

MI349

Web Design ⚡ Development

Card Sorting

Card Sorting Overview

- User experience tool for evaluating and organizing content.
- Easy to do and administer to others (perfect for guerrilla UI/UX work).
- Underutilized within the industry—but very powerful and cost-effective.

Approaches

- Open sorting
- Closed sorting
- Hybrid

General Process

1. Start by organizing the cards into related groups--there is some discretion here--but think about how your Personas might group them as well.
2. Once you have your groups (don't worry about stray cards--we'll deal with them later), spend some time thinking about a title for that group. Create a card for the group title.

General Process

3. Reevaluate the leftover cards and see if they fit within the new group titles, if not, take note as these content chunks may not fit with the overall goals of the site. Don't get rid of them quite yet, other people that perform your sort might find a place for them.
4. Rinse and repeat. Are you happy with the results? Do they make sense? Would another persona or user sort them differently?

Card Sorting Demo

D2L

Lab Preview

- Final project card sorts