Phase 3:

There will hopefully be a lot of information from phase 2 in many potential categories. As well as this, your website will need to include the following 'user' actions:

- *Log in*
- *Log out*
- *Register new user*
- *View Messages*
- *Send Message*

[Whatever information/content based actions you feel will be useful e.g. view, search, browse]
You should organise these actions, as well as the information/content your website provides, by conducting a card sorting exercise with some of your target users.

Card Sorting:

Upon careful consideration of our chosen target user, being the 'casual-user conforming to the chosen personality type, 'John', we were able to decide upon some of the features of the website and the main purpose of the website. We mentioned in the last section that a website with the aim of providing additional knowledge for our target user similar to that of already used websites of our personality, such as stack overflow, we have decided that the groups website would primarily target students learning to make a website.

The group thought this idea would be ideal as it's not only a valid idea for our target 'John' personality type to realistically utilise, it seconds as a convenient way for the team to both learn the aspects of web development and being able to use this information again to place under the categories on our website. It has the added benefit of teaching the group more about web development because it's often stated that being able to explain a concept efficiently requires a great understanding of the concept yourself.

With this in mind the team brainstormed the following cards to utilise in a card sort. A card sort is a way in which developers/designers can determine the best way of structure a collection of items. As our website is going to be explaining and providing help to those wanting to learn how to make a website, it makes sense to interview a subset of potential users to identify which categories (to be accessible on the website) should be grouped together. The card sort can be open, in which the user is able to define their own set of categories and/or sub categories to classify the given cards, or closed, in which the designer/developer defines their own categories and subcategories for users to place each card under depending on which they believe it fits best.

As a team studying computer science and programming experience, we became aware that our target persona of ‘casual users’ might find it hard to sort elements like ‘NodeJS’, ‘TCP/IP Stack’, etc, which they new nothing about. It therefore became a topic of discussion whether to include a short, single sentence description to each user as to what each element on the card actually was. It was decided to not provide any descriptions as to not influence the personas image and get results that would direct the user around our website the most effectively.

Our group decided to go with an open sort, using a mixture of the specified parts of the website that the criteria required such as a user profile and a log in/ log out, as well as a series of tools and concepts that one should be familiar in learning to create websites, such as HTML and CSS, Django, web back ends, etc. Below are the cards that we used in this card sort.

Open card sort		
Elements		
Log in	Log out	Register new user
View messages	Send message	Search
Settings	HTML and CSS	JavaScript
Web front ends	Web back ends	Django
Flask	Bottle	PHP
Apache	Nginx	.NET
AWS	Azure	Digital Ocean
NodeJS	Frameworks and libraries	TCP/IP stack
User Profile	Homepage	

As this was an open sort, no categories were provided to the participant. The participants were told that a website was being developed to help casual users learn about web development, and that they should sort the cards into categories using any number of categories and subcategories that they saw fit. This was run 3 times and each participant was presented the cards in a randomised order.

The issues here quickly became apparent. The participants exhibited many signs of confusion during the sort, such as frowning, ‘um’ and ‘ahhh’-ing, and explicitly saying ‘i am confused’, and ‘i don’t know what any of these means’.

The results of all 3 tests were very similar. The users all identified and grouped titled ‘user actions’ (or similar) and included log in, log out, message, etc. All three users also lumped a large number of the elements into a single group and labeled it ‘things i don’t know’ (or similar). It was clear we needed to revise our approach.

We changed a couple of things for a second round of tests. Firstly, we switched to a hybrid sort, providing some categories as well as allowing the participant to create any additional ones if they felt it necessary. Providing category names from the beginning acted as a guide for the participant as to what type of sorting should occur. We also abstracted away some of the technical jargon by employing some categorisation. Elements like ‘Apache’ and ‘AWS’ were replaced with a single element ‘Web hosting’. The cards presented for this activity are below.

Hybrid card sort	
Categories	Elements
User Actions	Log in
Web Development	Log out
Further Information	Register new user
Hosting your Website	View messages
	Send messages
	Search
	Settings
	HTML/CSS
	Java Script
	Python
	Cloud hosting services
	Server hosting
	Frameworks and Libraries
	The TCP/IP stack
	Web front/back ends
	.NET

From the results of running this test 5 times on participants who were aligned with out target persona, we were able to assemble the hierarchical structure shown below:

Homepage
Search
Settings
User Actions
> Log in
> Log out
> Register new member
> Send messages
> View messages

Web Development
> HTML/CSS
> > PHP
> Javascript
> > NodeJS
> Python
> > Flask
> > Bottle
> > Django

Hosting your Website
> Apache
> Nginx
> AWS
> Azure
> Digital ocean

Further information
> .NET
> What are frameworks and libraries
> The TCP/IP stack
> Web ends
> > Front end
> > Back end

CARD SORT DARBY:

User Action
>log in
>log out
>register new user

Web Development

>HTML/CSS
>JavaScript
>Python
>Frameworks/libraries
>TCP/IP stack
>Webfront/back ends
>.NET

Further Info

>Serach
>Settings

Hosting your Website:

>cloud Hosting servers
>server hosting

Messages:

>send message
>view messages

// some analysis and describing how we came to this structure.

// talk about how useful the iterative cart sorting was in determining an effective structure.