



MODULA 4 ASSIGNMENT

GOURMET FOOD COMPETITOR ANALYSIS & CARD SORTING

AGENDA

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PROJECT OVERVIEW

STRATEGY	METHODOLOGY	GOAL
<p>Conduct a comprehensive competitor analysis of established gourmet food brands to gather insights and quantitative data. This research will support the development of a user-centered information architecture and intuitive categorization structures for the customer's online store.</p>	<p>I began by analyzing four leading competitors, focusing closely on their information architecture and categorization strategies. Through detailed investigation, I identified common patterns and best practices across all four companies. The goal of this analysis is to design navigation menus and search hierarchies that align with user expectations, ensuring a seamless and intuitive browsing experience that naturally connects users to the products they're looking for.</p>	<p>My goal is to deliver actionable data that informs the creation of strategic navigation menus and categorization structures, designed to elevate user satisfaction. With a user-centric approach, customers will be able to find what they're looking for quickly and easily, resulting in more completed purchases, increased sales, and higher customer retention.</p>

LEADING COMPETITORS

1.

www.gourmetfoodstore.com

Gourmet Food Store is an epicure's paradise, an online store for those who love great food and great ingredients. We offer you the ultimate selection of international specialty foods such as caviar, cheese, foie gras and pate, gourmet chocolates, oils and vinegars, smoked salmon, specialty meats, teas, fresh truffles, and many other gastronomic delights.

2.

www.naturesbasket.co.in

Nature's Basket is India's pioneering food destination present through physical retail stores, online portal and a mobile application. Our footprint currently extends to over 35 neighbourhood convenience stores in Mumbai, Pune, Bangalore, Delhi and Kolkata with a diverse product portfolio ranging from fresh fruits and vegetables, fish and meat, artisanal breads, FMCG and staples.

3.

www.dartagnan.com

D'Artagnan is committed to free-range, natural production and sustainable humane farming practices on products from organic chicken to grassfed beef to lamb, heritage pork and other meats. Together with our collection of mushrooms, foie gras and finishing oils, we offer the most flavorful products available on the market.

4.

<https://legourmetcentral.com>

Le Gourmet Central provides the inspiration that leads you to create memorable moments of joy, indulgence and happiness. The store was established for people who love to cook, who crave flavor in all things, and who enjoy bringing the world to their kitchen table.

COMPETITOR STRUCTURE 1.

Gourmet Food Store

First Layer

Logo & Slogan: Prominently displays the company’s logo and slogan, reinforcing brand identity and offering a reliable anchor point for returning to the homepage.

Search Bar: Positioned at the top for maximum visibility, the keyword search is fully keyboard-accessible, allowing users to initiate new searches effortlessly at any point in their journey.

Cart Preview: Offers real-time visibility into the number of items in the cart and the current total, helping users stay informed without navigating away.

Checkout CTA: A clear and accessible call-to-action guides users smoothly into the final stages of their purchase process.

Unique Features

This persistent navigation layer reinforces user confidence by ensuring key actions, like returning home, starting a new search, or reviewing their cart are always accessible, no matter where they are on the site.

Second Layer

Caviar

Caviar and Roe - View All

Type

Beluga/ Osetra/ Sevruga/ Kaulga/ White Sturgeon/ Siberian sturgeon/ Hackleback/ Paddlefish/ Sturgeon Caviar/ Salmon Rice/ Tobiko

Brand

Emperor/ Markys/ Sturia

Color

Black/ Orange/ Red,

Origin

America/ French/ Israel/ Russian

Caviar Gift Sets - View All

Type

Tasting Sets/ Appetizer Sets/ Single Gift Sets/ Entertaining Sets

Pairings - View All

Blini

Caviar Sering set

Accompaniments



“A GOURMET FOOD MARKETPLACE OF SPECIALTY FOODS & GOURMET GIFTS”

COMPETITOR STRUCTURE 1.

Gourmet Food Store - Continued

Second Layer

Smoked Salmon & Seafood

Smoked Salmon - View All

Types

Sliced Smoked Salmon/ Whole Sides/ Specialty Cuts

Origin

Scottish/ Norwegian

Preparation

Graviax/ Cold Smoked Salmon/ Kosher

Shellfish - View All

Calms/ Cockles/ Crab/ Lobster/ Mussels/ Scallops

Seafood - View All

Fresh Fish/ Anchovies. Canned/Preserved/ Seafood/

Octopus/ Prepared Seafood/ Sardines/

Spanish Squid Ink

Pairings - View All

Smoked Salmon Utensils

Foie Gras & Pate

Foie Gras - View All

Presentation

Whole Lobe/ Slived/ Terrine/ Torchon/ Mousse

Type

Raw/Fresh/ Micuit/Ready-to-eat/ Fully Cooked

Brand

Rougie/ Terroirs d'Antan/ La Belle/ Hudson Vallley

French Style Pate - View All

Type

Duck/ Pork/ Vegetable/ Salmon/ Seafood

Pairings - View All

Wagyu Beef & Specialty Meats

Wagyu Beef - View All

Cuts

Beef Tenderloin/ NY Strip/ Rib Eye/

Porterhouse/T-Bone/ Tomahawk/ Skirt Steaks/

Flank Steaks/ Brisket & Ribs/ Prime Rib Roast/

Sirloin/ Burgers & Hot Dogs

Marble Score & Grades

Japanese Wagyu A5/ Marble Score 3-10

Origin

Australian/ Japanese

Smoked & Cured Meats - View Meats

Smoked/Cured Meats

Bacon/ Bresaola/ Chorizo/ Duck/ Jamon Iberica-

Pata Negra/ Jamon Serrano/ Prosciutto/ Salami &

Dry Sausage/ Specialty Hams/

Specialty Pork Meats

Fresh/Frozen Meats - View All

Meat & Game

Berkshire Kurobuta/ Iberico Pork/ Venison/

Bison/ Buffalo/ Elk/ Grass Fed Beef/ Lamb/ Pork/ rabbit/ Wild Bear/ Exocit Meats

Cuts

Burgers & Grinds/ Hot Dogs/ Pork Belly/ Raw &

Grilling sausages

Poultry - View All

Poultry/Fowl

Chicken/ Duck/ Quail/ Pheasant/ Organic Chicken/

Specialty Poultry

Truffles & Mushrooms

Truffles - View All

Types

Fresh Truffles/ Fresh Frozen Truffles/ Preserved

Truffles by Color

White/ Black

Truffle Season

Winter/ Spring/ Summer/ Autumn

Truffle Origin

Italian/ French

Truffle Products - View All

Type

Accessories/ butter/ cheese/ honey/ juice/ oil/ pasta/

paste/ salt/ sauces

COMPETITOR STRUCTURE 1.

Gourmet Food Store - Continued

Second Layer

Mushrooms - View All

Type

Chanterelle/ Morel/ Oyster/ Porcini/ Shitake/
Wild (Forest)

Preparation State

Fresh Frozen/ Dried/ In Water or Oil

Origin

French/ Italian/ Japanese/ American

Cheese & Butter

Cheese - View All

Name

Blue Cheese/ brie/ brilliant Savarin/ Burrata/
Camembert/ Comte/ Delice De Bourgogne/
Gorgonzola/ Gouda/ Gruyere/ Mahon/
Manchego/ Mimolette/ Morbier/ Mozzarella/
Parmesan/ Raclette/ Straciatella/ Taleggio/
Valencay

Milk Type

Cow/ Goat/ Sheep

Texture

Soft/ Semi Soft/ Semi Hard/ Hard

Type

Ash/ Aged/ Fondue/ Truffle

Origin

America/ Dutch/ English/ French/ Italian/ Spanish/
Swiss

Butter - View All

Brand

Echire/ Isigny Ste Mere/ Vermont Creamery

Origin

French/ American

Type

Beurr de Baratte/ Sheet Butter/ truffle Butter

Boards, Gifts & Pairings - View All

Cheese Samplers/ Butter Cups & Accessories/
Cheese Crackers/ Accompaniments

Oil & Vinegar

Olive Oil - View All

Type

Extra Virgin/ Virgin/ Infused/ Truffle/ Flavored/
Cold Pressed

Origin

Italian/ Spanish/ Greek/ American

Balsmic Vinegar - View All

Type

Aged/ White/ Vinegar Glaze/ Commercial Vinegar/
Flavored

Origin

Modena/ Reggio Emilia

Culinary Oils - View All

Culinary Vinegar - View All

Chocolate & Desserts

Chocolate & Desserts - View All

Sweets Selection

Leonides Chocolate/ French Macarons/ Cakes/
Baking Chocolate/ Candied Fruit/ Chocalte covered
Figs/ Chocolate COvered Nuts/ Chocolate Crepes/
Date & Fig Cakes Truffles/ French Cookies &
Sweets/ Fruit Liquor/ Gourmet Cookies/ Membrilla/
Nougat/ Pies & Tarts/ Swiss Choclote bars/ tureen &
Spanish Sweets/ Vegan Cookies/ Other Sweets &
Chocolates

Baking & Pastry

Pastry - View All

Croissants & Pastries/ tart Shells/ Chocolate Cups &
Shells/ Pastry Shells & Doughs

Frozen Fruit - View All

Type

Fruit Puree/ Zest

Brand

Boiron/ La Fruitier/ Ravifruit

COMPETITOR STRUCTURE 1.

Gourmet Food Store - Continued

Second Layer

Baking Chocolate - View All

Type

Dark/ Milk/ White

Brand

Cacao Barry, Cacao Noel/ Callebaut/ Vairhona

Baking Ingredients - View All

Baking Mixes/ Cake & Pastry Decorating/ Cocoa Powder/ Food Colorings & Flavorings/ Gelatine & Leaf Gelatine/ Glazes/ Ice Cream & Gelato Mixes/ Molecular Gastronomy/ Other Baking Ingredients/ Sugar/ Vanilla Beans & Extract

Condiments & Spices

Condiments - View All

Types

Caper, Gherkins, Cornichons/ Flavor Pearls/ Jellies & Compotes/ Mustard/ Olives & Olive Spreads/ Salad Dressings/ Spreads & Tapenades

Spices - View All

Types

Chili, Harissa, Espelette/ Dried Spices/ Paprika & Pimenton/ Peppercorns/ Saffron/ Sea Salt & Rock Salt/ Spice Blends/ Spice Grinder

Type

Ash/ Aged/ Fondue/ Truffle

Origin

America/ Dutch/ English/ French/ Italian/ Spanish/ Swiss

Butter - View All

Brand

Echire/ Isigny Ste Mere/ Vermont Creamery

Origin

French/ American

Type

Beurr de Baratte/ Sheet Butter/ truffle Butter

Boards, Gifts & Pairings - View All

Cheese Samplers/ Butter Cups & Accessories/ Cheese Crackers/ Accompaniments

Tea, Jam, & Honey

Tea Forte - View All

Gift Sets/ Black Tea/ Green Tea/ Herbal Tea/ White Tea/ Iced Tea, Infusers/ Loose Leaf Tea/ Lotus Collection/ Minteas/ Services

Jam & Honey - View All

Honey & Honeycomb/ Organic Jams & Preserves/ Lorusso Jams/ Jams, Marmalades & Preserves/ Bonne Maman Jams, Prisca Jams

Pantry

Pantry Items - View All

Pantry Categories

Bar Snacks & Nuts/ Beans/ Beverage/Baking Syrups/ Canned/Jarred Vegetables/ Couscous/ Crackers & Bread/ Dried Fruit/ Escargot/ French Sauces/ Gazpacho/ Lentils/ Maple Syrup/ Marrons & Chestnuts/ Pasta/ Pasta Sauce/ Polenta/ Rice/ Risotta/ Serveware

Asian Ingredient - View All

Asian Ingredient Categories

Sauce/ Spices/ Vinegar/ Noodles/ Seaweed Salad/ Sesame Paste/ Sesame Seed Oil/ Sesame Seeds/ Shoyu/ Soy Sauce/ Tamari/ Yuzu

Gourmet Food By Country

French Gourmet Food - View All

French Product Categories

Bread & Pastries/ Baking Ingredients/ Seafood/ Butter/ Caviar/ Cheese/ Chestnuts/ Chocolate/ Condiments/ Cookies & Sweets/ Culinary Oils/ Escargot/ Foie Gras/ Fruit Puree/ Fruit Liquor/ Honey/ Lentils & Beans/ Mushrooms/ Mustard/ Olives/ Peppercorns/ Preserves/ Sauces/ Sea Salts/ Service Items/ Specialty Meats/ French Style Pate/ French Style Sausages/ Truffles/ Vinegar

Spanish Gourmet Food - View All

COMPETITOR STRUCTURE 1.

Gourmet Food Store - Continued

Second Layer

Spanish Product Categories

Cheese/ Chocolate/ Chorizo & Sausage/
Condiments/ Iberico Pork/ Iberico Ham/ Jamon
Serrona/ Nuts & Snacks/ Oil & Vinegar/ Rice/ Salt &
Spices/ Seafood/ Squid Ink/ Sweets & Desserts/
Tapes/ Vegetable

Greek Gourmet Food - View All

Greek Product Categories

Cheese/ Dips & Spreads/ Olive Oil/ Vengar/
Kalamata Olives

- On Sale**
- Gifts**
- Gift Certificates**
- Collections**
- Recipes**
- Blog**
- New Items**

COMPETITOR STRUCTURE 2.



*"OUR AIM IS TO REDEFINE INDIA'S
FRESHEST AND FINEST FOOD EXPERIENCE
FOR OUR CUSTOMERS"*

Natures Basket

First Layer

Logo: Prominently displays the company's logo, reinforcing brand identity and offering a reliable anchor point for returning to the homepage.

Search Bar: Prominently placed at the top for high visibility, it supports keyword input and full keyboard accessibility, enabling users to launch new searches quickly from anywhere on the site.

Store Locator: Strategically positioned to help users find the nearest physical store with minimal effort.

Contact Us: Provides immediate access to support, helping users get assistance with product inquiries or store-related questions in real time.

Account: Clearly placed in the header to allow returning users to log in, check order status, or manage future purchases seamlessly.

Cart Preview: Displays current cart contents and total value in real time, keeping users informed and minimizing the need to leave the browsing experience.

Search Filters

Search Bar

Trending Searches

Exotic Vegetables/ The Bakery Shop/ Range of Eggs/
Chocolates/ Italian & Continental/ Cheese Shop/
Cookies & Crackers/ Dips \$ Spreads/ Nutraceuticals/
Vegan

Unique Features

The search bar features subtle animation and includes a dynamic dropdown showing trending and recent searches. This functionality not only encourages discovery of popular products but also allows users to effortlessly pick up where they left off—enhancing both continuity and engagement.

COMPETITOR STRUCTURE 2.

Natures Basket - Continued

Second Layer

Shop By Category

Vegetables/ Meats, Seafood, & Eggs/ Bakery & Dairy/
Delicatessen & Cheese/ Chocolate, Confectionary &
Desserts/ World Food/ Breakfast, Jams, Honey, Spreads/
Grocery/ Gourmet Platters/ Beverages/ Snacking/ Health
& Wellness/ The gift Studio/ Baking Ingredients & Tools

Festival Gifting

Cheese Store

Bakery Shop

Blog

Everything Food/ Recipe/ News Letter/ NBTv

Offers

Taste of Australia

Ash/ Aged/ Fondue/ Truffle

COMPETITOR STRUCTURE 3.

D'Artagnan Foods

First Layer

Logo: Prominently displays the company's logo, reinforcing brand identity and offering a reliable anchor point for returning to the homepage.

Sale Banner: Positioned at the very top, this rotating banner highlights daily deals and promotions, encouraging users to engage with current offers.

Customer Service: Located directly below the sales banner, this section provides quick, stress-free access to support and contact information.

Order Tracking: A clearly visible CTA at the top of the page allows users to track previously placed orders and view real-time updates on order status.

Login: Rounding out the first layer of navigation, the login CTA offers returning users the convenience of accessing their account, reviewing past orders, and placing new ones effortlessly.

Unique Features

With the first layer's minimalist design, the second layer serves as the primary navigation tool, guiding users through more detailed product categories and options.

Second Layer

Logo

Meat & Game

- Beef
 - Angus Beef/ Grass-Fed Beef/ Wagyu Beef/ Japanese A5 Wagyu
- Beef/ Wagyu Beef Steaks/ Surf & Turf
- Pork
 - Berkshire Pork/ Heritage pork/ Porcelet (Milk-Fed)/ Whole Pigs/ Bacon & Sausage
- Lamb
 - Grass-Fed Lamb/ American Lamb/ Lamb Racks
- Bison/ Buffalo
- Venison
- Rabbit
- Wild Boar
- Veal



*"WE BELIEVE FOOD RAISED
RIGHT TASTES BETTER"*

COMPETITOR STRUCTURE 3.

D'Artagnan Foods - Continued

Second Layer

Duck & Poultry

Duck

Duck Breast/ Moulard Duck/ Muscovy Duck/ Pekin Duck/ Rohan Duckling/ Duck Charcuterie/ Cassoulet

Chicken

Heritage green Circle/ Chicken/ Green Circle Chicken/ Organic Chicken/ Air-Chilled Chicken/ Poussin/ Chicken Charcuterie

Turkey

Organic Turkey/ green Circle Turkey/ Turkey Breast/ Heritage Turkey/ Ground Turkey

Capon

Goose

Guinea Hen

Pheasant

Quail

Squab

Wild Scottish Game

Foie Gras

Ready-To-Eat Foie Gras

Raw Foie Gras

Seafood

Watermark

Alaskan King Salmon/ Atlantic Halibut/ Yellowfin Tuna/

Chilean Sea Bass/ Alaskan Coho Salmon/ Monkfish/ Jumbo Scallops

Ocean Bounty

Wild Spanish Octopus/ Gulf White Shrimp/ Smoked Salmon/ Colossal Crab Meat/ Cooked Lobster Meat/ Lobster Tails/ Scottish Langoustine/ Surf & Turf

Lobster Gram

Live Main Lobsters/ Lobster Tails/ Crab/ Pinfish Fillets/ Scallops/ Shrimps

Caviar

Charcuterie

Ham

Bacon

Sausages

Sliced Charcuterie

Ready-to-Eat Charcuterie

Cured & Smoked Meats

Pate & Mousse

Confit & Gillette's

Charcuterie Kits

Duck Charcuterie

Pork-Free Charcuterie

Berkshire Ham

Truffles & Mushrooms

Fresh Mushrooms

Fresh Truffles

Fresh Ramps & Fiddlehead Ferns

Preserved Truffles

Truffle Butter & Truffle Oil

Truffle Gift Boxes

Gourmet

Butter & Oils

Jean Reno Olive Oil/ truffle Butters/ Truffle Oil/ Duck Fat/ Olive Oil

Pantry

Tarbais Beans/ Chestnuts/ Sauces/ Vinegars

Confections

Assorted Licorice/ Easter Panettone/ The Seeker

Gifts

Meat Boxes

Charcuterie Boxes

Niche Gifts

Maine Lobster Dinners

Gift Certificate

Collections

By Cut

Ribeye Steaks/ Filet Mignon Steak & Tenderloins/

COMPETITOR STRUCTURE 3.

D'Artagnan Foods - Continued

Second Layer

Racks, Ribs, & Whole Meat Cuts/ Hams & Roasts/
Steaks & Chops/ Burgers & Ground Meat

Duck/ Beef/ Pork/ Pasta/ Milk-Fed Porcelet/ Wild Ramp/
Appetizer/ Filet Mignon/ Lamb/ Salad/ Chicken

By Theme

Founder's Favorites/ Hot On The Market/ operfect
Portions/ game Meat/ D'Artagnan/ Exclusives/
Customer Favorites/ Premium/ Collection/ French
Favorites/ Brunch Spread

By Cooking Method

Roasting/ Sous Vide/ Barbecue & Smoking/ Braising/
Grilling

Easter

Hams/ mains/ Small Groups/ Accompaniments

Easter Choice

Explore and Learn

About Us

Philosophy/ Guarantee/ Our Founder/ Our Story/ In the
News/ Careers

Cooking

Cassoulet 101/ Chicken Central/ Mushrooms & Truffles/
Charcuterie Certified/ Seafood Essentials/ Duck & Foie
Gras/ Everyday Eating/ Tips & Techniques/ Poultry &
Game Birds/ Videos

Recipes

, Brunch/ Easter/ Easter Sides/ Rabbit/ Bacon/ Veal/

COMPETITOR STRUCTURE 4.



*"WE DON'T CARE ABOUT GOURMET FOOD.
WE CARE ABOUT CREATING GOURMET
EXPERIENCES."*

Le Gourmet Central

First Layer

Search Bar: Prominently placed at the top for high visibility, it supports keyword input and full keyboard accessibility, enabling users to launch new searches quickly from anywhere on the site.

Logo: Prominently displays the company's logo, reinforcing brand identity and offering a reliable anchor point for returning to the homepage.

Track Order: Located at the top of the page allows users to track previously placed orders and view real-time updates on order status.

Account: Clearly placed in the header to allow returning users to log in, check order status, or manage future purchases seamlessly.

Favorites: Allows users to continue browsing by saving items of interest without adding them directly to the cart.

Cart Preview: Displays current cart contents and total value in real time, keeping users informed and minimizing the need to leave the browsing experience.

Unique Features

The structure of the information architecture is designed to support and encourage personalized searching. By placing the search bar prominently upon landing, users are immediately guided to begin their journey using keyword-based search.

COMPETITOR STRUCTURE 4.

Le Gourmet Central - Continued

Second Layer

Gourmet Food

- Shop All Gourmet Pantry
 - All Pantry/ Condiments, Sauces & Spreads/ Pasta & Grains/ Preserved Vegetables/ Soups & Broth/
- Gourmet Snacks
- Canned Fish & Seafood
- Cured Meat
- Cheese
- Caviar
- Butter
- Foie Gras
- Truffle Specialties
- Oils & Vinegars
 - All Oils & Vinegars/ Extra Virgin Olive Oils/ Specialty Oils/ Aged Balsamic Vinegars
- Sweets
 - All Sweets/ Desserts/ Gourmet Chocolate/ Fruit Jams, Confits, Creams/ Honey & Sugar/ Specialty Cookies
- Healthy Gourmet
 - All Healthy Gourmet/ Gluten Free/ Kosher/ Lactose-Free/ Organic/ Vegan/ Vegetarian

Gifts

- All Gifts

Food Gifts

- All Food Gifts/ Gourmet Gift Boxes/ Gift Sets/ Luxury Food Gifts/ Gift Tins/ Gift Accessories
- Gift by Occasion
 - All Gift by Occasion/ Mother's Day/ Wedding/ Birthday/ Thank You/ Housewarming/ Anniversary/ Get Well Soon/ Engagement/ New Moon/ Thinkin of You/ Congratulations/ Father's Day Valentine's Day/ Christmas
- Gifts By Recipient
 - All Gifts By Recipient/ For Him, For Her/ For the Chef/ For Coworkers/ For the Cheese Lover/ For the Tea Lover/ For The Wine Lover/ For the Chocolate Lover/ For The Mixologist
- Gifts By Country
 - All Gifts By Country/ From Spain/ From Italy/ From France
- Gift Certificates
- Corporate Gifts

Taste By Country

- Taste of Spain
 - Shop All of Spain/ Tapas/ Sweet Treats/ Spanish Pantry/ Conservas/ Food Gift Boxes/ Paella Ingredients/ Piquillo Peppers/ Christmas Assortments

Taste of Italy

- Shop All of Italy/ Antipasto/ Italian Sweets/ Italian Gifts/ Pasta & Rice/ Tartuffe/ Oils & Vinegars/ sauces & Condiments/ Spices & Seasonings
- Taste of France
 - Shop All of France/ hors D'oeuvres/ Petit Fours/ French Delicacies/ Fruit jams & Confits/ French Sweets/ Sauces & Condiments/ Spices & Seasonings / French Gifts

Collections

- Afternoon Tea
- Chef Favorites
- Cheese Pairings
- Culinary Trip to Catalonia
- Herb Collection
- Luxury Collection
- Night of Pasta
- Picnic Essentials
- Spanish tapas
- Staff Picks
- Sunday Paella
- Holiday Dinners
- Gourmet Breakfast
- The Wine Collection

Best Sellers

COMPETITOR STRUCTURE 4.

Le Gourmet Central - Continued

Second Layer

Table Top & Bar

Kitchen

Cheeseware/ Kitchenware/ Cookbooks

Drinkware

Wine Glasses & Tools/ Cocktail Glasses & Barware

Subscription

Blog

Recipes

Recipe of The Month/ Appetiser Collection/ truffle

Recipes/ Winter Recipes

Le Food Guide

Fall Salts & Seasonings/ Caviar 101/ Guide To Olive Oil/

5 Reasons to Do Your Gourmet Food Shopping Online

Gifts

Exclusive Gifts For Your Valentine/ Wedding Gifts/

Birthday Gifts/ Tank You Gifts/

New Trending

Anchovies Vs. Boquerones/ Gourmet Mystery Box/

Autumn Aperitive Hour/ featured Brand: Aledi Bronte

COMPETITOR ANALYSIS FINDINGS

INTUITIVE
SEARCH

SHOP BY
CATEGORY

CONTACT
INFO

SHOPPING
CART

SALE ITEMS

HERO
IMAGE

Patterns and Structures Identified

Primary Navigational Structure:

All four competitors feature a similar navigation structure, built on a two-layer information architecture. The first layer emphasizes ease of access, with intuitive search functionality and broad category groupings. These categories seamlessly guide users into the second layer, which presents specific products directly related to the selected top-level category.

COMPETITOR ANALYSIS FINDINGS

Layered Navigation

First Layer:

Comprised of intuitive search options and quick linked icons, this layer ensures user accessibility and user satisfaction for myriad of users.

Search Bar: Enables users who know exactly what they're looking for to quickly and efficiently find their desired product.

Profile/Account: Supports returning users and those with incomplete orders by allowing them to seamlessly resume where they left off.

Shopping Cart/Bag: Provides immediate access to the user's current shopping session, allowing them to view or modify their cart without disrupting their browsing flow.

Second Layer:

Fully equipped with clearly defined product categories, this section helps users confidently begin their shopping journey by providing a structured and purposeful starting point.

Categorization: The pyramid structure of the categories allows users to confidently navigate from broad product groupings to more niche items, ensuring a smooth and intuitive path to their desired product.

Current Sale: Strategically placed sale and seasonal items tap into the impulsive nature of shopping, effectively leveraging time-sensitive deals and seasonal motivations to drive engagement and conversion.



CARD SORTING

Hybrid -Card Sorting

I conducted a hybrid card sorting activity that balanced structure with user flexibility, ensuring meaningful and reliable insights. Participants sorted 89 randomized cards into 19 intuitive categories, allowing us to understand their natural organization patterns.

Myriad of Users

We engaged seven participants, ranging from experienced home cooks to beginners, including working professionals and retirees. Ages spanned from 27 to 66, providing a well-rounded, representative sample of our target audience.

FigJam Link

<https://www.figma.com/board/fPUwtmp4RWiF71QasHIAkf/Original-Card-Sorting?node-id=0-1&t=MxsU0aOpMatzwlnL-1>

CARD SORTING ACTIVITY

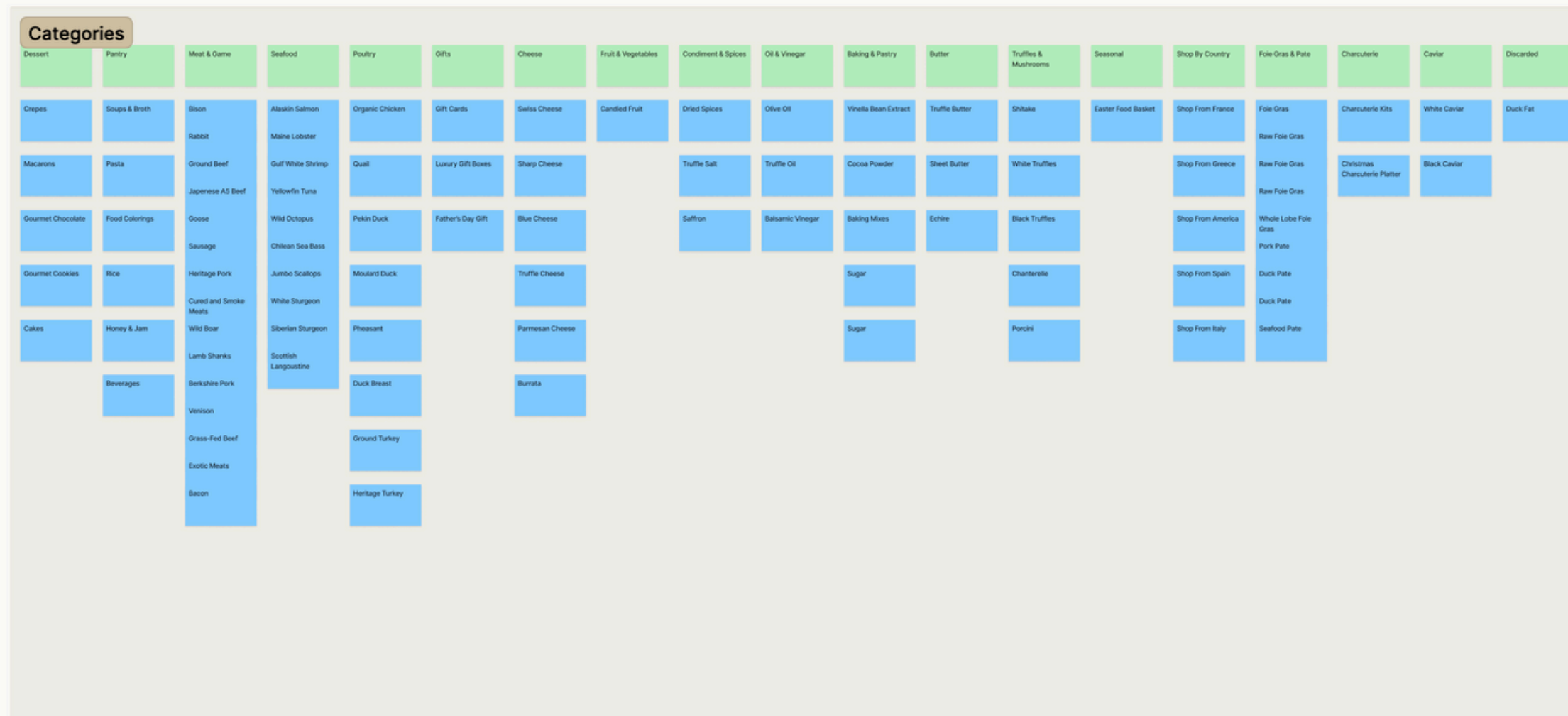
Scrambled cards

Swiss Cheese	Bison	Rabbit	Ground Beef	Truffle Butter	Organic Chicken	Soups & Broth	Japanese AS Beef	Goose	Olive Oil	Sausage	Alaskan Salmon	Echiré	Vinella Bean Extract	Dried Spices	Saffron	Candied Fruit	Cocoa Powder	Baking Mixes
Heritage Pork	Sharp Cheese	Pekin Duck	Quail	Maine Lobster	Charcuterie Kits	Mouard Duck	Gulf White Shrimp	Cured and Smoke Meats	Duck Fat	Beverages	Pasta	Blue Cheese	Cakes	Truffle Cheese	Duck Pate	Parmesan Cheese	Shitake	Truffle Salt
Heritage Turkey	Yellowfin Tuna	Foie Gras	Truffle Oil	Wild Boar	Lamb Shanks	Scottish Langoustine	White Truffles	Seafood Pate	Pheasant	Balsamic Vinegar	Duck Breast	Chanterelle	Burrata	Sugar	Sheet Butter	Porcini	Crepes	Food Colorings
Berkshire Pork	Venison	Wild Octopus	Grass-Fed Beef	Exotic Meats	Ground Turkey	Chilean Sea Bass	Bacon	Jumbo Scallops	Raw Foie Gras	Black Truffles	Rice	Pork Pate	Whole Lobe Foie Gras	White Sturgeon	Duck Pate	Raw Foie Gras	White Caviar	Macarons
Honey & Jam	Father's Day Gift	Christmas Charcuterie Platter	Luxury Gift Boxes	Shop From Greece	Gourmet Chocolate	Black Caviar	Gift Cards	Shop From France	Raw Foie Gras	Shop From America	Easter Food Basket	Gourmet Cookies	Shop From Italy	Sugar	Siberian Sturgeon	Shop From Spain		

Categories

Dessert	Pantry	Meat & Game	Seafood	Poultry	Gifts	Cheese	Fruit & Vegetables	Condiment & Spices	Oil & Vinegar	Baking & Pastry	Butter	Truffles & Mushrooms	Seasonal	Shop By Country	Foie Gras & Pate	Charcuterie	Caviar	Discarded
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CARD SORTING RESPONSES - USER 1



User 1 - Demographics

Working professional male who typically cooks for 1–2 people. New to cooking and less familiar with gourmet ingredients.

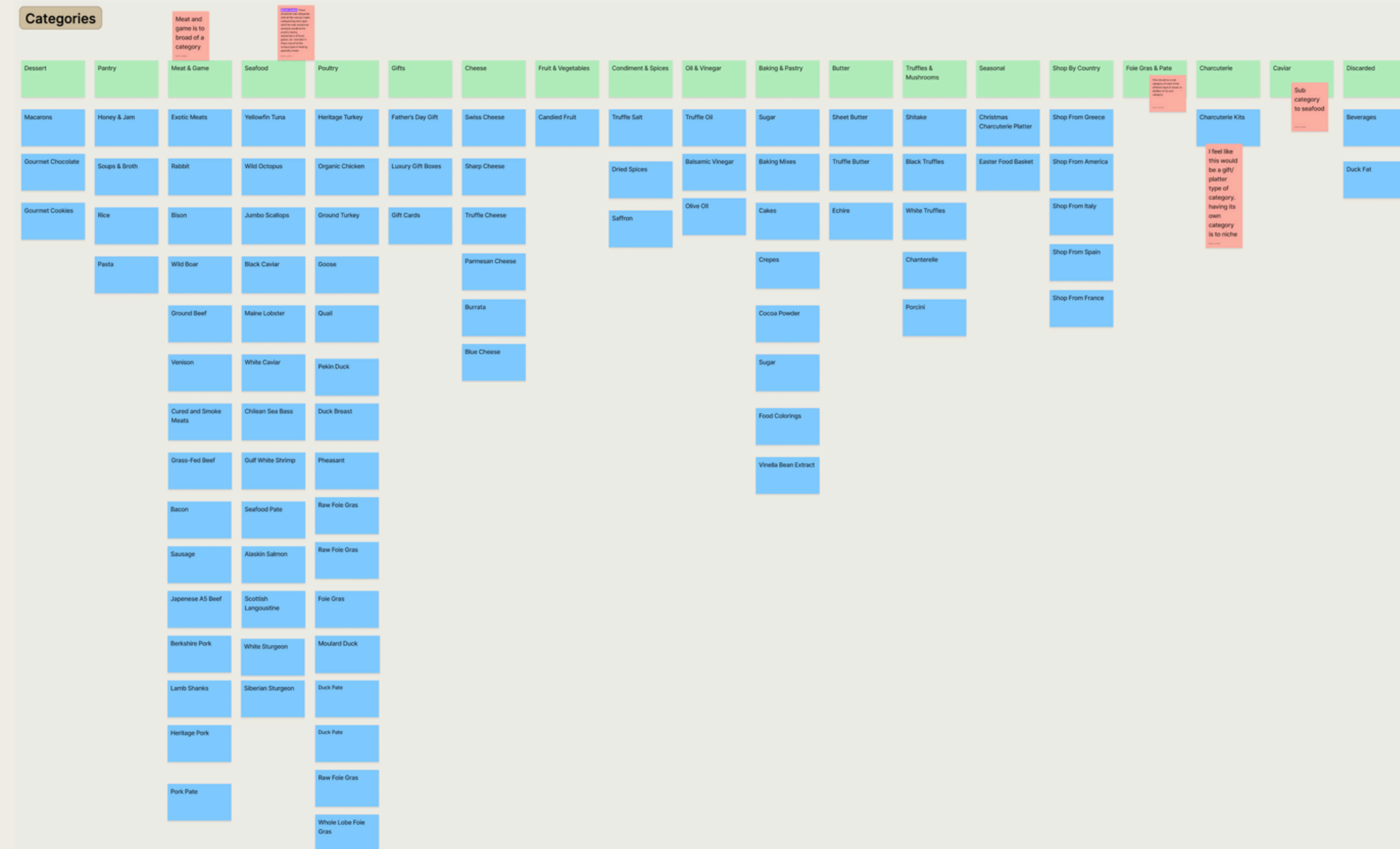
Categorization Method

User 1 organized the cards based on the most generic descriptors, prioritizing what the item is rather than how it could be used. This approach reflects a more straightforward, item-first mental model.

FigJam Link

<https://www.figma.com/board/VH94sJiwLSbmzBW2PfbqzW/Use-r-1---Card-Sorting?node-id=1-1814&t=2YHMSarpAUKZdqRQ-1>

CARD SORTING RESPONSES - USER 2



User 2 - Demographics

Working professional male who regularly cooks for 3–4 people. He has experience with a variety of cooking styles and ingredients, and prefers quick, easy meals with a unique twist.

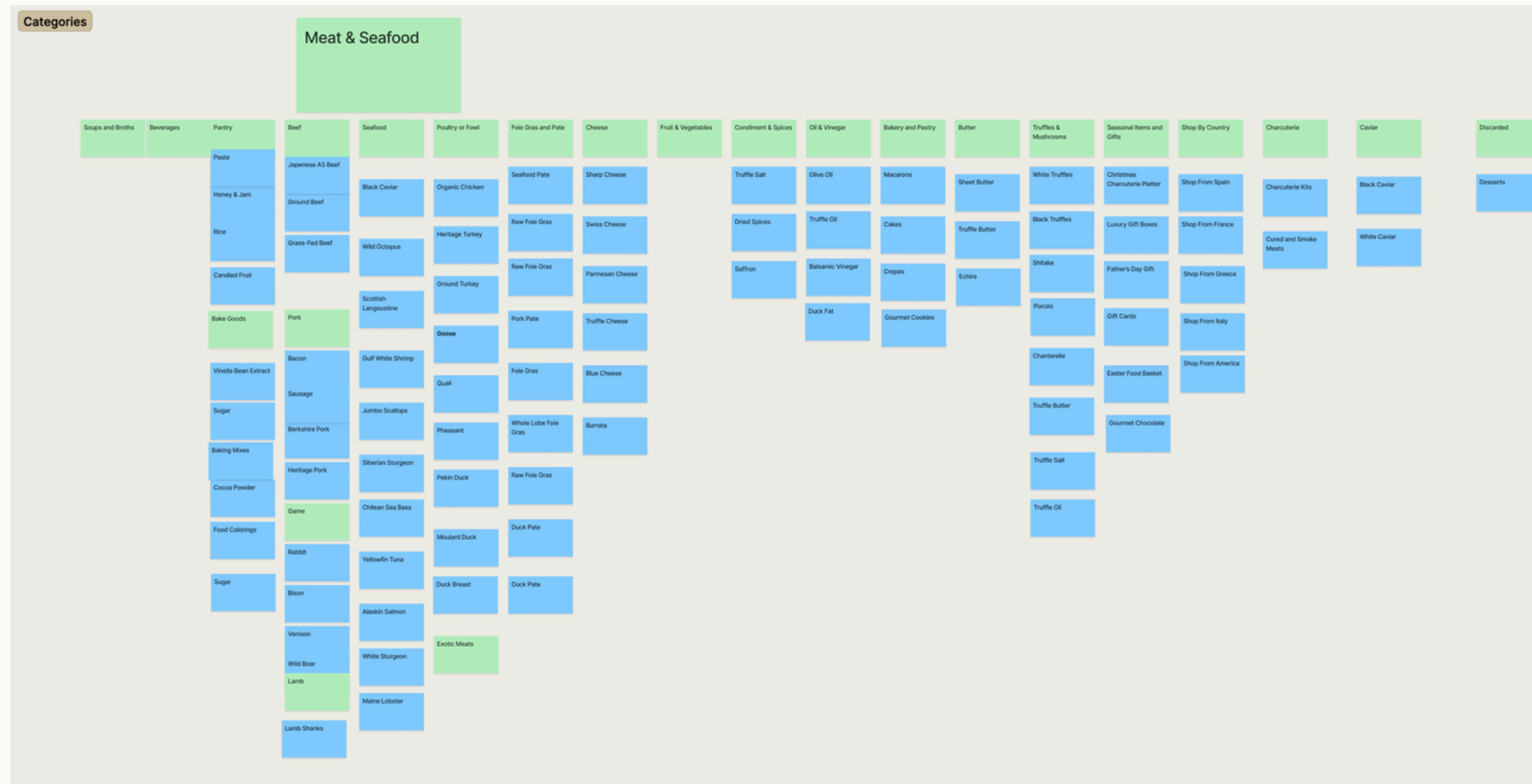
Categorization Method

User 2 organized items by starting with broad categories and narrowing down to more specific ones. The results from the card sorting activity revealed a strong preference for subcategories over a flat list of individual categories. User 2 also highlighted that some items naturally fit into multiple categories. Introducing subcategories can help resolve this ambiguity by offering clearer context and reducing confusion during navigation.

FigJam Link

<https://www.figma.com/board/nPb8zHc2sMMevWeRqfQCeH/ser-2--Card-Sorting?node-id=3-282&t=WKOEqvtP0qyMTBtL-1>

CARD SORTING RESPONSES - USER 3



User 3 - Demographics

Female participant who regularly cooks for both small groups (3-4 people) and large gatherings. As a co-owner of a catering company, she is highly familiar with a wide range of cuisines.

Categorization Method

User 3 organized items by first grouping them into broad categories, then creating more specific subcategories. Their approach highlights the need for sub-navigation to break down larger groups, such as meats and seafood, for easier browsing.

FigJam Link

<https://www.figma.com/board/OhE7hYuGayrzILUUQJ1MBJ/Us-er-3---Card-Sorting?node-id=3-282&t=GW5CX116o1Q9CLWJ-1>

CARD SORTING RESPONSES - USER 4



User 4 - Demographics

Retired female participant who cooks infrequently. She enjoys luxury foods and is well-acquainted with gourmet cuisine.

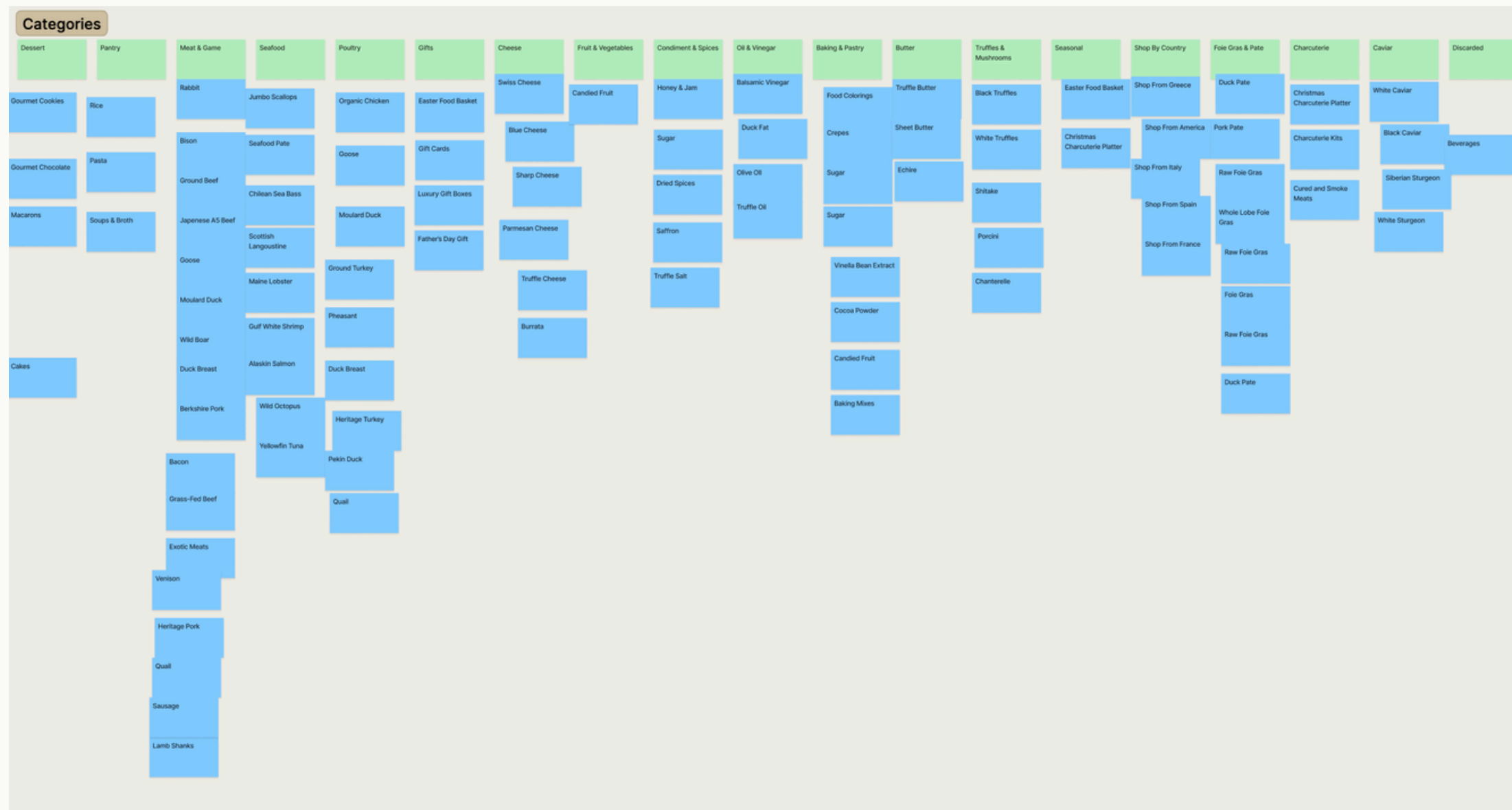
Categorization Method

User 4 prioritized clear, functional descriptors based on how items are used. Their results highlight a strong need for clarity in categorization by use, ensuring users can quickly understand and locate items based on purpose.

FigJam Link

<https://www.figma.com/board/pcd7rWO55vm0jk7uEdeaXT/User-4---Card-Sorting?node-id=0-1&t=46u1WhWNtZ7TQXBq-1>

CARD SORTING RESPONSES - USER 5



User 5 - Demographics

Retired female participant with experience cooking for large gatherings. Moderately familiar with gourmet cooking and generally confident in the kitchen.

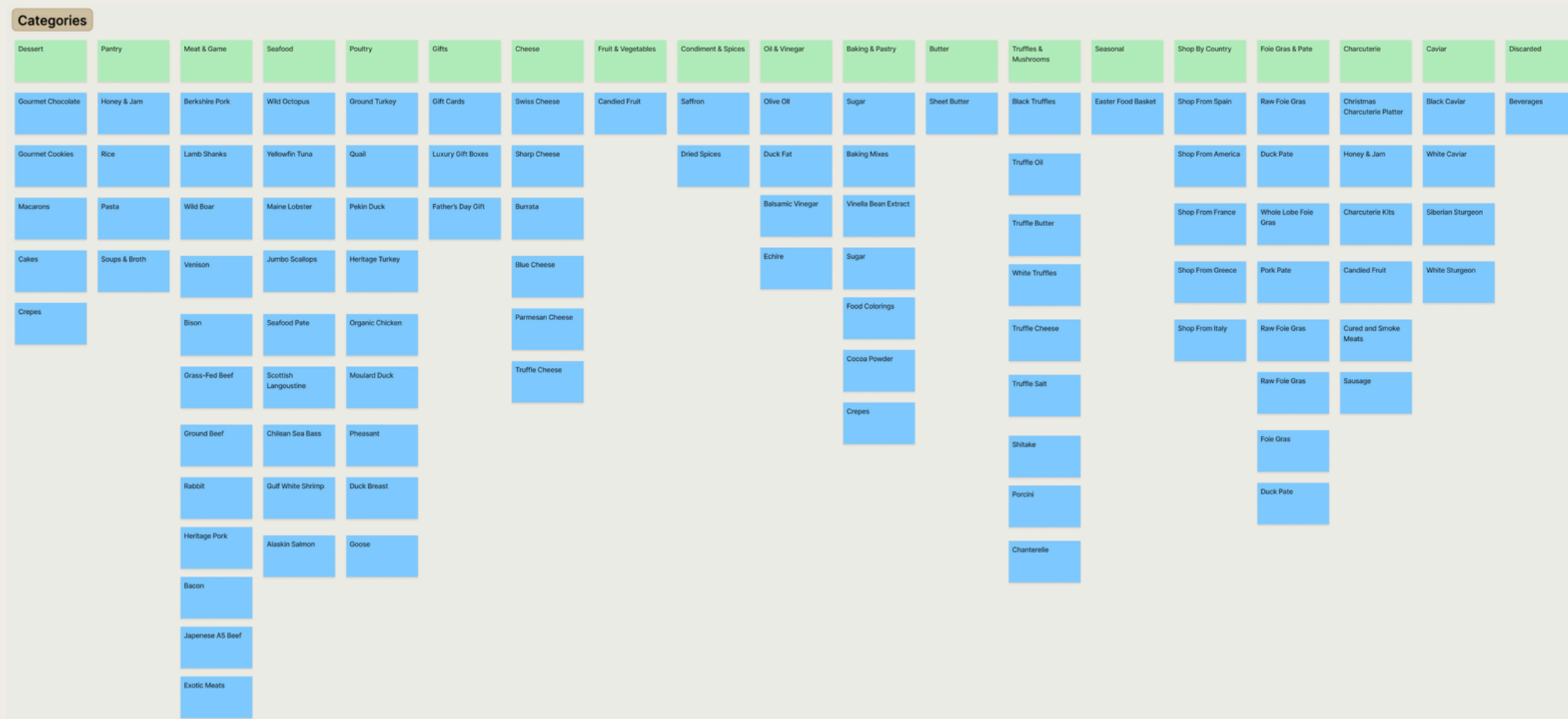
Categorization Method

User 5's detailed knowledge of specific items led them to create multiple cards that fit equally well into two different categories. However, the overall findings still suggest that users rely more heavily on generic descriptors when organizing scrambled cards.

FigJam Link

<https://www.figma.com/board/UD9foimri2yK2Ry3nJcRcx/User-5--Card-Sorting?node-id=0-1&t=NncsHq6j2Zxry1L4-1>

CARD SORTING RESPONSES - USER 6



User 6 - Demographics

Female participant with strong familiarity in gourmet cuisine. She cooks regularly and tends to prefer high-end, luxury food items.

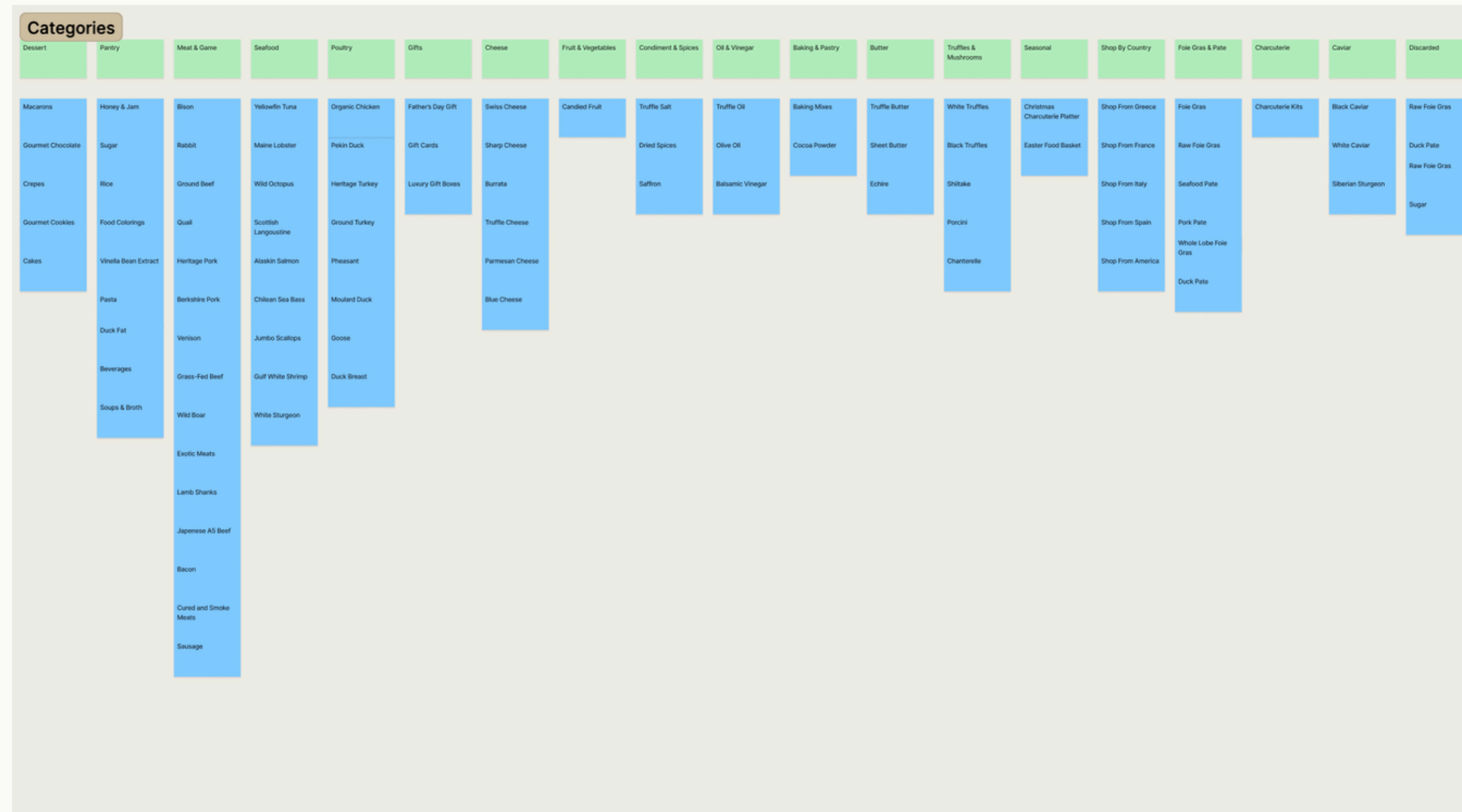
Categorization Method

User 6 categorized items primarily based on their intended use. By creating multiple new item cards, user 6 demonstrated the importance of allowing users to search by function or use not just by descriptive labels.

FigJam Link

<https://www.figma.com/board/3LeWH6ZzFszEDpQpXhPKLd/ser-6---Card-Sorting?node-id=3-282&t=oV19KTvmklZ7B3Xk-1>

CARD SORTING RESPONSES - USER 7



User 7 - Demographics

Retired male who cooks for 1–2 people. He enjoys high-end, luxury cooking and is familiar with a wide range of gourmet foods.

Categorization Method

User 7 categorized items first by the most obvious, recognizable descriptors, then applied a secondary layer of organization based on item usage. The results highlight the need for clear, intuitive top-level categories, supported by subcategories that combine both practical uses and specialized characteristics.

FigJam Link

<https://www.figma.com/board/DbD6NLhoQvwhREoH3DPxK/User-7---Card-Sorting?node-id=3-282&t=cb4me5aOEcjYUi5S-1>

SORTING ANALYSIS

RESPONSES CATEGORIZED

Spreadsheet Link: <https://docs.google.com/spreadsheets/d/1ic3G8K3sV5dDuU9uqMCzylPmSA6iVEKC6SJUp7N5DrM/edit?usp=sharing>

RESPONSES CATEGORIZED BY %

Spreadsheet Link: <https://docs.google.com/spreadsheets/d/1ic3G8K3sV5dDuU9uqMCzylPmSA6iVEKC6SJUp7N5DrM/edit?usp=sharing>

Cards	Dessert	Pantry	Meat & Game	Seafood	Poultry	Gifts	Cheese	Fruit & Vegetables	Condiment & Spice	Oil & Vinegar	Baking & Pastry	Butter	Truffles & Mushroom	Seasonal Shop	By Country	Foie Gras & Pate	Charcuterie	Caviar	Discarded
Swiss Cheese						7													
Sharp Cheese						7													
Foie Gras					1												6		
Grass-fed Beef			7																
Japanese AS Wagyu			7																
Ground Beef			7																
Bison			7																
Venison			7																
Rabbit			7																
Heritage Pork			7																
Lamb Shanks			7																
Wild Boar			7																
Berkshire Pork			7																
Exotic Meats			7																
Bacon			7																
Sausage			6																
Duck Breast			1		7													1	
Organic Chicken					7														
Heritage Turkey					7														
Ground Turkey					7														
Goose					2														
Pheasant					7														
Quail					2		6												
Mouard Duck					1		7												
Pekin Duck							7												
Raw Foie Gras							2										6	1	
Alaskan Salmon							7												
Yellowfin Tuna							7												
Chilean Sea Bass							7												
Jumbo Scallops							7												
Wild Octopus							7												
Gulf White Shrimp							7												
Maine Lobster							7												
Scottish Langoustine							7												
Cured and Smoked Meats							3												
Charcuterie Kits																			
White Truffles																			
Truffle Butter																			
Truffle Oil																			
Duck Fat																			
Olive Oil																			
Pasta																			
Rice																			
Soups & Broth																			
Beverages																			
Balsamic Vinegars																			
Honey & Jam																			
Sugar																			
Gourmet Chocolate																			
Gourmet Cookies																			
Gift Cards																			
Luxury Gift Boxes																			
Easter Food Basket																			
Christmas Charcuterie Platter																			
Father's Day Gift																			
Shop from Spain																			
Shop from France																			
Shop from America																			
Shop from Italy																			
Shop from Greece																			
White Sturgeon																			
Siberian Sturgeon																			
Black Caviar																			
White Caviar																			
Whole Lobe Foie Gras																			
Duck Pate																			
Pork Pate																			
Seafood Pate																			
Black Truffles																			
Chantrelle																			
Porcini																			
Shiitake																			
Truffle Cheese																			
Truffle Salt																			
Blue Cheese																			
Burrata																			
parmesan																			
Sheet Butter																			
Echive																			
Macarons																			
Cakes																			
Candied Fruit																			
Crepes																			
Baking Mixes																			
Cocoa Powder																			
Food Colorings																			
Vanilla Bean Extract																			
Dried Spices																			
Saffron																			

Cards	Dessert	Pantry	Meat & Game	Seafood	Poultry	Gifts	Cheese	Fruit & Vegetables	Condiment & Spice	Oil & Vinegar	Baking & Pastry	Butter	Truffles & Mushroom	Seasonal Shop	By Country	Foie Gras & Pate	Charcuterie	Caviar	Discarded	
Swiss Cheese							100.00%													
Sharp Cheese							100.00%													
Foie Gras																				
Grass-fed Beef																				
Japanese AS Wagyu																				
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Bison																				
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Maine Lobster																				
Scottish Langoustine																				
Cured and Smoked Meats																				
Charcuterie Kits																				
White Truffles					</															

CARD SORTING TAKEAWAYS

DATA DRIVEN DESIGN

Based on the results of the card sorting activity, we identified three primary takeaways that will inform the design and structural organization of the information architecture.

1. Primary descriptors drive categorization. Most participants organized items based on broad, recognizable descriptors. This indicates that clear, intuitive labeling is key to helping users quickly locate what they're looking for.
2. Subcategories enhance discoverability. Users expressed a desire to navigate from general categories to more specific or gourmet-related subcategories. This layered structure helped them uncover more specialized items they might not typically encounter.
3. Duplicate entries reveal flexible user needs. Nearly every participant duplicated certain items, suggesting that users expect to find products by both description and use. Supporting multiple pathways, such as by region, purpose, or category, will be essential for building a successful, user-centered, and data-driven organizational structure.

USER-CENTRIC APPROACH

Based on the results of the card sorting activity, we can confidently design a user-centric organizational structure that supports both novice and experienced cooks. By keeping the user at the center of the design process, we aim to create a stress-free, easily navigable experience that encourages exploration and supports confident, successful purchasing decisions.

INFORMATION ARCHITECTURE

FigJam Link: <https://www.figma.com/board/P1nkmPpXb19UmkoMi9OC58/IA--Gourmet-Food?node-id=0-1&t=HMInf6OSrbYd4ZaB-1>

