

General Establishment Info

About our restaurant	Korean Food Photo Rotation
Chef Biography	Korean Food History Description

Order Forms

Party Reservation Form	Catering Order Form
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Decision-Making Info (Price, Items, Order Size, Nutritional Info)

Menu Offering and Price	Catering Menu and Prices (Different from regular menu)
Nutritional Information	Daily Specials and Discounts

Operations

Restaurant location map
Restaurant Opening and Closing Hours

Matthew Yoon
Sort

Restaurant Records (Changing and Updating Content)

Korean Food cooking blog	How-to-cooking videos	Nol-Bu Social Media section
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Gabe Davis Sort

Persona closely related to the “price conscious”.

Red: About

Yellow: Events

Blue: User Engagement

Green: Food item info

Black: Unsorted

Chef Biography

About our restaurant

Korean Food History Description

Menu Offering and Price

Daily Specials and Discounts

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Catering Order Form

Korean Food cooking blog

How-to-cooking videos

Nol-Bu Social Media section

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Korean Food Photo Rotation

Kristi Pollum Sort

Persona closely related to the “experiencer”.

Red: Restaurant Personality

Yellow: Large Order Info and Requests

Blue: General Information

Green: Food item Info

Black: Unsorted

Chef Biography

About our restaurant

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Nol-Bu Social Media section

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Nutritional Information

How-to-cooking videos

Final Sort

Chef
Biography

About our
restaurant

Korean
Food
History
Description

Nol-Bu
Social
Media
section

Catering
Menu and
Prices
(Different
from
regular
menu)

Party
Reservatio
n Form

Catering
Order Form

Menu
Offering

Korean
Food Photo
Rotation

Restaurant
location
map

Restaurant
Opening
and Closing
Hours

Korean
Food
cooking
blog

Nutritional
Information

How-to-
cooking
videos

Menu Price

Daily
Specials
and
Discounts

Red: About

Purple: Restaurant
Engagement

Yellow: Events

Blue: General
Information

Green: Food item Info

Black: Unsorted

Card Sort Write-Up

The final sort presents the website content grouped in a way so that visitors to the site no matter what persona, may find the information they require in a simple fashion. Simplifying the sort was done to consolidate information that would be considered auxiliary to existing cards. For example, the Korean Food Blog and How-To Cooking Video cards is information that is constantly being updated. Taking it one step further, the Social Media Section has this kind of information because new information is how the restaurant engages the viewer. Therefore, a new category was created to cut down on sections that would have been redundant otherwise. Another example of simplification was the Food Item Info category. Instead of grouping Menu Offerings and Prices together, this information was split and Prices and discounts were moved to the unsorted pile. The focus of the website is to market the product and entice viewers to physically bring themselves over to the restaurant. This errs away from the website grouping logic, but from a marketing perspective it makes sense to reveal some of the information rather than have it all in one spot. A suggestion from my “experiencer” sorter made me consider the movement of Korean Food Photos to the Food Item Info category, as many people might not be familiar with the name of the foreign food, but know what kind of ingredients a dish contains. This way descriptions on the menu can be kept to a minimum which follows the saying that a picture is worth a thousand words. All in all, the focus of the final card sort was simplifying and breaking down content. Unsorted cards will either be integrated in some way or not at all.