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Card Sort Write Up

In order to determine how the information in my website should be organized, I performed two card sorts and had two of my friends perform a card sort. One of the card sorts I did was simply the way I would organize the cards. For the other card sort, I was attempting to sort the cards how “Ken the Employer” would sort them. Ken is one of the personas for my website. In order to help me sort the cards as Ken would have, I read the entire poster I made about Ken to help me get into his shoes. Then, for every card I sorted, I asked myself where I thought Ken would find it most convenient.

I facilitated all of the card sorts using Trello. Pictures of every card sort, including my final layout, can be found in my repository under week_7/sorts. The names on the PNG files indicate the person/persona who performed the sort.

The 4 card sorts ended up having a reasonable amount in common with each other. They were nowhere close to being the same, but they tended to have similar category setups. I believe the card sort that had the most differences compared to the others was the sort performed by Sydney Riekse. Sydney has a very different personality than Michael, Ken and I, which I believe was part of the reason why her sort was the most different. I am glad I contacted her as one of the people to perform a sort because it is necessary to gather data from people with different personalities in order to get a result that will work well with most people.

The process I used to come up with my final information layout started by picking a card and looking at where the 4 different sorts placed them. If they all were placed in a similar

category, then I placed that card in the same category. For the majority of cards, this was not the case. If the 4 sorts placed a card in different locations, I would observe the trend of other cards in that category to try to understand what the person who did the sort was trying to accomplish. Then I would consider the purpose of my website and make a final decision that made sense for my website. I noticed that there would often be cards that were paired together across different card sorts. The most prevalent example of this was with my cards “Fraunhofer internship description” and “AK Steel internship description.” When I noticed trends like this, I tried to keep those pairs together in my final layout. Usually, these cards would be about strongly related topics.

Overall, I thought the card sorting process was a great way to start getting information organized in what will become a website.