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Card Sorting

In the MI 349 course (Web Design and Development), we learned that card sorting is a great method to evaluate a website architecture, help organize its content as well as interpreting the user's expectations and understanding of a web page. There are multiple techniques for different results, but for this assignment I did both One-on-One and Independent cart sorting. I used the cards defined previously in Week 5, but also implemented some other ideas I had throughout this period. I had a total of 19 cards, being them chunks of content or page titles.

The first two times I did independent card sorting by myself, I got pretty similar results. I believe the similar results was because I'm the website designer and I have an abstract idea of what my website will look like and where each content chunk will go where. It only differed by two cards, which are Contact Info and Personal Photo. In my opinion these two can go in either the Main Page or in the About page and I still haven't made my mind in which one they belong. They are pretty generic information that could be allocated pretty much anywhere in the website. These Independent card sorting I did electronically wasn't as helpful as the One-on-One sorting, since I already knew all the cards and had a general idea where to put them.

However, the One-on-One card sorting turned out with a completely different result. I asked both my roommate and brother to help me and without given further explanation, gave them the cards and told them to separate them in topics. In comparison to mine, which I had 4 main topics and all subtopics, they both only had 3 topics which were Main Page, Portfolio and About. The footer topic they pretty much asked if they could include in more than one at a time and all the information between Main Page and About got really mixed up. I think these two content chunks can be pretty confusing if I don't specify what is going where, because all my personal and contact information could go in either the main page or about. The portfolio was almost exactly the same as my personal card sorting.

I believe one main conclusion that I take from this week card sorting is that I need to specify a lot better what is the difference between the Main Page and the About page, as well as add more detailed information on my website. I believe a website with only the cards I selected would be pretty boring. Maybe I could add something less professional too, for example some music I make or designs I do. It doesn't need to be a personal website to find jobs or get internships, but to actually know me better and get in touch with me. I think this week's assignment helped me a lot to define the scope of my project.

▾ Main Page ✕	▾ About ✕	▾ Portfolio ✕	▾ Footer ✕
Student Profile	Contact Info	Projects	Copyright Information
Personal Photo	Past Experiences	Portfolio	
Elevator Pitch	Contact Around the Web	Resume Download	
Future Goals	Email	Subscription	
Mission	Location		