Motor	Home	Travel	Money
Car insurance	Home insurance	Travel insurance	Loans
Van insurance	Holiday home insurance	Gadget travel insurance	Credit cards
Motorbike insurance	Mortgage protection		

Card-Sorting Example:

Athletic-Clothing Ecommerce Site

Tops

Accessories

Leggings

Sweatshirts

Gloves

Shorts

Tank Tops

Hats

Running Shoes

Joggers