

Navigating the web site

Grouping subjects / information through card sorting



Card Sorting

- Simple method for defining and improving Information architecture when:
 - designing a new site
 - designing a new area of a site
 - redesigning a site
- Provides valuable input but will not tell you what's wrong with your current site



Card Sorting

- **Open Card**
 - Cards showing site content with no pre-established groupings
 - Users must sort cards into groups that they perceive appropriate and then describe each group
- **Close Card**
 - Cards showing site content with an established initial set of primary groups
 - Users must place cards into these pre-established primary groups

Source: http://www.bboxesandarrows.com/view/card_sorting_a_definitive_guide



Card Sorting: Pros and Cons

- **Pros:**
 - Simple
 - Cheap
 - Quick
 - Established
 - Involves users
- **Cons:**
 - User tasks / use cases
 - Either consistent or changes wildly
 - Analysis may be difficult
 - Surface Characteristics



Results

- No right or wrong answers
 - Just information on how users sorts and name information
- A large percentage of our users comes from search engines like Google or uses our on-site search engine but we need an information architecture and card sorting helps us understand this structure

