

Rimas Music Website - Card Sorting Workshop Plan

Comprehensive plan for improving website information architecture through user-centered design

1. Research Goals

Primary Objectives

- Understand how users naturally categorize music content
- Evaluate current navigation effectiveness
- Identify optimal content groupings for enhanced engagement
- Validate JTBD analysis findings

Success Metrics

User Engagement



Current: 87% → Target: 95%

Content Discovery



Current: 92% → Target: 98%

2. Material Preparation

Required Materials

- 75 index cards (3x5 inches)
- 20 blank cards for additions

- Markers and pens
- Camera for documentation
- Large table surface
- Recording device (optional)

Content Categories

Music Discovery

New Releases

Trending

Charts

Genres

Artist Connection

Profiles

Updates

Exclusive

Events

Tours

Tickets

Live

Community

Share

Comments

Playlists

3. Participant Selection

Requirements

- 5 groups of 3 participants (15 total)
- Mix of casual and dedicated music fans
- Age range: 18-45
- Regular music streaming users
- Familiar with Latin music

4. Workshop Execution

Session Structure

- Introduction (5 minutes)
- Instructions (5 minutes)
- Card sorting (45 minutes)
- Follow-up questions (10 minutes)
- Documentation (10 minutes)

5. Proposed Taxonomy

Primary Categories

Music

- New Releases
- Top Charts
- Genres
- Playlists

Artists

- Featured Artists
- Artist Profiles
- Updates
- Exclusive Content

Live

- Upcoming Shows
- Tour Dates
- Tickets
- Past Events

Community

- Fan Zone
- Share Music
- Discussion
- User Playlists