

**DowntownBoston.org Boston Improvement District**

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## Card Sort: What We Learned

From: Josh Turner

Date: Tue, 28 Feb 2012 at 5:34pm

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### Primary Category Naming

- 3 out of the 4 groups elected to make the primary categories represent groupings for BID Businesses. For example, Group 2 has Area Attractions, Dining, Where to Shop as 3 of their 6 groupings. If we were to interpret these as primary navigation it would be consistent with other BID websites as well as the current BID website architecture. A good sign!
- However, Group 1 grouped all of the BID member categories under one grouping called “Things to Do Downtown” and Brought more of the BID information to top level categories. It should be noted that this group consisted mainly of BID employees.

### Common Naming

- Information regarding traveling to and from Downtown was pretty consistent. “How to Get Here,” “Area Access for Visitors,” “Getting Here” and “Getting to Downtown.
- Shopping, Shopping/Retail, Where to Shop were consistent top level categories.
- “Doing Business” appeared in two of the four groups and was geared mostly towards the prospective BID member or developer.
- Eat Drink, Dining were commonly used as top level categories.
- Events were commonly called Happenings, What’s Happening or up-to-the-minute.

### Outliers

- Group 4 had the most outliers or cards they were unable to sort. Shoppers Map, pushcarts, Free Wifi, ATMS & Banks, Find a Location, Social Media, Promotions and Deals and Blog. Folks in general had trouble sorting these cards as they appeared under varied categories such as Area Resources (probably the best named category) Streetlife (worst name IMO) and What’s Happening.

### “I Have No Home”

- There were some items that seemed to hop around from category to category and had no consistent “home.” Ask and Ambassador, Social Services, ATMS and Banks, Area WiFi and surprisingly the history piece of Downtown. We should do some more analysis and comparisons with similar websites concerning these pieces.
- Surprisingly the History cards seemed to land in varied categories such as BID Service/About, Area Info, Culture and Area Attractions. I tend to lean towards the Culture label as the history is part of the culture in this area in a very unique way. I can also see Area Attractions being a home for history. I think this is also a good sign that history should be weaved throughout the content and not in just one section.

## Unique Naming

- Group 3 by far had the most unique naming conventions. Neighborhood Life, Streetlife, Up-To-The Minute and Culture were all top level categories. These are were not found amongst the other Group's naming conventions but did provide some insight as to how residents look at the content. I think it's safe to infer that the downtown resident in this group helped form some of these naming conventions. Restaurants were generally found at top level categories but were in Neighborhood Life in this Group.
- I found "Culture" to be the opposite of the "Neighborhood Life" label as it wasn't used by any of the other Groups, but I find it to be extremely useful. The Culture of Downtown could be a really fascinating content piece to pursue and could even inform that missing branding piece for Downtown. (i.e. Northend=Little Italy and Downtown =?)
- "Up to the Minute" was a fantastic little grouping that consisted of mainly news. This may not be a top level navigation name but perhaps a section on the homepage with latest news and events.

## New Content

- Group 1 introduced a new category name "Find a Location" which consisted of multiple maps for pertinent information (Colleges, shopping restaurants, parking et al.) After this was presented to the group at large it was received with lots of positive feedback.

## In Closing...

Overall, a fantastic exercise that is going to be incredibly useful in informing our site architecture document.



**Vicky Smith Tue, 28 Feb at 5:53pm**

Awesome notes and observations, Josh. Thanks.

Maria, I'm attaching an excel of the raw material Josh was referencing when writing up these notes, feel free to review and make note of any things that stood out to you, as well.

Thanks.



[BID\\_cardsorting.xlsx](#)

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