I conducted a hybrid card sort on all 4 of my participants. The five groups, Menu, Home Page, Animals, Animal Profile, and Houses, were all given at the end of the sort, but participants were able to add other groups if they wanted to. Only one of the participants added groups, though one put groups inside of other groups to make them sub-groups.

There were several content chunks put in different groups by participants. I think that the places that they put these content chunks were all viable solutions. Because of this, I think I need to add some more groups that these chunks of content would definitely go into, so that it is less of a guessing game. Tells me I should differentiate my groupings a little more so that the content they contain is more intuitive.

The participant who put many of the other groups inside of menu, which was inside of home page, gave me lots of insight on how to structure my home page. Additionally they added a group called SHC information, which made me realize some of my groups need to be more specific; now they are too broad and encompass too much information.

After all of this analysis, I have come up with an outline for my site information. My site will have a homepage which will have a menu, an about the SHC section, and an about the site section. The Menu will contain the options Home, Houses, Animals, Submit, Contact Us, and News. The Houses option will have a menu of all of the house options. When you click on a house it will take you to an animal profile for that house. The Animal option will have a menu of all different kinds of animals. When you click an animal it will lead to a page with all of the animal profiles of that species. An animal profile will contain the name, owner, bio, residence, and comments about the animal. Submit is where you can submit an animal profile, Contact Us is where you can contact the site, News will contain updates about the site.