

## WISH BONE CARD SORT STUDY ON IMPROVING THE WEBSITE

### Similarity matrix

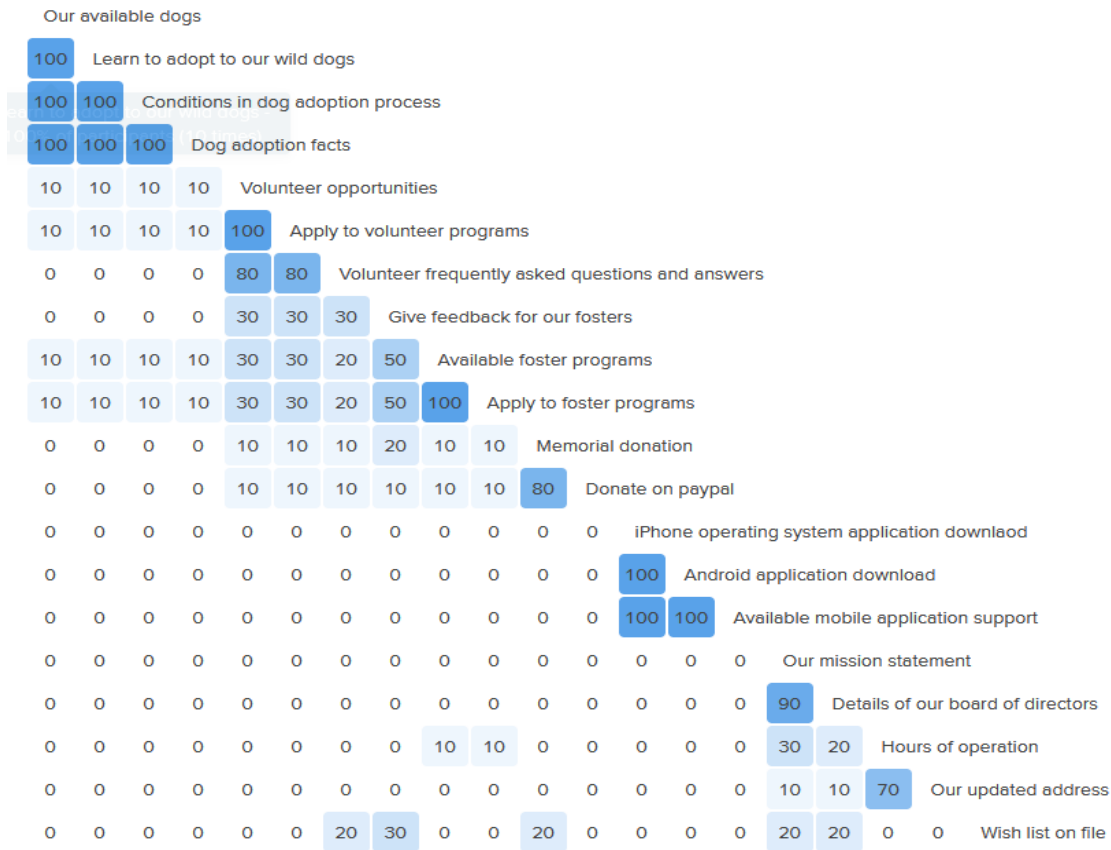


Figure 1. Similarity Matrix

### Analysis Discussion:

Similarity matrix in Figure 1 above is shows the piece of content that are associated and how they are categorized by ten participants of the study. These associations and categorizations are briefly discussed, followed by a summary result in Table 1, detailed dendrograms result, and recommendations on how to improve the website.

Things that have to do with dog adoption flow seamlessly into the same category as well as those that have to do with volunteer, foster programs, apply to our foster programs, and downloads. Wish list on file, operations, foster, and donations also closely align with participants placing them into the same categories.

Two notable outliers are the “iPhone operation application download” and “Our mission statement” cards which appear not closely related to many other topics. There seems to be a theme showing fostering related topics such as “Give feedback for our fosters”, “Available foster

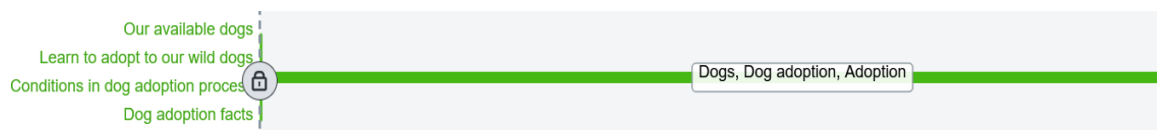
programs”, “Apply to foster programs”, somewhat associated with “Wish list on file”, and each of these has a minimal association with donation related topics such as “Donate on paypal”, “memorial donation”. Most likely, the connection is that people would like to give their feedback, best wishes and donate to aid in fostering effort and programs enhancement.

Table 1. Content Association.

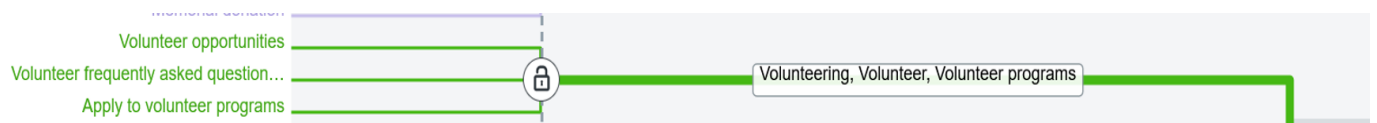
Our available dogs	Volunteer opportunities	Available foster programs	Memorial donation	Details of our board of directors	Our mission statement	Android Application download	iPhone operating system application download
Learn to adopt to our wild dogs	Apply to volunteer programs	Apply to foster programs	Donate on paypal	Hours of operation		Available mobile application support	
Conditions in dog adoption process	Volunteer frequently asked questions and answers	Give feedback for our fosters		Our updated address		Android Application download	
Dog adoption facts		Wish list on file					

On the topic of grouping, we want to look at how people labeled these categories.

We can see below that the topic regarding dog adoption flow nicely into appropriately named categories

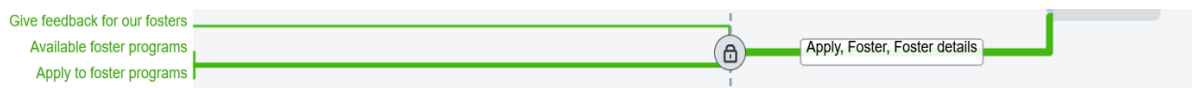


The topics regarding volunteering also flow nicely into appropriately named categories.



Agyemang, Eric

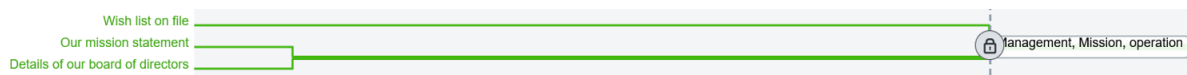
The topic regarding fostering flow nicely into appropriately named categories.



Donations, Volunteering, and fostering are closely aligned according to the survey as seen below. There is a considerably moderate association amongst them evident by the association matrix and the dendrogram below.



Also, as seen from below, general topics mission, and directors are associated with wishes and fall nicely into appropriately named categories.



Lastly, the topic regarding downloads flows nicely into appropriately named categories.



## Recommendation:

With all data available to me, I would suggest multiple of things. I would create a new section called Foster and move Wish List to Foster since it is associated with the topics related to Foster.

I would keep donation and volunteering in their respective categories even though they seem to have minimal similarities. This will help to avoid confusion. Also, Volunteering and Fostering have minimal similarities according to the study. In order to make it much easier to search for the pieces of content in those categories, I would separate volunteering and fostering.

In addition, I would create another section called Contact US and have Hours of operation, Our address, and Email sent to that section. I will leave Our mission statement and Details of board of directors in the About US section.

Even though iPhone operating system application download is not closely related with the pieces of content in Mobil Up, I would leave it in the Mobil Up section to avoid ambiguity. Below is how I will present the categories:

ADOPT	VOLUNTEER	FOSTER	Donate	Contact US	ABOUT US	MOBILE
Our available dogs	Volunteer opportunities	Available foster programs	Memorial donation	Hours of operation	Our mission statement	Android Application download
Learn to adopt to our wild dogs	Apply to volunteer programs	Apply to foster programs	Donate on PayPal	Our updated address	Details of our board of directors	Available mobile application support
Conditions in dog adoption process	Volunteer frequently asked questions and answers	Give feedback for our fosters		Email		Android Application download
Dog adoption facts		Wish list on file				iPhone operating system application download