Chapte

- [1] Catherine Courage and Kathy Baxter. *Understanding Your Users: A Practical Guide to User Requirements Methods*, Kaufmann Publishers, 2005.
- [2] Elizabeth Goodman, Mike Kuniavsky, and Andrea Moed. *Observing the User Experience: A Practitioner's Guide t* Kaufmann Publishers, 2012.
- [3] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd ed. Sebastopol, CA: O'Rei
- [4] Donna Spencer. Card Sorting: Designing Usable Categories. Brooklyn, NY: Rosenfeld Media, 2009.
- [5] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://www.ucomparing-user-research-methods-for-information-architecture.php]
- [6] Celeste Lyn Paul. "A Modified Delphi Approach to a New Card Sorting Methodology." *Journal of Usability Studies*, Vouxpajournal.org/a-modified-delphi-approach-to-a-new-card-sorting-methodology/]
- [7] Cennydd Bowles and James Box. Undercover User Experience Design. Berkeley, CA: New Riders, 2011.
- [8] Jakob Nielsen. "Card Sorting: How Many Users to Test." *Nielsen Norman Group*, July 18, 2004. [https://www.nnghow-many-users-to-test/]
- [9] Jakob Nielsen. "How Many Test Users in a Usability Study." *Nielsen Norman Group*, June 3, 2012. [https://www.test-users/]
- [10] Bella Martin and Bruce Hanington. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop* Beverly, MA: Rockport Publishers, 2012.
- [11] James Lang and Emma Howell. Researching UX: User Research. Collingwood, Victoria, Australia: SitePoint, 2017.
- [12] Donna Spencer. Card Sorting: Designing Usable Categories. Brooklyn, NY: Rosenfeld Media, 2009.
- [13] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://www.ucomparing-user-research-methods-for-information-architecture.php]
- [14] Elizabeth Goodman, Mike Kuniavsky, and Andrea Moed. Observing the User Experience: A Practitioner's Guide a Kaufmann Publishers, 2012.
- [15] Peter Morville and Louis Rosenfeld. Information Architecture for the World Wide Web. 3rd edition. Sebastopol, CA:

- pproach to a New Card Sorting Methodology." *Journal of Usability Studies*, Volume 4, Issue 1, November 2008. [https://elphi-approach-to-a-new-card-sorting-methodology/]
- h Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://www.uxmatters.com/mt/ser-research-methods-for-information-architecture.php]
- a, undated. [https://en.m.wikipedia.org/wiki/Delphi_method]
- g Usable Categories. Brooklyn, NY: Rosenfeld Media, 2009.
- formation Architecture for the World Wide Web. 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- h Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://www.uxmatters.com/mt/ser-research-methods-for-information-architecture.php]
- Tagging?" JSTOR Daily, November 19, 2019. [https://daily.jstor.org/what-happened-to-tagging/]
- formation Architecture for the World Wide Web. 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- re-listing Methods to Explore User Categorizations." *Boxes and Arrows*, February 24, 2003. [https://boxesandarrows.isting-methods-to-explore-user-categorizations/]
- ey. Systematic Data Collection. Thousand Oaks, CA: SAGE Publications Inc., 1988.
- formation Architecture for the World Wide Web. 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- Reverse Card Sorting." Designing the User Experience at Autodesk, March 17, 2011. [https://dux.typepad.com/reverse-card-sorting.html]
- in Approach to a New Card Sorting Methodology." (PDF) *Journal of Usability Studies*, Volume 4, Issue 1, November dux/2011/03/method-9-of-100-reverse-card-sorting.html]
- h Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://www.uxmatters.com/mt/ser-research-methods-for-information-architecture.php]
- s: Through Lean User Research. Brooklyn, NY: Rosenfeld Media, LLC, 2016.
- fication Evaluation." Boxes and Arrows, April 7, 2003. [https://boxesandarrows.com/card-based-
- Methods for Information Architecture." UXmatters, June 7, 2011. [https://bit.ly/3aZ1cxN]

- [34] Tomer Sharon. *Validating Product Ideas: Through Lean User Research*. Brooklyn, NY: Rosenfeld Media, LLC, 2016.
- [35] Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://bit.ly/3aZlcxN]
- [36] Tomer Sharon. Validating Product Ideas: Through Lean User Research. Brooklyn, NY: Rosenfeld Media, LLC, 2016.
- [37] Brad Nunnally and David Farkas. *UX Research: Practical Techniques for Designing Better Products*. Sebastopol, CA: O'Reilly Media, Inc., 2017.
- [38] Jim Ross. "User Research Methods: Has-beens and Stars." *UXmatters*, May 6, 2013. [https://www.uxmatters.com/mt/archives/2013/05/user-research-methods-has-beens-and-stars.php]
- [39] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web*. 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [40] Neil Bhapkar. "8 KPIs Your Content Marketing Measurement Should Include." *Content Marketing Institute*, February 3, 2013. [https://contentmarketinginstitute.com/articles/kpis-for-content-marketing-measurement/]
- [41] Austina De Bonte and Drew Fletcher. Scenario-Focused Engineering: A Toolbox for Innovation and Customer-Centricity. Redmond, WA: Microsoft Press, 2014.
- [42] Kathryn Whitenton and Katie Sherwin. "5 Information Architecture Warning Signs in Your Analytics Reports." *Nielsen Norman Group*, September 25, 2016. [https://www.nngroup.com/articles/ia-warning-signs-analytics/]
- [43] Luke Hay. Researching UX: Analytics. Collingwood, Victoria, Australia: SitePoint, 2017.
- [44] Kathryn Whitenton and Katie Sherwin. "5 Information Architecture Warning Signs in Your Analytics Reports." *Nielsen Norman Group*, September 25, 2016. [https://www.nngroup.com/articles/ia-warning-signs-analytics/]
- [45] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [46] Neil Bhapkar. "8 KPIs Your Content Marketing Measurement Should Include." *Content Marketing Institute*, February 3, 2013. [https://bit.ly/3r10Lcm]
- [47] Austina De Bonte and Drew Fletcher. Scenario-Focused Engineering: A Toolbox for Innovation and Customer-Centricity. Redmond, WA: Microsoft Press, 2014.
- [48] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [49] Ahava Leibtag. *The Digital Crown: Winning at Content on the Web.* Waltham, MA: Morgan Kaufmann, 2014.

- [50] James Lang and Emma Howell. *Researching UX: User Research*. Collingwood, Victoria, Australia: SitePoint, 2017.
- [51] Luke Hay. Researching UX: Analytics. Collingwood, Victoria, Australia: SitePoint, 2017.
- [52] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [53] Austina De Bonte and Drew Fletcher. *Scenario-Focused Engineering: A Toolbox for Innovation and Customer-Centricity*. Redmond, WA: Microsoft Press, 2014.
- [54] Brad Nunnally and David Farkas. *UX Research: Practical Techniques for Designing Better Products*. Sebastopol, CA: O'Reilly Media, Inc., 2017.
- [55] Louis Rosenfeld. Search Analytics for Your Site: Conversations with Your Customers. Brooklyn, NY: Rosenfeld Media, LLC, 2011.
- [56] Marko Hurst. "Search ROI's Missing Element: Search Analytics." (PDF) Journal of Digital Asset Management, Vol. 6, No. 6, December 13, 2010. [https://link.springer.com/content/pdf/10.1057/dam.2010.43.pdf]
- [57] Greg Nudelman, with Pabini Gabriel-Petit. *Designing Search: UX Strategies for eCommerce Success*. Indianapolis, IN: Wiley Publishing, Inc., 2011.
- [58] Peter Morville and Louis Rosenfeld. *Information Architecture for the World Wide Web.* 3rd edition. Sebastopol, CA: O'Reilly Media, Inc., 2007.
- [59] Luke Hay. Researching UX: Analytics. Collingwood, Victoria, Australia: SitePoint, 2017.
- [60] Kristina Halvorson. Content Strategy for the Web. Berkeley, CA: New Riders, 2010.
- [61] Bella Martin and Bruce Hanington. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions.* Beverly, MA: Rockport Publishers, 2012.
- [62] Ahava Leibtag. *The Digital Crown: Winning at Content on the Web.* Waltham, MA: Morgan Kaufmann, 2014.

Other articles and papers

In addition to the articles and papers I used as references when writing this chapter, I recommend the following articles and papers on UX research methods for information architecture, which you can read on *UXmatters* and other respected websites.

Christian Rohrer. "When to Use Which User-Experience Research Methods." *Nielsen Norman Group*, October 12, 2014. [https://bit.ly/2EzCx71]

Jakob Nielsen. "Card Sorting: Pushing Users Beyond Terminology Matches." *Nielsen Norman Group*, August 23, 2009. [https://bit.ly/2DbPjYY]

Jakob Nielsen. "Usability Metrics." *Nielsen Norman Group*, January 20, 2001. [https://bit.ly/31DaNYa]

Jeff Sauro. "How to Measure Findability." Measuring U, October 23, 2012. [https://bit.ly/3hCd5fs]

Jim Ross. "Comparing User Research Methods for Information Architecture." *UXmatters*, June 7, 2011. [https://bit.ly/3aZlcxN]

Jim Ross. "User Research Methods: Has-beens and Stars." *UXmatters*, May 6, 2013. [https://bit.ly/31vJH4R]

Kathryn Witenton. "Tree Testing: Fast, Iterative Evaluation of Menu Labels and Categories." *Nielsen Norman Group*, July 9, 2017. [https://bit.ly/31yxPzi]

Kathryn Witenton. "Tree Testing Part 2: Interpreting the Results." *Nielsen Norman Group*, July 9, 2017. [https://bit.ly/3gD5Mmm]

Katie Sherwin. "Card Sorting: Uncover Users' Mental Models for Better Information Architecture." Nielsen Norman Group, March 18, 2018. [https://bit.ly/3b2zDnj]

Kevin Sheldon. "Learning from Closed Card Sorts with Different Inputs." *UXmatters*, January 5, 2015. [https://bit.ly/34Eo8Bf]

Marko Hurst. "Search ROI's Missing Element: Search Analytics." *Journal of Digital Asset Management*, Vol. 6, No. 6, December 13, 2010. [https://bit.ly/3iu2pCs]

Michael Hawley. "Extending Card-Sorting Techniques to Inform the Design of Web Site Hierarchies." *UXmatters*, October 6, 2008. [https://bit.ly/3huHEnp

Page Laubheimer. "Treemaps: Data Visualization of Complex Hierarchies." *Nielsen Norman Group*, September 29, 2019. [https://bit.ly/2D6WYaN]

Pamela Pavliscak. "Choosing the Right Metrics for User Experience." *UXmatters*, June 2, 2014. [https://bit.ly/2A7pc3t]

Pamela Pavliscak. "Data-Informed Design: Three Data Stories." *UXmatters*, November 3, 2014. [https://bit.ly/2CXOPW6]

Pamela Pavliscak. "Designing with Analytics." UXmatters, June 22, 2015. [https://bit.ly/3htBvrJ]

Sam Ng. "Card Sorting: Mistakes Made and Lessons Learned." *UXmatters*, September 10, 2007. [https://bit.ly/31rTIbd]

Shanshan Ma. "Dancing with the Cards: Quick-and-Dirty Analysis of Card-Sorting Data." *UXmatters*, September 20, 2010. [https://bit.ly/3gBf3eL]

Steve Baty. "All About Card Sorting: An Interview with Donna Spencer." *UXmatters*, May 25, 2009. [https://bit.ly/3b1Vknv]

Steve Baty. "Bite-Sized UX Research." UXmatters, May 7, 2008. [https://bit.ly/3lrThxB]

Toby Biddle. "Search Engine Findability Studies." *UXmatters*, February 4, 2013. [https://bit.ly/3bfi6sh]

Tom Tullis and Larry Wood. "How Many Users Are Enough for a Card-Sorting Study?" Usability Professionals' Association Conference, June 7–11, 2004. [https://bit.ly/3rQlRLf]

Usability.gov. "User Research Basics." *Usability.gov.*, undated. [https://bit.ly/3ulDUuA]