

Card Sort Report

Uno con el Mundo
October 27, 2015

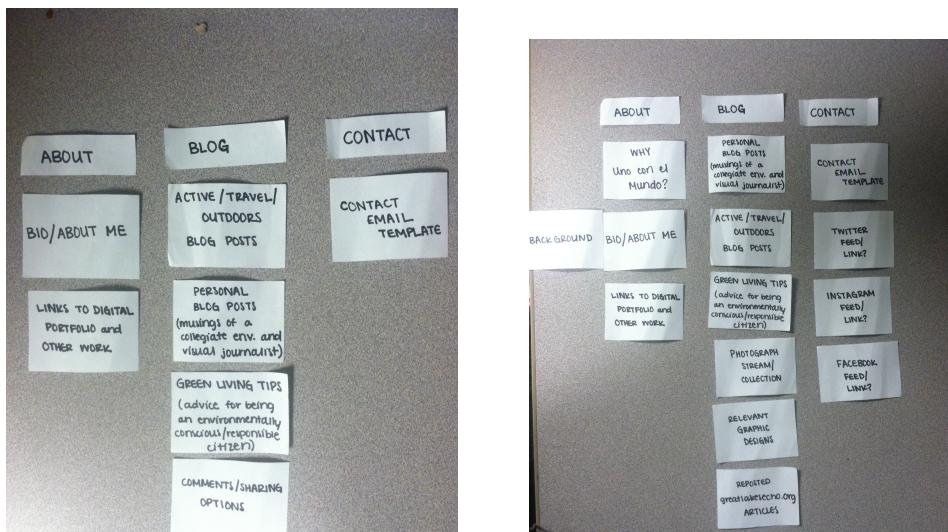
SUMMARY

The facilitator conducted a card sort test with 18 cards and a total of 2 participants over 1 week.

TEST OBJECTIVE

The card sort test was conducted to help shape the information architecture for the design of the blog “Uno con el Mundo.”

RESULTS



PARTICIPANT RECOMMENDATIONS

- “Why Uno con el Mundo?” “Background,” and “Bio/About Me” may get repetitive – get rid of one? [“Background” probably best bet to nix?]
- Only *link* to Twitter/Instagram/Facebook – including streams/feeds will make for too much unorganized information
- Comments/sharing options will apply to each actual blog post, not separate a contact page

CARD SORT COMMENTS

- One participant vetoed the “reposted *Great Lakes Echo* articles” card altogether and the other placed it very last in the blog...maybe instead of featuring my full-length articles on the blog, just keep retweeting them on Twitter, given that I will provide links to social media
- Maybe “Links to digital portfolio and other work” should go on bio page instead – offers glimpse at more background/personal info, and isn’t a direct way to contact