

## Card Sort Experiment

For this experiment, I asked two friends to sort my cards (fits with my “Ashely the acquaintance” persona). With one participant, I included the category headers that I had previously made. To make things interesting, I did not include these header titles for my second participant. The one which received the headers had little problem (only one differing placement from mine) when sorting the cards. The other participant had more differing views, combining some cards into a fewer number of categories.

I have highlighted parts of their sorting which differed from my original card sort.

**Participant 1:** There was only confusion with the “Social Media” card being under “About Me” or “Contact” category headers

- This makes sense to want to put social media under about me, but I would want potential headhunters to contact me through sites such as LinkedIn or even in some cases (less professional work) maybe Facebook/google plus.

**Participant 2:** When not given categories, things got much more complicated. I will just highlight most of the differences and my overall thoughts on the change.

- Contact Form, Social Media, Goals, and Business Info were all grouped along with the Resume cards under a “Career” type header
- Previous Site Links was grouped along with the Github cards

I understand where she was going with these categorizations. I think she wanted to make as few categories as possible, as her final sort was only 3 categories. I took some of what she said into account and made a new Past Projects card after having her explain some of the reasoning. I kept my categories as they still make sense to me and are very easy for participant 1 to work with.