

Zoho Music Card Sorting Workshop Script

Workshop Script

Research Goals:

- To understand how users naturally group content on the Zoho Music website.
- To identify gaps in the current content structure that hinder user navigation.
- To propose a new, user-centered taxonomy for the website to improve usability.

Materials:

- 20-30 cards representing website content (e.g., Artists, Albums, Genres, etc.).
- Sticky notes or a digital tool like Miro or Optimal Workshop.
- Pens, markers, or digital equivalents for labeling groups.
- Observation tools such as notebooks or recording devices (with consent).

Workshop Process:

- Step 1: Introduction (5 Minutes): Welcome participants and explain the workshop's purpose.
- Step 2: Sorting Activity (30 Minutes): Provide participants with cards and instructions for grouping.
- Step 3: Debrief (10 Minutes): Discuss their choices and gather insights about their decisions.

Post-Workshop Analysis:

Analyze the groupings to identify patterns and propose a new taxonomy.