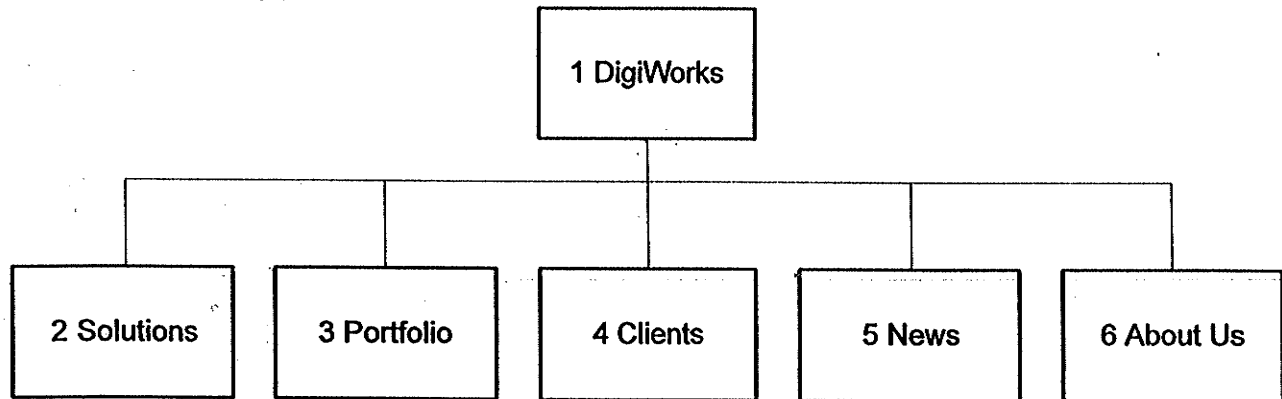


## Card Sorting Exercise: DigiWorks

DigiWorks is a small multimedia business that offers its customers assistance with website and graphics design, multimedia presentations, videography, and sound editing. They have a small staff of about 16 people and are currently in the process of redesigning their website. DigiWorks believes in gathering user input for their development projects; and so, naturally, they want help from potential and existing customers with the redesign of their own website. You were asked to join a focus group to help DigiWorks with this redesign because about a month ago, you inquired about their services over the telephone because you couldn't find the information you were looking for on their website. Graciously you agreed to participate in the focus group, and today the DigiWorks information architect is asking you to perform a closed card sorting exercise.

The top level hierarchy is shown below; and the list of content bits that must be sorted into the top level categories/sections is listed below the diagram. Please place each content bit under the category/section you believe is the best fit for that information. (Label each content bit with the number of the appropriate category.)



company contact information

website design service info

info about changes and new directions within DigiWorks

screenshots of print design products

biography of the president of DigiWorks

names of clients and links to their websites

web application development info

a listing of the types of equipment and technologies DigiWork employs (software, computers, cameras, etc.)

an email form where a customer can share basic information about his needs and request a DigiWorks employee contact him about those needs

examples of DigiWorks audiovideo work (links to .mov and .mpeg files)

names and contact info for each employee

screenshots of websites that DigiWorks has designed

multimedia presentation support info

privacy policies related to the archival of client data

copyright information

a "how we do business" statement outlining basic steps in the process of obtaining DigiWork's services

quotes from customers expressing their satisfaction with DigiWorks

sound and video services info

dates when DigiWorks will be presenting at multimedia conferences and trade shows

articles that DigiWorks employees write about multimedia and web development