

CLOSED CARD SORT: REVISED CATEGORIES

LEGEND: David (M.D.) = X Hoiyan = X Marc = X

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



- David (72) – Medical Doctor
- Hoiyan (28)
- Marc (30)

Summary:

The third round of card sorting (closed, revised categories). The categories from this round were the direct result of obvious trends from the open sort combined with the categories that worked in the first round of closed sorting. Asking participants to sort using these new categories would validate them and/or expose categories that don't work.

This was the most consistent set of sorts off all three rounds, most of the categories saw very consistent results, while two require some further testing.

- The following categories had highly consistent groupings among the three participants: About St. Jude, Research, Education & Training, Giving.
- The Working at SJCRH category had consistent results, however it is such a small category that perhaps it belongs as a subset of a larger category. Based on the first round, grouping these pages within "About Us" should be most intuitive.
- The two categories that participants struggled with were Patient Care and Depts and Services. It would be worth doing a subsequent round of card sorting focusing specifically on content pertaining to these two categories.

User Insights

- As a doctor, David spoke about every page in relation to the patient's needs. In his mind, everything at a hospital is about the patient, so his instinct was to move items into that category.
"I'm a really big patient-care person, so everything for me sort of filters through that"
-David
- Hoiyan hesitated on a few pages, but for the most part felt the given categories worked really well. The pages she struggled with were: Nursing, Honors & Awards, Fellowship, Investigative Innovation.
- Marc also felt that the categories worked well overall. He had questions about what the "Working at SJCRH" category was for: who works there now, or for prospective employees?