

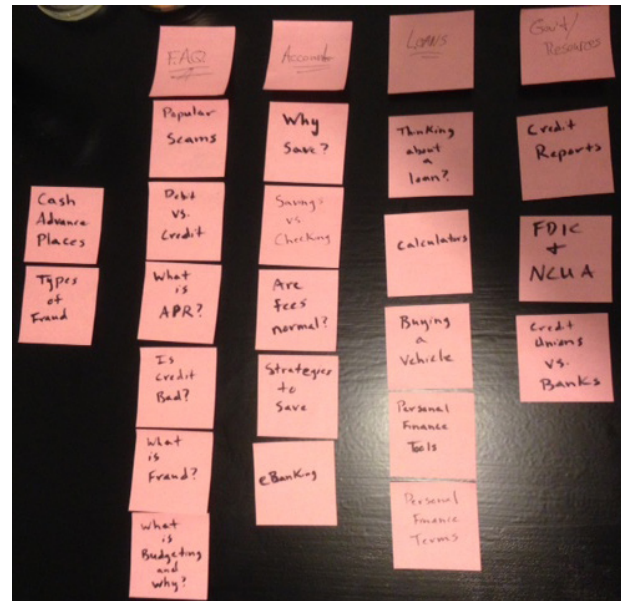
## Kenneth's First Card Sort



In my initial card sort, I knew specific areas of content I wanted to focus on. I knew overall I would like content to focus on lending, credit, personal accounts, fraud, and tools at a users disposal. Based on this idea I created the groups above.

The major groups focused on each of these categories. Based on the categories, I created 5 groups. The first group had everything I believed to be focused on someone's personal accounts. The second group I felt all related to how to identify fraud and protect yourself from it. The third group I had a harder time to group as I think it is valuable information but did not fit easily into anyone category. The resources tab was everything I felt could be quick and useful tools for users. Lastly, I felt everything in the last group helped to get better understanding into obtaining a loan and building credit.

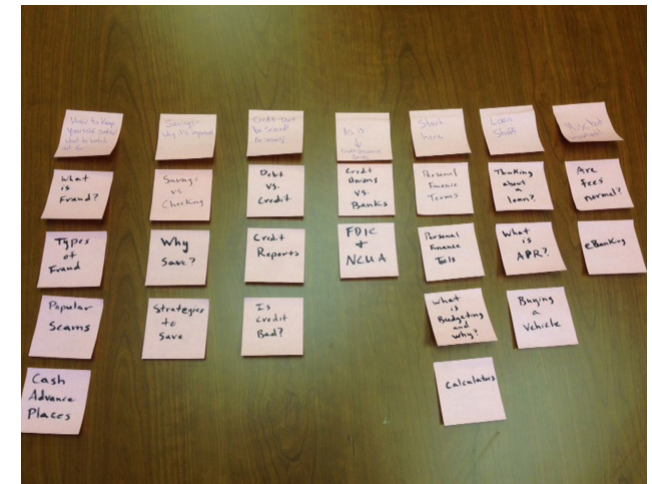
## Participant One Card Sort



In participant one's sorting, we can immediately see a different angle of thought when considering the content. The content is reduced into 4 groups as opposed to the 5 I had created. By the name of the first group, this sorter had thought of the site's concept as a go to for answering any lingering questions, as opposed to a destination to learn more about personal finances. The second group title and grouping show similar thought processes to my own, focusing on the two main type of accounts for personal finances.

The third group appears to be the group in which they combined two of my groups together to form one. This group combined Resources with Establishing credit from my sorting. Lastly, the final group shows a combination of what the participant may not have known what else to do with. On the far left of the photo, it can be seen that this participant did not know what to do with the last two cards. He decided to just leave them as is. He stated he knew what the content would most likely get at with "Cash Advance Places" and "Types of Fraud", but based on his groups he created, had a hard time placing them.

## Participant Two Card Sort



Participant two decided to break the content into more groups as opposed to myself and participant one. They decided to create 7 groups. The first section is identical to the "Protect Yourself" section in my grouping. The second section shows a similar showing as my first group. The big difference is removing the content about fees and "Debit vs. Credit". The "Debit vs. Credit" content was moved to the third section focusing only on the idea of credit. This participant split up content solely about credit and any content focused on loans, which is the sixth group.

The fifth group is identical to my "Resources" section, with the exception of "Buying a Vehicle" being switched out for "What is Budgeting and Why?"

The big takeaways are the fourth and last groups. These groups the participant mentioned that while they though all content topics had their place and were important to learn about, in comparison to other content within the groups, it made it difficult to organize.

# Final Card Sort

After reviewing the three sorts, there were a few themes that became apparent. The first theme dealt with the amount of content and not finding an appropriate spot for some of it. This rang most true with content focused on explaining to users differences between credit unions and banks, as well as the FDIC and NCUA. While this information is important, for the scope and purpose of the site, it may not be most pressing at the moment. Based on this feedback from the sorting, I took them from their own group to just out of the content all together. In addition, to that content, I also removed the content focusing on fees as well as e-banking. While this is again, important information, for the purpose of the content it is not easily folded into any of the groups.

The second theme that became apparent was focused on splitting up the content focused on loans and credit. While both are integral to one another, it is most likely important that users can understand them separately to add to the whole to equal the whole lending process. Based on this feedback, I created two groups “Understand Credit” and “Understand Loans”. These groups will help to establish for the user what is credit and then link it to how it impacts the lending process.

The third theme noticed was that the items under the “Protect Yourself” tab resonate very well. In all three groupings these four content areas stay relatively near one another. I can infer two things about this. Firstly, it is an area on the forefront of the participants minds, and therefore would most likely be on the minds of users of the site. The second thing I can infer is that its importance is clear as in all instances it is near the left side of the content grouped, showing more dominance in the thought process of each sorter.

Based on all of the feedback and revisiting of the groupings of the content, I have settled on the final photo layout to the right of how the content will be grouped. This will not necessarily be the order of the content. The bottom right picture shows the items to be discarded after the card sorting exercise.

