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# **Card Sorting: Research That Every Web Developer Should Use**



Douglas Tschopp  
Augustana College, IL

# Quantitative Research

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- Card Sort – the basics
  - Informs site navigation and architecture
    - Redesigns
    - Tweaking terms or titles in a site

# Quantitative Research

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## ■ Card Sort

### ■ Who?

- Prioritize your audiences

### ■ What?

### ■ When?

### ■ How?

#### ■ Cards

#### ■ Software – CardZort & CardCluster

- IBM – EZSort (USort and EZCalc)
- uzCardSort (open source)

# Quantitative Research

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## ■ Card Sort

### ■ The Cards (informed by comparative site analysis)

- athletics, sports, varsity sports, club sports, intramurals, biology, chemistry, psychology, English, pre-law, foreign study, academics, academic calendar, faculty homepages, course catalog, theatre, the arts, art, music, admissions, application, prospective students, future students, orientation, campus housing, financial aid, scholarships, tuition, tuition deposit, student fees, request information, faq, quad cities information, visit information, campus maps, directions to campus, photo album, fast facts, about, welcome, student stories, campus stories, campus news, events, event calendar, library, book store, career center, business office, medical services, food services, computing services, student activities, student organizations, community service, and more...

# Quantitative Research

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- Card Sort
  - Sample
    - 10 area high school students
      - Variety of ages
      - Various high schools
      - Different academic interests
    - 10 visiting scholarship candidates
      - All from different communities
      - Random sample

# Quantitative Research

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- Card Sort

- The Procedure

- Index Cards
    - Computer

- Results

- General Information
    - Courses – Academics, Classes, Majors
    - Sports, Athletics
    - Student Activities
    - And a lot of variety

# Quantitative Research

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- Card Sort
  - Interesting Non-Results
    - FAQ
    - Intramurals
    - About
    - Computing Services
    - Prospective Students

# Quantitative (Qualitative?) Research

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- Card Sort - Added Questions
  - What does the phase “Future Students” mean to you?
    - students that are going to be going to the college
    - already accepted student who will be attending
    - students who will attend the college in the coming year

# Quantitative (Qualitative?) Research

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- Card Sort - Added Questions
  - What does the phrase “Prospective Students” mean to you?
  - Nothing, I don’t know what prospective students are
  - student looking at the specific college
  - no idea

# Quantitative (Qualitative?) Research

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- Card Sort - Added Questions
  - On a college website what is the first thing you want to know?
    - Courses, Majors, Classes
    - Name, Location, General Info
    - Cost, Financial Aid

# Quantitative (Qualitative?) Research

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- Card Sort - Added Questions
  - List the 5 other things that are most important to have on a college website?
  - Big variety here! But pretty much what you would expect.

# Quantitative (Qualitative?) Research

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- Card Sort - Added Questions
  - Have you looked at any college websites yet?
  - If so, which ones? If not, which, if any, are you planning to look at?

# Questions

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