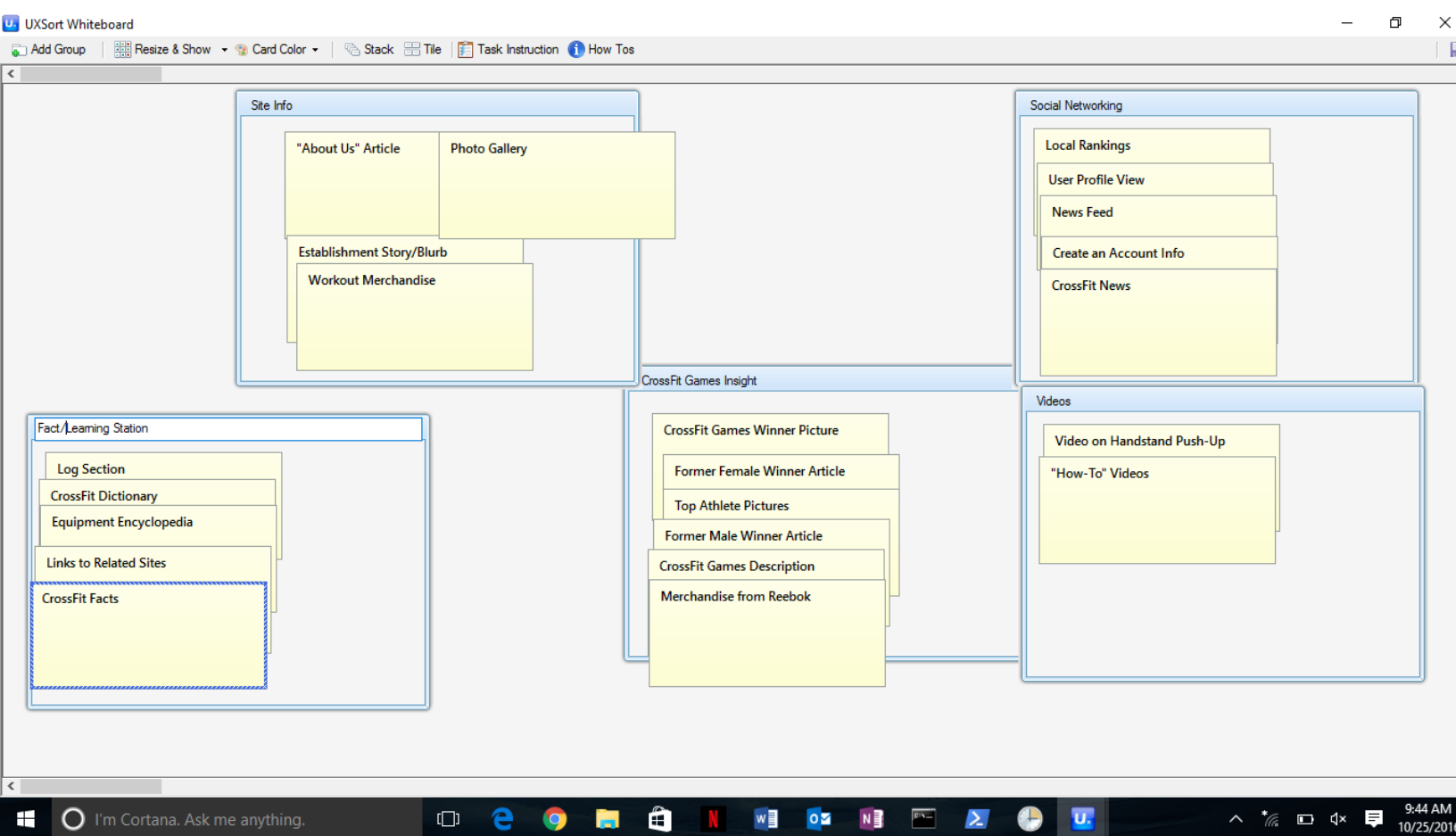


The online card sorting process for me went fairly well and I really think it was because of the type of website I chose to do. Since my web application is basically going to be like a Facebook except for CrossFitter's, the concept of my site is pretty straight forward and I know that my users will be exploring the news, sharing, reading, and learning throughout the site. I started picking the content cards simply by imagining what I would personally want on this site and what I would like to find on it if I were exploring. The rest of the miscellaneous content cards I constructed were based off of making sure my users had everything on this site conveniently at their fingertips (even something as simple as needing to look-up a CrossFit term they didn't know). This way the user won't get quite annoyed with having to leave my site, like Googling things separately and visiting other informative CrossFit sites, and knows that pretty much everything related to CrossFit will be on my site that they need without having to do search extra searches for topics they are curious about.

For my first time doing the card sorting with this program I started off putting the "likes with the likes". I noticed that a lot of my content in these cards ended up being very interrelated with each other, but because of that it helped me narrow all my other cards into only a few hierarchy groups instead of a plethora of them. The end result of my cards ended up splitting into one specific group/category that was mainly for the social media/news feed content and another group that represents the knowledge base of my web application with videos and articles about the fitness program. I also didn't choose to sort my cards more than three times because I felt that since my website is already very social-media oriented, I never really got myself anymore significant or different results after the 2nd and 3rd time that was meaningful or that changed my mind about something.

Lastly, I'd like to conclude that my site also seems like everything could be paired up together in chunks on the same page, every page, or on their own separate pages, and I think that any one of those layouts is going to be just as successful as all the other ones. I think this mostly because Facebook makes updates all the time and it seems like you can do everything on Facebook nowadays and it doesn't just seem like it's strictly news feed content. You can donate money to people, play games, instant message, video chat, "check-in" to places, see who is around you in your area, join groups, join organizations/clubs, etc. and that's exactly how I feel about my site but with a little less features.

1st Card Sort



2nd & 3rd Card Sort

