McCain Card Sort Studies Report

Open Card Sort	conducted on March 13, 2014
	http://bit.ly/1fnX9WG
Closed Card Sort	conducted on March 17, 2014
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Table of Contents

Document Status 2
Document Revision History 2
Table of Contents 3
Open Card Sort 4
Executive Summary 4
Test Objective 4
Participants 4
Methodology 4
Data Collected 5
Analysis 5
Similarity Matrix of the combined participants 6
PCA (Participant Centric Analysis) 7
Results 10
Card Grouping 10
Card Sort Participant Comments 10
Recommendations 10
Closed Card Sort 11
Executive Summary 11
Test Objective 11
Participants 11
Methodology 11
Data Collected 12
Analysis 12
Results Matrix 13
Card Sort Participant Comments 15
Product Positioning prior to Card Sort Study 16
Card Sort Responses VS Product Positioning 17
Recommendations 18
Conclusion 20
APPENDIX A – CARD LISTING 21
APPENDIX B – CATEGORY LISTING 21

Open Card Sort

Executive Summary

The facilitator conducted an **Open Card Sort** test with **67 cards** and a total of **17 participants**.

The participants sorted 67 cards containing McCain Product Titles with Package shots.

Recommendations include:

- Using the similarly grouped cards to inform product groups
- Using the top categories to inform the overall structure of the product section.
- Seeking to "tag" topics with related categories, rather than seeking to "silo" the content, allowing users to more easily find what they are looking for regardless of their own mental models.

Test Objective

The card sort test was conducted to help shape the information architecture for the redesign of McCain.ca.

The facilitator sought to uncover an understanding of how parents from various backgrounds expected to see products organized on a brand website.

Participants

The total number of individuals who attempted the card sort was **18** ...

- Of those, **17 completed** and saved their sort.
- Of those, **1 did not actually sort** any cards.

The following results cover the **17 participants** who truly attempted the sort.

Methodology

The facilitator conducted the card using the online software **optimalworkshop.com**

- As an open card sort, participants organized 67 products into categories that they would expect to find on a food-focused website.
- They then labeled each category.
- Participants were required to sort all the cards.
- The cards were also randomized for each participant.

Appendix A contains the complete list of sorted cards.

Data Collected

The facilitator collected two forms of data:

- **Qualitative**: Qualitative data including participant comments.
- **Quantitative**: Quantitative data including card sort and category ranking metrics as well as general frequency of similar terms used.

Analysis

We evaluated the data with help of

- a **Similarity Matrix**
- a **Participant Centric Analysis**
- a **Dendogram** *(not included)*

Similarity Matrix of the combined participants

Figure 0-1:
The following similarity matrix (representing the combined participants) compares two cards and scores them based on how many participants agreed with the pair. Darker/higher numbers signify a stronger relationship between the card above the number and the card to the right of the number.

Straight Cut																																																																		
Red Skin Straight Cut	105
Red Skin Classic Wedges	100	100
Wedges, Savoury, Extra Crispy	100	100	100
Wedges, Spicy, Extra Crispy	100	100	100	100
Straight Cut Fries	100	100	100	100	100
Steak Cut Fries	100	100	100	100	100	100
Minutes Shoestring	94	94	94	94	94	94	94
Crinkle Cut	94	94	94	94	94	94	94	100
Extra Crispy Straight Cut	94	94	94	94	94	94	94	100	100
Extra Crispy Spicy Straight Cut	94	94	94	94	94	94	94	100	100	100
Crinkle Cut Fries	100	100	94	94	94	94	94	100	100	100	100
Low Salt Straight Cut	100	100	94	94	94	94	94	94	94	94	94	100
Sweet Potato Crinkle Cut	94	94	94	94	94	94	94	94	94	94	94	94	100
Sweet Potato Plank Cut	94	94	94	94	94	94	94	94	94	94	94	94	100	100
Low Fat Straight Cut	88	88	88	88	88	88	88	88	88	88	88	88	94	94	94
Extra Crispy Crinkle Cut	94	94	94	94	94	94	94	100	100	100	100	100	94	94	94	88
Shoestring	94	94	94	94	94	94	94	100	100	100	100	100	94	94	94	88	100
Red Skin Homestyle Chunks	100	100	94	94	94	94	94	88	88	88	88	94	94	88	88	82	88	88
Smiles ®	76	76	70	70	70	70	70	70	70	70	70	76	76	70	70	70	70	70	76
Super Spirals ®	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	94
Lattice Cut, Spicy, Extra Crispy	76	76	70	70	70	70	70	70	70	70	70	76	76	70	70	70	70	70	76	82	76
Tasti Taters ®	58	58	52	52	52	52	52	52	52	52	52	58	58	52	52	52	52	52	58	70	64	70
Potato Patties	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	41	41	41	47	70
Potato Patties - Onion	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	41	41	41	47	70	100
Diced Hashbrowns	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	35	35	35	41	64	94	94
Dollar Chips ®	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	35	29	29	29	52	82	82	88
Shredded Hashbrowns	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	35	29	29	29	52	82	82	88	100
Diced Vegetable Hashbrowns	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	35	29	29	29	52	82	82	88	100	100
Potato Pancakes	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	35	35	35	29	52	76	76	82	94	94	94
Homefries	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	35	35	35	29	52	76	76	82	94	94	94	100
Onion Rings, Extra Crispy	47	47	47	47	47	47	47	47	47	47	47	47	47	47	47	47	47	47	41	47	47	58	29	23	23	17	11	11	11	17	17
Rising Crust Deluxe	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17
Rising Crust Hawaiin	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	100
Rising Crust Pepperoni	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	100	100
Rising Crust Roasted Chicken Deluxe	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	100	100	100
Rising Crust 4 Cheese	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	100	100	100	100
Rising Crust 4 Meat	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	100	100	100	100	100
Ultra Thin Crust Roasted Mushroom & Garlic	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	94	94	94	94	94	94
Thin Crust Parisian	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	94	94	94	94	94	94	100
Ultra Thin Crust Pollo	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	94	94	94	94	94	94	100	100
Thin Crust Canadian	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	94	94	94	94	94	94	100	100	100
Ultra Thin Crust Roasted Vegetable & Goat Cheese	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	94	94	94	94	94	94	100	100	100	100
Ultra Thin Crust Spinach & Provolone	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	94	94	94	94	94	94	100	100	100	100	100
Ultra Thin Crust Capicollo	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	94	94	94	94	94	94	100	100	100	100	100	100
Thin Crust Deluxe	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	94	94	94	94	94	94	100	100	100	100	100	100	100
Thin Crust Pepperoni	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	11	5	11	5	0	0	0	0	0	0	0	0	17	94	94	94	94	94	94	100	100	100	100	100	100	100	100
Deep 'n Delicious ® Minis Deli Lovers	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	23	11	11	11	0	0	0	0	0	0	0	0	17	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70
Deep 'n Delicious ® Minis 3 Cheese	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	23	11	11	11	0	0	0	0	0	0	0	0	17	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	100
Deep 'n Delicious ® Minis Deluxe	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	23	11	11	11	0	0	0	0	0	0	0	0	17	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	100	100
Deep 'n Delicious ® Minis Pepperoni	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	23	11	11	11	0	0	0	0	0	0	0	0	17	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	100	100	100
Pizza Pockets ® Pepperoni	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	23	11	11	11	0	0	0	0	0	0	0	0	17	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	88	88	88	88
Pizza Pockets ® Deli Lovers	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	23	11	11	11	0	0	0	0	0	0	0	0	17	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	88	88	88	88	100
Pizza Pockets ® Deluxe	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	23	11	11	11	0	0	0	0	0	0	0	0	17	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	88	88	88	88	100	100
Pizza Pockets ® Pepperoni & Bacon	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	23	11	11	11	0	0	0	0	0	0	0	0	17	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	88	88	88	88	100	100	100
Pizza Pockets ® Three Cheese	11	11	5	5	5	5	5	5	5	5	5	11	11	5	5	11	5	5	11	23	11	11	11	0	0	0	0	0	0	0	0	17	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	88	88	88	88	100	100	100	100
Deep 'n Delicious ® Marble Cake	5	5	0	0	0	0	0	0	0	0	0	5	5	0	0	0	0	0	5	5	0	5	5	0	0	0	0	0	0	0	0	0	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Deep 'n Delicious ® Chocolate Cake	5	5	0	0	0	0	0	0	0	0	0	5	5	0	0	0	0	0	5	5	0	5	5	0	0	0	0	0	0	0	0	0	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	105
Deep 'n Delicious ® Carrot Cake	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	100
Deep 'n Delicious ® Vanilla Cake	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	100	100
Deep 'n Delicious ® Apple-Caramel Cake	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	100	100	100
Deep 'n Delicious ® Blueberry Pie	5	5	0	0	0	0	0	0	0	0	0	5	5	0	0	0	0	0	5	5	0	5	5	0	0	0	0	0	0	0	0	0	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	82	82	76	76	76
Deep 'n Delicious ® Apple Pie	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76	76	76	76	76	100
Deep 'n Delicious ® Strawberry Rhubarb Pie	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76	76	76	76	76	100	100
Deep 'n Delicious ® Double Chocolate Cream Pie	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76	76	76	76	76	94	94	94
Deep 'n Delicious ® Cookies & Cream Cream Pie	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76	76	76	76	76	94	94	94	100
Deep 'n Delicious ® Coconut Cream Pie	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76	76	76	76	76	94	94	94	100	100

PCA (Participant Centric Analysis)

The Participant-Centric Analysis shows the top three most acceptable IA submissions by participants in this card sort, as tested against all other participant IAs.

17/17 participant sorts were similar to this IA

5 groups

USER DEFINED CATEGORIES:
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

USER DEFINED CATEGORIES:
Fries, (French Fries, Potato Side Dishes, French Fries n Onion Rings)

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
Lattice Cut, Spicy, Extra Crispy
Onion Rings, Extra Crispy

USER DEFINED CATEGORIES:
Pizza, Frozen Pizza, Pizzas, Meal Pizzas

Rising Crust Roasted Chicken Deluxe
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 & Goat Cheese
Ultra Thin Crust Capicollo
Ultra Thin Crust Spinach & Provolone
Ultra Thin Crust Roasted Mushroom & Garlic
Ultra Thin Crust Pollo

USER DEFINED CATEGORIES:
Breakfast potatoes, Breakfast, Breakfast Potato Dishes

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

USER DEFINED CATEGORIES:
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

16/17 participant sorts were similar to this IA

6 groups

USER DEFINED CATEGORIES: 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

USER DEFINED CATEGORIES: Pizza, Frozen Pizza, Pizzas, Fast Food

Low Fat Straight Cut
Rising Crust Roasted Chicken Deluxe
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 & 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

USER DEFINED CATEGORIES: 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

USER DEFINED CATEGORIES: Breakfast, breakfast potatoes, Breakfast Potato Dishes

Potato Pancakes
Homefries
Dollar Chips ®
Shredded Hashbrowns
Diced Vegetable Hashbrowns

USER DEFINED CATEGORIES: Onion Rings, Onion rings

Onion Rings, Extra Crispy

USER DEFINED CATEGORIES: Potato options, Other

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

16/17 participant sorts were similar to this IA

5 groups

USER DEFINED CATEGORIES:
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

USER DEFINED CATEGORIES:
Pizza, Frozen Pizza, Pizzas, Fast Food

Rising Crust Roasted Chicken Deluxe
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 & 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

USER DEFINED CATEGORIES:
Fries, French Fries, French Fries n Onion Rings, Potato Side Dishes

Minutes Shoestring
Crinkle Cut
Straight Cut
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
Lattice Cut, Spicy, Extra Crispy

USER DEFINED CATEGORIES:
Breakfast potatoes, Breakfast potatoes, breakfast items, Taters n Hash Browns

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

USER DEFINED CATEGORIES:
Onion Rings

Onion Rings, Extra Crispy

Results

Participants showed a **strong agreement** on the majority of products -> category associations. They however showed **uncertainty** in categorizing the following products, which varied widely in category associations.

- Onion Rings, Extra Crispy
- Tasti Taters®
- Smiles®
- Lattice Cut, Spicy, Extra Crispy
- Super Spirals®

Card Grouping

The following groupings dominated as a common denominator:

- Pizza
- Pizza Snacks
- Fries
- Breakfast Potatoes
- Dessert

Card Sort Participant Comments

What product was the most difficult to categorize?

- *"Onion Rings... needed a category of their own almost."*
  (4 Participants said "Onion Rings" were the most difficult to categorize)
- *"The potato products - many varying levels of health, meal type and seasoning"*

Recommendations

Adhering closely to the proven mental model when designing the navigation will increase customer experience and satisfaction. Since the marketing strategy requires introducing Occasion Based Filters, it is necessary to provide an alternative and mental-model-conform navigation to avoid user frustration.

Closed Card Sort

Executive Summary

The facilitator conducted a **Closed Card Sort** test with **67 cards** and a total of **14 participants**.

The participants sorted 67 cards containing McCain Product Titles **into predefined categories**.

Recommendations include:

- Addition of most mentioned products to the Occasion Based filters

Test Objective

The card sort test was conducted to help shape the information architecture for the redesign of McCain.ca.

The facilitator sought to validate predefined categorization and uncover how users from various backgrounds interact with an **Occasion Based** Product Filter.

Participants

The total number of individuals who attempted the card sort was **14** ...

- Of those, **14 completed** and saved their sort.
- Of those, **0 did not actually sort** any cards.

The following results cover the **14 participants** who truly attempted the sort.

Methodology

The facilitator conducted the card sort using the online software **optimalworkshop.com.**
As a closed card sort, the participants organized 67 products into **provided categories**.

- Participants were **not required** to sort all the cards.
- The cards were also randomized for each participant.

Appendix A contains the complete list of sorted cards

Appendix B contains the complete list of provided categories

Data Collected

The facilitator collected two forms of data:

- **Qualitative**: Qualitative data including participant comments.
- **Quantitative**: Quantitative data including card sort and category ranking metrics as well as time required to complete the exercise.

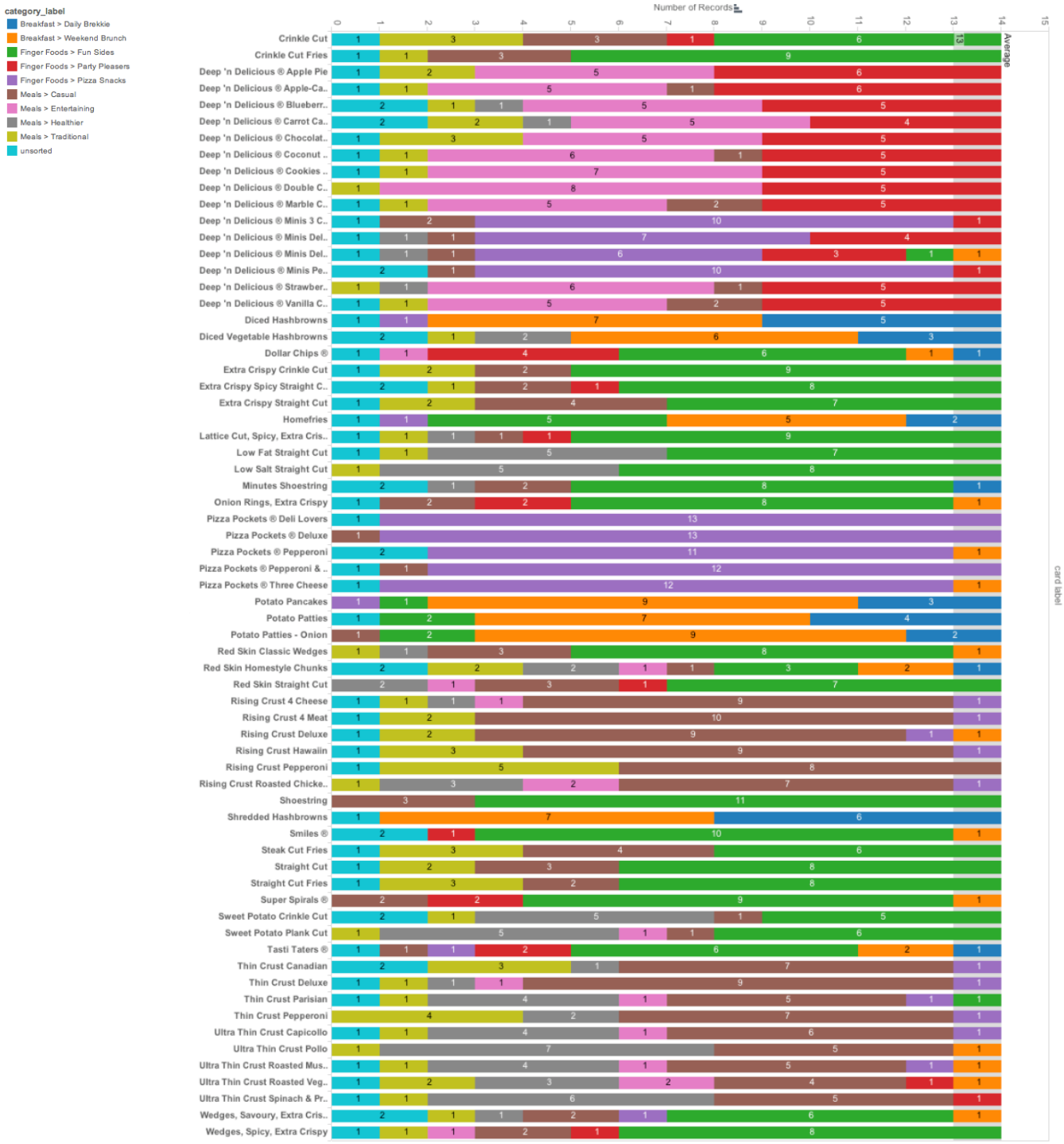
Analysis

We evaluated the data with help of a **Results Matrix**
and imported the raw data for manual evaluation into **tableausoftware.com** to allow for extended visual mapping.

Results Matrix

The results matrix shows the number of times that each card was sorted into the corresponding category.

	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				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
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			2			3	1
Super Spirals ®		1	9	2		2				
Sweet Potato Crinkle Cut			5			1		5	1	2
Sweet Potato Plank Cut			6			1	1	5	1	
Tasti Taters ®	1	2	6	2	1	1				1
Thin Crust Canadian					1	7		1	3	2
Thin Crust Deluxe					1	9	1	1	1	1
Thin Crust Parisian			1		1	5	1	4	1	1
Thin Crust Pepperoni					1	7		2	4	
Ultra Thin Crust Capicollo					1	6	1	4	1	1
Ultra Thin Crust Pollo		1				5		7	1	
Ultra Thin Crust Roasted Mushroom & Garlic		1			1	5	1	4	1	1
Ultra Thin Crust Roasted Vegetable & Goat Cheese		1		1		4	2	3	2	1
Ultra Thin Crust Spinach & Provolone				1		5		6	1	1
Wedges, Savoury, Extra Crispy		1	6		1	2		1	1	2
Wedges, Spicy, Extra Crispy			8	1		2	1		1	1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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
Number of Records
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
Average
card label
Crinkle Cut
Crinkle Cut Fries
Deep 'n Delicious ® Apple Pie
Deep 'n Delicious ® Apple-Ca..
Deep 'n Delicious ® Blueberr..
Deep 'n Delicious ® Carrot Ca..
Deep 'n Delicious ® Chocolat..
Deep 'n Delicious ® Coconut ..
Deep 'n Delicious ® Cookies ..
Deep 'n Delicious ® Double C..
Deep 'n Delicious ® Marble C..
Deep 'n Delicious ® Minis 3 C..
Deep 'n Delicious ® Minis Del..
Deep 'n Delicious ® Minis Del..
Deep 'n Delicious ® Minis Pe..
Deep 'n Delicious ® Strawber..
Deep 'n Delicious ® Vanilla C..
Diced Hashbrowns
Diced Vegetable Hashbrowns
Dollar Chips ®
Extra Crispy Crinkle Cut
Extra Crispy Spicy Straight C..
Extra Crispy Straight Cut
Homefries
Lattice Cut, Spicy, Extra Cris..
Low Fat Straight Cut
Low Salt Straight Cut
Minutes Shoestring
Onion Rings, Extra Crispy
Pizza Pockets ® Deli Lovers
Pizza Pockets ® Deluxe
Pizza Pockets ® Pepperoni
Pizza Pockets ® Pepperoni & ..
Pizza Pockets ® Three Cheese
Potato Pancakes
Potato Patties
Potato Patties - Onion
Red Skin Classic Wedges
Red Skin Homestyle Chunks
Red Skin Straight Cut
Rising Crust 4 Cheese
Rising Crust 4 Meat
Rising Crust Deluxe
Rising Crust Hawaiin
Rising Crust Pepperoni
Rising Crust Roasted Chicke..
Shoestring
Shredded Hashbrowns
Smiles ®
Steak Cut Fries
Straight Cut
Straight Cut Fries
Super Spirals ®
Sweet Potato Crinkle Cut
Sweet Potato Plank Cut
Tasti Taters ®
Thin Crust Canadian
Thin Crust Deluxe
Thin Crust Parisian
Thin Crust Pepperoni
Ultra Thin Crust Capicollo
Ultra Thin Crust Pollo
Ultra Thin Crust Roasted Mus..
Ultra Thin Crust Roasted Veg..
Ultra Thin Crust Spinach & Pr..
Wedges, Savoury, Extra Cris..
Wedges, Spicy, Extra Crispy

Card Sort Participant Comments

Did you miss a category? If yes, how would you call it?

- *"Potato"*
- *"Desserts"* (mentioned 5x)
- *"I just didn't felt it was the best fit...."*

	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				■			■		
Low Fat Straight Cut								■	
Low Salt Straight Cut								■	
Minutes Shoestring						■			
Onion Rings, Extra Crispy				■		■	■		
Pizza Pockets ® Deli Lovers					■				
Pizza Pockets ® Deluxe					■				
Pizza Pockets ® Pepperoni					■				
Pizza Pockets ® Pepperoni & Bacon					■				
Pizza Pockets ® Three Cheese					■				
Potato Pancakes		■							
Potato Patties	■								
Potato Patties - Onion	■								
Red Skin Classic Wedges								■	
Red Skin Homestyle Chunks								■	
Red Skin Straight Cut								■	
Rising Crust 4 Cheese						■			
Rising Crust 4 Meat						■			
Rising Crust Deluxe						■			
Rising Crust Hawaiin						■			
Rising Crust Pepperoni						■			
Rising Crust Roasted Chicken Deluxe						■			
Shoestring						■			
Shredded Hashbrowns									
Smiles ®			■			■			
Steak Cut Fries									
Straight Cut						■			
Straight Cut Fries						■			
Super Spirals ®			■						
Sweet Potato Crinkle Cut								■	
Sweet Potato Plank Cut								■	
Tasti Taters ®			■						
Thin Crust Canadian						■			
Thin Crust Deluxe						■			
Thin Crust Parisian						■			
Thin Crust Pepperoni						■			
Ultra Thin Crust Capicollo				■			■	■	
Ultra Thin Crust Pollo				■			■	■	
Ultra Thin Crust Roasted Mushroom & Garlic				■			■	■	
Ultra Thin Crust Roasted Vegetable & Goat Cheese				■			■	■	
Ultra Thin Crust Spinach & Provolone				■			■	■	
Wedges, Savoury, Extra Crispy				■			■		
Wedges, Spicy, Extra Crispy				■			■		
Number of Participants									

Legend
■ Product Positioning

Card Sort Responses VS Product Positioning

The results matrix shows the number of times that each card was sorted into the corresponding category.

	Breakfast		Finger Food			Meals				
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
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			2			3	1
Super Spirals ®		1	9	2		2				
Sweet Potato Crinkle Cut			5			1		5	1	2
Sweet Potato Plank Cut			6			1	1	5	1	
Tasti Taters ®	1	2	6	2	1	1				1
Thin Crust Canadian					1	7		1	3	2
Thin Crust Deluxe					1	9	1	1	1	1
Thin Crust Parisian			1		1	5	1	4	1	1
Thin Crust Pepperoni					1	7		2	4	
Ultra Thin Crust Capicollo					1	6	1	4	1	1
Ultra Thin Crust Pollo		1				5		7	1	
Ultra Thin Crust Roasted Mushroom & Garlic		1			1	5	1	4	1	1
Ultra Thin Crust Roasted Vegetable & Goat Cheese		1		1		4	2	3	2	1
Ultra Thin Crust Spinach & Provolone				1		5		6	1	1
Wedges, Savoury, Extra Crispy		1	6		1	2		1	1	2
Wedges, Spicy, Extra Crispy			8	1		2	1		1	1

Legend

	Product Positioning
5	Number of times that each card was sorted into this category
14	Total Amount of participants

Recommendations

Based on these findings, we recommend including the most categorized products into the occasion-based category, to accommodate the user's expectations in cases where they don't match up with the brand requirements.

This allows for repositioning products as well as to satisfy user needs.

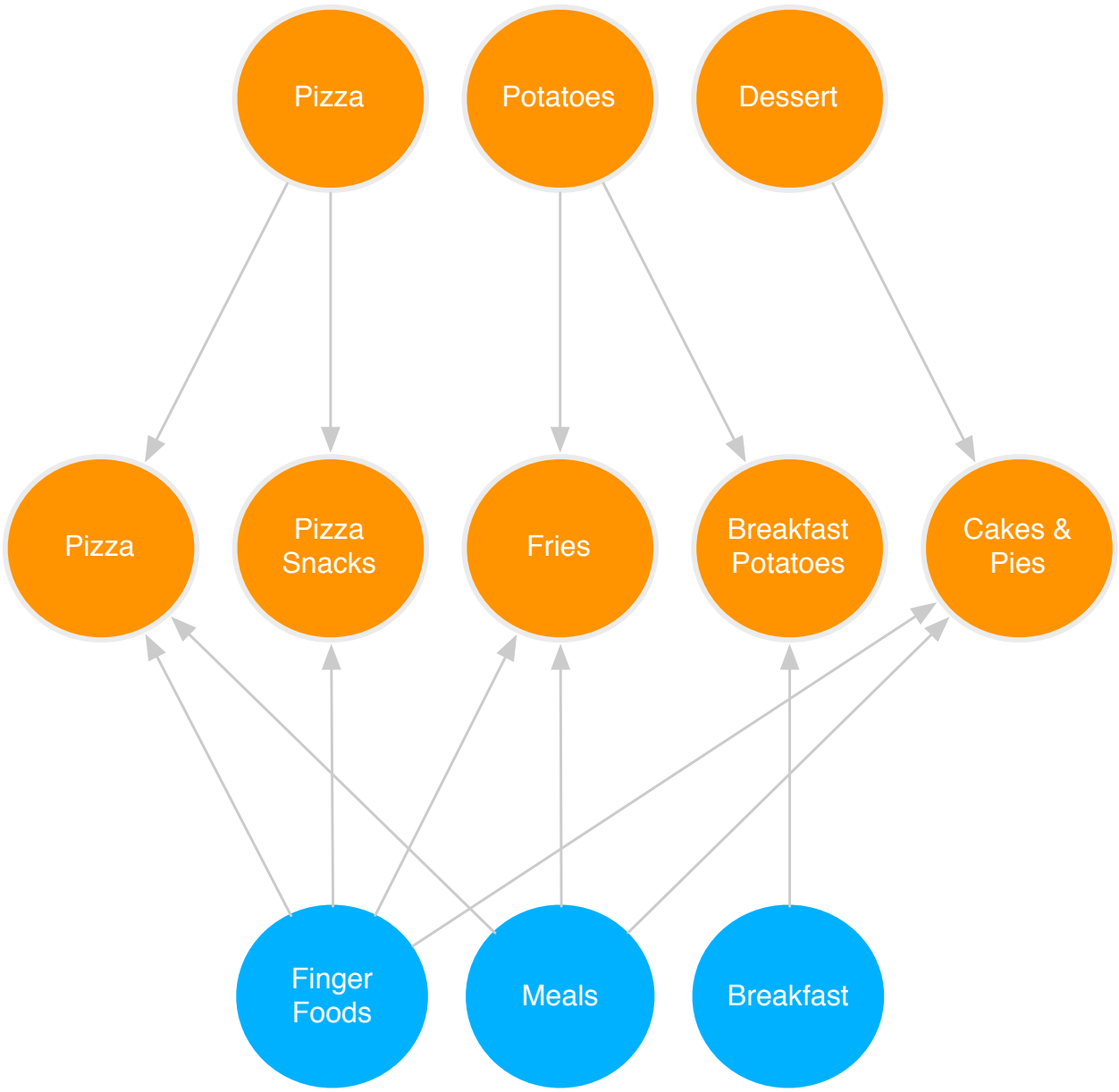
Adjusted Matrix

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
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			2			3	1
Super Spirals ®		1	9	2		2				
Sweet Potato Crinkle Cut			5			1		5	1	2
Sweet Potato Plank Cut			6			1	1	5	1	
Tasti Taters ®	1	2	6	2	1	1				1
Thin Crust Canadian					1	7		1	3	2
Thin Crust Deluxe					1	9	1	1	1	1
Thin Crust Parisian			1		1	5	1	4	1	1
Thin Crust Pepperoni					1	7		2	4	
Ultra Thin Crust Capicollo					1	6	1	4	1	1
Ultra Thin Crust Pollo		1				5		7	1	
Ultra Thin Crust Roasted Mushroom & Garlic		1			1	5	1	4	1	1
Ultra Thin Crust Roasted Vegetable & Goat Cheese		1		1		4	2	3	2	1
Ultra Thin Crust Spinach & Provolone				1		5		6	1	1
Wedges, Savoury, Extra Crispy		1	6		1	2		1	1	2
Wedges, Spicy, Extra Crispy			8	1		2	1		1	1

For the complete Matrix that includes Product based filtering see **McCain Product Matrix 1.3.pdf**

Conclusion

A Product Type based Filter combined with an Occasion Based Filter (with adjusted product assignment based on study findings) will accustom both, the Mental Model of the user as well as the Business Requirements.



Legend

APPENDIX A – CARD LISTING

Crinkle Cut
Crinkle Cut Fries
Deep 'n Delicious ® Apple-Caramel Cake
Deep 'n Delicious ® Chocolate Cake
Deep 'n Delicious ® Marble Cake
Deep 'n Delicious ® Vanilla Cake
Deep 'n Delicious ® Apple Pie
Deep 'n Delicious ® Blueberry Pie
Deep 'n Delicious ® Carrot Cake
Deep 'n Delicious ® Coconut Cream Pie
Deep 'n Delicious ® Cookies & Cream Cream Pie
Deep 'n Delicious ® Double Chocolate Cream Pie
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
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
Low Fat Straight Cut
Low Salt Straight Cut
Minutes Shoestring
Onion Rings, Extra Crispy
Pizza Pockets ® Deli Lovers
Pizza Pockets ® Deluxe
Pizza Pockets ® Pepperoni
Pizza Pockets ® Pepperoni & Bacon
Pizza Pockets ® Three Cheese
Potato Pancakes
Potato Patties
Potato Patties - Onion
Red Skin Classic Wedges
Red Skin Homestyle Chunks
Red Skin Straight Cut
Rising Crust 4 Cheese
Rising Crust 4 Meat
Rising Crust Deluxe
Rising Crust Hawaiin
Rising Crust Pepperoni
Rising Crust Roasted Chicken Deluxe
Shoestring
Shredded Hashbrowns
Smiles ®
Steak Cut Fries
Straight Cut
Straight Cut Fries
Super Spirals ®
Sweet Potato Crinkle Cut
Sweet Potato Plank Cut
Tasti Taters ®
Thin Crust Canadian
Thin Crust Deluxe
Thin Crust Parisian
Thin Crust Pepperoni
Ultra Thin Crust Capicollo
Ultra Thin Crust Pollo
Ultra Thin Crust Roasted Mushroom & Garlic
Ultra Thin Crust Roasted Vegetable & Goat Cheese
Ultra Thin Crust Spinach & Provolone
Wedges, Savoury, Extra Crispy
Wedges, Spicy, Extra Crispy

APPENDIX B – CATEGORY LISTING

Meals > Casual
Meals > Healthier
Meals > Entertaining
Meals > Traditional
Breakfast > Weekend Brunch
Breakfast > Daily Brekkie
Finger Foods > Fun Sides
Finger Foods > Party Pleasers
Finger Foods > Pizza Snacks