

OPEN CARD SORT

PARTICIPANT CATEGORIES GROUPED WHERE APPROPRIATE

LEGEND: James (M.D.) = X Tina (M.A.) = X Ellen (PhD) = X

Page Title	ABOUT ST. JUDE XX	BUSINESS XX	PATIENT CARE / EDU / RESOURCES XXX	DEPTS & SERVICES XX	TREATMENT PROGRAMS <i>(suggested separating cancer programs from all other programs)</i> X	EDUCATION & TRAINING XXX	RESEARCH XXX	WORKING AT SJCRH / CAREERS / STAFF XXX	GIVING / FUNDRAISING XXX
Honors & Awards								X	XX
Visit the Hospital	X		XX						
Operating Model	X	XX							
Financial Reports	X	XX							
FAQ	XX		X						
St. Jude Leadership	X	XX							
St. Jude History	XX		X						
Stories	X		XX						
St. Jude Global	XX								X
Clinics & Services				XX	X				
Cancer Center			X	X	X				
Post-Cancer Care			XX		X				
Affiliate Clinics	X			XX					
For Families Seeking Treatment			XXX						
Patient Referrals			XXX						
Treatment Programs			XX		X				
Patient Resources			XXX						
Shared Research							XXX		
Investigative Innovation							XXX		
Research Facilities				X			XX		
Discovery News & Publications							XXX		
Predoctoral Training						XXX			
Nursing								XXX	
Residents						X		XX	
Pediatric Oncology				XX	X				
Online Courses						XXX			
Fellowships						X		XX	
Continuing Education						XXX			
Academic Departments						XX		X	
Support for Trainees						XXX			
Fundraise									XXX
Why Support St. Jude									XXX
Volunteer								X	XX
Fitness Fundraisers									XXX
Attend a Fundraiser									XXX
Supporter Account									XXX
Donate									XXX
Careers								XXX	
Staff								XXX	



INSIGHTS

ROUND 2 | Open

- James (65) – Medical Doctor
- Tina (59) – Medical Administrator
- Ellen (63) – Neurobiology PhD, Medical Writer

Summary:

The second round of card sorting (open) helped determine whether or not participants would create entirely new categories separate from the existing ones, or perhaps determine that fewer categories worked better for them.

- Overall, the participants grouped items in a similar manner as the existing website. The primary differences were:
 - All fundraising and volunteering related content were grouped into a single category, not separated.
 - Some items that originally fell under “About St. Jude” were moved into a new, small category re: St. Jude business affairs.
 - Participants liked having a small category devoted to the people who work at St. Jude’s: nurses, residents, fellows, etc.
 - Participants generally separated patient resources from departments and clinics.

User Insights

- **Ellen** felt that, because cancer treatment is a primary focus of the work at St. Jude’s, all cancer related treatment content should be separate from the other types of diseases treated.

“People are coming to the website because there is a specific disease they are interested to know about. This is what is driving their motivation. Mixing cancer with the flu does not fully appreciate the person’s specific set of concerns.”

-Ellen

- **James** was concerned about the fact that there was little content about the physicians. He attempted to categorize based on the types of people who might visit a hospital’s website. (Some competitor’s websites are organized this way)
- **Tina** works in the medical field, but also lost her mother to cancer. She spoke openly about how a website for people dealing with such a difficult reality need to have information available without having to work for it.

“I remember when my mother was diagnosed, I was panicking. She went to Sloan Kettering, their website is fantastic. It’s really easy to get all the information you need quickly.”