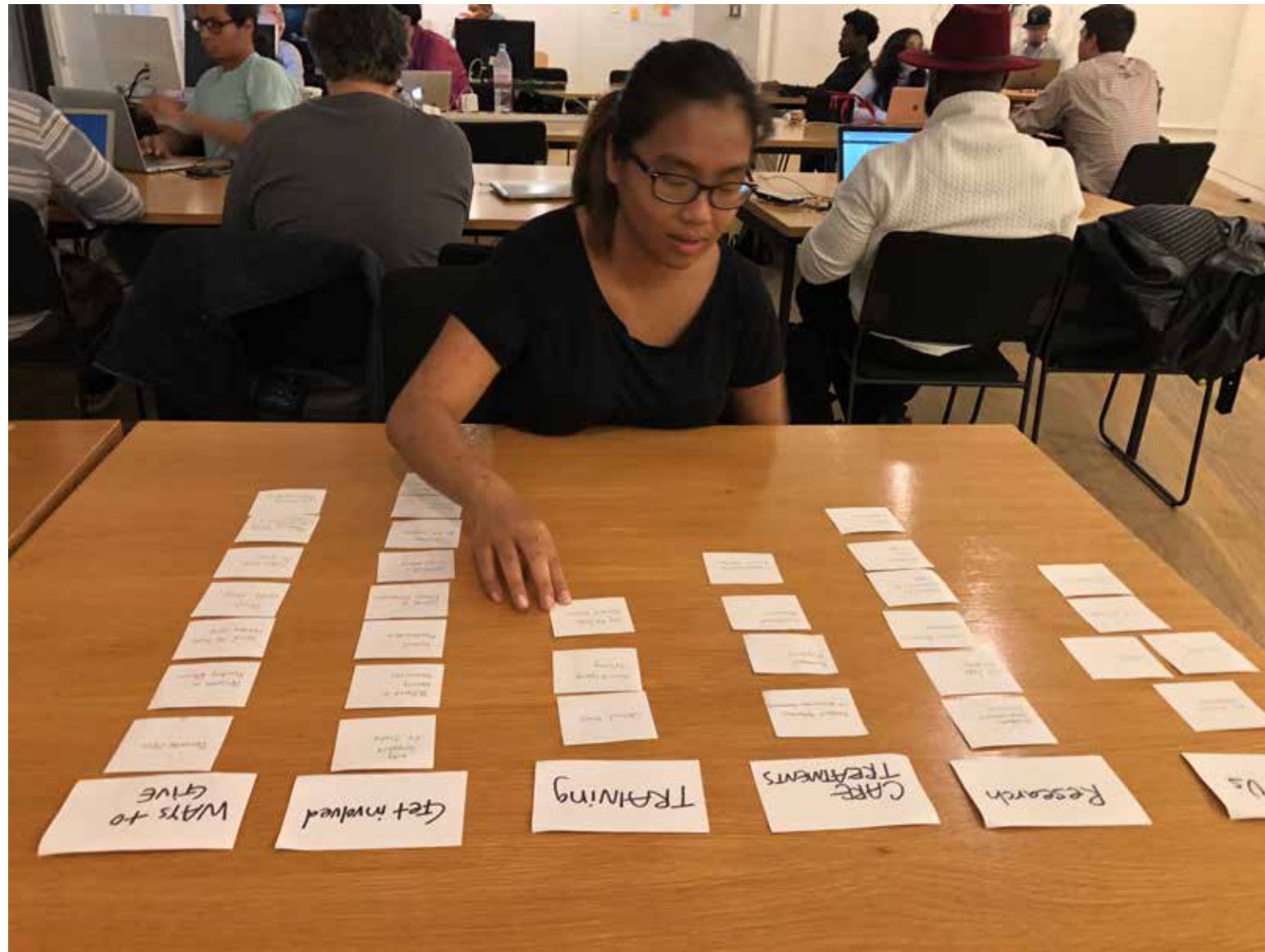


Card Sorting

Documentation & Analysis



Closed Card Sorting Documentation Based on researching on sitemap, I choose below secondary categories and some tertiary categories because There is an opportunity to organize for easy navigator for users

Original Primary Category

- About Us
- Care & Treatment
- Research
- Training
- Get Involved
- Ways to give

Original Utility Navigation

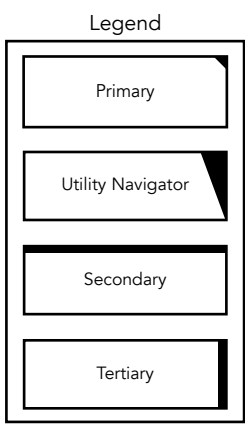
- Patient Referrals
- Donate Now

Original Secondary Category

- My St. Jude Patient Portal
- Other ways to get involve
- Other ways to give
- Become a Monthly Donor
- Visit St. Jude
- Treatment Resources
- Volunteer Locally
- Sport & Fitness Fundraisers
- Comprehensive Cancer Center
- Treatment Program
- Workplace Giving
- Our Story
- Why Support Us?
- Send St. Jude Holiday Card
- Memorial Giving
- Our Mission Statement
- Giving During Thanks and Giving
- St. Jude Faculty
- School Fundraisers
- Shop Gift Shop
- Attend a Local Event
- Clinical Research Innovation
- Careers
- Patient & Family Resources
- History
- Research Resources & Data
- News & Publication
- Academic Department & Divisions
- Clinical Trial

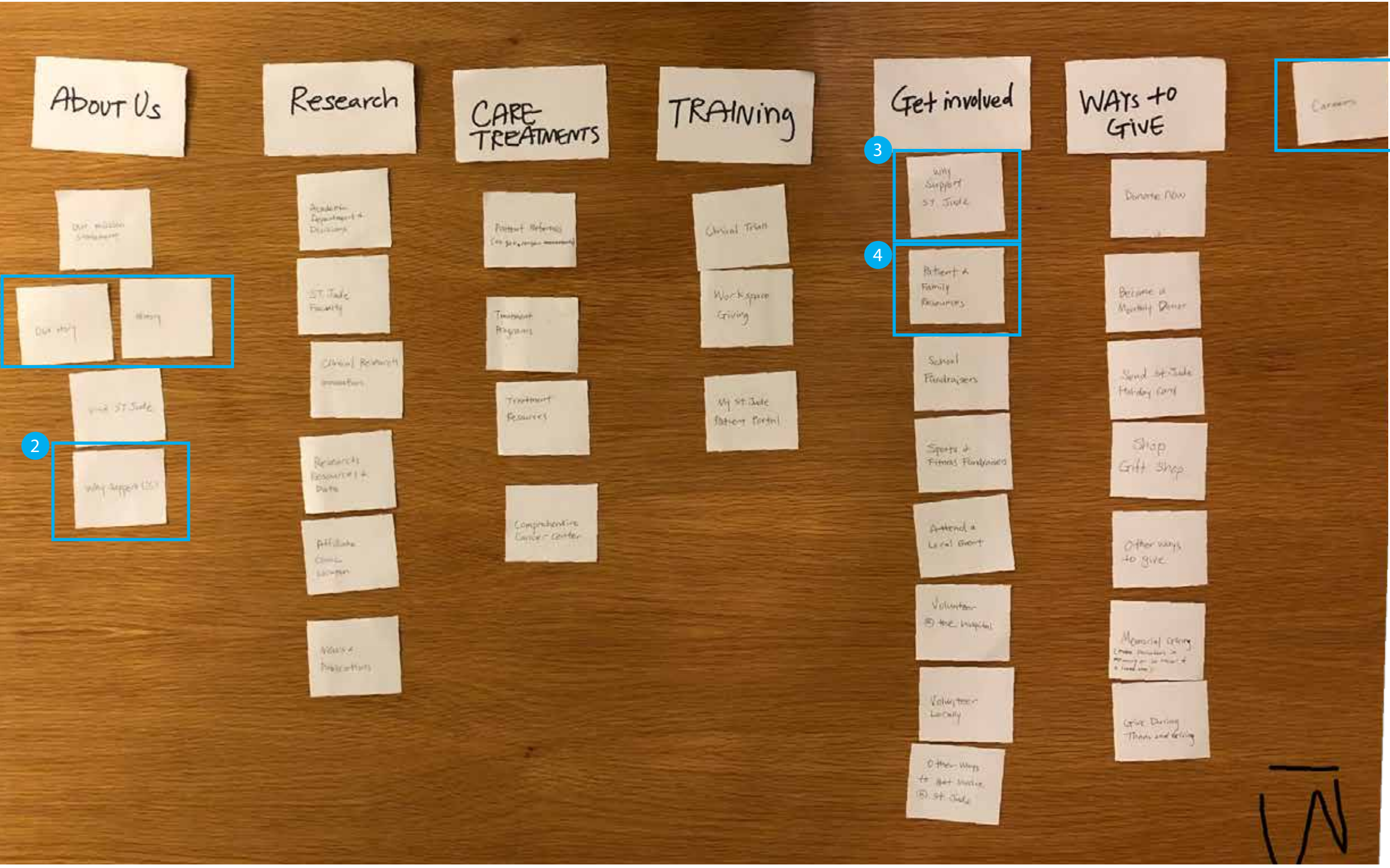
Original Tertiary Category

- Volunteer at the hospital
- Why Support St. Jude?
- Affiliate Clinic Location



Closed Card Sorting Documentation

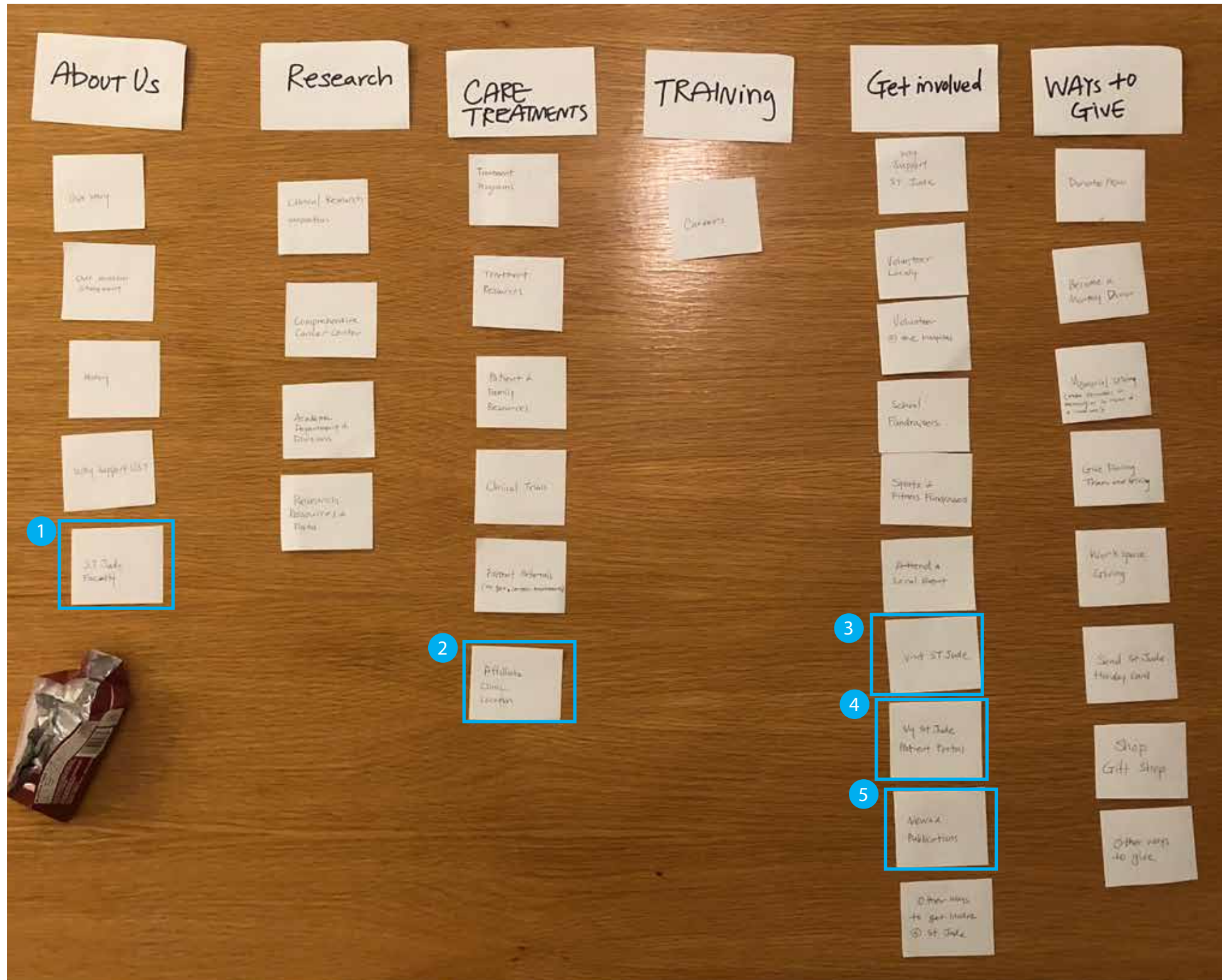
Bao, Female, Late 20's



- 1 The user thinks these two pages should be a combine into one page. In order of *Our Story* first and followed by *History*
- 2 The user said "You don't want to ask for money right away. It is better to introduce to you first and then ask for money"
- 3 She said "It is more impactful when why come first and then giving them options"
- 4 She thought providing a resources to patients and family in order to *Get Involved in (Name of the "patients and family Resources" might not be clear)*
- 5 She thinks *Careers* should be at top (However she is unemployed and currently searching for a new job. It could be just her unconscious of her situation)

Closed Card Sorting Documentation

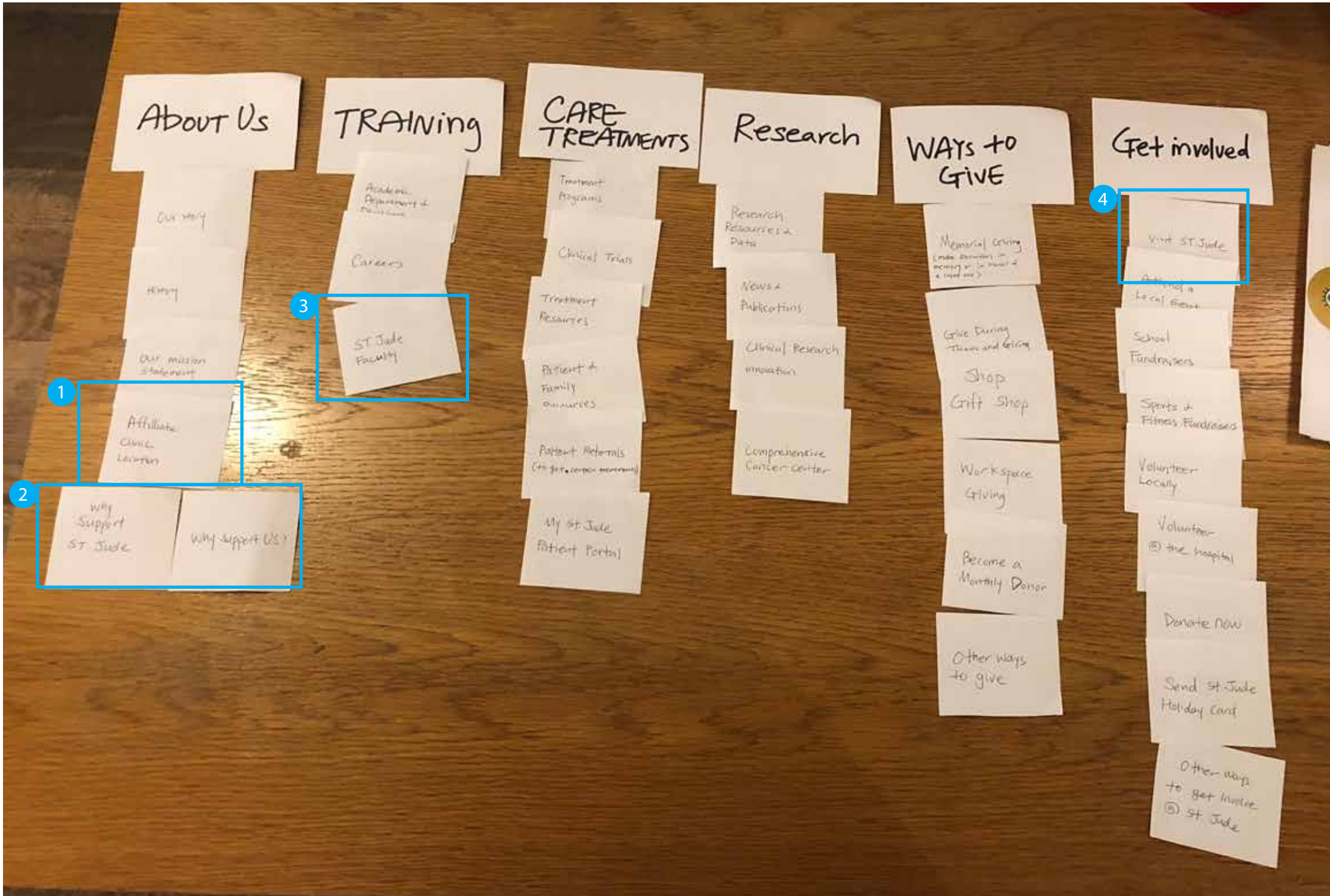
Kwadwo, Male, Early 20's



- 1 The user explained "when an organization is explaining to audience, they should introduce people who works at the organization"
- 2 He said "Where else patients can get a treatment"
- 3 He thought in order to "get involved", people should know where is the location
- 4 He explained "People need to log in to so that they can get involve further"
- 5 He said "The news and publication are related the Events at St. Jude"

Closed Card Sorting Documentation

Sergine, Female, Early 20's



- 1 She explained "Patients would want to know which places are located"
- 2 She thinks these two page can be combined
- 3 She said "If I am applying to here, I would like to know who is teaching at the program"
- 4 She explained "People would want to know the location information first so that they can get involve"

Open Card Sorting Documentation

Before revising sitemap for St. Jude Children’s Research and Hospital, I had to understand what is users mental models. I asked 3 users to organize below cards into as many groups as they want and assign their own labels to the groups

Blank Primary Category

Original Utility Navigation

Original Secondary Category

My St. Jude Patient Portal	Why Support Us?	History
Other ways to get involve	Send St. Jude Holiday Card	Research Resources & Data
Other ways to give	Memorial Giving	News & Publication
Become a Monthly Donor	Our Mission Statement	Academic Department & Divisions
Visit St. Jude	Giving During Thanks and Giving	Clinical Trial
Treatment Resources	St. Jude Faculty	
Volunteer Locally	School Fundraisers	
Sport & Fitness Fundraisers	Shop Gift Shop	
Comprehensive Cancer Center	Attend a Local Event	
Treatment Program	Clinical Research Innovation	
Workplace Giving	Careers	
Our Story	Patient & Family Resources	

Original Tertiary Category

Legend

- Primary
- Utility Navigator
- Secondary
- Tertiary

Closed Card Sorting Analysis

Summary

I was curious of this original information architecture for St. Jude Children's Research and Hospital is functioning as it is intended to. I met three people in age of early 20's to early 30's. Based on the closed card sorting result, users were able to match 65% secondary categories with the primary categories.

Insights

However there are some users got confused with certain name of the secondary categories. Some of the name of the secondary pages need to change. Moreover some of the information has to merge or relocate. For example, Our story and History can merge, and information of I hospital location is needed for volunteering.

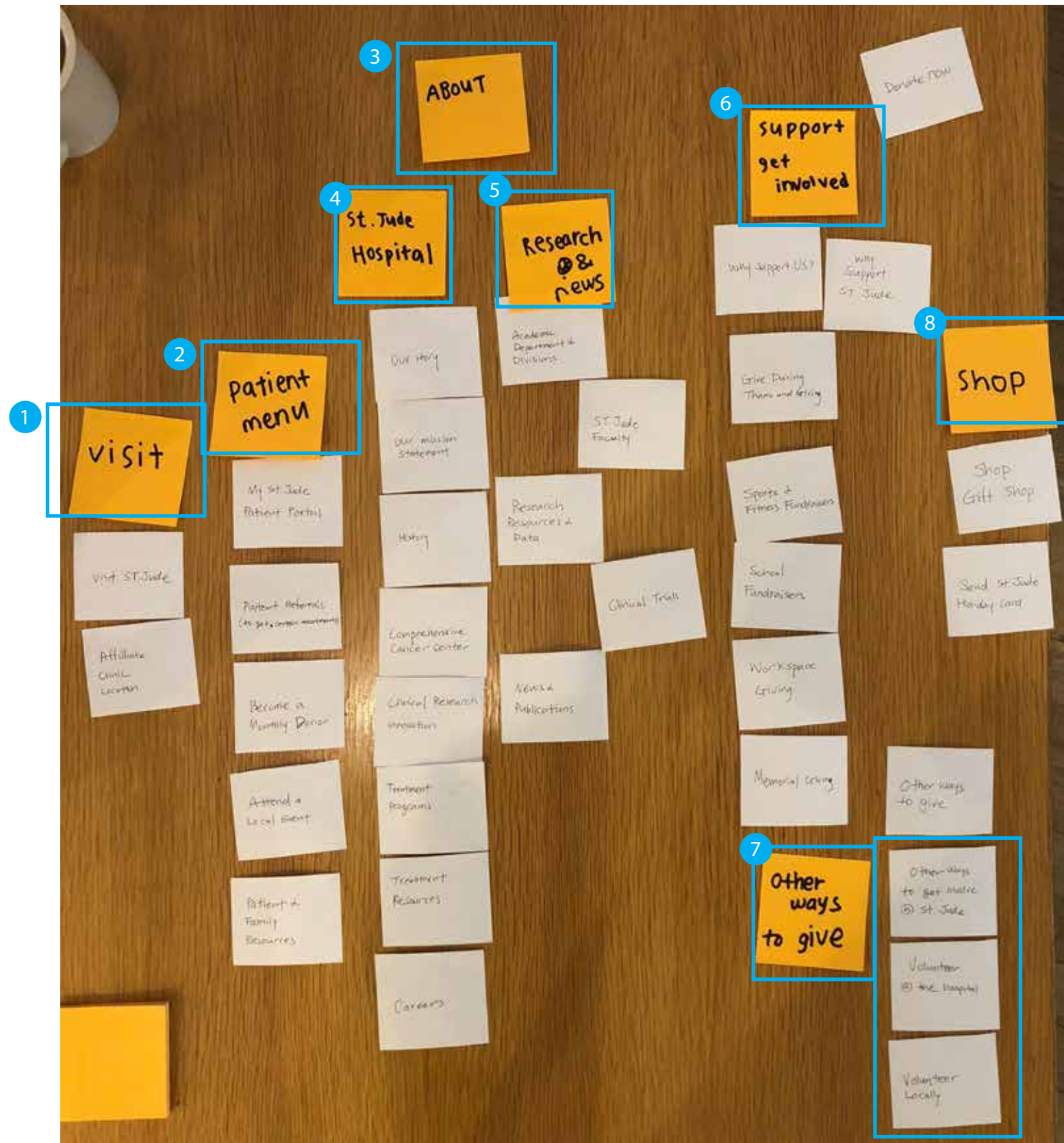
Suggestion for Improvement

These insights will be reflected on revised sitemap. However before I jump into revising the site map, I need to conduct 3 open card sorting in order to understand users mental model.

Open Card Sorting Documentation

Jaehyun, Female, Late 20's

Jaehyun made 5 primary categories. She merged "Get Involved" and "Ways to Give" into 1 primary category. She created "Patient Menu" and located it as 2nd, which means she consider as patients as primary target audiences. In "About" she made 2 secondary categories. "St. Jude Hospital" is about who they are and what they have done. "Research and News" is about who is working on the rehears.



- 1 **Primary Category: Visit**
Secondary Categories :
1. Visit St. Jude
2. Affiliate Clinic Location
- 2 **Primary Category: Patient Menu**
Secondary Categories :
1. My St. Jude Patient Portal
2. Patient Referral
3. Become a Monthly Donor
4. Attend Local Event
5. Patient & Family Resources
- 3 **Primary Category: About**
Secondary Categories :
1. St. Jude Hospital
2. Research & News
- 4 **Secondary Categories of About: St. Jude Hospital**
Tertiary Categories:
- Our Story
- Our Mission Statement
- History
- Comprehensive Cancer Center
- Clinical Research Innovation
- Treatment Programs
- Treatment Resources
- Careers
- 5 **Secondary Categories of About: Research & News**
Tertiary Categories:
- Academic Dept. & Divisions (Quaternary - St. Jude Faculty)

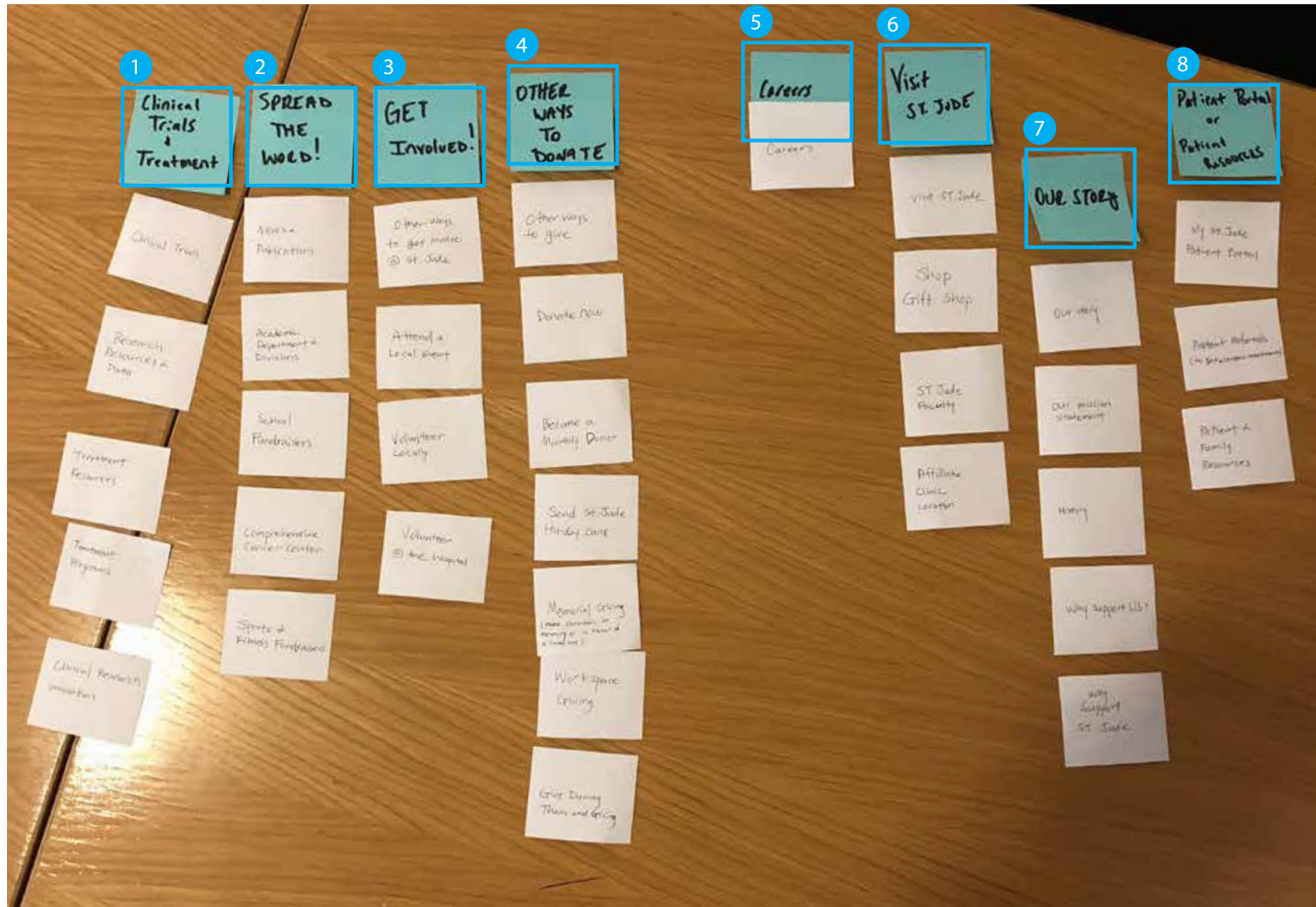
- Research Resources & Data (Quaternary - Clinical Trials)

- News & Publications
- 6 **Primary Category: Support**
Secondary Categories :
1. Why Support St. Jude
2. Give During Thanks and Giving
3. Support Fitness Fundraisers
4. School Fundraisers
5. Workspace Giving
6. Memorial Giving
7. Other Ways to Give
- 7 **Secondary Categories of Support: Other Ways to Give**
Tertiary Categories:
- Other Ways to Get Involve at St. Jude
- Volunteer at hospital
- Volunteer Locally
- 8 **Primary Category: Shop**
Secondary Categories :
1. Shop Gift Shop
2. Send St. Jude Holiday Cards

Open Card Sorting Documentation

Aaron, Male, Mid 20's

Arron made 8 primary categories. His 1st and 2nd primary categories are what they have done and how they promote to world, which means he consider the hospital's achievements first as well as think of the business aspect.



1 Primary Category: **Clinical Trials & Treatments**

Secondary Categories :

1. Clinical Trials
2. Research Resources & Data
3. Treatment Resources
4. Treatment Programs
5. Clinical Research Innovation

5 Primary Category: **Careers**

2 Primary Category: **Spread the World!**

Secondary Categories :

1. News & Publications
2. Academic Dept. & Divisions
3. School Fundraisers
4. Comprehensive Cancer Center
5. Sport Fitness Fundraisers

6 Primary Category: **Visit St. Jude**

Secondary Categories :

1. Visit St. Jude
2. Shop Gift Shop
3. St. Jude Faculty
4. Affiliate Clinic Location

7 Primary Category: **Our Story**

Secondary Categories :

1. Our Way
2. Our Mission Statement
3. History
4. Why Support Us?

Aaron thinks all these secondary are what promoting the hospital to world

8 Primary Category: **Patient Resources**

Secondary Categories :

1. My St. Jude Patient Portal
2. Patient Referrals
3. Patients & Family Resources

3 Primary Category: **Get Involved!**

Secondary Categories :

1. Other ways to get involve at St. Jude
2. Attend Local Event
3. Volunteer Locally
4. Volunteer at the hospital

4 Primary Category: **Other Ways to Donate**

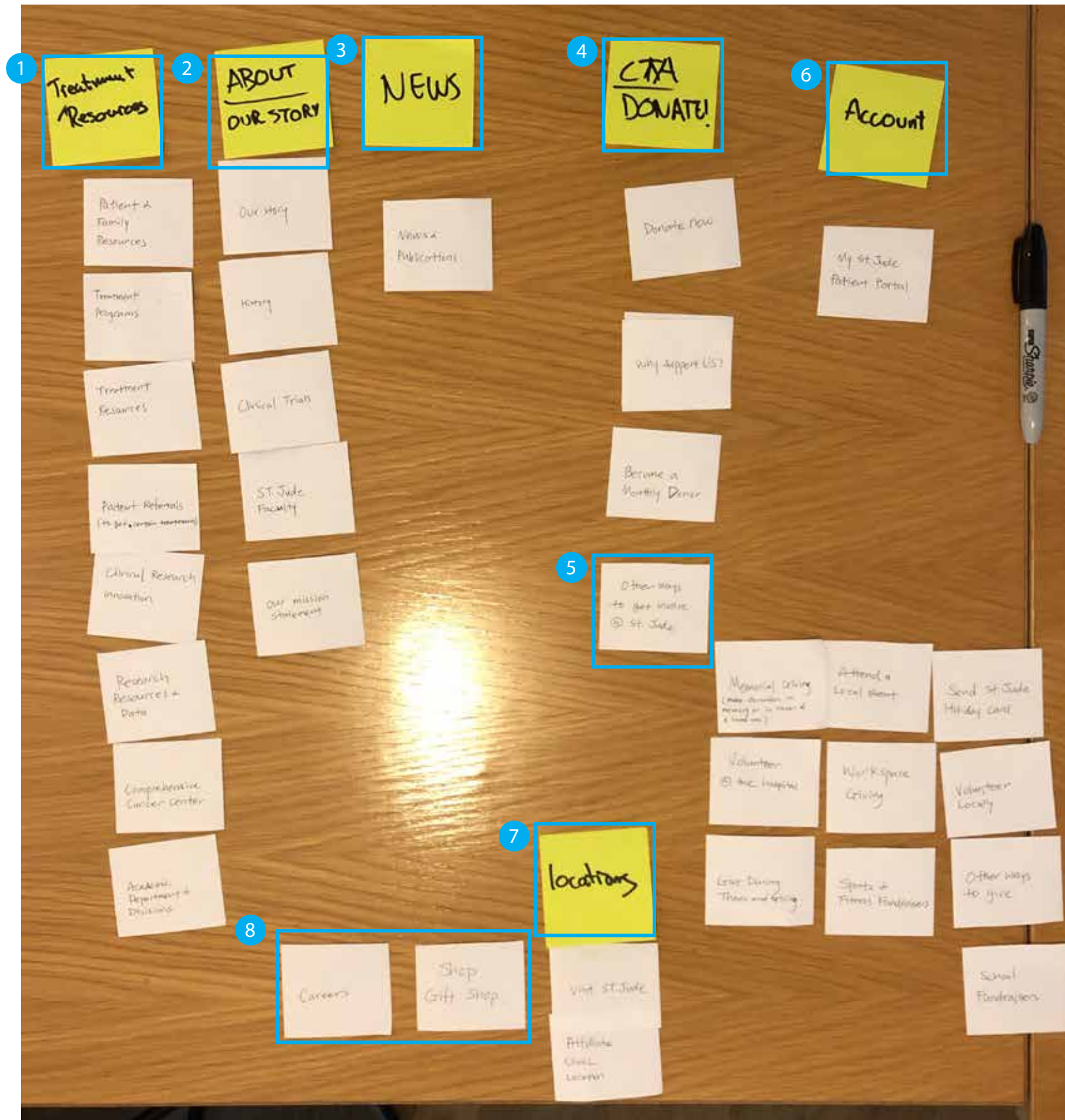
Secondary Categories :

1. Other ways to get give
2. Donate Now
3. Become a monthly Donor
4. Send St. Jude Holiday Card
5. Memorial Giving
6. Workspace Giving
7. Give During Thanks and Giving

Open Card Sorting Documentation

Mandy, Male, Early 30's

Mandy made 5 primary categories. He merged "Get Involved" and "Ways to Give" into 1 primary category. His 1st and 2nd primary categories are what they have done and who they are, which means he consider the hospital's achievements first and who made it happened to get those achievements



- 1 **Primary Category: Treatment Resources**
Secondary Categories :
1. Patient & Family Resources
2. Treatment Resources
3. Treatment Program
4. Patient Referrals
5. Clinical Research Innovation
6. Research Resources & Data
7. Comprehensive Cancer Center
8. Academic Dept.& Division
- 2 **Primary Category: Our Story**
Secondary Categories :
1. Our Story
2. History
3. Clinical Trials
4. St. Jude Faculty
5. Our Mission Statement
- 3 **Primary Category: News**
Secondary Categories :
1. News & Publications
- 4 **Primary Category: Donate**
Secondary Categories :
1. Donate Now
2. Why Support Us?
3. Become a Monthly Donor
4. Other ways to Get Involve at St. Jude
- 5 **Secondary Categories of Donate: Other ways to Get Involve at St. Jude**
Tertiary Categories:
- Attend Local Event
- Send St. Jude Holiday Card
- Workspace Giving
- Memorial Giving
- Volunteer Locally
- Volunteer at the Hospital
- Give During Thanks and Giving
- Sports & Fitness Fundraisers
- School Fundraisers
- Other Ways to Give
- 6 **Primary Category: Account**
Secondary Categories :
1. My St. Jude Patient Portal
- 7 **Primary Category: Location**
Secondary Categories :
1. Visit St. Jude
2. Affiliate Clinic Location
- 8 **Utility Navigator at footer**
1. Careers
2. Shop Gift Shop

Open Card Sorting Analysis

Summary

After 3 closed card sorting, I conducted another 3 open card sorting in order for me to understand users mental model. This data will help me I revise the original site map. I met three people in age of mid 20's to early 30's.

Insights

- 2/3 merged "Get Involved" and "Ways to Give"

- 2/3 put Hospital's Achievement as 1st menu

- 2/3 put "Careers" as it's own category

- 2/3 made 5 primary categories

Jaehyun made 5 primary categories. She merged "Get Involved" and "Ways to Give" into 1 primary category. She created "Patient Menu" and located it as 2nd, which means she consider as patients as primary target audiences. In "About" she made 2 secondary categories. "St. Jude Hospital" is about who they are and what they have done. "Research and News" is about who is working on the rehears.

Arron made 8 primary categories. His 1st and 2nd primary categories are what they have done and how they promote to world, which means he consider the hospital's achievements first as well as think of the business aspect.

Mandy made 5 primary categories. He merged "Get Involved" and "Ways to Give" into 1 primary category. His 1st and 2nd primary categories are what they have done and who they are, which means he consider the hospital's achievements first and who made it happened to get those achievements