

CLOSED CARD SORT: EXISTING CATEGORIES

LEGEND:	SJCRH	Adam = X	Josh = X	Zach = X
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Page Title	ABOUT US	CARE & TREATMENT	RESEARCH	TRAINING	GET INVOLVED	WAYS TO GIVE	NOT ON PRIMARY NAV
Honors & Awards	XX		X				
Visit the Hospital	XXX						
Operating Model	XXX						
Financial Reports	XXX						
FAQ	XXX						
St. Jude Leadership	XX				X		
St. Jude History	XXX						
Stories	XX					X	
St. Jude Global	XX					X	
Clinics & Services	XX	X					
Cancer Center		XXX					
Post-Cancer Care		XXX					
Affiliate Clinics	X	XX					
For Families Seeking Treatment	X	XX					
Patient Referrals		XXX					
Treatment Programs		XXX					
Patient Resources		XXX					
Shared Research			XXX				
Investigative Innovation			XXX				
Research Facilities	X		XX				
Discovery News & Publications			XXX				
Predoctoral Training				XXX			
Nursing				XXX			
Residents				XXX			
Pediatric Oncology		XX		X			
Online Courses				XXX			
Fellowships			XX	X			
Continuing Education				XXX			
Academic Departments			XX	X			
Support for Trainees				XXX			
Fundraise					XX	XX	
Why Support St. Jude					X	XX	
Volunteer					XXX		
Fitness Fundraisers					XXX		
Attend a Fundraiser					XXX		
Supporter Account					X	XX	
Donate						XXX	
Careers	XX				X		
Staff	XX			X			



INSIGHTS

ROUND 1 | Closed

- Zach (25) – Medical Student
- Adam (29)
- Josh (32)

Summary:

The first round of card sorting (closed, existing categories) helped determine where the problem areas are in the existing navigation.

- The primary areas of confusion are the “Get Involved” and “Ways to Give” sections of the site. The content is combined in a way that does not match user’s expectations.
- There are certain pages that do not currently live within the primary navigation that could easily be grouped within existing categories.

User Insights:

- **Zach** spoke about being confused about the difference between “Get Involved” and “Ways to Give”.
- **Josh** was confused about the number of facilities, while **Adam** felt there should be a category called “Hospital Facilities” because hospitals often have so many different buildings and departments.