# Rimas Music Website - Card Sorting Workshop Plan

Comprehensive plan for improving website information architecture through usercentered 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 |TBD analysis findings

#### **Success Metrics**

#### **User Engagement**

Current: 87% → Target: 95%

#### **Content Discovery**

Current: 92% → Target: 98%

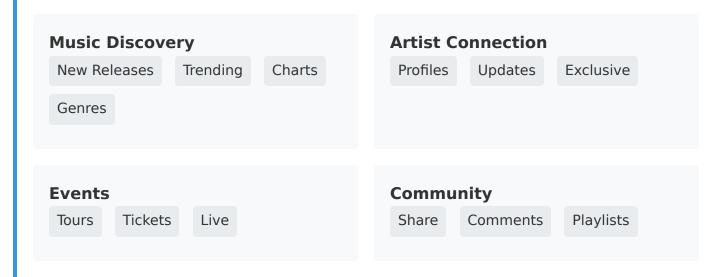
# 2. Material Preparation

## **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**



# 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

#### Live

- Upcoming Shows
- Tour Dates
- Tickets
- Past Events

#### **Artists**

- Featured Artists
- Artist Profiles
- Updates
- Exclusive Content

#### **Community**

- Fan Zone
- Share Music
- Discussion
- User Playlists