

Tips from an Online Card Sort

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Introduction

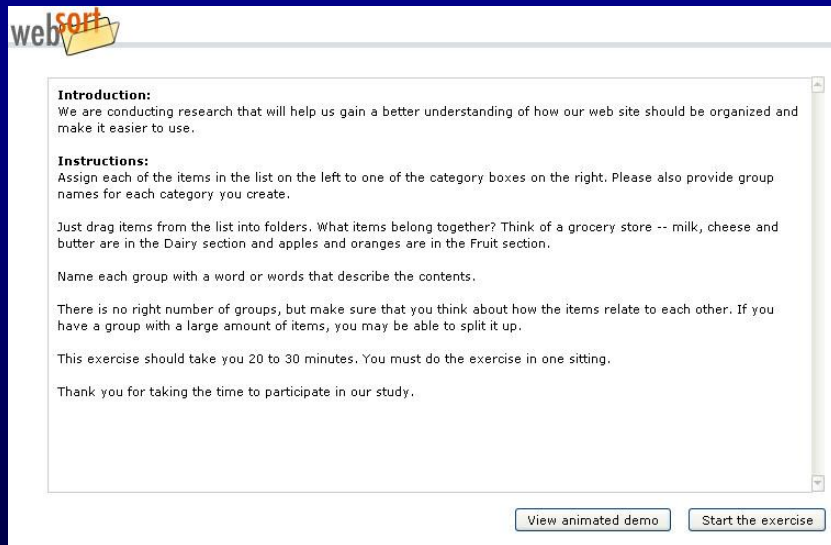
- I recently conducted an extensive online card sort
- The goal was to provide input to the redesign of a large nonprofit organization's website
- There were 40 total participants in 3 profiles:
 - Group #1: Seekers of health information (20)
 - Group #2: Seekers of involvement (10)
 - Group #3: Press, legislative aides, researchers (10)

Set up

- After researching many options, I chose to use WebSort (www.websort.net)
- I gave the client background information & screen shots
- We determined demographics & created screeners
- We recruited online in several U.S. markets
 - Relatively easy since people could complete the exercise any time from their own home

WebSort process

1.



web sort

Introduction:
We are conducting research that will help us gain a better understanding of how our web site should be organized and make it easier to use.

Instructions:
Assign each of the items in the list on the left to one of the category boxes on the right. Please also provide group names for each category you create.

Just drag items from the list into folders. What items belong together? Think of a grocery store -- milk, cheese and butter are in the Dairy section and apples and oranges are in the Fruit section.

Name each group with a word or words that describe the contents.

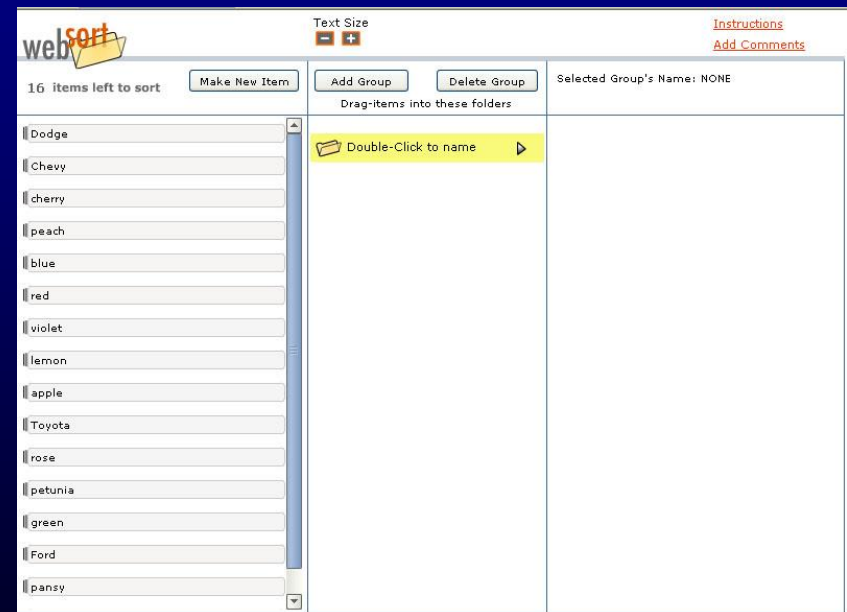
There is no right number of groups, but make sure that you think about how the items relate to each other. If you have a group with a large amount of items, you may be able to split it up.

This exercise should take you 20 to 30 minutes. You must do the exercise in one sitting.


Thank you for taking the time to participate in our study.

[View animated demo](#) [Start the exercise](#)

2.




web sort

Text Size 

[Instructions](#)
[Add Comments](#)

16 items left to sort [Make New Item](#) [Add Group](#) [Delete Group](#) Selected Group's Name: NONE

Drag-items into these folders

 Double-Click to name ▶

- Dodge
- Chevy
- cherry
- peach
- blue
- red
- violet
- lemon
- apple
- Toyota
- rose
- petunia
- green
- Ford
- pansy

WebSort process

3.

web sort

Text Size

Instructions
Add Comments

9 items left to sort

Make New Item

Add Group

Delete Group

Selected Group's Name: Fruit

Drag-items into these folders

Fruit

Cars

blue

red

violet

lemon

rose

petunia

green

pansy

brown

lemon - that fruit from which wonderful lemonade can be made

apple

peach

cherry

4.

web sort

Text Size

Instructions
Add Comments

0 items left to sort

Make New Item

Add Group

Delete Group

Selected Group's Name: Colors

Drag-items into these folders

Flowers

Colors

Fruit

Cars

brown

green

red

blue

I'm Done!

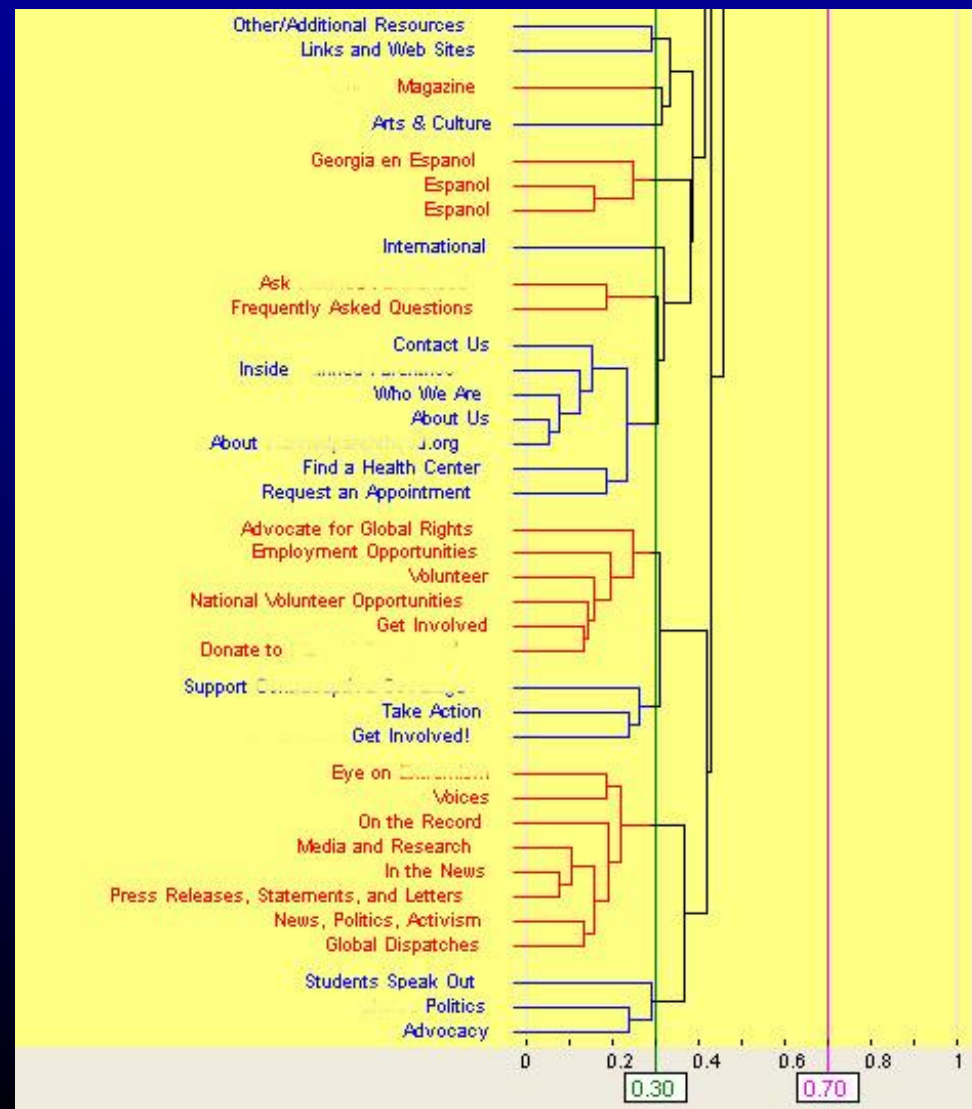
Issues conducting the study

- Underestimating the time it would take to set up
- Limiting the number of terms to be sorted (to 75)
- Creating definitions for the terms
- Developing the instructions
- Handling informed consent online
- Letting the client try it out (or not)
- Keeping track of who had completed the exercise
- Compensating participants online

Raw data

Card Sort Data - Friday a.m.						
Participant	Group Name	Items				
User1@Yahoo.com	Research and Media updates	Arts & Culture	Clergy Voice	Other/Ac	Eye on E	Press Re
User1@Yahoo.com	Get Involved	Advocate for	(Republican?	National	Take Act	Volunteer
User1@Yahoo.com	Clinics in Georgia	Get Involved	Contact the Georgia	Medical News in R		
User1@Yahoo.com	Fact Sheets and FAQs	Ask the Exper	Ask Dr. Cul	Body Dis	Health C	Frequent
User1@Yahoo.com	Women's Health	Teen Health	Health Info	Women's	Health S	Sexual HS
User1@Yahoo.com	Men's Health	Men's Health				
User1@Yahoo.com	Education and Activism	Programs	Conferences	Support	Links ar	Nurse PrL
User1@Yahoo.com	Introduction	International	Inside Plan	About Us	Who We Are	
User1@Yahoo.com	Espanol	Espanol	Espanol			
User1@Yahoo.com	Health Magazine	Health Magazine				
User1@Yahoo.com	Contacting the Organization	Find a Health	Contact Us	Request an Appointment		
User2@Comcast.net	Education	On the Record	Links and W	Evaluation		EducaticE
User2@Comcast.net	Political/Advocacy	Eye on Extrem	Students Sp	Advocacy	Support News, Po	
User2@Comcast.net	Get Involved	Take Action	Volunteer	Get Invc	National	Donate tA
User2@Comcast.net	Organization Overview	In the News	Health Maga	Media ar	Press Re	Request N
User2@Comcast.net	Health Services	Medical Servi	Find a Health Center			
User2@Comcast.net	Espanol	Espanol	Georgia en Espanol			
User2@Comcast.net	Health Information/Resources	Arts & Cultur	Emergency C	Teen Hea	Men's He	Women's H
User2@Comcast.net	Georgia News & Info.	Media and Res	Find a Heal	News in Georgia		
User2@Comcast.net	International	Language & Cu	Internation	Global Dispatches		
User3@aol.com	How to get involved	Get Involved	Request an	About th	Advocacy	Healthy A
User3@aol.com	Health Information	Men's Health	Teen Health	Women's Health		
User3@aol.com	Links for Spanish	Georgia en Es	Espanol	Espanol		
User3@aol.com	Information	Donate	Inside Orga	On the F	Support	Advocate
User3@aol.com	Poltics	Global Dispat	Global Disp	News, Politics,	News	
User3@aol.com	Links and info	Health	Ask a Quest	Frequent	Contact Media ar	A

Tree diagrams (Dendograms)



Issues during analysis

- Keeping track of the emails and files
- Downloading and learning EZCalc
- Figuring out how to print the dendograms
- Learning that the client couldn't understand the dendograms!
 - Tried to explain them
 - Reduced the level of detail
 - Tried other visual representations
 - Ended up with a table

Color-coded chart

Content #	Item Name	Item Description	Group 1	Group 2	Group 3		All Groups Averaged
5.0.0	Media and Research	Press kits, research, and information for the national media	a	b	a		a
5.1.0	Press Releases, Statements, and Letters	National press releases and information for the media	a	a	a		a
5.2.0	Fact Sheets, Reports, and White Papers	Research, reports and findings about health and other topics	b	c	b		b
5.3.0	Other/Additional Resources	Web-based references for the media about specific topics	d	a	d		d
6.0.0	International	Information about global efforts	e	e	e		e
7.0.0	Education	Information for educators	f	f	f		f
7.1.0	Programs	Information for educators about establishing programs	f	b	b		f
7.10.0	Conferences and Training	Learning opportunities for educators	f	f	f		f
8.0.0	Espanol	Link to the Spanish version of the website	i	i	i		i
9.0.0	About Us	Information about the organization	b	b	b		b
9.1.0	Who We Are	Information about its leadership, mission statement, history, etc.	b	b	b		b
9.2.0	Employment Opportunities	Job openings across the country	g	h	h		h
9.3.0	National Volunteer Opportunities	Volunteer opportunities across the country	g	g	g		g
9.4.0	About Organization.org	Information about the national web site including how to contact the webmaster	b	b	b		b
9.5.0	Contact Us	Contact information for both national and local offices	b	b	b		b

Final presentation

Comparison of Organization Across Groups and Compared to Current Site

Current Site Organization

Education - National

Nurse Practitioner Program
Programs
Conferences and Trainings
General Education

Evaluation
Language & Culture Resource Lists
Educator's Update
Classroom Activity for Educators
Links and Web Sites
Advocacy

No Equivalent

About Us

Who We Are
Employment Opportunities
National Volunteer Opportunities
About Organization.org
Contact Us

Group 1 Groupings

*Note: The following are not meant to be suggested menu names.

For Educators

Education
Nurse Practitioner Program
Programs
Conferences and Training
General Education

Evaluation
Language and Culture Resource Lists
Educator's Update
Classroom Activities for Educators

Additional Resources

Other/Additional Resources
Links and Web Sites
Health Magazine
Arts and Culture

About Organization

About Us

Inside Organization
Frequently Asked Questions
Ask Organization

Group 2 Groupings

For Educators

Education
Nurse Practitioner Program
Programs
Conferences and Training
General Education

Evaluation
Language and Culture Resource Lists
Educator's Update
Classroom Activities for Educators

Additional Resources

Other/Additional Resources
Links and Web Sites
Health Magazine
Arts and Culture

About Us

About Us

Employment Opportunities

About Organization.org

Inside Organization

Questions?