

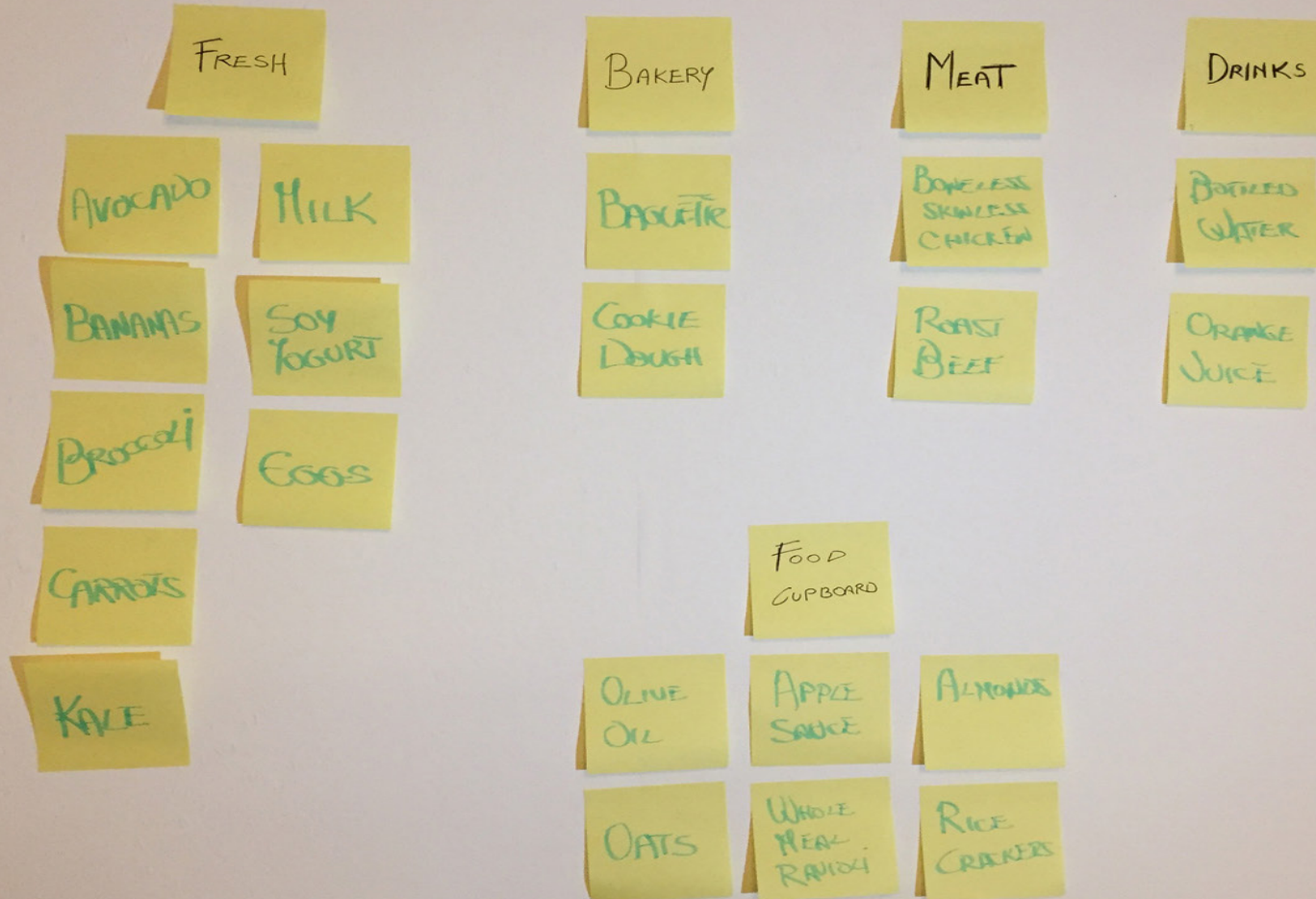
Good Market Project

Card Sorting

Good Market Information Architecture

Card Sorting

GUEST 01
Female, 33



Good Market Information Architecture

Card Sorting

GUEST 01

Female, 33

Working in Finance from Monday to Friday. She has a pretty busy schedule every day and long working hours.

Regularly she does shopping online looking for clothes and books. She prefers to buy groceries at local markets during the weekend.

FRESH

bananas
avocados
broccoli
carrots
kale

eggs
milk
soy yogurt

BAKERY

baguette
cookie dough

MEAT

boneless skinless chicken
roast beef

DRINKS

bottled water
orange juice

FOOD CUPBOARD

almonds
olive oil
rice crackers
oats
whole wheat ravioli
apple sauce

Good Market Information Architecture

Card Sorting

GUEST 02
Male, 29



Good Market Information Architecture

Card Sorting

GUEST 02

Male, 29

Working as Telecoms Engineer from Monday to Friday.

He has a regular 9 to 5 schedule, goes to gym or plays football with friends after work and pretty much 4 out of 7 days eats out.

He shops online mainly looking for technology and goes to the supermarket for groceries only once a week.

FRUIT & VEGS

bananas
avocados
broccoli
carrots
kale

BREAD & PASTA

baguette
whole wheat ravioli

PROTEINS

boneless skinless chicken
roast beef
eggs

SNACKS

rice crackers
almonds
oats

DRINKS

bottled water
orange juice
milk
soy yogurt

COOKING & BAKING

olive oil
apple sauce
cookie dough

Good Market Information Architecture

Card Sorting

GUEST 03
Female, 46



Good Market Information Architecture

Card Sorting

GUEST 03

Female, 46

Working for NHS, on a weekly rota and on her free time teaches yoga at the local community center.

Usually she shops online quite a lot looking for clothes and accessories but also the kind of groceries she cannot find at the local supermarket.

FRUIT & VEG

bananas
avocados
broccoli
carrots
kale

DAIRY

milk
eggs
soy yogurt

BAKERY

baguette
cookie dough

DRINKS

bottled water
orange juice

FOOD CUPBOARD

almonds
olive oil
rice crackers
oats
apple sauce
whole wheat ravioli

MEAT

boneless skinless chicken
roast beef