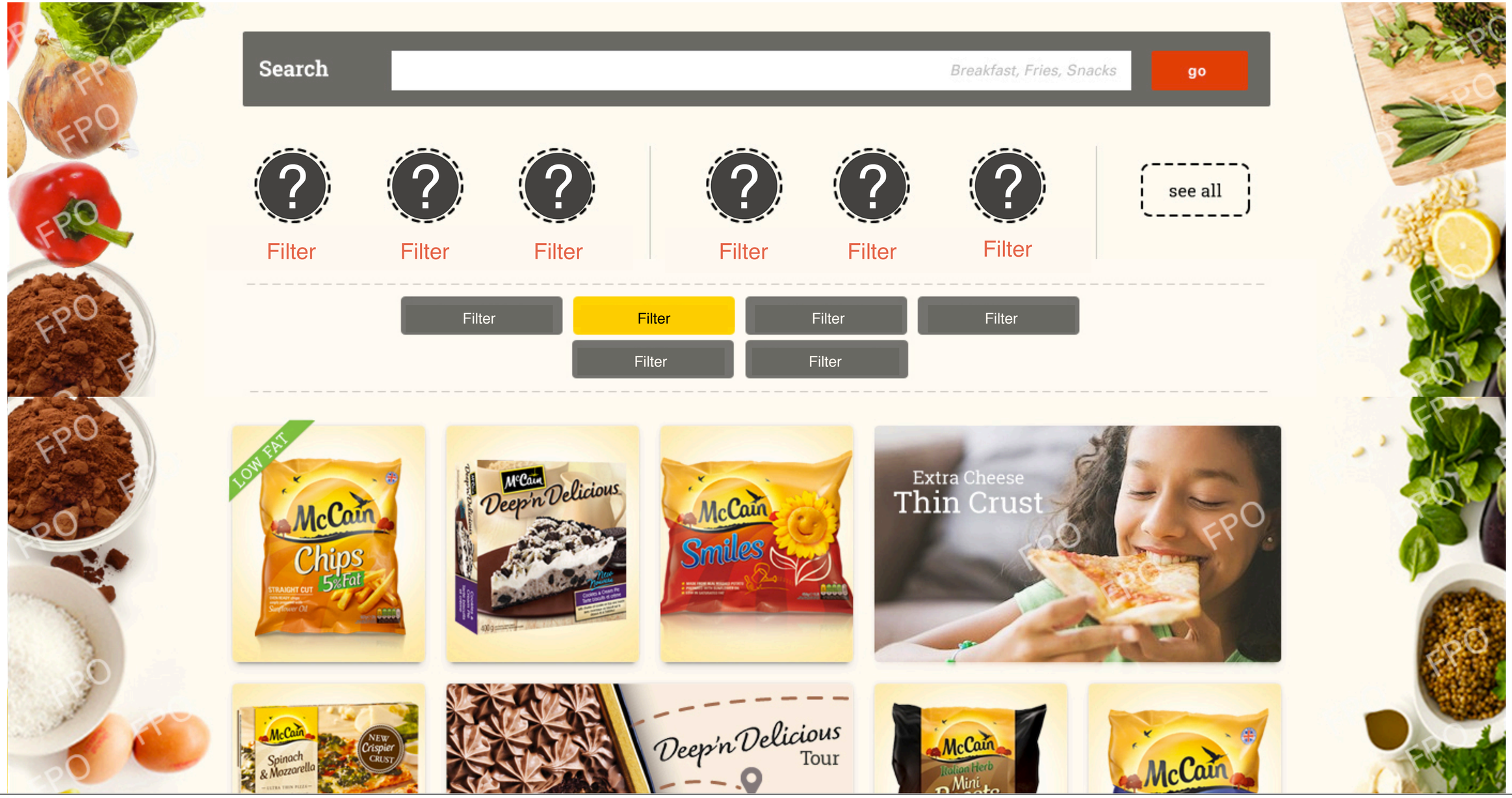
# CASE STUDY 2

MCCAIN CARD SORT STUDY

LED BY JOR-DAN LAROCQUE AND HELEN GARCIA

GRIP

# MCCAIN | Occasion Based Product Filtering



# THE INITIAL PROPOSAL | Occasion Based Product Filtering

| | Breakfast | | Finger Food | | | Meals | | | |
|---|---|---|---|---|---|---|---|---|---|
| Product | Daily Brekkie | Weekend Brunch | Fun Sides | Party Pleasers | Pizza Snacks | Casual | Entertaining | Healthier | Traditional |
| Crinkle Cut | | | | | | ■ | | | |
| Crinkle Cut Fries | | | | | | ■ | | | |
| Deep 'n Delicious ® Apple Pie | | | | | | | | | ■ |
| Deep 'n Delicious ® Apple-Caramel Cake | | | | | | ■ | | | |
| Deep 'n Delicious ® Blueberry Pie | | | | | | | | | ■ |
| Deep 'n Delicious ® Carrot Cake | | | | | | ■ | | | |
| Deep 'n Delicious ® Chocolate Cake | | | | | | ■ | | | |
| Deep 'n Delicious ® Coconut Cream Pie | | | | | | | ■ | | |
| Deep 'n Delicious ® Cookies & Cream Cream Pie | | | | | | | ■ | | |
| Deep 'n Delicious ® Double Chocolate Cream Pie | | | | | | | ■ | | |
| Deep 'n Delicious ® Marble Cake | | | | | | ■ | ■ | | |
| Deep 'n Delicious ® Minis 3 Cheese | | | | | ■ | | | | |
| Deep 'n Delicious ® Minis Deli Lovers | | | | | ■ | | | | |
| Deep 'n Delicious ® Minis Deluxe | | | | | ■ | | | | |
| Deep 'n Delicious ® Minis Pepperoni | | | | | ■ | | | | |
| Deep 'n Delicious ® Strawberry Rhubarb Pie | | | | | | | | | ■ |
| Deep 'n Delicious ® Vanilla Cake | | | | | | ■ | | | |
| Diced Hashbrowns | ■ | | | | | | | | |
| Diced Vegetable Hashbrowns | | ■ | | | | | | | |
| Dollar Chips ® | | ■ | | | | | | | |
| Extra Crispy Crinkle Cut | | | | | | ■ | | | |
| Extra Crispy Spicy Straight Cut | | | | | | | ■ | | |
| Extra Crispy Straight Cut | | | | | | | ■ | | |
| Homefries | | ■ | | | | | | | |
| Lattice Cut, Spicy, Extra Crispy | | | | ■ | | | ■ | | |

# OPEN CARD SORT

GRIP

# WHAT WE LEARN ABOUT THE USER IN AN OPEN CARD SORT

We learn about their specific Mental Model:

- How they **group** information
- How **simple or complex** the preferred breakdown of information is
- What words they use in **labelling**

# STUDY PARTICIPANTS | Guerrilla Style Recruiting

Frugal Mommy - Toronto | Members | Events | Photos | Files | Notifications | + Create Group

bernadette

**Bernadette S** ▸ **Frugal Mommy - Toronto**
13 March at 11:34 · Edited ·

ISO: Moms who are interested in participating in an online card sorting study for a chance to receive one out of three $20 Tim Horton's cards that we are giving away as a thank you.

If you have 20 minutes to spare and want to participate, please send me an email: bernadettesmail@griplimited.com
Your participation would be greatly appreciated 😃

(i hope this is not against the T&C, if so, let me know and i'll remove my request)

Like · Comment · 3 7

**Melissa Henneskay** ▸ **Frugal Mommy - Toronto**
4 June 2013 ·

ISO: Sophie the giraffe lightly to never used preferred. Thanks

ABOUT 1,400 members

**Closed Group**

"We make a living by what we get. We make a life by what we give." ~ Winston Churchill

Frugal M... See more

**1,400 members (12 new) · Invite by Email**

+ Add people to Group

SUGGESTED GROUPS See All

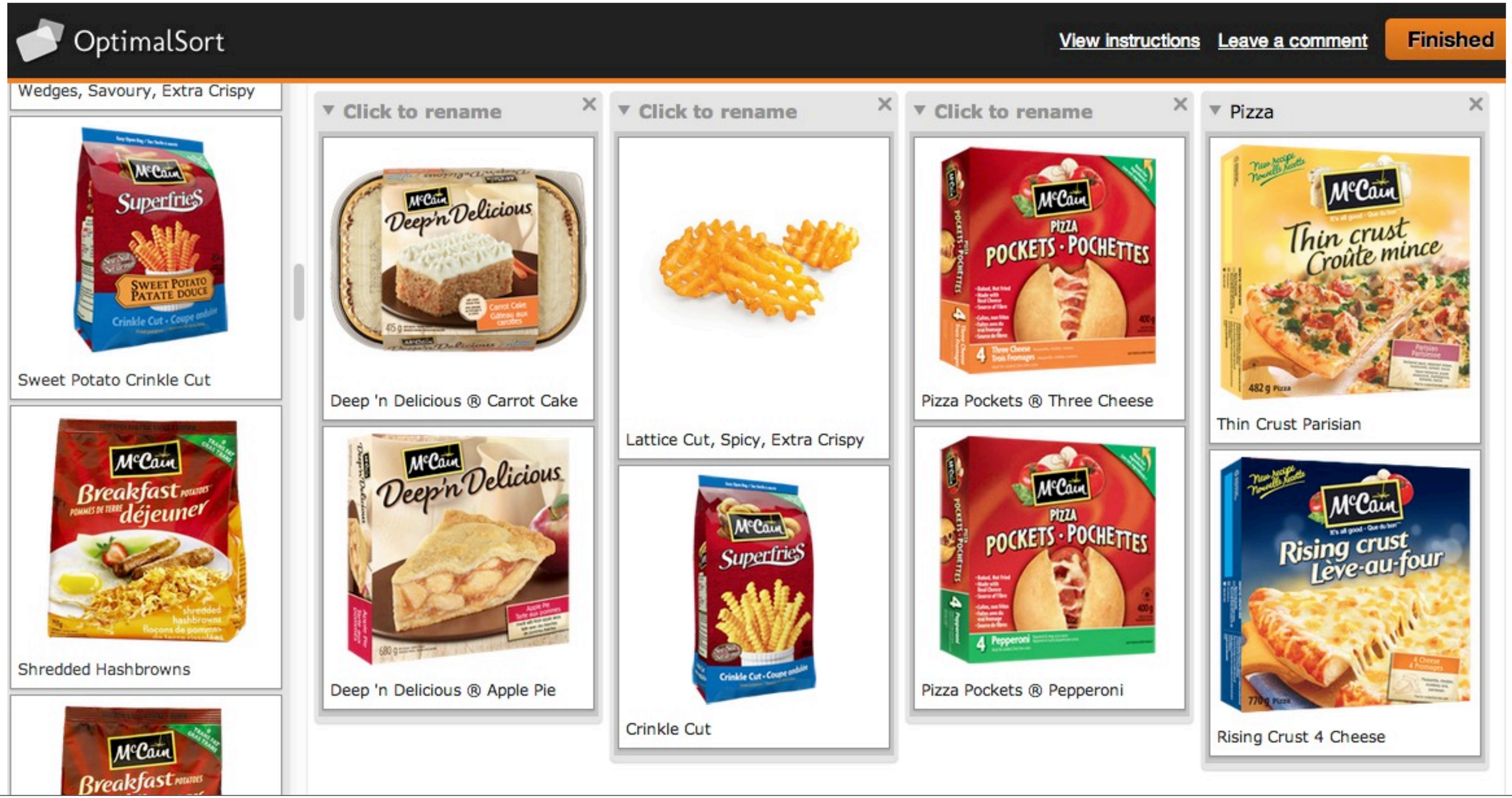
**Helping Moms of Scarborough, Toron...**
Bobbi Kavanagh joined
+ Join

**I am a Leslievillian!**
Jerry Coburn and Melissa Coburn joined
+ Join

**Frugal Mommy - Etobicoke, ON**
126 members
+ Join

# OPEN CARD SORT

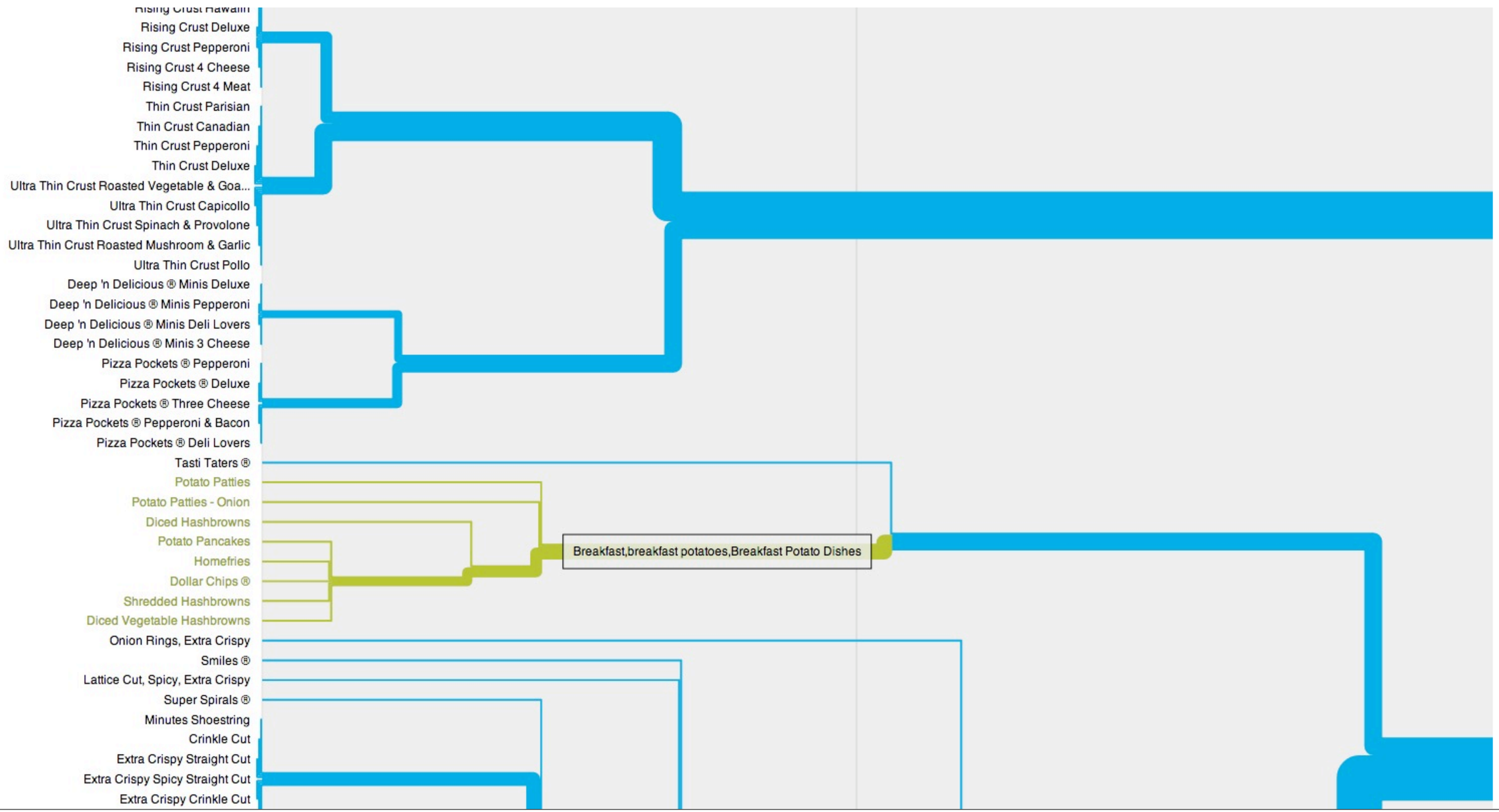
Users group the products and label them accordingly.



# TOOLS TO ANALYZE THE DATA

GRIP

# DENDOGRAM


Rising Crust Hawaiian
Rising Crust Deluxe
Rising Crust Pepperoni
Rising Crust 4 Cheese
Rising Crust 4 Meat
Thin Crust Parisian
Thin Crust Canadian
Thin Crust Pepperoni
Thin Crust Deluxe
Ultra Thin Crust Roasted Vegetable & Goa...
Ultra Thin Crust Capicollo
Ultra Thin Crust Spinach & Provolone
Ultra Thin Crust Roasted Mushroom & Garlic
Ultra Thin Crust Pollo
Deep 'n Delicious ® Minis Deluxe
Deep 'n Delicious ® Minis Pepperoni
Deep 'n Delicious ® Minis Deli Lovers
Deep 'n Delicious ® Minis 3 Cheese
Pizza Pockets ® Pepperoni
Pizza Pockets ® Deluxe
Pizza Pockets ® Three Cheese
Pizza Pockets ® Pepperoni & Bacon
Pizza Pockets ® Deli Lovers
Tasti Taters ®
Potato Patties
Potato Patties - Onion
Diced Hashbrowns
Potato Pancakes
Homefries
Dollar Chips ®
Shredded Hashbrowns
Diced Vegetable Hashbrowns
Breakfast,breakfast potatoes,Breakfast Potato Dishes
Onion Rings, Extra Crispy
Smiles ®
Lattice Cut, Spicy, Extra Crispy
Super Spirals ®
Minutes Shoestring
Crinkle Cut
Extra Crispy Straight Cut
Extra Crispy Spicy Straight Cut
Extra Crispy Crinkle Cut

# SIMILARITY MATRIX

Each element of the similarity matrix contains a measure of similarity between two of the data points.

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Straight Cut | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 105 | Red Skin Straight Cut | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 100 | 100 | Red Skin Homestyle Chunks | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 100 | 100 | 94 | Wedges, Spicy, Extra Crispy | | | | | | | | | | | | | | | | | | | | | | | | | |
| 100 | 100 | 94 | 100 | Straight Cut Fries | | | | | | | | | | | | | | | | | | | | | | | | |
| 100 | 100 | 94 | 100 | 100 | Wedges, Savoury, Extra Crispy | | | | | | | | | | | | | | | | | | | | | | | |
| 100 | 100 | 94 | 100 | 100 | 100 | Steak Cut Fries | | | | | | | | | | | | | | | | | | | | | | |
| 100 | 100 | 94 | 100 | 100 | 100 | 100 | Red Skin Classic Wedges | | | | | | | | | | | | | | | | | | | | | |
| 94 | 94 | 88 | 94 | 94 | 94 | 94 | 94 | Minutes Shoestring | | | | | | | | | | | | | | | | | | | | |
| 94 | 94 | 88 | 94 | 94 | 94 | 94 | 94 | 100 | Crinkle Cut | | | | | | | | | | | | | | | | | | | |
| 94 | 94 | 88 | 94 | 94 | 94 | 94 | 94 | 100 | 100 | Extra Crispy Straight Cut | | | | | | | | | | | | | | | | | | |
| 94 | 94 | 88 | 94 | 94 | 94 | 94 | 94 | 100 | 100 | 100 | Extra Crispy Crinkle Cut | | | | | | | | | | | | | | | | | |
| 100 | 100 | 94 | 94 | 94 | 94 | 94 | 94 | 100 | 100 | 100 | 100 | Crinkle Cut Fries | | | | | | | | | | | | | | | | |
| 100 | 100 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 100 | Low Salt Straight Cut | | | | | | | | | | | | | | | |
| 94 | 94 | 88 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 100 | Sweet Potato Plank Cut | | | | | | | | | | | | | | |
| 94 | 94 | 88 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 94 | 100 | 100 | Sweet Potato Crinkle Cut | | | | | | | | | | | | | |
| 88 | 88 | 83 | 88 | 88 | 88 | 88 | 88 | 88 | 88 | 88 | 88 | 88 | 94 | 94 | 94 | Low Fat Straight Cut | | | | | | | | | | | | |
| 94 | 94 | 88 | 94 | 94 | 94 | 94 | 94 | 100 | 100 | 100 | 100 | 100 | 94 | 94 | 94 | 88 | Shoestring | | | | | | | | | | | |
| 94 | 94 | 88 | 94 | 94 | 94 | 94 | 94 | 100 | 100 | 100 | 100 | 100 | 94 | 94 | 94 | 88 | 100 | Extra Crispy Spicy Straight Cut | | | | | | | | | | |
| 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | 77 | Super Spirals ® | | | | | | | | | |
| 77 | 77 | 77 | 72 | 72 | 72 | 72 | 72 | 7 | | | | | | | | | | 72 | 94 | Smiles ® | | | | | | | | |
| 77 | 77 | 77 | 72 | 72 | 72 | 72 | 72 | 7 | | | | | | | | | | 72 | 77 | 83 | Lattice Cut, Spicy, Extra Crispy | | | | | | | |
| 61 | 61 | 61 | 55 | 55 | 55 | 55 | 55 | 5 | | | | | | | | | | 55 | 66 | 72 | 72 | Tasti Taters ® | | | | | | |
| 33 | 33 | 38 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 38 | 38 | 44 | 66 | Potato Patties - Onion | | | | | |
| 33 | 33 | 38 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 38 | 38 | 44 | 66 | 100 | Potato Patties | | | | |
| 27 | 27 | 33 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 33 | 33 | 38 | 61 | 94 | 94 | Diced Hashbrowns | | | |
| 27 | 27 | 33 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 50 | 83 | 83 | 88 | Shredded Hashbrowns | | |
| 27 | 27 | 33 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 50 | 83 | 83 | 88 | 100 | Dollar Chips ® | |
| 27 | 27 | 33 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 50 | 83 | 83 | 88 | 100 | 100 | Diced Vegetable Hashbrowns |

Minutes Shoestring / Super Spirals ® – grouped together by 77% of participants (14 times)

# PARTICIPANT-CENTRIC ANALYSIS

The PCA shows the most acceptable IA submissions by participants in this card sort, as tested against all other participant IAs.

## 17/18 participant sorts were similar to this IA

6 groups

Submitted by participant:

mary.vallis@gmail.com

### Dessert

Frozen Desserts
Frozen cakes & pies
desserts

- Deep 'n Delicious ® Chocolate Cake
- Deep 'n Delicious ® Vanilla Cake
- Deep 'n Delicious ® Marble Cake
- Deep 'n Delicious ® Apple-Caramel Cake
- Deep 'n Delicious ® Carrot Cake
- Deep 'n Delicious ® Cookies & Cream Cream Pie
- Deep 'n Delicious ® Double Chocolate Cream Pie
- Deep 'n Delicious ® Coconut Cream Pie
- Deep 'n Delicious ® Apple Pie
- Deep 'n Delicious ® Blueberry Pie
- Deep 'n Delicious ® Strawberry Rhubarb Pie

### Breakfast

breakfast potatoes
Breakfast Potato Dishes

- Potato Pancakes
- Homefries
- Dollar Chips ®
- Shredded Hashbrowns

### Pizza

Frozen Pizza
Pizzas
Fast Food

- Low Fat Straight Cut
- Rising Crust Roasted Chicken Deluxe
- Rising Crust Hawaiin
- Rising Crust Deluxe
- Rising Crust Pepperoni
- Rising Crust 4 Cheese
- Rising Crust 4 Meat
- Thin Crust Parisian
- Thin Crust Canadian
- Thin Crust Pepperoni
- Thin Crust Deluxe
- Ultra Thin Crust Roasted Vegetable & Goat Cheese
- Ultra Thin Crust Capicollo
- Ultra Thin Crust Spinach & Provolone
- Ultra Thin Crust Roasted Mushroom & Garlic
- Ultra Thin Crust Pollo
- Deep 'n Delicious ® Minis Deluxe
- Deep 'n Delicious ® Minis Pepperoni
- Deep 'n Delicious ® Minis Deli Lovers
- Deep 'n Delicious ® Minis 3 Cheese
- Pizza Pockets ® Pepperoni
- Pizza Pockets ® Deluxe
- Pizza Pockets ® Three Cheese
- Pizza Pockets ® Pepperoni & Bacon
- Pizza Pockets ® Deli Lovers

### Fries

French Fries
Side dish
fries

- Minutes Shoestring
- Crinkle Cut
- Straight Cut
- Low Salt Straight Cut
- Extra Crispy Straight Cut
- Extra Crispy Spicy Straight Cut
- Extra Crispy Crinkle Cut
- Crinkle Cut Fries
- Straight Cut Fries
- Shoestring
- Steak Cut Fries
- Wedges, Savoury, Extra Crispy
- Wedges, Spicy, Extra Crispy
- Sweet Potato Plank Cut
- Sweet Potato Crinkle Cut
- Red Skin Straight Cut
- Red Skin Classic Wedges
- Red Skin Homestyle Chunks

### Potato options

Other

- Tasti Taters ®
- Super Spirals ®
- Smiles ®
- Diced Hashbrowns
- Potato Patties
- Potato Patties - Onion
- Lattice Cut, Spicy, Extra Crispy

# 18/18 participant sorts were similar to this IA

5 groups

Submitted by participant:

gretchen_daniels@hotmail.com

## Dessert

Frozen Desserts
Frozen cakes & pies
desserts

- Deep 'n Delicious ® Chocolate Cake
- Deep 'n Delicious ® Vanilla Cake
- Deep 'n Delicious ® Marble Cake
- Deep 'n Delicious ® Apple-Caramel Cake
- Deep 'n Delicious ® Carrot Cake
- Deep 'n Delicious ® Cookies & Cream Cream Pie
- Deep 'n Delicious ® Double Chocolate Cream Pie
- Deep 'n Delicious ® Coconut Cream Pie
- Deep 'n Delicious ® Apple Pie
- Deep 'n Delicious ® Blueberry Pie
- Deep 'n Delicious ® Strawberry Rhubarb Pie

## Snack Pizzas

Pizza, single serving
Snacks
kids snacks

- Deep 'n Delicious ® Minis Deluxe
- Deep 'n Delicious ® Minis Pepperoni
- Deep 'n Delicious ® Minis Deli Lovers
- Deep 'n Delicious ® Minis 3 Cheese
- Pizza Pockets ® Pepperoni
- Pizza Pockets ® Deluxe
- Pizza Pockets ® Three Cheese
- Pizza Pockets ® Pepperoni & Bacon
- Pizza Pockets ® Deli Lovers

## Fries

French Fries
Potato Side Dishes
Deep Fried

- Minutes Shoestring
- Crinkle Cut
- Straight Cut
- Tasti Taters ®
- Super Spirals ®
- Smiles ®
- Low Fat Straight Cut
- Low Salt Straight Cut
- Extra Crispy Straight Cut
- Extra Crispy Spicy Straight Cut
- Extra Crispy Crinkle Cut
- Crinkle Cut Fries
- Straight Cut Fries
- Shoestring
- Steak Cut Fries
- Wedges, Savoury, Extra Crispy
- Wedges, Spicy, Extra Crispy
- Sweet Potato Plank Cut
- Sweet Potato Crinkle Cut
- Red Skin Straight Cut
- Red Skin Classic Wedges
- Red Skin Homestyle Chunks

## Breakfast

breakfast potatoes
Breakfast Potato Dishes
Breakfast potatoes

- Potato Pancakes
- Homefries
- Dollar Chips ®
- Shredded Hashbrowns
- Diced Vegetable Hashbrowns
- Diced Hashbrowns
- Potato Patties
- Potato Patties - Onion

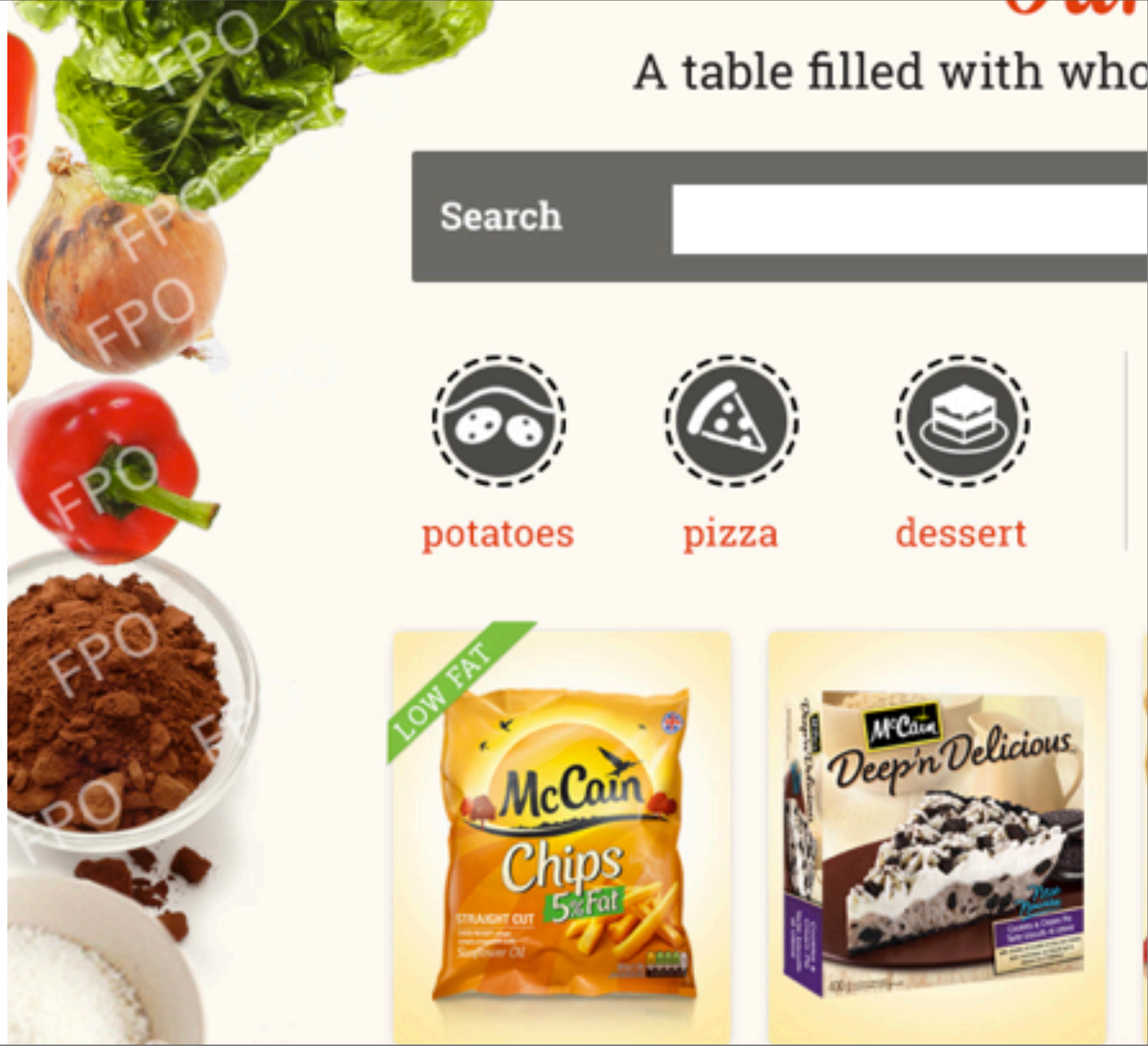
## Pizza

Frozen Pizza
Pizzas
Meal Pizzas

- Rising Crust Roasted Chicken Deluxe
- Rising Crust Hawaiin
- Rising Crust Deluxe
- Rising Crust Pepperoni
- Rising Crust 4 Cheese
- Rising Crust 4 Meat
- Thin Crust Parisian
- Thin Crust Canadian
- Thin Crust Pepperoni
- Thin Crust Deluxe

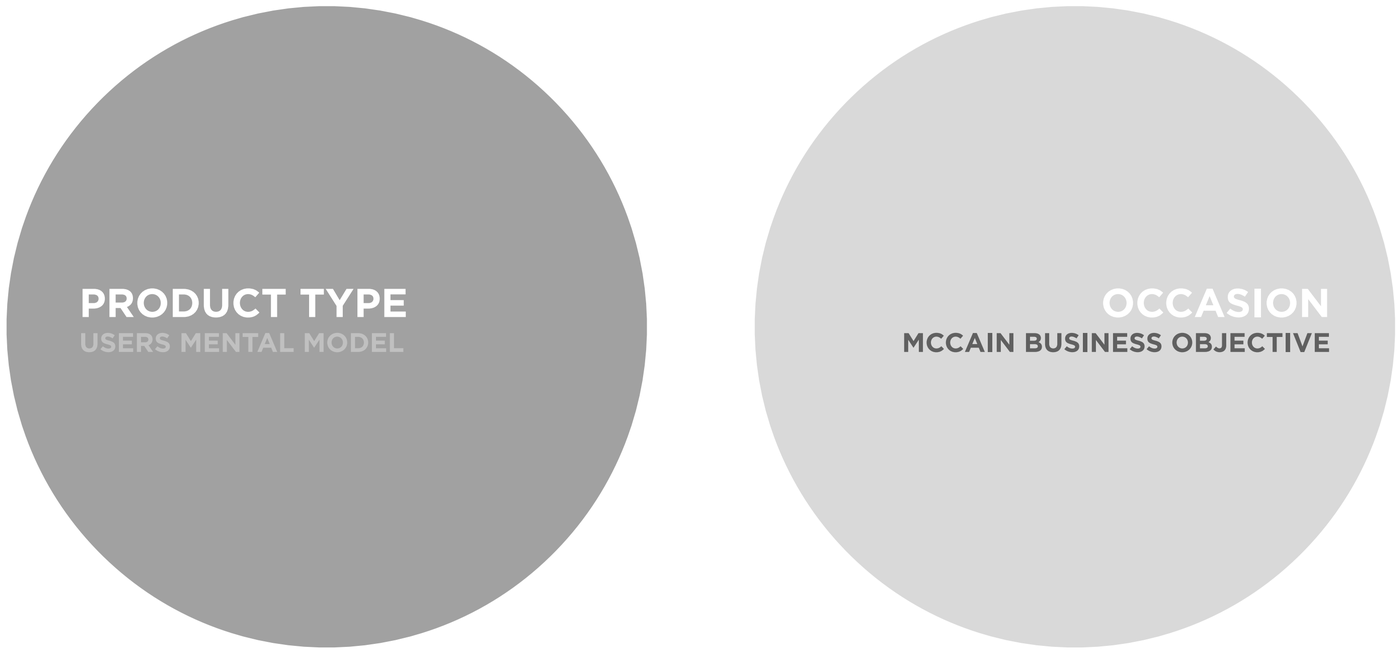
# OPEN CARD SORT FINDINGS

Q: How do our users think?
A: Super Simple!



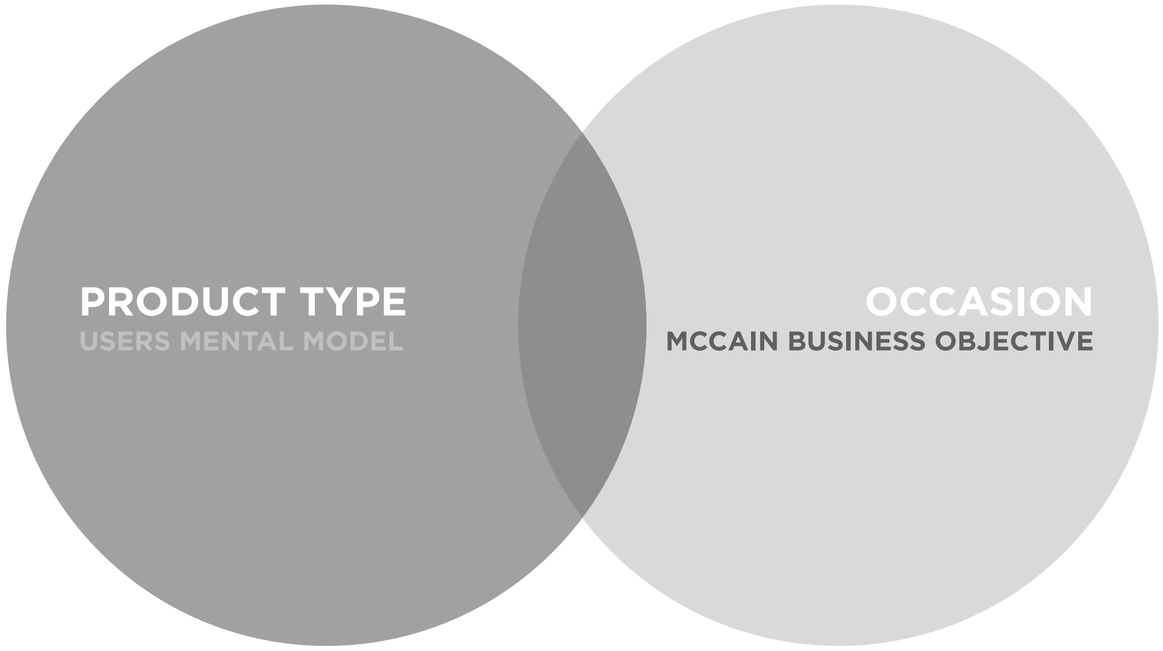
# AND WHAT NOW?

How can we meet both, the user's and the client's objectives?



# AND WHAT NOW?

How can we meet both, the user's and the client's objectives?



# CLOSED CARD SORT

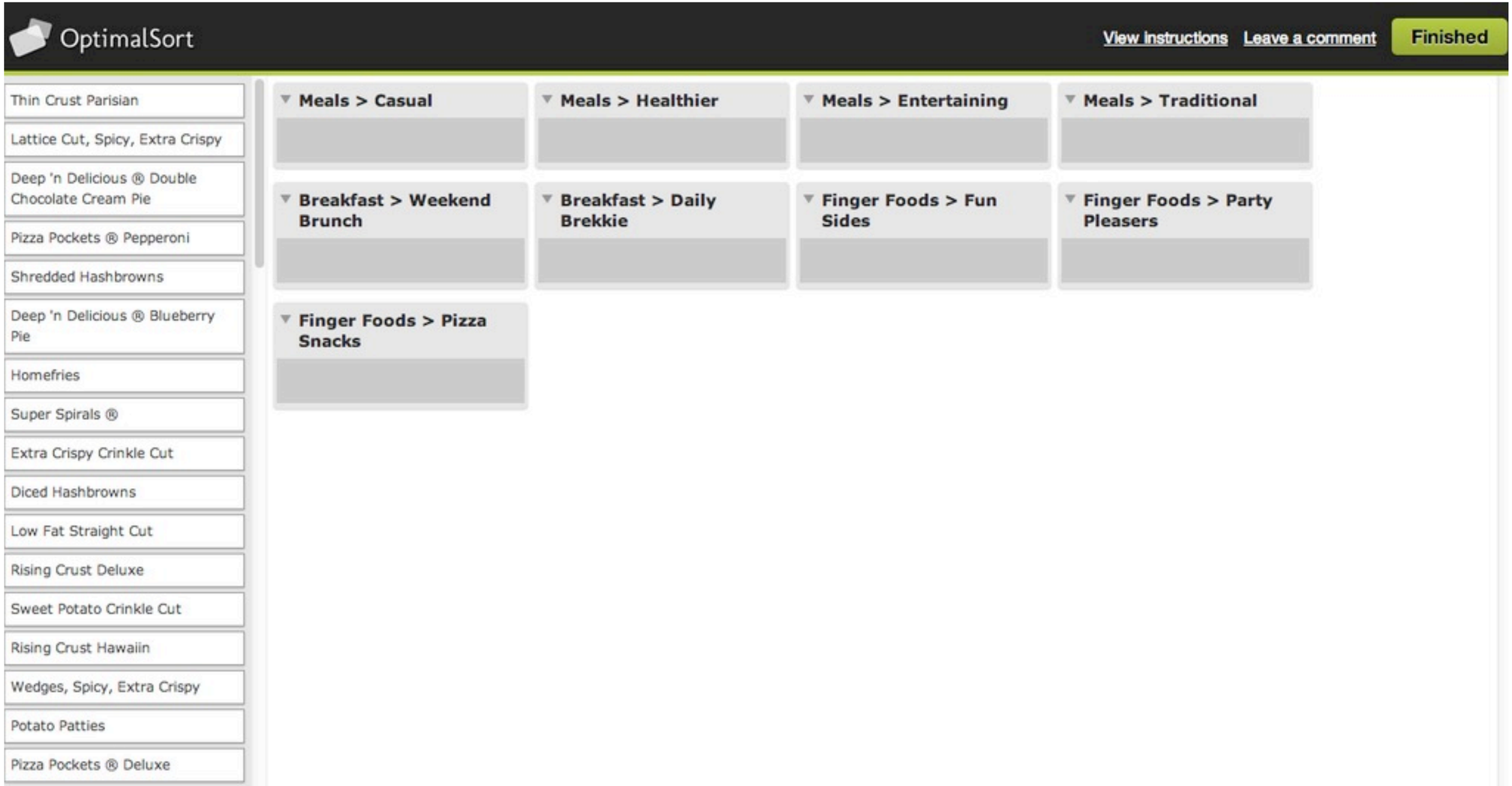
GRIP

# WHAT WE LEARN ABOUT THE USER IN AN CLOSED CARD SORT

We learn about how they cope in our presented structure

- How they **group information** when they don't have the freedom to create their own labels
- If they **agree on placement**
- If our **labelling** is clear
- After study survey to **gather feedback**

# CLOSED CARD SORT



# TOOLS TO ANALYZE THE DATA

GRIP

# RESULTS MATRIX

| | Breakfast > Daily Brekkie | Breakfast > Weekend Brunch | Finger Foods > Fun Sides | Finger Foods > Party Pleasers | Finger Foods > Pizza Snacks | Meals > Casual | Meals > Entertaining | Meals > Healthier | Meals > Traditional | unsorted |
|---|---|---|---|---|---|---|---|---|---|---|
| Crinkle Cut | | | 6 | 1 | | 3 | | | 3 | 1 |
| Crinkle Cut Fries | | | 9 | | | 3 | | | 1 | 1 |
| Deep 'n Delicious ® Apple Pie | | | | 6 | | | 5 | | 2 | 1 |
| Deep 'n Delicious ® Apple-Caramel Cake | | | | 6 | | 1 | 5 | | 1 | 1 |
| Deep 'n Delicious ® Blueberry Pie | | | | 5 | | | 5 | 1 | 1 | 2 |
| Deep 'n Delicious ® Carrot Cake | | | | 4 | | | 5 | 1 | 2 | 2 |
| Deep 'n Delicious ® Chocolate Cake | | | | 5 | | | 5 | | 3 | 1 |
| Deep 'n Delicious ® Coconut Cream Pie | | | | 5 | | 1 | 6 | | 1 | 1 |
| Deep 'n Delicious ® Cookies & Cream Cream Pie | | | | | | | 7 | | 1 | 1 |
| Deep 'n Delicious ® Double Chocolate Cream Pie | | | | | | | 8 | | 1 | |
| Deep 'n Delicious ® Marble Cake | | | | 5 | | 2 | 5 | | 1 | 1 |
| Deep 'n Delicious ® Minis 3 Cheese | | | | 1 | 10 | 2 | | | | 1 |
| Deep 'n Delicious ® Minis Deli Lovers | | | | 4 | 7 | 1 | | 1 | | 1 |
| Deep 'n Delicious ® Minis Deluxe | | 1 | 1 | 3 | 6 | 1 | | 1 | | 1 |
| Deep 'n Delicious ® Minis Pepperoni | | | | 1 | 10 | 1 | | | | 2 |
| Deep 'n Delicious ® Strawberry Rhubarb Pie | | | | 5 | | 1 | 6 | 1 | 1 | |
| Deep 'n Delicious ® Vanilla Cake | | | | 5 | | 2 | 5 | | 1 | 1 |
| Diced Hashbrowns | 5 | 7 | | | 1 | | | | | 1 |
| Diced Vegetable Hashbrowns | 3 | 6 | | | | | | 2 | 1 | 2 |
| Dollar Chips ® | 1 | 1 | 6 | 4 | | | 1 | | | 1 |
| Extra Crispy Crinkle Cut | | | 9 | | | 2 | | | 2 | 1 |
| Extra Crispy Spicy Straight Cut | | | 8 | 1 | | 2 | | | 1 | 2 |
| Extra Crispy Straight Cut | | | 7 | | | 4 | | | 2 | 1 |
| Homefries | 2 | 5 | 5 | | 1 | | | | | 1 |
| Lattice Cut, Spicy, Extra Crispy | | | 9 | 1 | | 1 | | 1 | 1 | 1 |
| Low Fat Straight Cut | | | 7 | | | | | 5 | 1 | 1 |
| Low Salt Straight Cut | | | 8 | | | | | 5 | 1 | |
| Minutes Shoestring | 1 | | 8 | | | 2 | | 1 | | 2 |
| Onion Rings, Extra Crispy | | 1 | 8 | 2 | | 2 | | | | 1 |
| Pizza Pockets ® Deli Lovers | | | | | 13 | | | | | 1 |
| Pizza Pockets ® Deluxe | | | | | 13 | 1 | | | | |

Deep 'n Delicious ® Minis 3 Cheese / Finger Foods > Pizza Snacks

# FINDINGS

Not only couldn't they agree on where they would expect to find the products...

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Dollar Crisps ® | 1 | 1 | 6 | 4 | | | 1 | | | 1 |
| Extra Crispy Crinkle Cut | | | 9 | | | 2 | | | 2 | 1 |
| Extra Crispy Spicy Straight Cut | | | 8 | 1 | | 2 | | | 1 | 2 |
| Extra Crispy Straight Cut | | | 7 | | | 4 | | | 2 | 1 |
| Homefries | 2 | 5 | 5 | | 1 | | | | | 1 |
| Lattice Cut, Spicy, Extra Crispy | | | 9 | 1 | | 1 | | 1 | 1 | 1 |
| Low Fat Straight Cut | | | 7 | | | | | 5 | 1 | 1 |
| Low Salt Straight Cut | | | 8 | | | | | 5 | 1 | |
| Minutes Shoestring | 1 | | 8 | | | 2 | | 1 | | 2 |
| Onion Rings, Extra Crispy | | 1 | 8 | 2 | | 2 | | | | 1 |
| Pizza Pockets ® Deli Lovers | | | | | 13 | | | | | 1 |
| Pizza Pockets ® Deluxe | | | | | 13 | 1 | | | | |
| Pizza Pockets ® Pepperoni | | 1 | | | 11 | | | | | 2 |
| Pizza Pockets ® Pepperoni & Bacon | | | | | 12 | 1 | | | | 1 |
| Pizza Pockets ® Three Cheese | | 1 | | | 12 | | | | | 1 |
| Potato Pancakes | 3 | 9 | 1 | | 1 | | | | | |
| Potato Patties | 4 | 7 | 2 | | | | | | | 1 |
| Potato Patties - Onion | 2 | 9 | 2 | | | 1 | | | | |
| Red Skin Classic Wedges | | 1 | 8 | | | 3 | | 1 | 1 | |
| **Red Skin Homestyle Chunks** | **1** | **2** | **3** | | | **1** | **1** | **2** | **2** | **2** |
| Red Skin Straight Cut | | | 7 | 1 | | 3 | 1 | 2 | | |
| Rising Crust 4 Cheese | | | | | 1 | 9 | 1 | 1 | 1 | 1 |
| Rising Crust 4 Meat | | | | | 1 | 10 | | | 2 | 1 |
| Rising Crust Deluxe | | 1 | | | 1 | 9 | | | 2 | 1 |
| Rising Crust Hawaiin | | | | | 1 | 9 | | | 3 | 1 |
| Rising Crust Pepperoni | | | | | | 8 | | | 5 | 1 |
| Rising Crust Roasted Chicken Deluxe | | | | | 1 | 7 | 2 | 3 | 1 | |
| Shoestring | | | 11 | | | 3 | | | | |
| Shredded Hashbrowns | 6 | 7 | | | | | | | | 1 |
| Smiles ® | | 1 | 10 | 1 | | | | | | 2 |
| Steak Cut Fries | | | 6 | | | 4 | | | 3 | 1 |
| Straight Cut | | | 8 | | | 3 | | | 2 | 1 |
| Straight Cut Fries | | | 8 | | | 3 | | | 2 | 1 |

# FINDINGS

… they also didn't agree with where WE wanted the products to be

| Product | Daily Brekkie | Weekend Brunch | Fun Sides | Party Pleasers | Pizza Snacks | Casual | Entertaining | Healthier | Traditional | unsorted |
|---|---|---|---|---|---|---|---|---|---|---|
| Crinkle Cut | | | 6 | 1 | | 3 | | | 3 | 1 |
| Crinkle Cut Fries | | | 9 | | | 3 | | | 1 | 1 |
| Deep 'n Delicious ® Apple Pie | | | | 6 | | | 5 | | 2 | 1 |
| Deep 'n Delicious ® Apple-Caramel Cake | | | | 6 | | 1 | 5 | | 1 | 1 |
| Deep 'n Delicious ® Blueberry Pie | | | | 5 | | | 5 | 1 | 1 | 2 |
| Deep 'n Delicious ® Carrot Cake | | | | 4 | | | 5 | 1 | 2 | 2 |
| Deep 'n Delicious ® Chocolate Cake | | | | 5 | | | 5 | | 3 | 1 |
| Deep 'n Delicious ® Coconut Cream Pie | | | | 5 | | 1 | 6 | | 1 | 1 |
| Deep 'n Delicious ® Cookies & Cream Cream Pie | | | | 5 | | | 7 | | 1 | 1 |
| Deep 'n Delicious ® Double Chocolate Cream Pie | | | | 5 | | | 8 | | 1 | |
| Deep 'n Delicious ® Marble Cake | | | | 5 | | 2 | 5 | | 1 | 1 |
| Deep 'n Delicious ® Minis 3 Cheese | | | | 1 | 10 | 2 | | | | 1 |
| Deep 'n Delicious ® Minis Deli Lovers | | | | 4 | 7 | 1 | | 1 | | 1 |
| Deep 'n Delicious ® Minis Deluxe | | 1 | 1 | 3 | 6 | 1 | | 1 | | 1 |
| Deep 'n Delicious ® Minis Pepperoni | | | | 1 | 10 | 1 | | | | 2 |
| Deep 'n Delicious ® Strawberry Rhubarb Pie | | | | 5 | | 1 | 6 | 1 | 1 | |
| Deep 'n Delicious ® Vanilla Cake | | | | 5 | | 2 | 5 | | 1 | 1 |
| Diced Hashbrowns | 5 | 7 | | | 1 | | | | | 1 |
| Diced Vegetable Hashbrowns | 3 | 6 | | | | | | 2 | 1 | 2 |
| Dollar Chips ® | 1 | 1 | 6 | 4 | | | 1 | | | 1 |
| Extra Crispy Crinkle Cut | | | 9 | | | 2 | | | 2 | 1 |
| Extra Crispy Spicy Straight Cut | | | 8 | 1 | | 2 | | | 1 | 2 |
| Extra Crispy Straight Cut | | | 7 | | | 4 | | | 2 | 1 |
| Homefries | 2 | 5 | 5 | | 1 | | | | | 1 |
| Lattice Cut, Spicy, Extra Crispy | | | 9 | 1 | | 1 | | 1 | 1 | 1 |
| Low Fat Straight Cut | | | 7 | | | | | 5 | 1 | 1 |
| Low Salt Straight Cut | | | 8 | | | | | 5 | 1 | |
| Minutes Shoestring | 1 | | 8 | | | 2 | | 1 | | 2 |

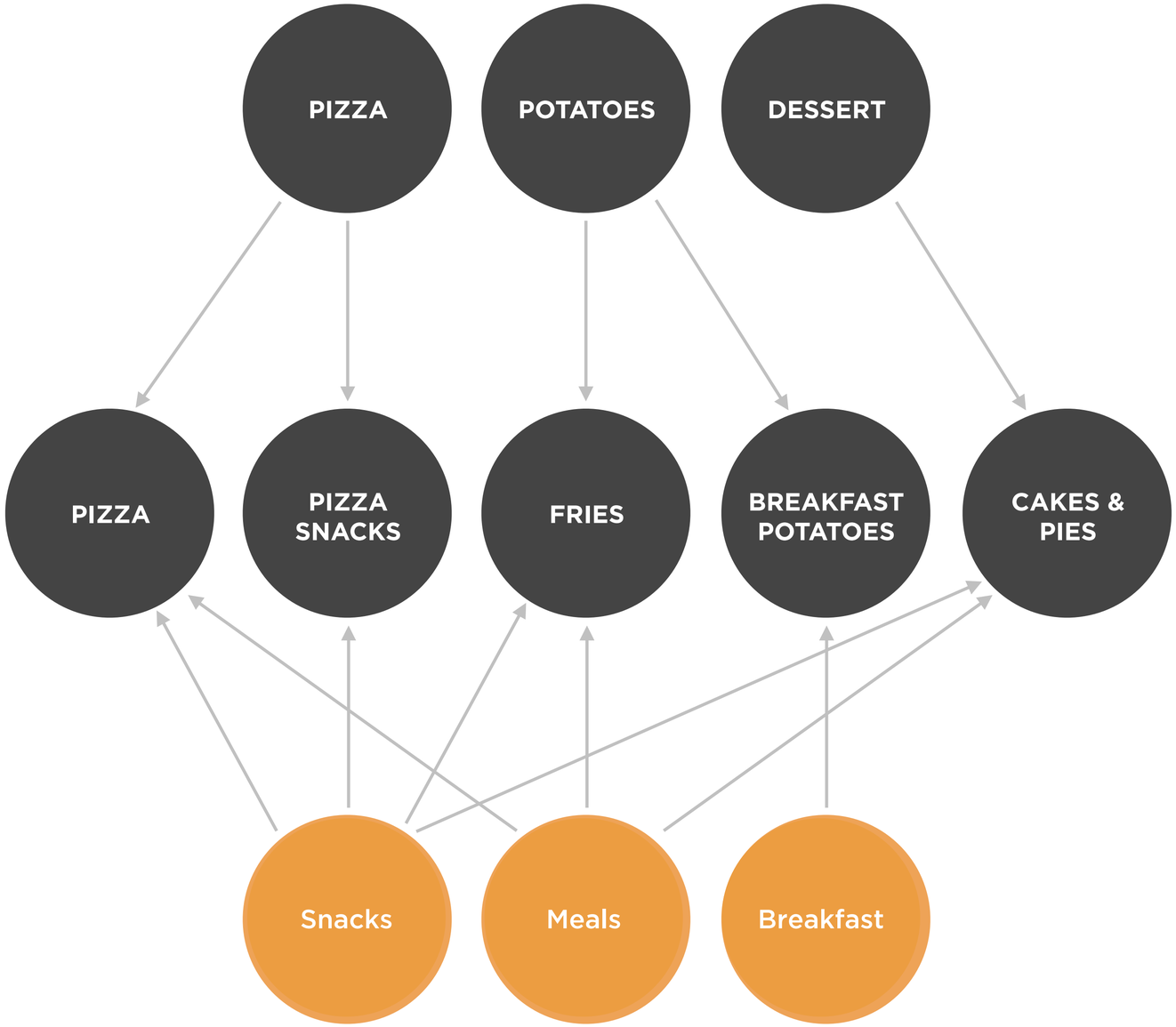
# THE SOLUTION

...we added those that the user agreed on most, to the occasion based Filter system in the place where they expected them to be.

| Product | Daily Brekkie | Weekend Brunch | Fun Sides | Party Pleasers | Pizza Snacks | Casual | Entertaining | Healthier | Traditional |
|---|---|---|---|---|---|---|---|---|---|
| Crinkle Cut | | | 6 | 1 | | 3 | | | 3 |
| Crinkle Cut Fries | | | 9 | | | 3 | | | 1 |
| Deep 'n Delicious ® Apple Pie | | | | 6 | | | 5 | | 2 |
| Deep 'n Delicious ® Apple-Caramel Cake | | | | 6 | | 1 | 5 | | 1 |
| Deep 'n Delicious ® Blueberry Pie | | | | 5 | | | 5 | 1 | 1 |
| Deep 'n Delicious ® Carrot Cake | | | | 4 | | | 5 | 1 | 2 |
| Deep 'n Delicious ® Chocolate Cake | | | | 5 | | | 5 | | 3 |
| Deep 'n Delicious ® Coconut Cream Pie | | | | 5 | | 1 | 6 | | 1 |
| Deep 'n Delicious ® Cookies & Cream Cream Pie | | | | 5 | | | 7 | | 1 |
| Deep 'n Delicious ® Double Chocolate Cream Pie | | | | 5 | | | 8 | | 1 |
| Deep 'n Delicious ® Marble Cake | | | | 5 | | 2 | 5 | | 1 |
| Deep 'n Delicious ® Minis 3 Cheese | | | | 1 | 10 | 2 | | | |
| Deep 'n Delicious ® Minis Deli Lovers | | | | 4 | 7 | 1 | | 1 | |
| Deep 'n Delicious ® Minis Deluxe | | 1 | 1 | 3 | 6 | 1 | | 1 | |
| Deep 'n Delicious ® Minis Pepperoni | | | | 1 | 10 | 1 | | | |
| Deep 'n Delicious ® Strawberry Rhubarb Pie | | | | 5 | | 1 | 6 | 1 | 1 |
| Deep 'n Delicious ® Vanilla Cake | | | | 5 | | 2 | 5 | | 1 |
| Diced Hashbrowns | 5 | 7 | | | 1 | | | | |
| Diced Vegetable Hashbrowns | 3 | 6 | | | | | | 2 | 1 |
| Dollar Chips ® | 1 | 1 | 6 | 4 | | | 1 | | |
| Extra Crispy Crinkle Cut | | | 9 | | | 2 | | | 2 |
| Extra Crispy Spicy Straight Cut | | | 8 | 1 | | 2 | | | 1 |
| Extra Crispy Straight Cut | | | 7 | | | 4 | | | 2 |
| Homefries | 2 | 5 | 5 | | 1 | | | | |
| Lattice Cut, Spicy, Extra Crispy | | | 9 | 1 | | 1 | | 1 | 1 |
| Low Fat Straight Cut | | | 7 | | | | | 5 | 1 |

# PRODUCT TYPE VS. OCCASIONS

Filters designed after the User's Mental Model AND the Client's Business Needs




USERS MENTAL MODEL — USER LABELED AND GROUPED

OCCASION BASED — CLIENT DEFINED AND ADJUSTED

# VOILA!

McCain
products
recipes
blog
promotions
our company
Our Products
A table filled with wholesome foods is a table full of love.
Search
Breakfast, Fries, Snacks
go
potatoes
pizza
dessert
breakfast
meals
finger foods
see all
LOW FAT
McCain
Deep'n Delicious
Extra Cheese
Thin Crust
FPO