

# FMR Web Site Redesign

## Card Sorting Exercise

### Overview

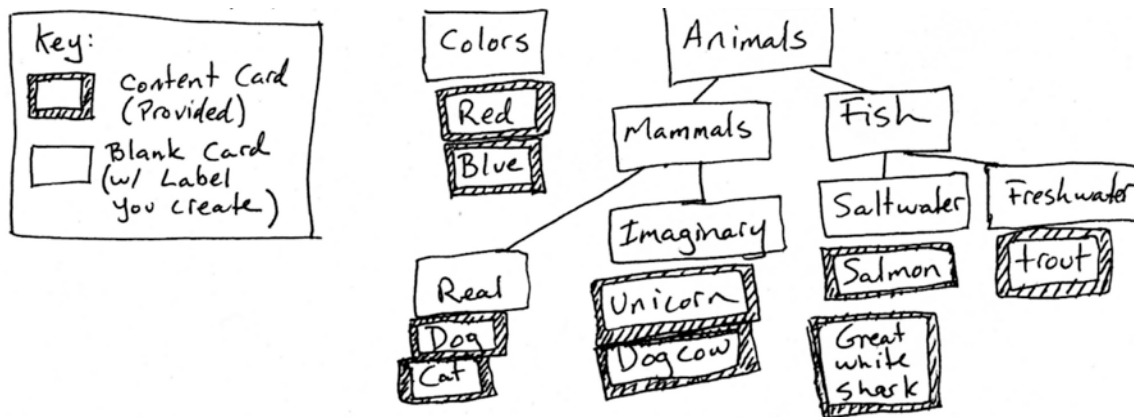
This card sorting exercise is designed to help us better understand how our visitors expect to find information within our web site. After the exercise is completed, the sorted cards will provide us with several examples of how different web site visitors might expect content to be organized. We will use this information in our web site redesign process.

### Materials

Instruction Sheet  
Pen or pencil  
65 "Content" cards  
35 blank cards

### Instructions

Arrange the 65 "Content" cards into groups that make sense to you. Use the blank cards to create labels or headings for the different groups. You may create as many tiers as you need in order to make the groupings logical to you (see the sketch below for an example.)



When you are finished sorting the cards and creating headings/labels for the groups you've created, let Gabe know. He will come and collect the cards after documenting your arrangement.

## Guidelines

1. Remember to organize the information *in a way that makes sense to you*, or in a way that you would expect to find it in an organized system. There are no right or wrong groupings or labels.
2. Several people will be participating in the card sorting exercise. Feel free to chat socially, but please make your own arrangement of cards and do not discuss the cards or groupings with other participants. It is important to get several different perspectives on how to arrange the content information in order to guarantee a helpful web site.
3. Feel free to ask Gabe for clarification about particular cards if their description of content is unclear.
4. Keep in mind that the cards provided are a sub-set of all the information planned for the site. Some examples on the cards represent a class of content for which the real web site will have many more examples (event announcements, for example).
5. You may re-arrange the cards at any time during the exercise as your thoughts about your groupings change.
6. You may create labels with the blank cards at any time during the exercise. Keep in mind that your arrangement may change as you discover additional cards, so you are always free to revise your labeling scheme.
7. Ask Gabe if you need extra blank cards.