

MI 349 Week 7: Card Sorting Pt. 2

The website was better organized with an emphasis on content rather than just pages. The website will have five main categories, The Home page, the Newsfeed, Federal Debt Clock, Forum, and Merchandise. The goal was to have a very simple, easily accessible navigation menu especially since many of the users would probably be older and less tech savvy. For this reason I asked both of my parents (early 60's) and two of my friends (early/mid 20's) for their input on how the site should be organized. Both of my parents wanted the site's structure to be as simple as possible with only a handful of possible selections. The two other users agreed and that fewer categories should be available as it presented a clean appearance.

The first category is the Home Page which will contain a brief history of what the website seeks to achieve and what is the cause of its foundation. FAQ will contain any relevant questions that frequently come up especially as time goes on. It is also a way that any continuously repeating questions or concerns users may have is being addressed and taken seriously by the site itself. Contact us will have relevant contact information to add a more personal element/ human connection. The Newsfeed will have all relevant news going on at the national, state, local and international levels so people can see these are not isolated incidents and represent a much wider problem in our society. The Federal Debt Clock will show the debt the United States has and underneath will have several content chunks relating to why this is bad and what can be done to address these long-standing issues.

The final two categories will be the Forum with several subforums and the site store. The forum will be a way for people to connect and to establish a sense of community for the website. Some users might be physically or culturally isolated where they are and this allows them to reach out with like-minded individuals creating a longer-lasting and enduring effect, building up a community would also improve marketing as people might spread by word of mouth, thus expanding the number of users. Merchandise is not only a way to earn revenue but also can help broaden the user base with people wearing clothing or gear that advertises the website. Since this site would be more appealing to more politically involved people, the store would also be a way for people to express their political views.