



## Assignment 2

### Description:

You have been hired by a client - **J Donohoe & Associates**. – to revamp their current website - <https://www.jdacpa.com/> ([Links to an external site.](#))

As a part of your services, you have already conducted a qualitative audit of the site's current content and identified how the content should be improved or modified to meet the client goals. (Assignment 1 of this course).

You further decide that before delving into interaction design and visual design, you need to define the website's Information architecture.

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### Instructions:

You will conduct the following activities:

- 1) Based on research (assumptions), and your recommendations for the website's content, create a site navigation structure (site map).
- 2) Conduct a **closed card sorting** exercise using the content items from your site map. Use the top-level items from your site map as categories for a closed sort.
- 3) Create a second, modified sitemap incorporating card-sorting results if they vary from your original site map.

**Your assignment 2 for this course is to deliver the site map(s) – the first (as-is), the second (recommended sitemap from your perspective), and a final modified sitemap based on your card-sort. Also, include your observations (participant feedback), screen captures, photos, or video-clips (optional) from the card-sorting exercise.**

### Note:

You can recruit 3-4 participants (you may enlist friends, classmates or family who have a prior general understanding of the client's business but have not seen the current website) Also, you can do the card-sorting in-person with physical index cards or remotely using a free/trial card sorting tool such as 'Optimal Sort' or others



## Rubric

| Criteria   | Pts    |
|--|--------|
| <b>Current Site Map</b><br>Based on research (possibly assumptions), and your recommendations for the website's content  | 10 pts |
| <b>Assumptions Site Map</b><br>Based on research (possibly assumptions), and your recommendations for the website's content, create a site navigation structure (site map)                           | 10 pts |
| <b>Closed Card Sorting Exercise</b><br>Conduct a closed card sorting exercise using the content items from your site map. Use the top-level items from your sitemap as categories for a closed sort. | 20 pts |
| <b>Results From Card Sorting Site Map</b><br>Modified sitemap incorporating card-sorting results if they vary from your original sitemap   | 10 pts |
| Total Points: 50   |        |