

Clarity Amrein
Card Sorting Exercise

Group Names

Groups	Participant 1	Participant 2	Participant 3
Group 1	C1, C2, C4, C6 - "Reviews"	C1, C5 - "Read up"	C1, C3, C5 - "Find a Contractor"
Group 2	C3, C5, C7 - "Contractors"	C3, C4 - "View Lists"	C2, C4 - "Reviewers"
Group 3		C2, C6, C7 - "Get Involved"	C6, C7 - "Join/Get Involved"
Group 4			
Group 5			

Similarity Ratings

	Participant 1	Participant 2	Participant 3	
Card Pairs				Similarity Ratings
C1 & C2	1			1
C1 & C3			1	1
C1 & C4	1			1
C1 & C5		1	1	2
C1 & C6	1			1
C1 & C7				
C2 & C3				
C2 & C4	1		1	2
C2 & C5				
C2 & C6	1	1		2

C2 & C7		1		1
C3 & C4		1		1
C3 & C5	1		1	2
C3 & C6				
C3 & C7	1			1
C4 & C5				
C4 & C6	1			1
C4 & C7				
C5 & C6				
C5 & C7	1			1
C6 & C7		1	1	2

Interpretation

Based on this activity, it seems that participants take two main approaches to organizing and grouping the content. Some participants organized the cards by actions, where the categories are grouped based on similar actions on the site. Other participants organized the cards by topic, where the categories are grouped based on related topics.

The participant that organized the cards by topic only created two groups, "Reviews" and "Contractors." These two groups, while related, may not be the best way to navigate the content because it's less action-oriented. The two participants who grouped the cards by action items had many similarities. Those two participants both independently created a group entitled "Get Involved/Join." They both paired cards C1 ("Read reviews about local contractors") and C5 ("Read about how to choose a contractor"), as well as cards C6 ("Become a reviewer") and C7 ("List yourself as a contractor"), creating groups by pairing similar kinds of actions.

From these participants, I would recommend to the company to organize the website using an ambiguous scheme based on action items related to the same topic. Of course, this is a limited sample size, so it's difficult to make big generalizations from only a few participants. I would recommend creating at least three distinct groups or options labeled with actions that users can take such as "Read," "Join," or "View," rather than strictly categorical.