Card Sorting Study

A Mirror Research Summary
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Overview

• This Card Sorting Study was organized and distributed by the OptimalSort platform.

• 30 Cards based off different articles of clothing were sorted.

• 5 Participants – 3 Females, 2 Males.

• All participants are aged between 28-40 years old.

• 4 out of 5 Participants completed the study.

• It took each participant an average of 4 Minutes and 4 Seconds to complete the study.

The Cards

Baseball Cap	Belt	Graphic T-Shirt	Leather Jacket	Raincoat	Sweatpants
Blazer	Bomber Jacket	Jean Jacket	Loafers	Romper	Sweatshirt
Button-up Shirt	Cardigan	Jeans	Maxi Dress	Running Sneakers	Tank Top
Coat	Dress Pants	Jumpsuit	Pencil Skirt	Socks	Turtle Neck Shirt
Flannel Shirt	Flip Flops	Knitted Sweater	Polo Shirt	Solid Color Shirt	Winter Boots

Categories/Groups

**Participant 1
Groups : 9**

Accessories – 3 Items

Bottoms – 3 Items

Dresses- 1 Item

Mid Layer- 2 Items

Outerwear- 5 Items

Romper and Jumpsuit-

2 Items

Shoes- 4 Items

Skirts- 1 Item

Tops – 9 Items

**Participant 2
Groups: 5**

Casual/Exercise Clothes-

9 Items

Clothes I've Never Worn-

3 Items

Dress Clothes- 5 Items

Summer Clothes- 4 Items

Winter Clothes- 9 Items

**Participant 3
Groups: 6**

Accessories- 2 Items

Bottoms- 4 Items

Footwear- 5 Items

One-Piece- 3 Items

Outerwear- 6 Items

Tops- 10 Items

Categories/Groups

**Participant 4
Groups: 6**

Accessories- 2 Items

Casual Wear- 11 Items

Formal Bottoms- 3 Items

Formal Tops- 4 Items

Outerwear- 7 Items

Shoes- 3 Items

**Participant 5 (Incomplete)
Groups : 4
(not including unsorted)**

Dress Clothes- 4 Items

Exercise Clothes- 3 Items

Unnamed Category 1 – 2 Items

Unnamed Category 2- 3 Items

Unnamed Category 3- 3 Items

Winter Clothes- 4 Items

Unsorted- 10 Items

Similarity Matrix

Item	Sweatpants	Jeans	Solid Colored Shirt	Graphic T-Shirt	Sweatshirt	Flannel Shirt	Knitted Sweater	Turtle Neck Shirt	Polo Shirt	Tank Top	Button-up Shirt	Dress Pants	Loafers	Belt	Baseball Cap	Socks	Romper	Jumpsuit	Maxi Dress	Jean Jacket	Coat	Bomber Jacket	Leather Jacket	Raincoat	Cardigan	Winter Boots	Running Sneakers	Flip Flops	Blazer
Jeans	100																												
Solid Colored Shirt	60	50																											
Graphic T-Shirt	40	50	80																										
Sweatshirt	40	50	80	80																									
Flannel Shirt	25	25	75	75	75																								
Knitted Sweater	0	0	50	50	50	75																							
Turtle Neck Shirt	0	0	40	40	40	75	100																						
Polo Shirt	0	0	50	50	50	50	75	75																					
Tank Top	20	25	60	60	60	75	50	40	75																				
Button-up Shirt	0	0	40	40	40	50	75	60	75	40																			
Dress Pants	40	50	0	0	0	0	0	0	0	0	40																		
Loafers	0	0	0	20	0	0	0	0	0	0	20	40																	
Belt	0	0	0	20	0	0	0	0	0	0	20	20	40																
Baseball Cap	25	25	25	25	25	0	0	0	0	0	0	0	0	75															
Socks	50	50	50	50	50	25	0	0	0	25	0	0	25	25	50														
Romper	50	50	50	50	50	25	0	0	0	25	0	0	0	0	25	50													
Jumpsuit	25	25	25	25	25	25	0	0	25	50	0	0	0	0	0	25	75												
Maxi Dress	20	25	20	20	20	25	0	0	0	20	20	20	0	0	0	25	50	50											
Jean Jacket	0	0	0	0	0	0	0	0	0	0	20	0	0	0	0	0	0	0	20										
Coat	0	0	0	0	0	25	25	25	0	0	0	0	0	0	0	0	0	0	0	75									
Bomber Jacket	0	0	0	0	0	25	25	25	0	0	0	0	0	0	0	0	0	0	0	75	100								
Leather Jacket	0	0	0	0	0	25	25	40	0	0	0	0	0	0	0	0	0	0	0	60	100	100							
Raincoat	0	0	0	0	0	25	25	20	0	0	0	0	0	0	0	0	0	0	0	60	100	100	80						
Cardigan	0	0	20	20	20	50	50	60	25	20	20	0	0	0	0	0	0	0	0	20	50	50	60	40					
Winter Boots	0	0	0	0	0	25	25	40	0	0	0	0	40	0	0	0	25	0	0	0	25	25	40	20	40				
Running Sneakers	40	25	40	20	20	0	0	0	0	0	0	0	40	0	25	50	25	0	0	0	0	0	0	0	0	60			
Flip Flops	0	0	0	0	0	0	0	0	25	20	0	0	0	40	0	0	25	0	25	0	0	0	0	0	20	0	60	60	
Blazer	0	0	0	20	0	0	0	0	0	0	20	20	40	40	0	0	0	0	0	40	50	50	40	40	40	0	0	0	
Pencil Skirt	20	25	0	0	0	0	0	0	0	20	0	40	20	0	0	0	0	0	20	40	0	0	0	0	0	0	0	0	0

Findings

- **3 Participants** sorted cards by what **type of clothes** they were: All 3 had categories "Accessories", "Tops", "Bottoms ", and Shoes/Footwear". in common. 2 of these participants also had "Dresses" in common.

- **2 Participants** sorted cards based on **seasons**: They both had "Winter Clothes" and one participant also added "Summer Clothes"

- **All 5 Participants** sorted their cards by **occasion**: They all had variations of "Casual Wear", "Dress Clothes/Formal Wear" and "Exercise Clothes/Outerwear" as listed categories.

- **1 Participant** who didn't finish the study had unnamed categories, but each category had variations of at least one top, one bottom, and one outer layer: Based on these items, one can assume that he/she grouped cards based on **prospective outfit choices**.