In my card sorting experiment I had fifteen cards for my content. When I sorted my cards as myself I had three groups, they were Homepage/about us, Services, and contact us. My websites goal is to increase business and service calls for my parents’ business Pacer Service Center. Since most of the people viewing this website will be in the trucking industry I wanted to keep my site simple and not have a ton of groups so the information on it is easy to find. Sorting it a second time as one of my personas I went down to two groups, just an about us/homepage and services, my thought process on this was again to keep things simple. It wasn’t however until I did an open sort with my parents that I realized that this may not be the best idea. My parents both had more groups then me, my mom had six groups and my dad had five. My original idea of having only a few groups to keep the website simple does keep it “simple” in terms that it doesn’t have a lot of pages, however it has way too much information on it per page. I believe that having more groupings with a good navigation will allow users to find the relevant information they are seeking on my website much faster and with less frustration. The groups I plan on using are an About us, Contact Information, Services, Certifications, Payment Information, Career Opportunities. My About us group contains my the cards about Pacer and history of Pacer. These are together because they are relevant to one another and will make a good homepage for the website. The contact us group contains the cards for hours of operation, Pacers street address, Pacers phone number, and Pacers email address. These are all things that should be together and creating a group/page for them makes them easy to find for users. The services group contains the cards list of truck repair services, list of light duty truck repair services, painting services and after hours services. These are grouped together to showcase the services Pacer provides and answers any questions users may have about what Pacer can provide for them. The certifications group contains the two cards of qualifications and painting examples. This group was made to contain all relevant licensing and certifications my father has as a mechanic and dealership and examples of his painting work, this shows users that the business is legitimate and if the quality of painting is to their liking. The payment information group contains the accepted forms of payment and Pacers refund policies. These were grouped separately to keep information on pages relevant and simple, with a good navigation at the top of the page I feel most users on my website will appreciate not having to look hard for the information they are seeking. The last group career opportunities contains the card employment opportunities. I felt this deserved its own separate grouping as it is not relevant to the rest of the sites content and does not belong on any other page/grouping. I feel these groupings of content will make navigation of my site easier for my users and they will appreciate the simplicity of it as well as the ease of finding the relevant information they are seeking.