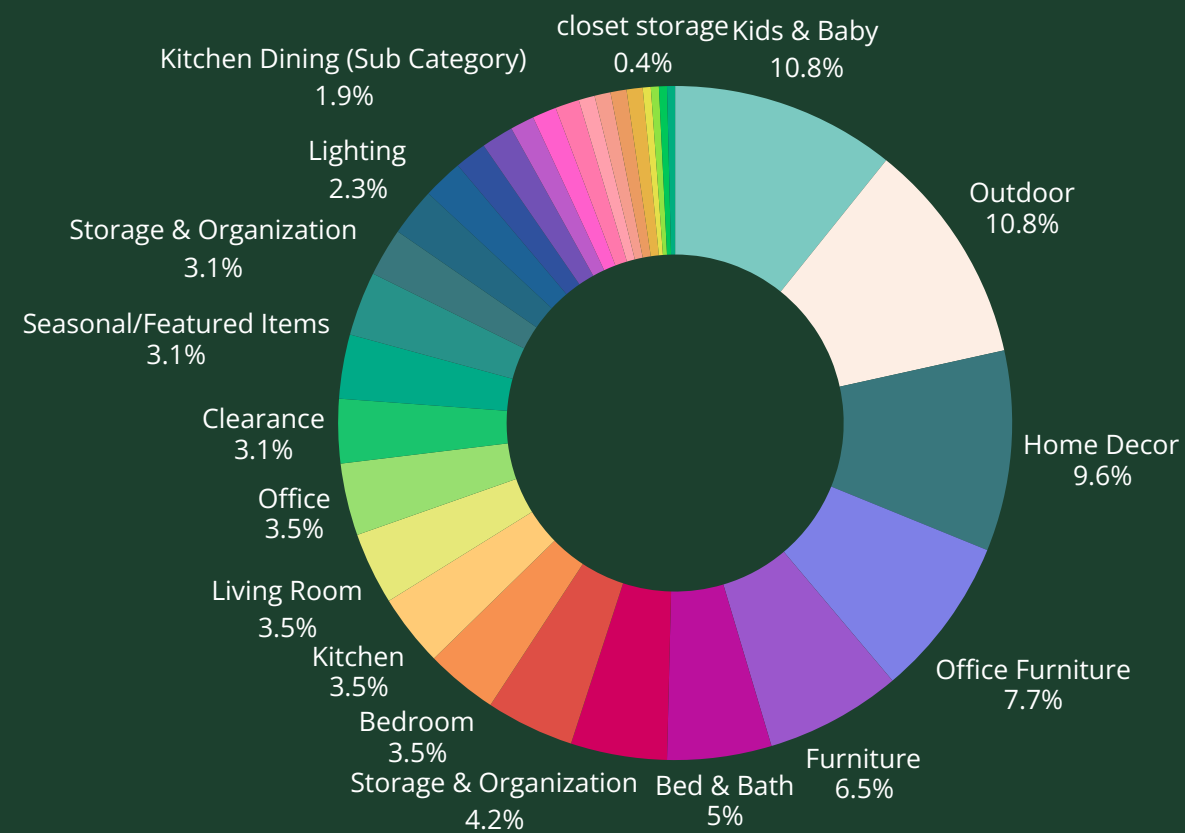
Of the responses the average age range for participants was 25-34, with an average income of \$74,999. Participants used both online methods to shop for furniture (mobile and laptop), a few to rarely times a year. When they did shop they predominantly shopped by product type



# Card Sorting Exercise Post Survey Analysis

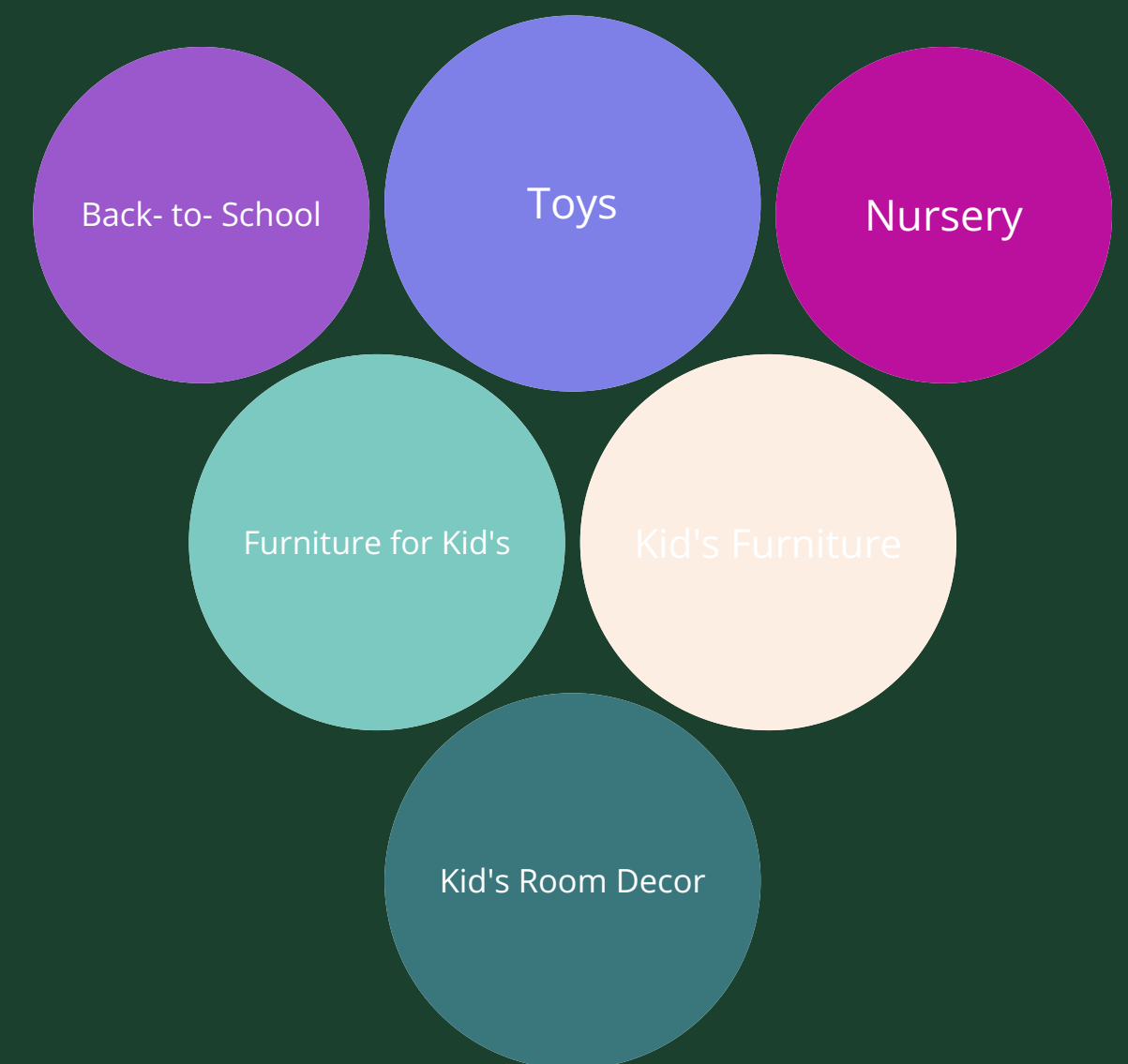
**Kids & Baby, Outdoor, Home Decor, Office Furniture, Furniture, Bed & Bath** made up over **50%** of all the major categories. A category "Kitchen" was created rather than using Kitchen Dining to place under subcategories that made up the same amount of subcategories (4-5% total share)

- Kids & Baby
- Outdoor
- Home Decor
- Office Furniture
- Furniture
- Bed & Bath
- Kitchen Dining
- Storage & Organization
- Bedroom
- Kitchen
- Living Room
- Office
- Clearance
- Seasonal/Featured Items
- Storage & Organization
- Bathroom
- Lighting
- Kitchen Dining (Sub Category)
- Not Used
- Outdoor Furniture
- Home Decor (Sub Category Rugs)
- Kitchen & Dining
- Newborn
- Bathroom Accessories
- Dining Rooms
- Furniture for Kids/Kid's Furniture
- Lighting (Sub Category)
- closet storage
- Entryway
- Garden
- Home Decor (Sub Category clocks)



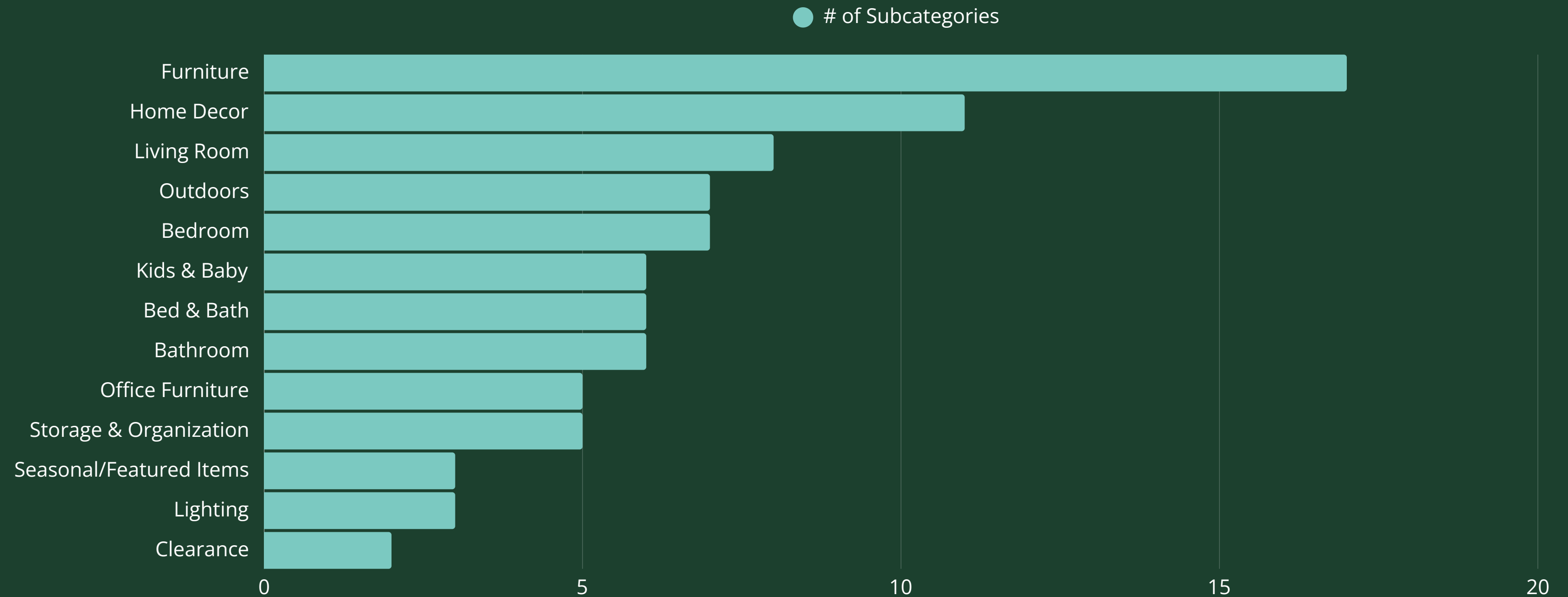
# Card Sorting Exercise Post Survey Analysis

Of the **Top 2** most used categories Outdoor and Kids & Baby. Users align the most with Kids & Baby while the Outdoor category shows more variation in preference for subcategories



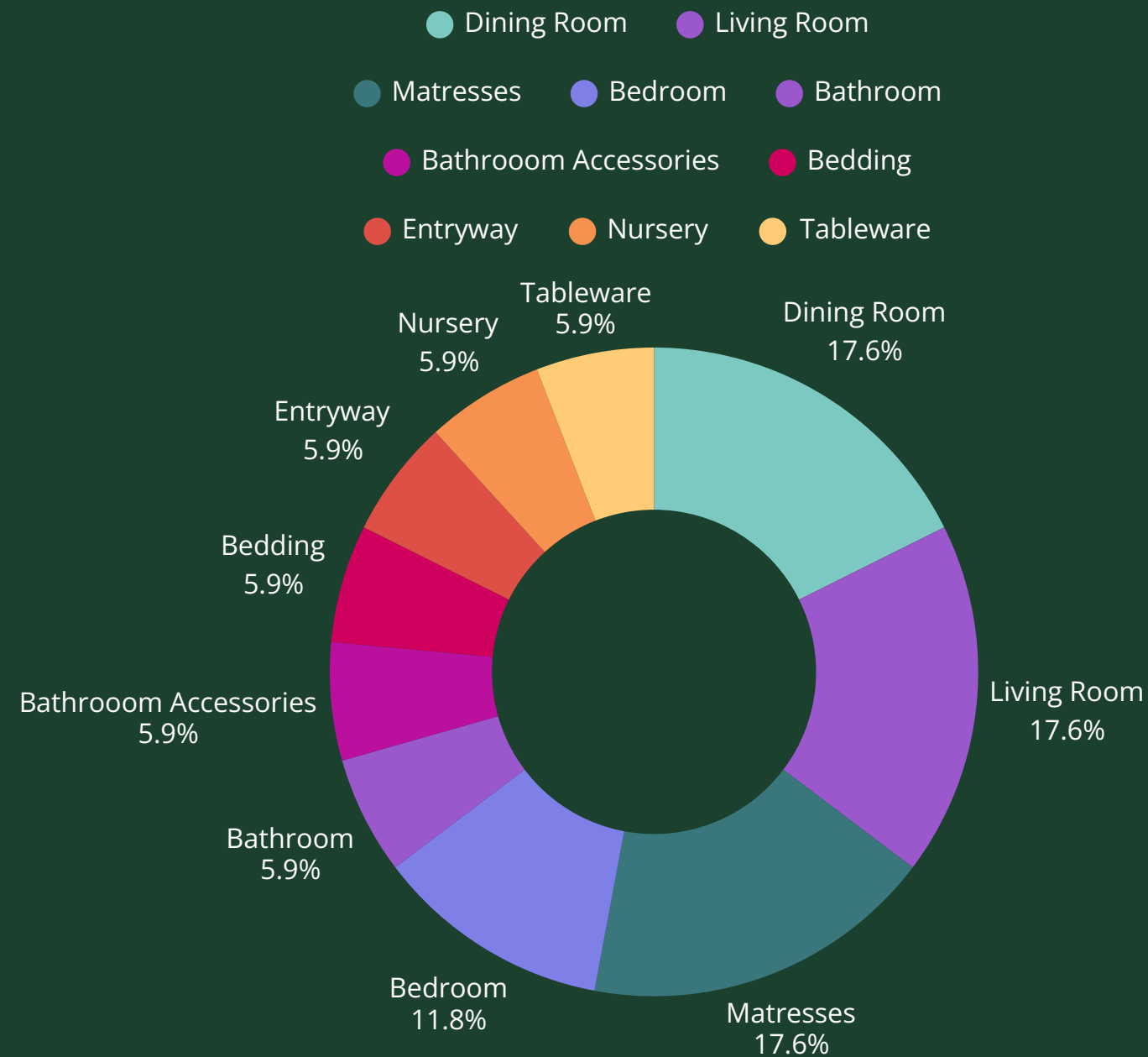
# Card Sorting Exercise Post Survey Analysis

Of the top categories, **Furniture** and **Home Decor** had the most Subcategories



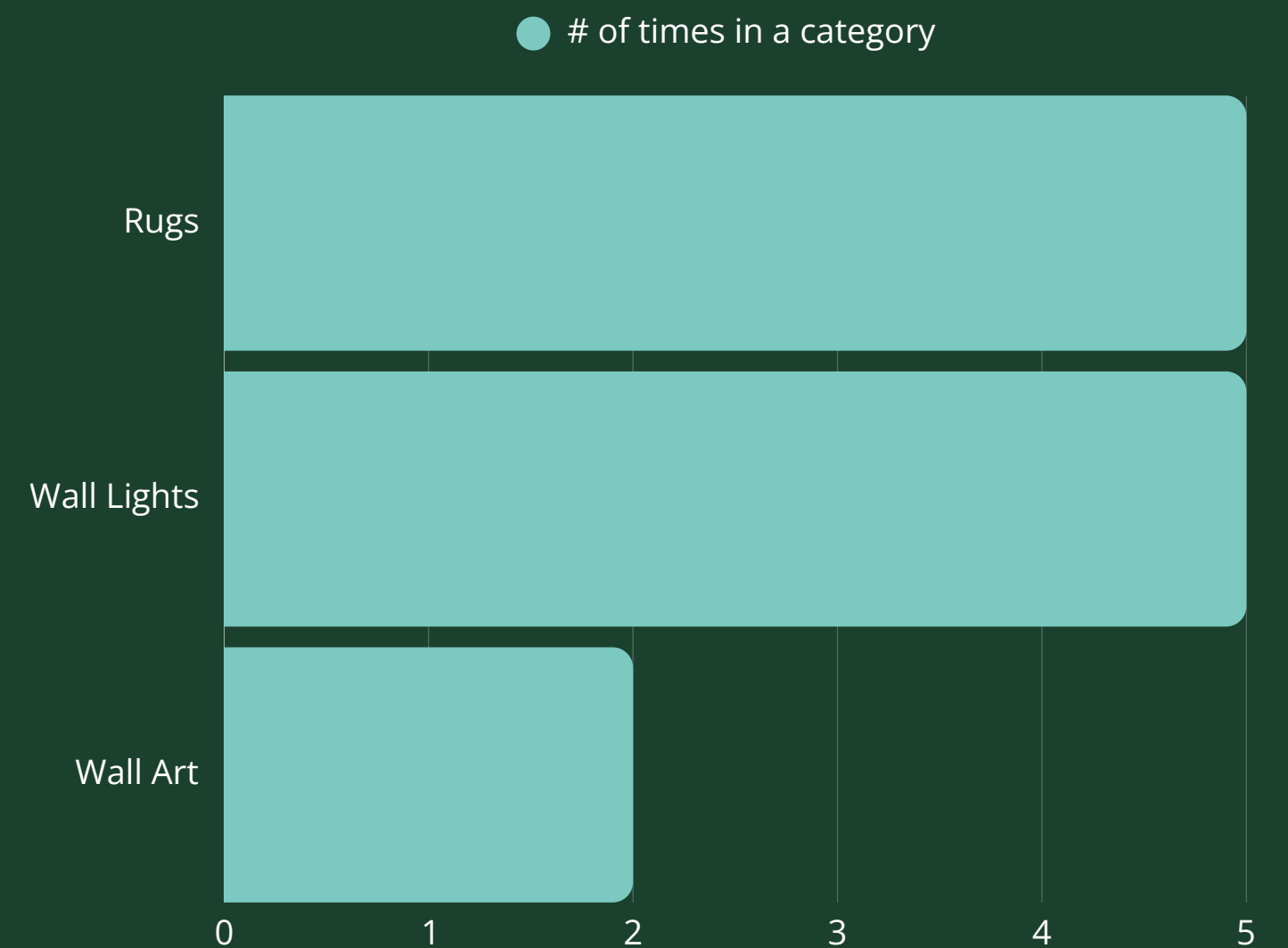
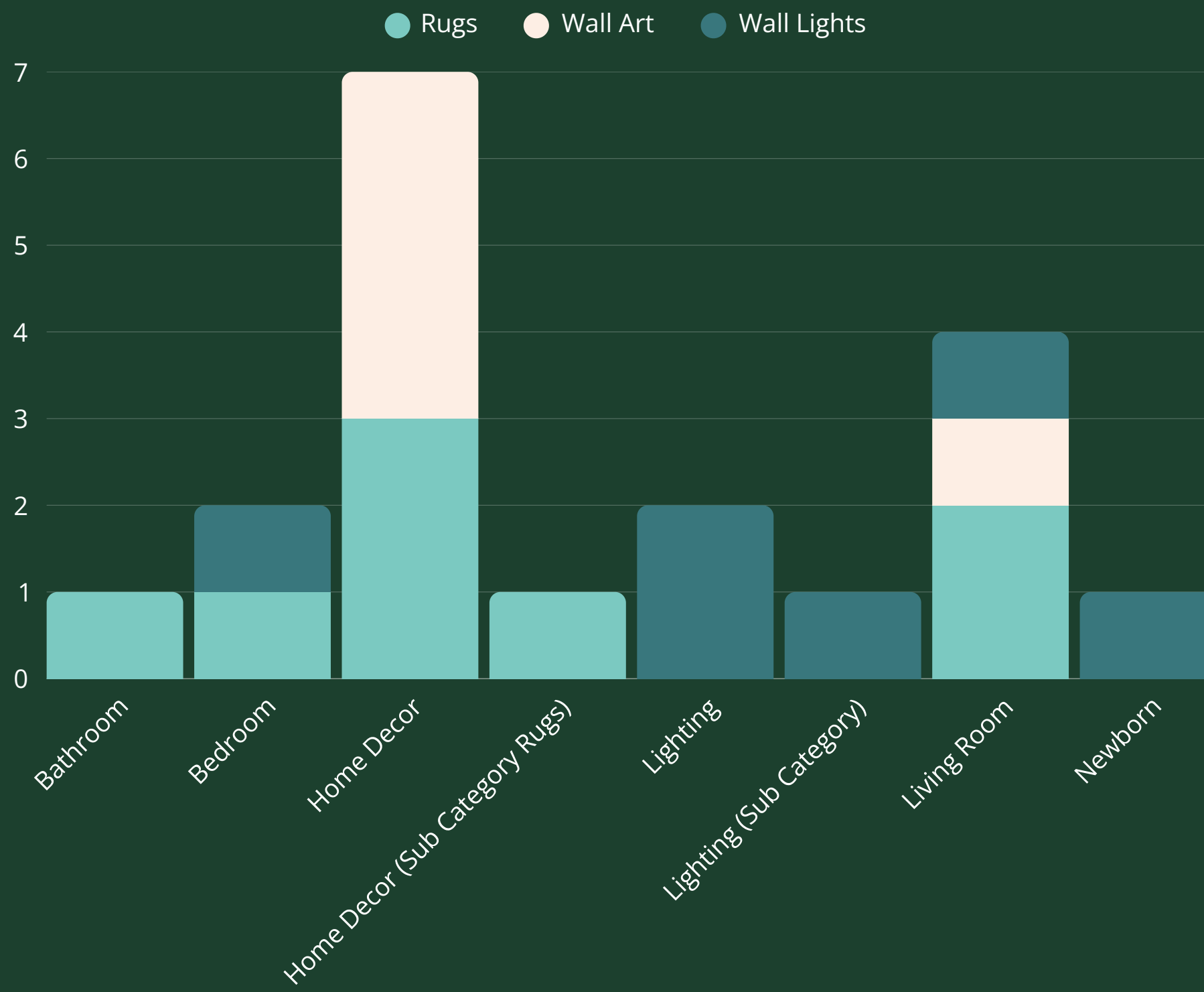
# Card Sorting Exercise Post Survey Analysis

Within the subcategories it was identified that users tend to seek items that best suit for room type. Dining Room, Living Room, Bathroom made up **nearly 50% of total correspondence** selection under Furniture meaning users tend to shop under **Room Type**. Mirrors, Wall Art, Rugs are all universal to the user being placed under Home Decor meaning they could potentially fall in either a navigation menu under Room Type or Furniture Type without trouble



# Card Sorting Exercise Post Survey Analysis

Within the top categories Rugs, and Wall Art are aligned the most with users giving the impression that most users will look to design based on Room Type. This is reinforced by observing the amount of times Rugs, Wall Art and Wall Art were seen across categories.



# Recommendations

01

## Primary Navigation Categories

Include Outdoor, Home Decor, Kids & Baby, and Furniture prominently in the menu due to their high engagement and subcategory diversity.

02

## Subcategory Organization

- For Home Decor: Highlight universal subcategories such as Rugs, Wall Art, and Mirrors.
- For Furniture: Organize by Room Type (Living Room, Dining Room, Bedroom) as users align navigation with specific spaces.

03

## Flexible Placement

Include Room Type and Product Type filters in navigation to capture user shopping behavior effectively, allowing overlap for items like Wall Art or Rugs in either section



# Reflection

Becoming more knowledgeable on Mural would have helped ease some users and myself when asking participants to join. Permissions were problematic and frustrated some user. I lost one or two in the process. By doing the card sorting exercise virtually I did my best with providing the most descriptive directions, but even still some users had a hard time completing the exercise or understanding the ask. Next time I would like to have a tutorial video where I can talk and show the users how to navigate Mural and complete the exercise by using an example

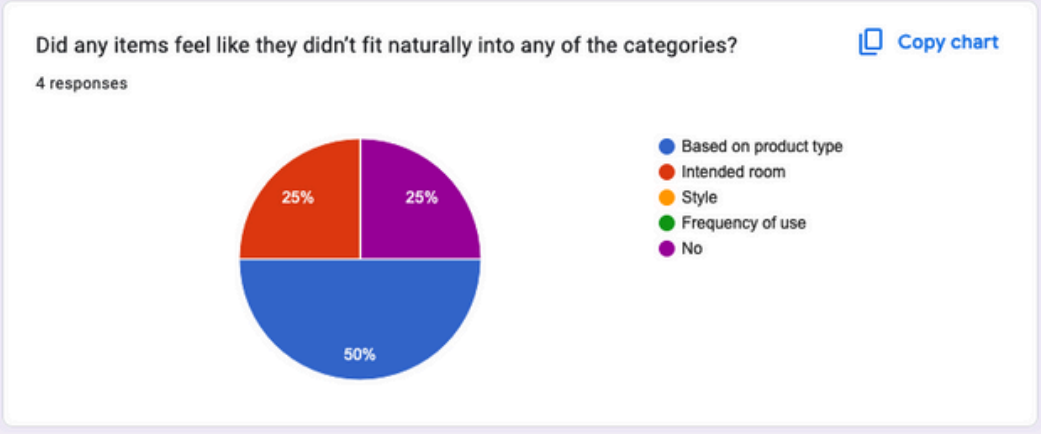
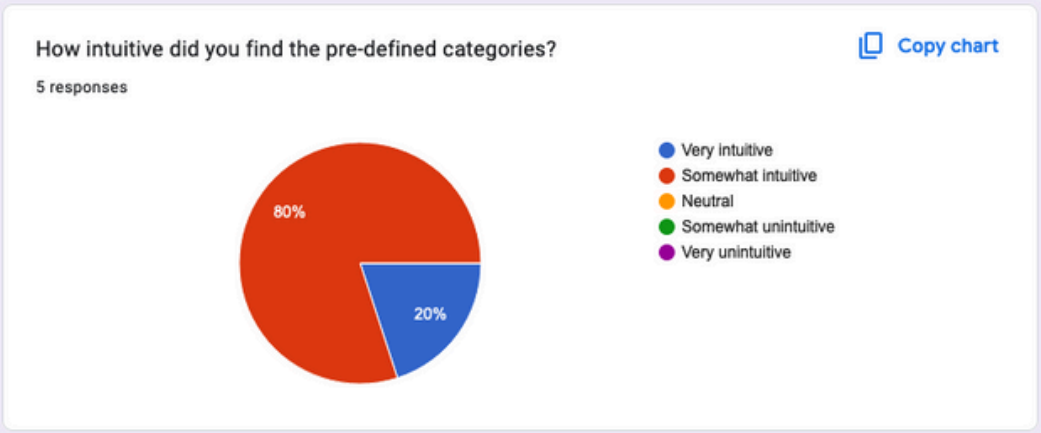
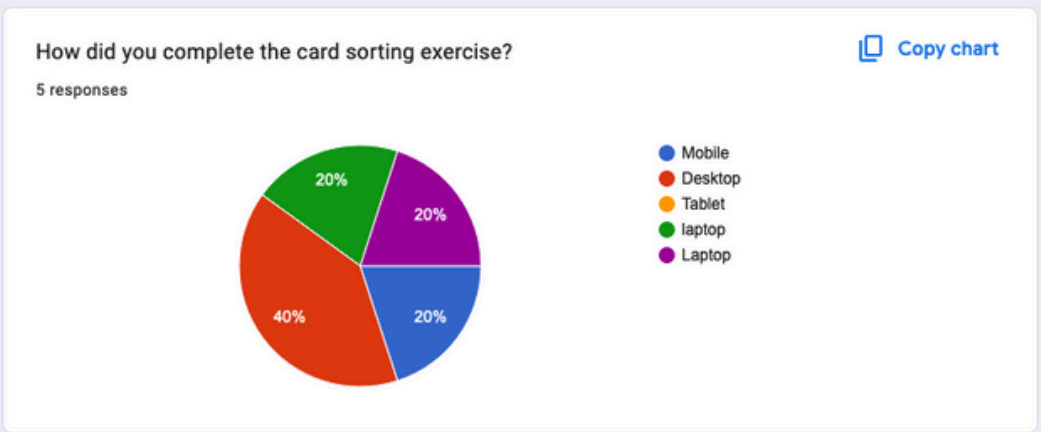
I learn that users like to shop both by **product type** and **room type**. But when given the option customers seem to lean more towards shopping by room type. Successful companies like IKEA and Burrow show how successful this model can be. It feels less overwhelming to consumers and they can shop to create an experience for a room all in one place.

Thank You



# Apendix

# Card Sorting Exercise Post Survey Results

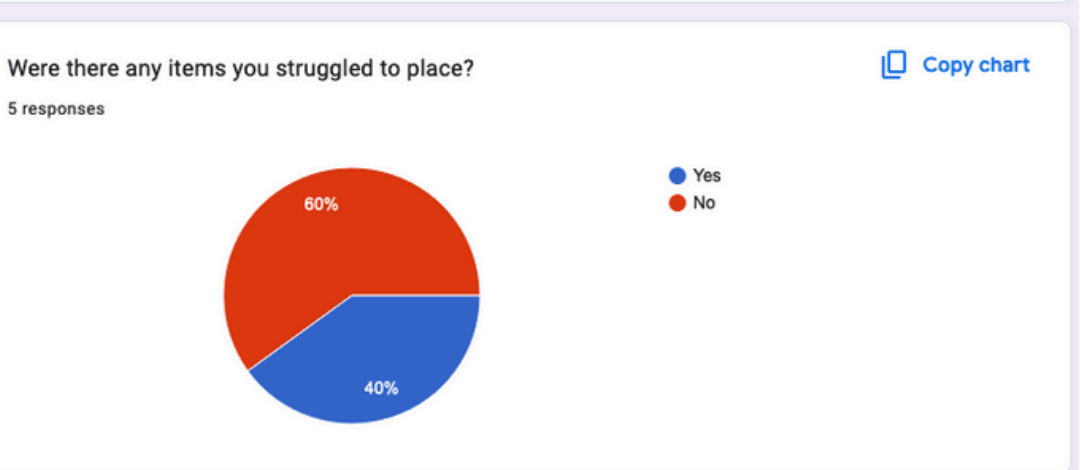


If yes, please specify which items and why.  
[\(Look at the categories once more\)](#)  
3 responses

Didn't really have a space for Appliances, so I placed it under the Storage category. I think it would be encompassed better if the category was called "Utilities", which could include storage as well!

Didn't really have a place for appliances, placed it under the Storage category. I think updating the category label to Utilities would be a great idea, as it would encompass storage as well!

Some pre-made categories felt like they could be subcategories to other categories. For example "Lighting" could be under "home decor".

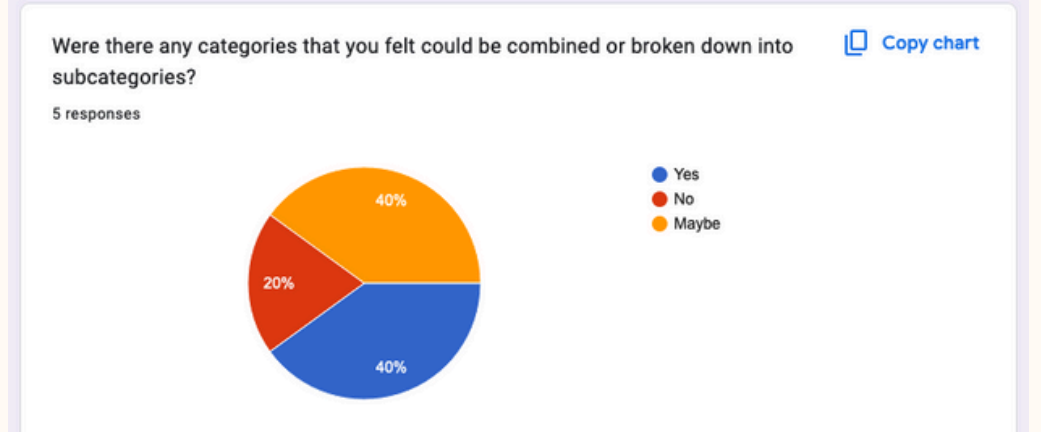


If yes, please specify which items and why.  
[\(Look at the categories once more\)](#)  
2 responses

Decor - the seasonal and office decor

Kids & Baby - Kids furniture

"Nursery" - was struggling to choose in between the category "baby/kids" or "furniture"



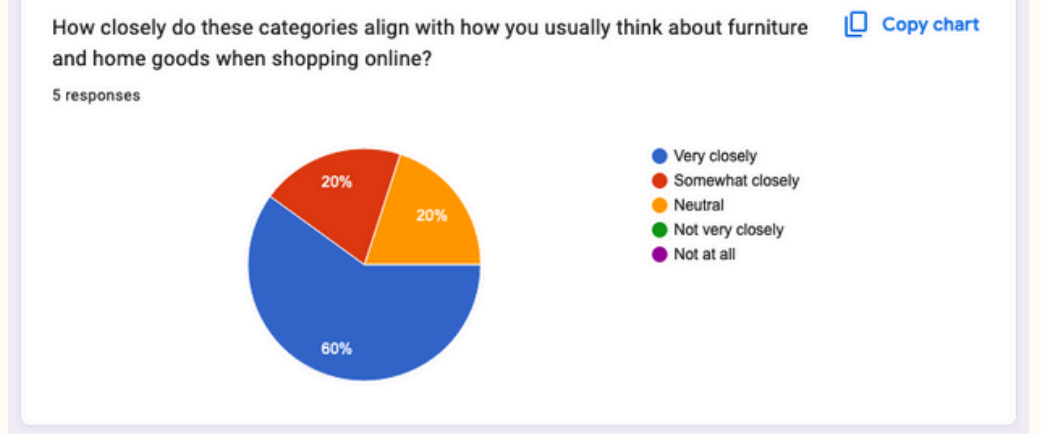
If yes, which categories?  
3 responses

Furniture could probably be dissolved and replaced with Living Room as a category, since furniture can fall under multiple categories, depending on what the specific item is

furniture - add subsection for kids

Decor - section by room/style

Home decor combined with lighting; outdoor with furniture



# Card Sorting Exercise Post Survey Results

What, if anything, did you find surprising or challenging about the exercise?

4 responses

Wasn't too challenging!

Not too challenging!

thinking about other online stores and in store shopping layouts

nothing challenging

If you were to suggest any additional categories, what would they be?

3 responses

I think all the categories encompassed each card very well, no need for anything additional.

Since furniture can fit in almost any category depending on the specific item, that category could be dissolved. Replace with Living Room category, since there's Bed & Bath, Office and Kitchen/Dining

n/a

What factors did you consider most when placing items in each category (e.g., product type, intended room, style, frequency of use)?

5 responses

Product type

Mainly product type

product type, intended room

product type

When I look at furniture websites, I think about how those are organized

What else can you share about your experience with categorizing these items or your overall experience with the study (pre-survey, platform used to card sort etc)?

4 responses

Instructions were very well setup and organized, platform reminds me a bit like Figma/FigJam, so it wasn't too hard to navigate!

Instructions were very well written and easy to understand. Platform reminded me of FigJam, so it was also easy for me to use!

interesting perspective to think like a consumer outside of shopping

It was a bit difficult to know which items to place in clearance

# Card Sorting Mural Exercises

[Mural link 1](#)

[Mural Link 2](#)

[Mural link 3](#)

[Mural link 4](#)

[Mural link 5](#)

[Mural link 6](#)

**Card sorting Exercise**

Thank you for taking the time to provide your thoughts and helping me understand how you interpret the world. Below are the directions for this card sorting exercise to learn how you categorize and experience shopping for furniture online

**TIME** 5 - 10 minutes **DIFFICULTY** Low

Please complete by **11** **18** **24**

**Directions**

- Before you start grouping the cards, take a few moments to review each card topic.
- Drag each card to any of the pre-named categories listed in blue to group these items in the way that you find most intuitive. Feel free to create subcategories if it helps organize the items. Leave a little space between each subcategory so it's clear where one category ends and the next begins)

Take your time and organize the items based on what feels logical to you. Complete your groupings and proceed to step 3.

- Double click on the pink button below to answer a few questions to better understand your thought process. Once you have successfully submitted your feedback on the google form, you are done!

[Share your feedback](#)

I deeply appreciate your input. Thank you for taking the time. I look forward to sharing the insights I gathered once I've completed the project :) Feel free to call/text me at 206-637-2804 if you need assistance.

**2** GROUP TOPICS HERE:

Furniture	Home Decor	Kitchen & Dining	Outdoor	Bed & Bath	Lighting
Living Room	Sign	Cookware	Outdoor Seasonal	Bathroom Accessories	Wall Lights
Dining Room	End Tables	Glassware	Outdoor Lighting	Bedding	Ceiling Lights
Mattresses	Wall Art	Sevens	Garden	Towels	
Bedroom	Clocks		Path Decor	Pillow & Throws	
Tableware	Shelving		Gifts		
	Entryway		Outdoor Furniture		
	Wares				
	Table & Floor Lamps				

Kids & Baby	Seasonal/Featured Items	Cleanance	Storage & Organization	Office Furniture
Top	Holiday Decor	Cleanance	Closet Storage	Office Chairs
Furniture for Kids			Small Appliances	Desks
Nursery			Kitchen Storage	Office
Kid Room Decor			Decorative Storage	Office Decor
Kid Furniture				
Back-to-School				