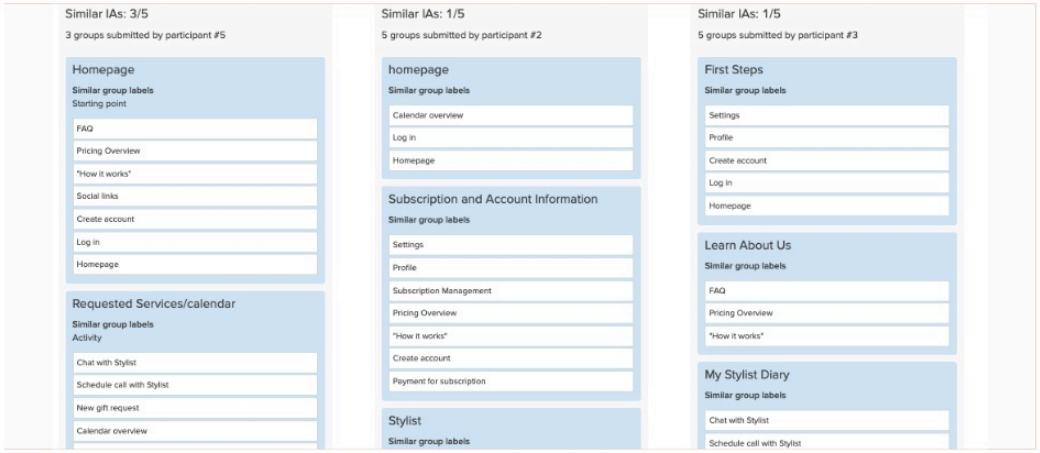
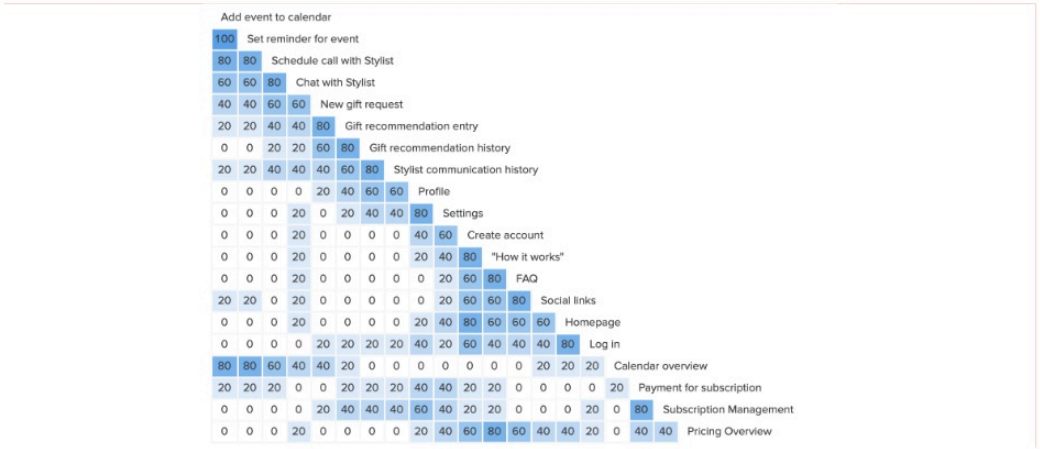
Card Sorting Results

PCA, Similarity Matrix & Standardization Grid





Total participants 0 — 5

Name	Account ...	Calendar ...	Gifts	Homepage	Social	Stylist Pla...	Subscript...
Add event to calendar		3			1	1	
Calendar overview		3		1	1		
Chat with Stylist		2		1		2	
Create account				4			1
FAQ				5			
Gift recommendation entry	2	1	1			1	
Gift recommendation history	3		1			1	
Homepage				5			
Log in	1			4			
New gift request	1	2	1			1	
Payment for subscription	1	1					3
Pricing Overview				3			2
Profile	3			1			1
Schedule call with Stylist		3				2	
Set reminder for event		3			1	1	
Settings	2			2			1
Social links				4	1		
Stylist communication history	3					2	
Subscription Management	2						3