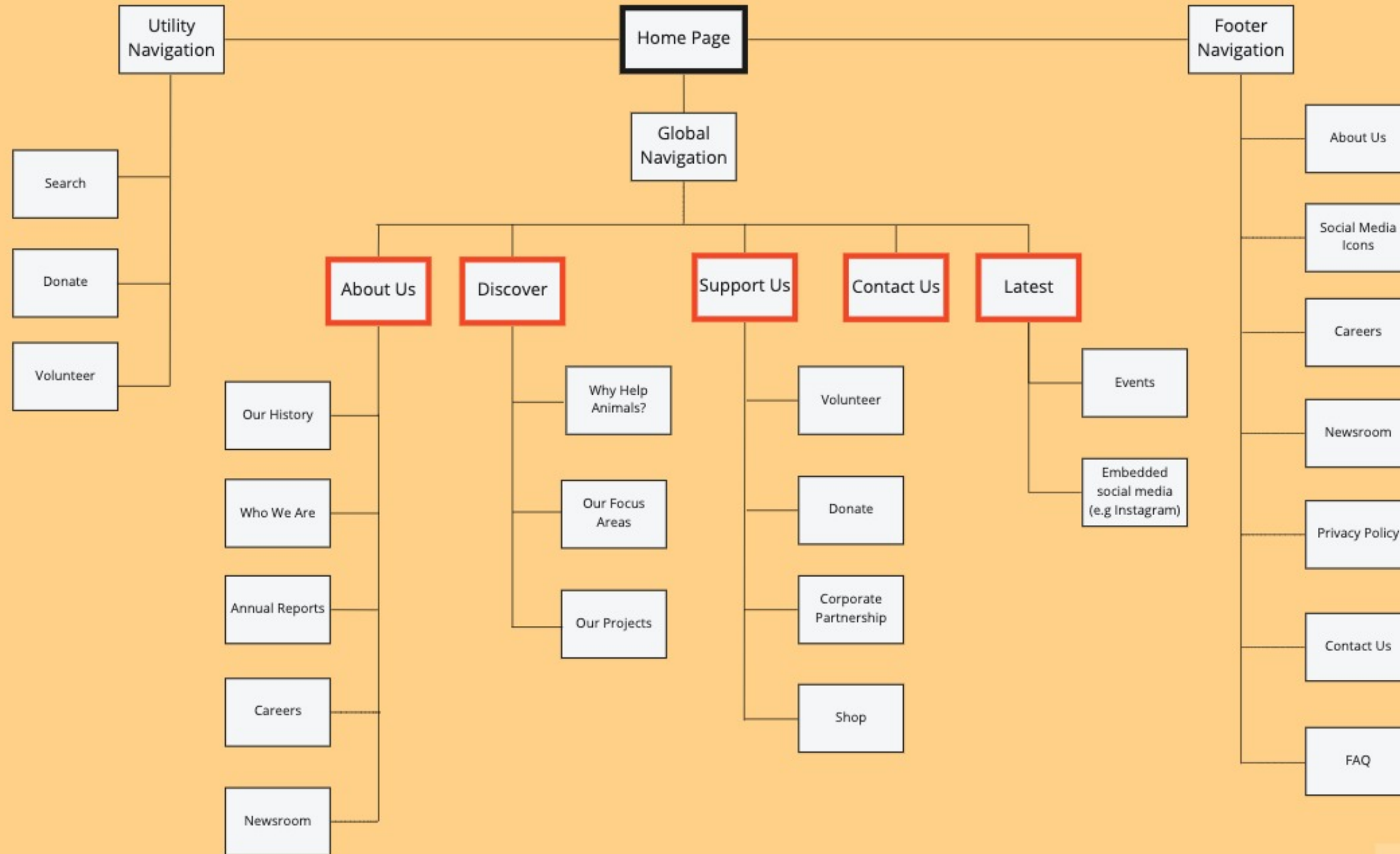


Redesigned



We also conducted a **categorisation exercise (card sorting)** with 17 participants to uncover users' mental model. Participants were asked to sort virtual cards into logical groups and label them as they deem fit.

Key Takeaways

- Results showed a **median of 5 categories**; 3 key categories stood out - About Us, Support Us, Education
- Reduced categories in global navigation menu from **8 to 5**