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Card Sorting

Nomorehashtags is a website dedicated to bringing awareness to society of all of the unfortunate events that are occurring amongst the black community. The original goal of the website was to solely bring awareness to the community by promoting stories of lives lost to violence; however, a website that dark would not promote a big following. I have decided to expand the website and dedicate that to only be a tab on the website. After the card sorting process, I have included various activities, encouragement, etc. that will appeal to a larger crowd and still please my original persona.

When I did the card sorting process, I began with fifteen cards and did an open sorting process. In my process, I included dressing on a budget, how-to's, hobbies, recipes, contact us, meet the staff, natural hair products, purchases from black owned companies, travel, achievement, rewind, music, popular sayings, old tales, local protests in your area, news coverage, hot topics, ways to care for self, advice, emotional support and crushing stereotypes. After the help of my roommates who were similar to my original persona, I added more to that list (now included) and used their sorting because it was similar to my ideal website.

I currently have seven main topics (those of which do not have names) however, they fit appropriately amongst one another. The initial category containing local protests in your area, news coverage, and hot topics can fit under the category of News. There it will keep the user up to date on the latest events locally and nationwide. The category containing ways to care for self, advice, emotional support and crushing stereotypes should be named Self Love and will be all areas to promote mental health and being the best you the user can be. The section containing music, popular sayings, and old tales could be titled Rewind and will be a look at past media and all old things your mama and her friends used to talk about before she demanded you out of the kitchen because you were in "grown folk's business." The section containing travel and achievement were orphan cards and may have room to expand later. For now, this will be a user friendly section to post media and stories of their personal achievements in their life and travel picture. It will be entitled "What's up with you?" There will be another tab containing dressing on a budget, how-to's, hobbies, and recipes that will include videos and stories from our staff giving tips, tricks, and tidbits on how to ball on a budget. Lastly is the category of where the user can contact us and contains contact us and meet the staff. It'll contain small blurbs of the staff, pictures, and our personal social media.

The card sorting activity allowed me to expand my vision of my website and has allowed me to take it in a new direction while keeping my original goals in mind.