**Proposed Site Information Architecture Summary**

I came up with 6 Categories. And grouped them as follows:

**User Profile (Dashboard)**

* User Registration
* Login & (Related Contents, validation, forgot password etc.)
* Loyalty Points
* Saved Items in Cart
* Your Orders

**Shop**

* Shop by Category
* Special Gift Items
* Custom Orders
* Offers and Seasonal Promotions
* Recommender System (Users who bought this also bought …)
* Bulk Order

**Gallery**

* Photo Gallery
* HQ Images of Items for Sale (worn by models)

**Get Involved**

* Fund-raising/ Donate Online
* Join Mailing List
* Social Links
* Donate Recyclable Material
* Events Calendar

**Articles/Blog**

* Recycling Tips
* Event Reflections
* Achievements and Progress
* User Comments/ Feedback System
* Customer Testimonials

**About Me**

* Contact Information (phone, email, physical adress – Gmaps iframe etc.)
* Short Bio + Portrait Photo
* Intro Video (How the project started including explanations on the CTAs)
* External Links (Social Links – including other similar sites )

**FAQ**

* Frequently Asked Questions
* Terms and conditions (Return and refund policy etc.)
* Inquiry Form

I used the cards that I created last time and did a sort on them. Once based on my own judgment and the way I felt my cards should be organized. And one more time thinking like one of my persona and how he/she wants the stuff in the website to be organized.

Putting myself in one of my persona's shoe I had to question as to where some items should be categorized and other issues like items that should be available in more than one place.

One of the biggest things I forgot to include myself and discovered was a search utility. The user should be able to simply type in what he/she wants and be redirected to the page/content he/she wants with ease and also narrow down his/her search results using filters.

I thought renaming “Get Involved” to “Campaigns” and moving the short intro video that has CTA's in it to this group would be more sensible for the persona, since to get involved he/she has to feel compelled.

I also did one closed and one open card-sorting with my friends which basically ended up being closely the same. Analyzing their sort revealed that images of items for sale should be available in a “Photo Gallery” as well as in the “Shopping”. Perhaps I should do a high resolution version of the pictures for highlight in the Photo Gallery and use small sized thumbnails in the “Shopping” menu.

In addition to that it looked to wide and redundant to use 7 Menu Items that I originally planned and instead reduced it to 6 and decided to put the whole contents of FAQ into Articles/Blog section as entries.

Doing this over and over again and putting design, simplicity and usability into consideration I came up with a final Card-Sorting for my final Site. I have thought about my choices, my persona's choices and my other two friend's suggestions (who might have been additional two persona) and I think this the best compromise.

The final website is going to have 6 top-level menu and at least 2 sub-menus in them. The summary is attached ( uploaded to github repo /week7).

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