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)

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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

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…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

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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?

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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

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Demonstration

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