## Card Sorting (Part 2)

After sorting my proposed chunks of my sight I now have a much clearer idea to how I think I want my content to be laid out. It becomes easier to see how things group once I began labeling categories and moving around different cards to see what makes sense. Below I summarize how the sorting resulted and how I think I want to outlay my information.

For the first two sorts by myself the first one was just to see how things fell, and below is a screen shot of an analyzation of what I could group together.
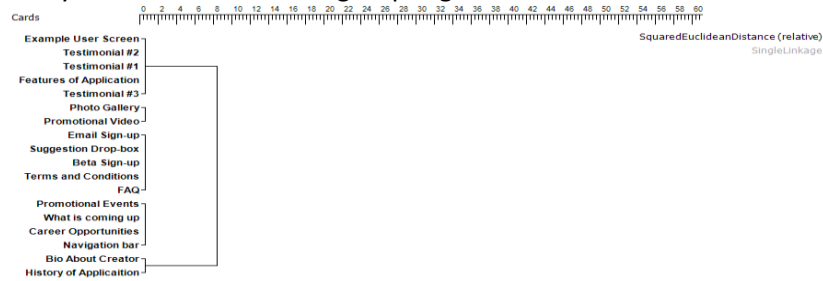
As you can see I was able to group the chunks of the website into five separate buckets, which correspond to different areas of my page. This includes the top banner, bottom banner, body, and left and right panes of the page. On the second sort things similarly resulted but with a few more defined groups of cards, this time I decided I didn't want to clump so much together so there will be a navigation bar that will take the user to a new page which keeps things a lot more clean looking.

With regards to the partner sorting I found that gaining a separate view of the cards and groups it opens up a fresh look on how things might be handled. With the partner I found that adding an initial log-in/ sign-up page helps distinguish types of users coming in. I know how to treat the person, such as a new user or an experienced user. It also gives me a chance to gather more information about them and I can start keeping metrics about my site and could boost sales.
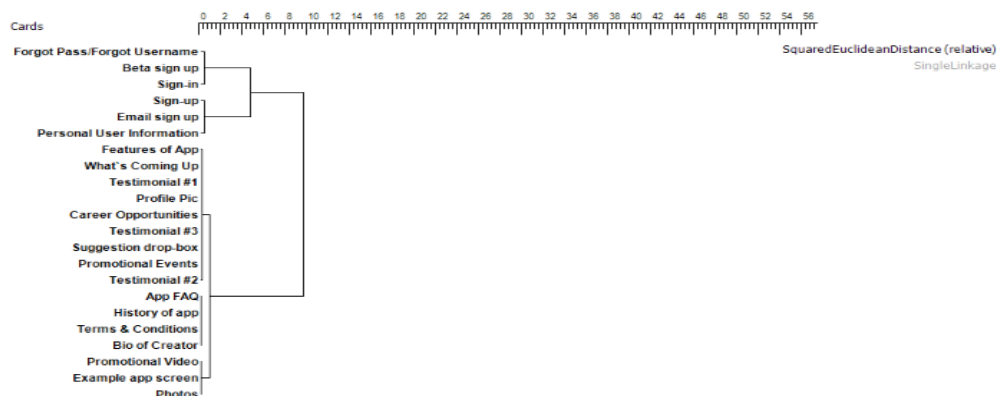
SORTING RESULTS

1 users' sorting results were clustered with dendrogram plotted.

Table 1: List of users whose result(s) were selected for cluster analysis

Name	Title	Company	Email	Phone	Note	Sort Status	Total Buckets	Total Cards
New Visitior						Complete	8	22

Figure 1: Dendrogram of sorting results clustered

I have also taken screen shots of the hierarchy of what I think my website should be, those will be in my repository. After the analysis of breaking apart into multiple pages it appears to have more depth and much more organized than my first attempt even though there are more cards and buckets.