

To: Beth Balderston <info@cervicalcanceraction.org>
From: Cervical Cancer Action for Elimination
From Email: info@cervicalcanceraction.org
Subject: Help us create a great new website!
Preheader:

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Cervical Cancer Action for Elimination

Help us create a great new website!

As we noted in our last news brief, we are rebranding as Cervical Cancer Action for Elimination (CCAIE) in response to the WHO call to action to eliminate cervical cancer.

As part of this effort, we are overhauling the coalition's website. Thanks to the American Cancer Society for taking the lead on the site redesign!

To make sure the new site is as user-friendly as possible, the web development team would love to get your feedback on a card sorting exercise to guide the site content and structure. Card sorting is a research technique used that helps user experience designers learn how people understand and categorize information on a website. The results from this card sort will help the team understand how key content should be organized on the new site to make sense for the target audience—you.

[Please click here](#) to complete the card sorting activity. Then take a few minutes to read the instructions before starting. Each card is meant to reflect information users are likely to seek on the website. Note that the list of items is not an exact representation of the full range of content and wording that will appear on the new site.

The activity should not take you more than 10 to 15 minutes to complete. The deadline to complete the card sort is **Monday, June 24**.

You are receiving this message because of your commitment to cervical cancer prevention. Feel free to forward this message to others who would provide representative feedback.

Please contact [Katy Brignole](#) if you have any questions. Thank you in advance for your participation!

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