Building taxonomies with online card sorting tools

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Agenda

- Card sorting and taxonomies in the real world
- Demonstration of PoolParty CardSorting
- Questions (now or later)
Card sorting is an effective tool...

- Allows "brain-dumping" of ideas and discussion between experts
- Allows grouping and sorting of ideas into logical structures
- Improves sense of ownership of the taxonomy by the business
- Low-tech solution
...but it has its problems

- Requires all participants to be in the room. Difficult for a distributed team or for people who are busy on other activities.
- Real-time - very difficult to do this asynchronously, or to do follow-up or iterative development.
- Additional (manual) work for taxonomist post-session to transcribe cards to the taxonomy management system.
  - tedious and
  - prone to transcription errors.
Two questions

- Is it possible to have an online tool that provides the benefits of card sorting?
  - but also overcomes the limitations?
- And can we make it easier for non-taxonomists to take part in taxonomy building?
PoolParty CardSorting

- Online equivalent to real world card sorting
- Real-time interactive workspace and tools for card handling
- Suitable for general business people as well as taxonomists
- Adds taxonomy concepts **directly** into PoolParty
- Distributed, so people can work from anywhere
- Asynchronous, so people can contribute at any time
Demonstration