

# Content Card-Sort 45 min

**With this exercise, the goal is to organically build a visual outline of your website content, while surfacing different perspectives on what the content should be.** First, you'll brainstorm website content and write individual ideas onto index cards or post-it notes. Next, you'll arrange them into logical groups while talking about your rationale with your fellow team members. Finally, you'll label the groups in a way that would make sense to your personas.

## SUPPLIES NEEDED:

- Stack of 100-200 standard post-its or 3x5 index cards (I prefer post-its)
- A large empty wall (if you're using post-its), or large table (if you're using index cards)
- Fine-tipped markers (not pens or pencils—something visible from 5-10 feet)

## Process

1. Divvy up 50-100 post-its or cards for each team member
2. Take 3-5 minutes for each team member to brainstorm on their own and write down pieces of content they think should be on the website. One piece of content per card or post-it. Be exhaustive and detailed without getting lost in the weeds. "Toolkit on microeconomics" is better than "Resources," but "Chapter on double-entry accounting" is too detailed. Also include important links or actions like "Sign up for email list," "Twitter feed," "Link to Facebook," and "Donate."
3. As people finish writing, they should start putting them on the wall or down on the table.
4. Set a timer for 15 minutes and invite everybody to stand up and look at what other people wrote down.
5. Have everybody physically group cards that make sense together, and narrate while they're doing it. "I'm putting 'history' near 'about us' because that all feels like basic information." "I'm putting my 'contact us' on top of Aaron's because they feel the same to me." Everybody should feel free to rearrange the cards/post-its, and add new ones if they notice something missing. If there are differences, negotiate a resolution.
6. Set a timer for 5 minutes and work as a group to write overarching labels for each of the groups. Revisit your personas and determine if the labels would make sense to them.
7. Document the result by taking a photo of each group, as well as an overview photo capturing all the clusters or groups.