University of Miami
INTERACTIVE

Victoria Valdes, Gaurav Nandipur, Jinqi Li, Yutong Han

CIM 622: UX Research Methods

Open Card Sort Study: Non-Directive / Hastily

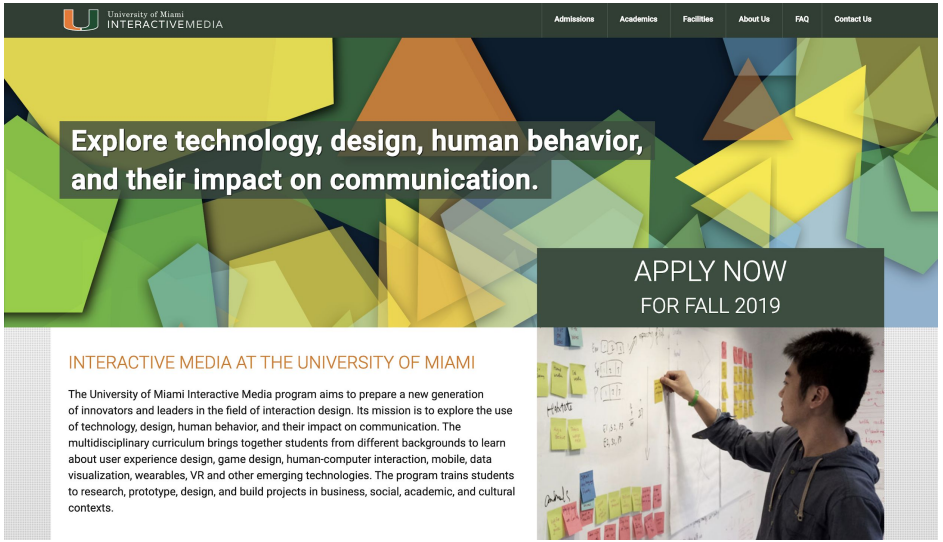
February 13th, 2019

INTRODUCTION

University of Miami's Interactive Media website is designed for people who want to apply to the program, students and professors who would like to search information about the program and current happenings, as well as other visitors including alumni and community partners.

Research Goal:
To improve the navigation usability of the website.

Our team of researchers have conducted an open card sorting study in a non-directive and hastily scenario to inform navigation design.



WEBSITE HOMEPAGE - NAVIGATION

TOP NAVIGATION*

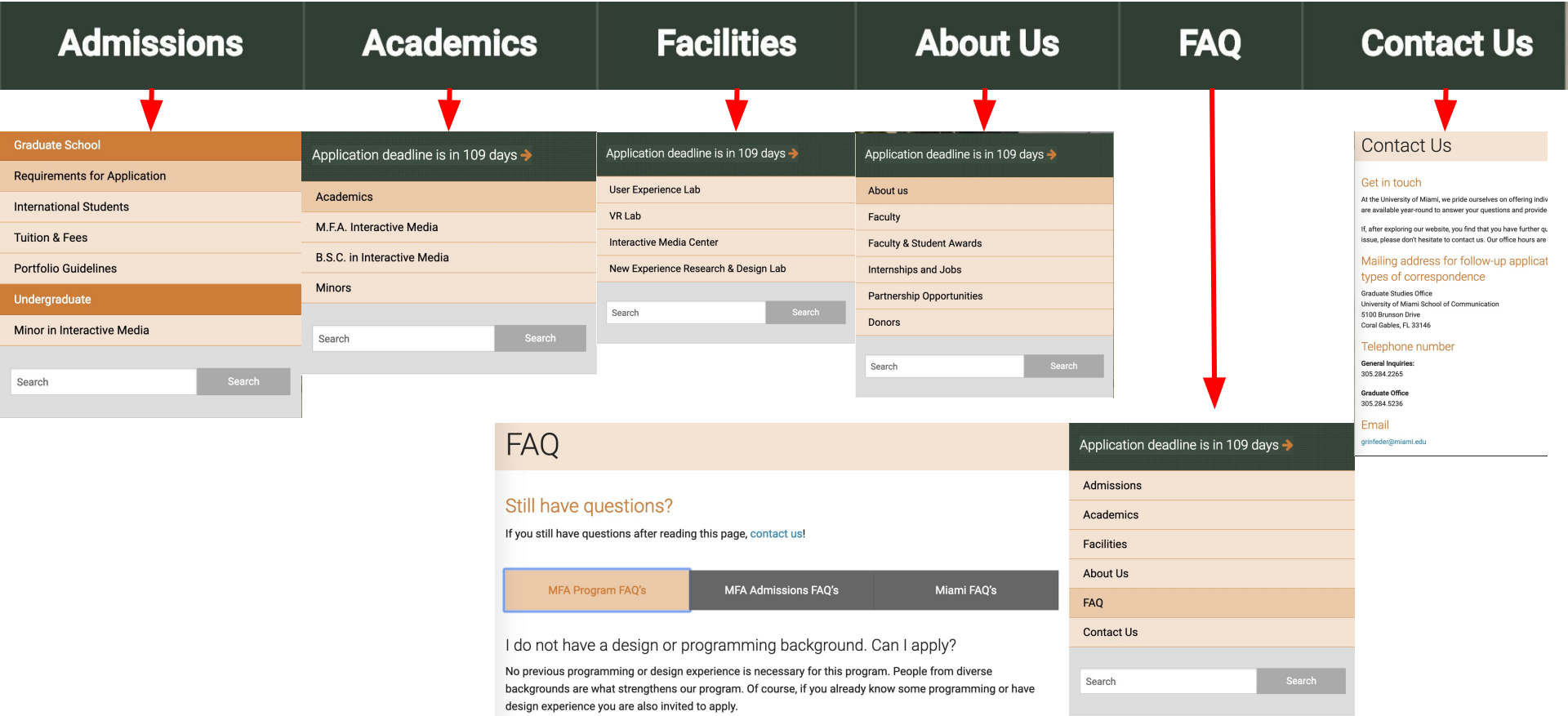
- Admission
- Academics
- Facilities
- About Us
- FAQ
- Contact Us

WEB PAGE NAVIGATION*

- Apply now
- Other projects
- Contact Information
- Get newsletter
- Resources

* Refers to *Handbook of Usability Testing* by Jeffrey Rubin, p40
* Refers to *Handbook of Usability Testing* by Jeffrey Rubin, p33

TOP NAVIGATION TAB - CURRENT



WEB PAGE NAVIGATION - CURRENT

Apply Today

- Graduate School
- Requirements for Application
- International Students
- Tuition & Fees
- Portfolio Guidelines
- Undergraduate
- Minor in Interactive Media

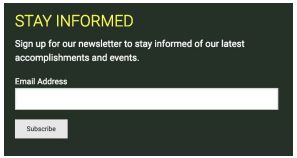
Search | Search

Priority application deadline is in 108 days

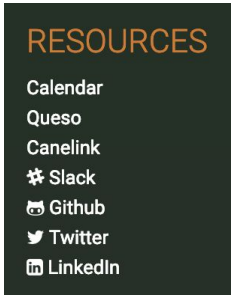
Other Projects

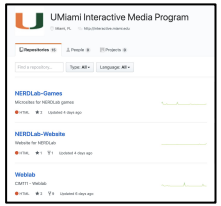
- Miro, the Mirror
- SurviVR
- Special Olympics
- On a High Note
- Motion Break
- Princess Run
- Airport Delays
- Coastal Resilience Challenge 2016
- ArtiHuman
- U.S. Infant Mortality
- China's Outbound Travel Trends
- My Robotic Hand
- Batman: 100 Billion Dollar Man
- Calle 8 VR Movie
- Yum Shopi Mobile App

- Click to send email to Kim
- Linked Logo* to School of Communication website



- Click to receive newsletter of IM events and accomplishments

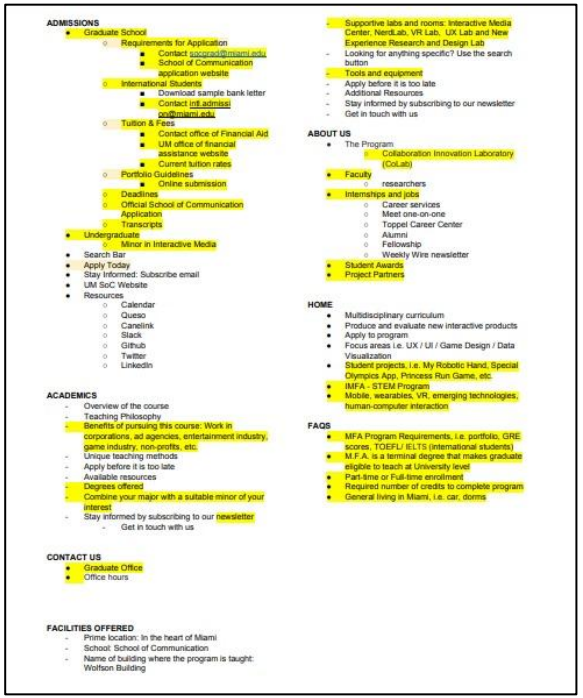




slack

LinkedIn

RESEARCHER - PRE-STUDY METHODS



ADMISSIONS
- Graduate School
  - Requirements for Application
    - Contact socgrad@miami.edu
    - School of Communication application website
  - International Students
    - Download sample bank letter
    - Contact intl.admissi on@miami.edu
  - Tuition & Fees
    - Contact office of Financial Aid
    - UM office of financial assistance website
    - Current tuition rates
  - Portfolio Guidelines
    - Online submission
  - Deadlines
  - Official School of Communication Application
  - Transcripts
- Undergraduate
  - Minor in Interactive Media
- Search Bar
- Apply Today
- Stay Informed: Subscribe email
- UM SoC Website
- Resources
  - Calendar
  - Queso
  - Canelink
  - Slack
  - Github
  - Twitter
  - LinkedIn

ACADEMICS
- Overview of the course
- Teaching Philosophy
- Benefits of pursuing this course: Work in corporations, ad agencies, entertainment industry, game industry, non-profits, etc.
- Unique teaching methods
- Apply before it is too late
- Available resources
- Degrees offered
- Combine your major with a suitable minor of your interest
- Stay informed by subscribing to our newsletter
  - Get in touch with us

CONTACT US
- Graduate Office
- Office hours

FACILITIES OFFERED
- Prime location: In the heart of Miami
- School: School of Communication
- Name of building where the program is taught: Wolfson Building
- Supportive labs and rooms: Interactive Media Center, NerdLab, VR Lab, UX Lab and New Experience Research and Design Lab
- Looking for anything specific? Use the search button
- Tools and equipment
- Apply before it is too late
- Additional Resources
- Stay informed by subscribing to our newsletter
- Get in touch with us

ABOUT US
- The Program
  - Collaboration Innovation Laboratory (CoLab)
- Faculty
  - researchers
- Internships and jobs
  - Career services
  - Meet one-on-one
  - Toppel Career Center
  - Alumni
  - Fellowship
  - Weekly Wire newsletter
- Student Awards
- Project Partners

HOME
- Multidisciplinary curriculum
- Produce and evaluate new interactive products
- Apply to program
- Focus areas i.e. UX / UI / Game Design / Data Visualization
- Student projects, i.e. My Robotic Hand, Special Olympics App, Princess Run Game, etc.
- IMFA - STEM Program
- Mobile, wearables, VR, emerging technologies, human-computer interaction

FAQS
- MFA Program Requirements, i.e. portfolio, GRE scores, TOEFL/ IELTS (international students)
- M.F.A. is a terminal degree that makes graduate eligible to teach at University level
- Part-time or Full-time enrollment
- Required number of credits to complete program
- General living in Miami, i.e. car, dorms

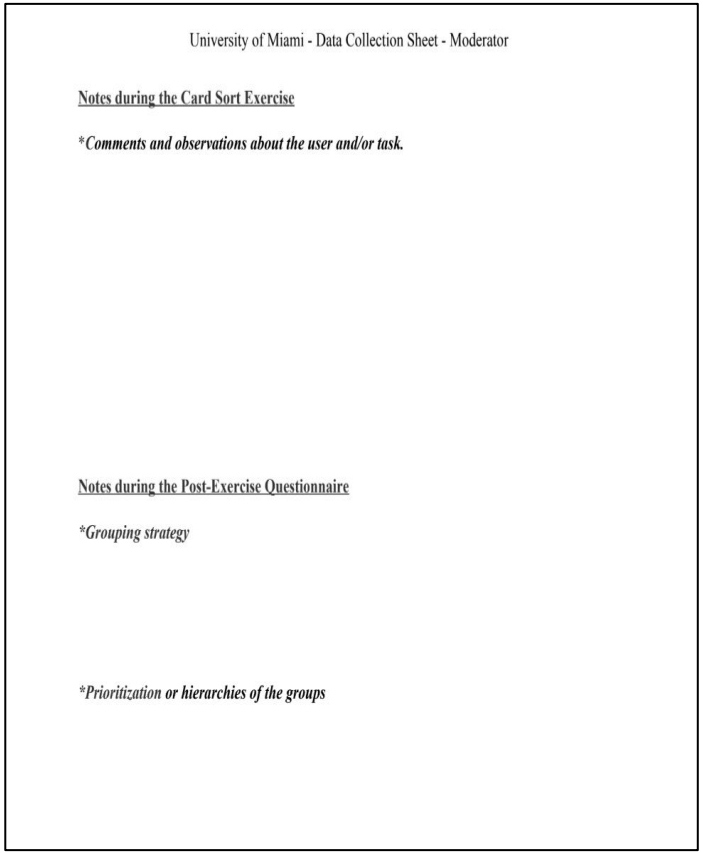
*Initial phase of content analysis per tab in navigation bar

ITEM LIST / "CARDS"

- Researchers analyzed the current website by collecting phrases, keywords, and themes across all site pages
- Each researcher was responsible for specific pages, and after dissecting each page, all researchers merged terms to reflect the full site content, total of 40 items
- The researcher's moderator (i.e. professor) assigned a standardized item list of cards to use in the study, total of 43 items
- The items on the given list were input into Optimal Sort

RESEARCHER - PROCEDURE

1. Item list and demographics established, as well as researcher packet.
2. All data input into Optimal Sort program, and launched study site.
3. Each researcher responsible for collecting data from 12 participants (half male, half female), total 48 participants.
4. An open card sort study was conducted with 43 cards that described the website, grouped by user discretion, and prioritized.
5. Time was noted by the Optimal Sort program, and additional notes were taken by researchers during and after the study.
6. After participant data was collected, analysis of qualitative and quantitative data were combined with user centered design methods, as well as in combination with Optimal Sort analytics.
7. Research informs recommendation for redesign of the website.



University of Miami - Data Collection Sheet - Moderator

Notes during the Card Sort Exercise

*Comments and observations about the user and/or task.

Notes during the Post-Exercise Questionnaire

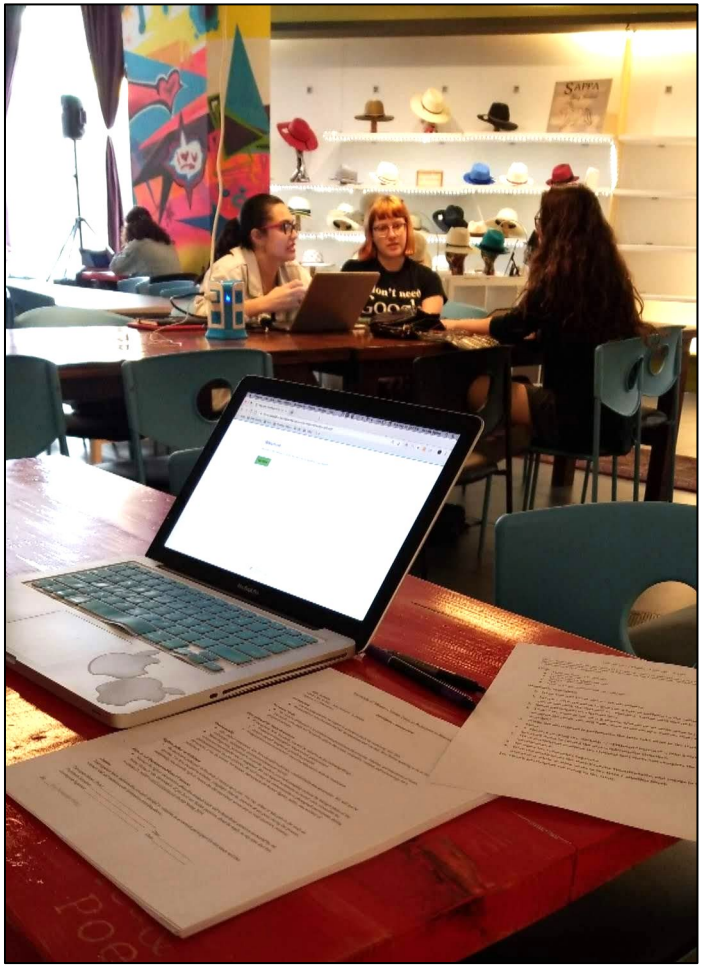
*Grouping strategy

*Prioritization or hierarchies of the groups

RESEARCHER

DATA COLLECTION SHEET

- To note observations during the card sort task and post-exercise questionnaire commentary.



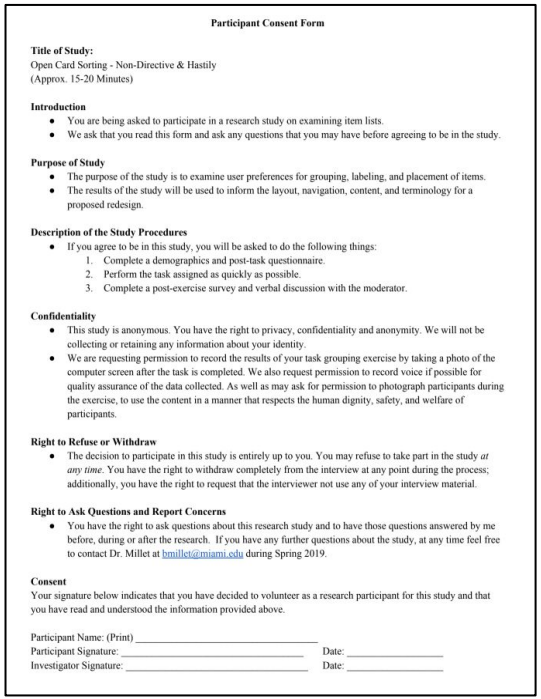
METHODS

EQUIPMENT

- Laptop with Internet
- Optimal Sort study website:
  https://a8rp83dn.optimalworkshop.com/optimalsort/hastily-card-sort/
- Screen Grab application on computer
- Researcher Packet:
  - Moderator Script
  - Participant Consent Form
  - Post Exercise Questionnaire
  - Data Collection Sheet
- Pens (qty. 2)

PARTICIPANT - PROCEDURE

CONSENT FORM



Participant Consent Form

Title of Study:
Open Card Sorting - Non-Directive & Hastily
(Approx. 15-20 Minutes)

Introduction
- You are being asked to participate in a research study on examining item lists.
- We ask that you read this form and ask any questions that you may have before agreeing to be in the study.

Purpose of Study
- The purpose of the study is to examine user preferences for grouping, labeling, and placement of items.
- The results of the study will be used to inform the layout, navigation, content, and terminology for a proposed redesign.

Description of the Study Procedures
- If you agree to be in this study, you will be asked to do the following things:
  1. Complete a demographics and post-task questionnaire.
  2. Perform the task assigned as quickly as possible.
  3. Complete a post-exercise survey and verbal discussion with the moderator.

Confidentiality
- This study is anonymous. You have the right to privacy, confidentiality and anonymity. We will not be collecting or retaining any information about your identity.
- We are requesting permission to record the results of your task grouping exercise by taking a photo of the computer screen after the task is completed. We also request permission to record voice if possible for quality assurance of the data collected. As well as may ask for permission to photograph participants during the exercise, to use the content in a manner that respects the human dignity, safety, and welfare of participants.

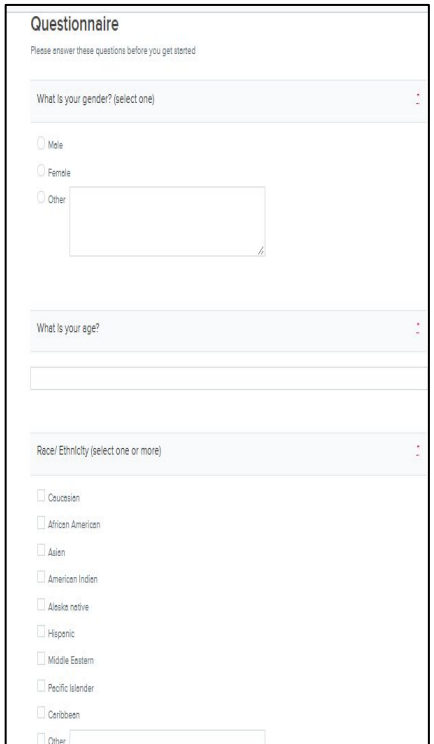
Right to Refuse or Withdraw
- The decision to participate in this study is entirely up to you. You may refuse to take part in the study *at any time*. You have the right to withdraw completely from the interview at any point during the process; additionally, you have the right to request that the interviewer not use any of your interview material.

Right to Ask Questions and Report Concerns
- You have the right to ask questions about this research study and to have those questions answered by me before, during or after the research. If you have any further questions about the study, at any time feel free to contact Dr. Millet at bmillet@miami.edu during Spring 2019.

Consent
Your signature below indicates that you have decided to volunteer as a research participant for this study and that you have read and understood the information provided above.

Participant Name: (Print) _____
Participant Signature: _____ Date: _____
Investigator Signature: _____ Date: _____

PRE-TASK DEMOGRAPHICS



Questionnaire

Please answer these questions before you get started

What is your gender? (select one) *

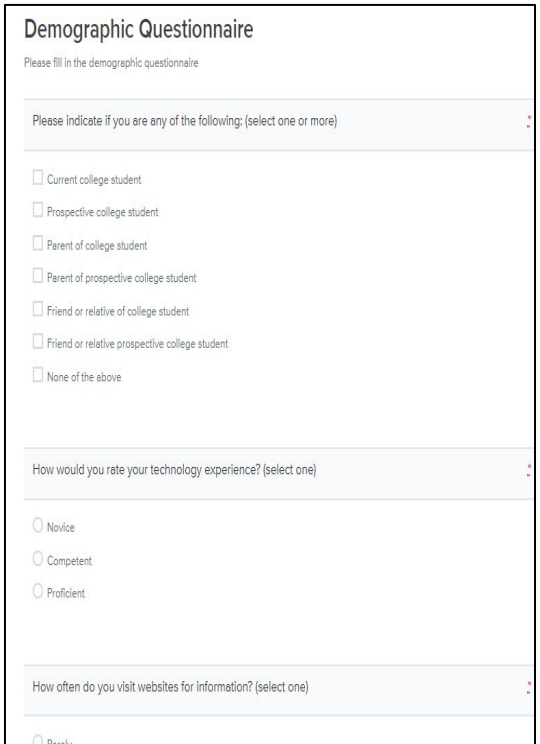
- Male
- Female
- Other

What is your age? *

Race/ Ethnicity (select one or more) *

- Caucasian
- African American
- Asian
- American Indian
- Alaska native
- Hispanic
- Middle Eastern
- Pacific Islander
- Caribbean
- Other

POST-TASK DEMOGRAPHICS



Demographic Questionnaire

Please fill in the demographic questionnaire

Please indicate if you are any of the following: (select one or more) *

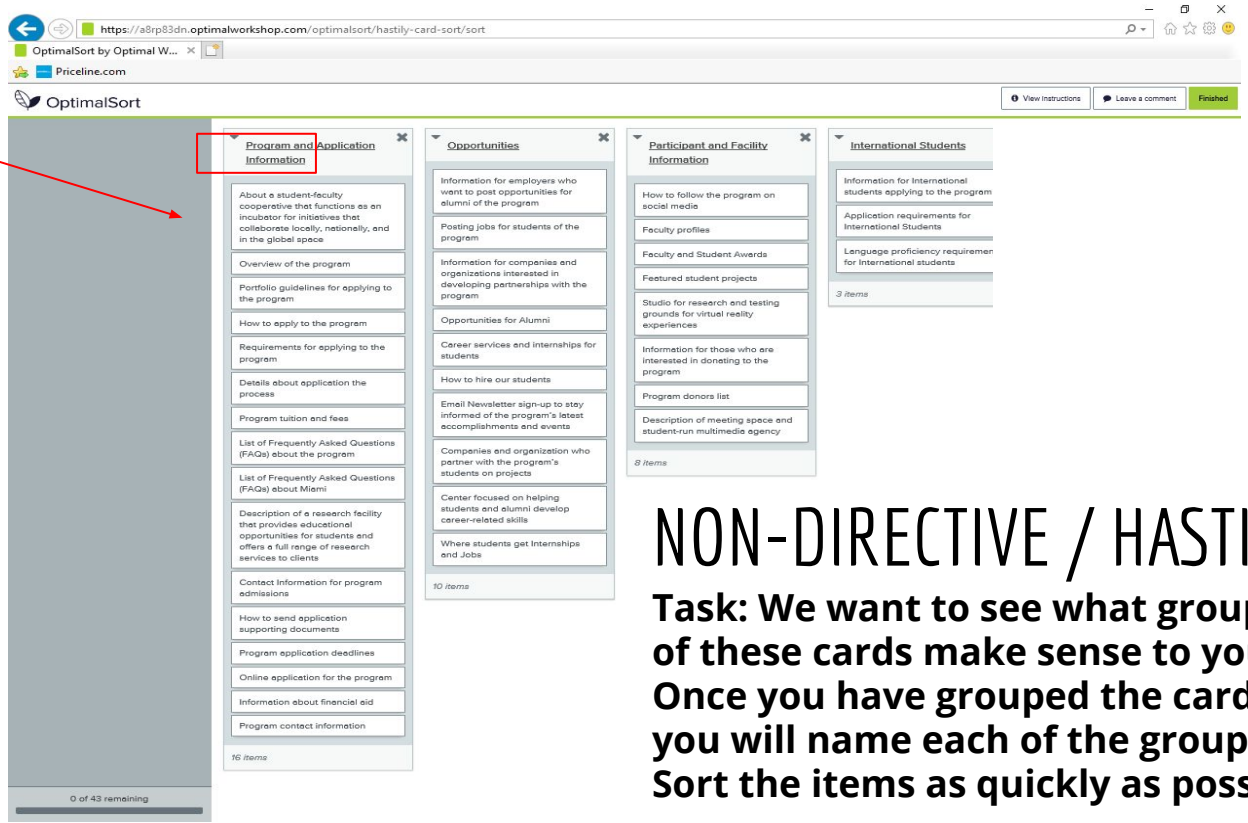
- Current college student
- Prospective college student
- Parent of college student
- Parent of prospective college student
- Friend or relative of college student
- Friend or relative prospective college student
- None of the above

How would you rate your technology experience? (select one) *

- Novice
- Competent
- Proficient

How often do you visit websites for information? (select one) *

TASK - CARD SORT - ITEM LIST



NON-DIRECTIVE / HASTILY

Task: We want to see what grouping of these cards make sense to you. Once you have grouped the cards, you will name each of the groups. Sort the items as quickly as possible.

TASK - COMPLETION TIME

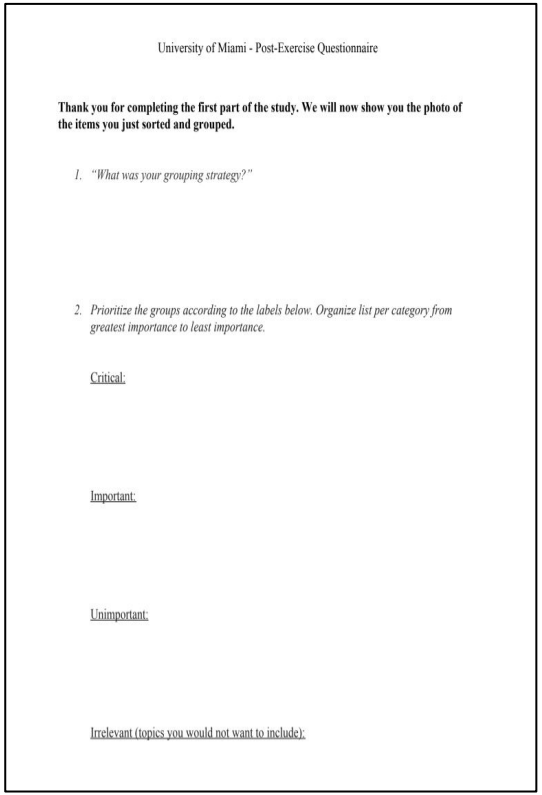
Time taken

11 m **8** s

It took your participants a median time of 11:08 to complete the study.

The longest time was 51:56 and the shortest was 04:35.

POST-EXERCISE QUESTIONNAIRE



University of Miami - Post-Exercise Questionnaire

Thank you for completing the first part of the study. We will now show you the photo of the items you just sorted and grouped.

1. *"What was your grouping strategy?"*

2. *Prioritize the groups according to the labels below. Organize list per category from greatest importance to least importance.*

Critical:

Important:

Unimportant:

Irrelevant (topics you would not want to include):

- Participants to fill-in answers.

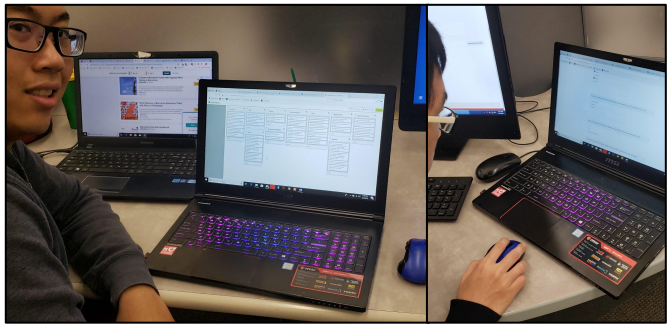
- For researchers to assess additional qualitative and quantitative data than from Optimal Sort.

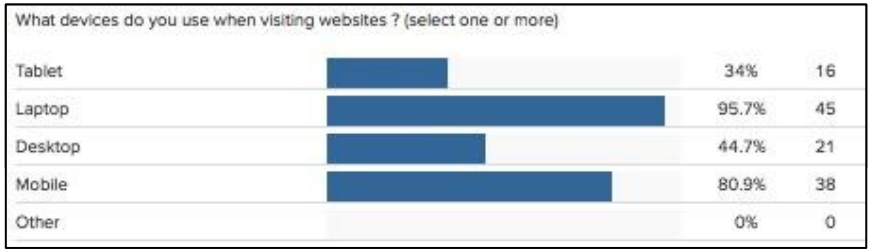
- Question 1 (Qualitative)
  What was your grouping strategy?

- Question 2 (Quantitative)
  Prioritize the groups according to the labels below. Organize list per category from greatest importance to least importance.
  - Critical
  - Important
  - Unimportant
  - Irrelevant
    (topics you would not want to include)

METHODS - PARTICIPANTS

- 48 participants (24 male / 24 female)
- 18 - 67 years old; Average age: 24 years old
- Current college student 72.3%
- Located in Miami, FL, co-located with researcher
- Bachelor's degree 37.5%
- 45.8% Asian, 35.4% Caucasian, 25% Hispanic





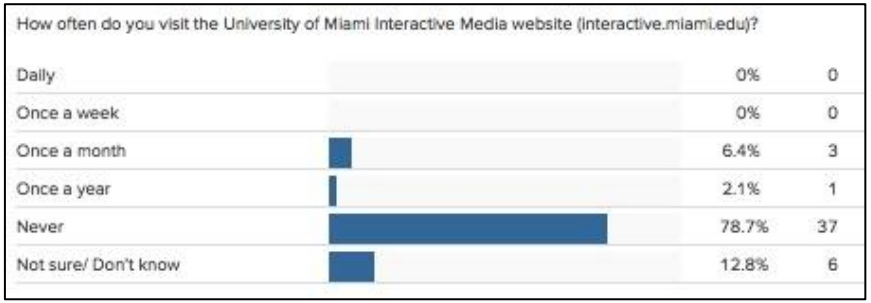
- Surfing the web: 95.7% Laptop, 80.9% Mobile (leads to importance in being mobile optimized)
- Surfing the web on mobile: IOS-Apple 72.3% vs. Android 29.8% (Other 2.1%)
- Visit websites for info: “Often” 72.3%
- Tech level: 46.8% “competent” / 48.9% “proficient”

METHODS - PARTICIPANTS

UNIVERSITY OF MIAMI INTERACTIVE MEDIA WEBSITE

- Visited IMFA website: 12.8%

- How often visit: (8.5% Total)
  Once a month 6.4%, Once a year 2.1%



- Satisfaction with site:
  Satisfied 6.4%, Somewhat Satisfied 4.3%,
  Very Satisfied 2.1%, Not sure 87.2%

DATA ANALYSIS - PARTICIPANT SAMPLE

DEMOGRAPHICS

Age: 20
Gender: Female
Race: Caucasian
Education Level: Some College

CARD SORT INFO

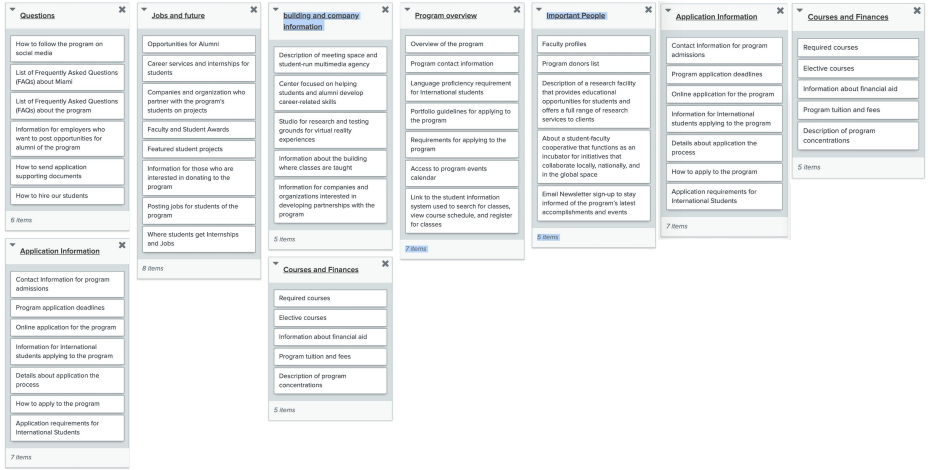
Started: February 10 2019 at 4:30 PM
Time Taken: 9 minutes, 57 seconds
Location: Miami, Florida, United States
Platform: Chrome 72.0.3626.81, OS X 10.14.0, Macintosh

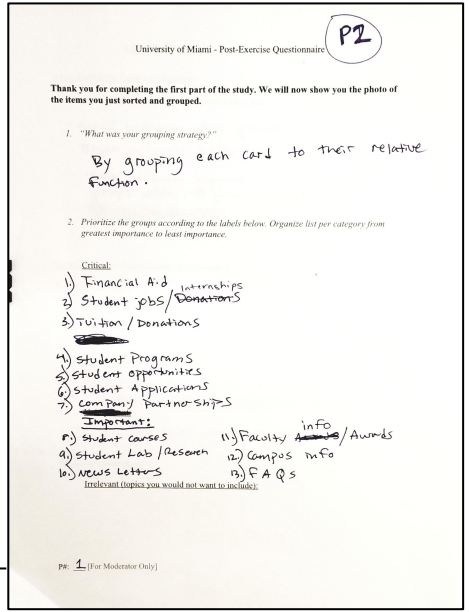
POST-TEST QUESTIONNAIRE

Status: Current College Student
Technology Experience Rate: Competent
Familiarity with Information Website: Often
Devices Used to Access the Internet most Frequently: Tablet, Laptop, Desktop, Mobile
Mobile Platform: IOS - Apple
Familiarity with Miami Interactive Media Website: Never
Satisfaction with Miami Interactive Media Website: Not sure/ Don't know

DATA ANALYSIS - PARTICIPANT SAMPLE

ITEMS





University of Miami - Post-Exercise Questionnaire P2

Thank you for completing the first part of the study. We will now show you the photo of the items you just sorted and grouped.

1. *"What was your grouping strategy?"*

By grouping each card to their relative function.

2. *Prioritize the groups according to the labels below. Organize list per category from greatest importance to least importance.*

Critical:

1) Financial Aid Internships
2) Student Jobs/ ~~Donations~~
3) Tuition / Donations

4) Student Programs
5) Student opportunities
6) Student Applications
7) Company Partnerships

Important:

8) ~~Student~~ courses
9) Student Lab / Research
10) News Letters
11) Faculty info / ~~Awards~~
12) Campus info
13) FAQs

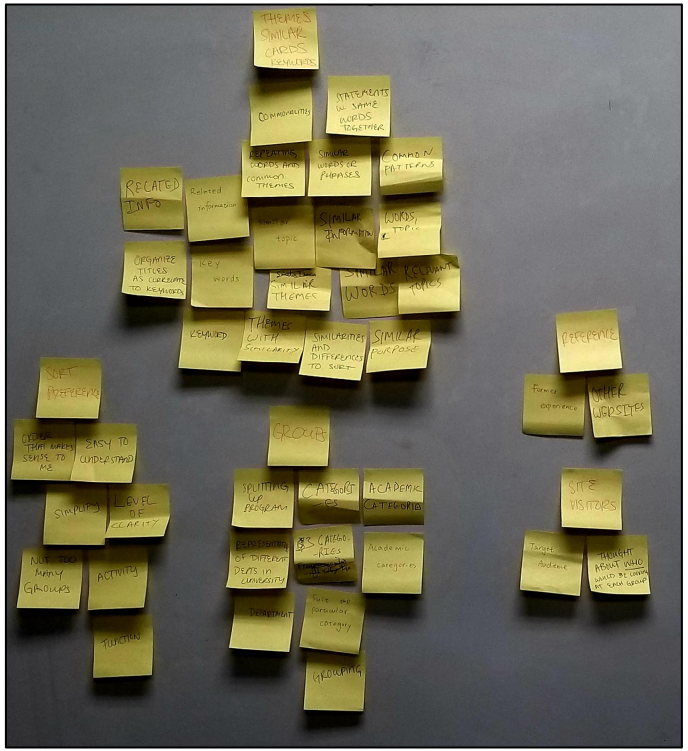
Irrelevant (topics you would not want to include):

P#: 1 [For Moderator Only]

CATEGORY LABEL

CRITICAL	IMPORTANT	UNIMPORTANT	IRRELEVANT
Program Overview	Application Information Questions Courses and Finances Jobs and Futures	Building and Company Information Important People	None

QUALITATIVE DATA



*Affinity diagram to analyze participant open-ended replies.

WHAT WAS YOUR GROUPING STRATEGY?

- **Themes/ Similar Cards / Keywords**
  I.e. “Similarities and differences to sort”
- **Groups**
  I.e. “Different departments”, “Splitting the program”, “Categories”
- **Sort Preference**
  i.e. “Order that makes sense to me”, “Easy to understand”, “Not too many groups”, “Simplify”
- **Reference**
  I.e. “Former experience”, “Other websites”
- **Site Visitors**
  I.e. “Target audience”, “Thought about who would be looking at each group”

PRIORITIZATION DATA

BY PARTICIPANT

Cards	Cards Description	Critical	Important	Unimportant	Irrelevant
1	Overview of the program	1			
2	How to apply to the program	1			
3	Details about application the process	1			
4	Requirements for applying to the program	1			
5	Program application deadlines	1			
6	Application requirements for International Students		1		
7	Information for International students applying to the program		1		
8	Program tuition and fees	1			
9	Online application for the program	1			
10	Portfolio guidelines for applying to the program	1			
11	How to send application supporting documents	1			
12	Description of program concentrations	1			
13	Featured student projects		1		
14	Email Newsletter sign-up to stay informed of the program's latest accomplishments and events	1			

- Each participant's prioritization was analyzed in our raw data by the following factors:
    - Critical, Important, Unimportant, Irrelevant

- This data was analyzed by researchers mergine the Post-Exercise Prioritization List with the Optimal Sort categories, In order to match participants with their category names, and then be able to ranke their categories by matching the item cards with the factors (i.e. critical, etc.)

	Cards Description	Critical	Important	Unimportant	Irrelevant	Total
1	Overview of the program	44	10	3	0	57
2	How to apply to the program	44	9	1	0	54
3	Details about application the process	42	11	1	0	54
4	Requirements for applying to the program	42	2	4	0	48
5	Program application deadlines	40	10	2	0	52
6	Application requirements for International Students	39	12	7	0	58
7	Information for International students applying to the program	38	13	3	0	54
8	Program tuition and fees	38	4	1	0	43
9	Online application for the program	37	4	0	0	41
10	Portfolio guidelines for applying to the program	37	4	0	0	41
11	How to send application supporting documents	36	11	1	0	48
12	Description of program concentrations	36	8	1	0	45
13	Featured student projects	35	11	6	0	52
14	Email Newsletter sign-up to stay informed of the program's latest accomplishments and events	35	20	6	0	61
15	Access to program events calendar	34	17	1	0	52
16	How to follow the program on social media	34	19	3	0	56
17	Required courses	32	18	0	0	50
18	Elective courses	31	11	3	0	45
19	Information about the building where classes are taught	30	10	3	1	44
20	Description of a research facility that provides educational opportunities for students and offers a full range of research services to clients	30	15	2	1	48
21	About a student-faculty cooperative that functions as an incubator for initiatives that collaborate locally, nationally, and in the global space	30	23	8	0	61
22	Studio for research and testing grounds for virtual reality e1perlences	30	12	6	0	48
23	Description of meeting space and student-run multimedia agency	29	18	6	0	53
24	Faculty profiles	29	14	7	0	50
25	Faculty and Student Awards	28	17	8	0	53
26	Where students get Internships and Jobs	27	34	2	1	64
27	Opportunities for Alumni	26	27	9	1	63
28	Career services and internships for students	25	32	2	0	59
29	Center focused on helping students and alumni develop career-related skills	23	31	5	0	59
30	How to hire our students	23	35	3	0	61
31	Companies and organization who partner with the program's students on projects	19	33	4	0	56
32	Program donors list	17	22	15	0	54

PRIORITIZATION DATA

ALL PARTICIPANTS

Top 25% (1-10 cards)

- **Overview of program, Applying to program**
- **International students applying to program**
- **Tuition and fees**

Middle 25% (11-21 cards)

- Student projects
- Events calendar, Newsletter
- Required and elective courses
- Building, Research facility local collaboration

Lower 50% (22-43 cards)

- Faculty, Career opportunities, Internships
- Donations, Community partnerships
- Program contact information
- Financial aid

PRIORITIZATION & SIMILARITY MATRIX

- 3 groups of items could be put together according to the similarity matrix on the right.
- The numbers in the boxes indicate the percentage of participants that grouped those items in the same category.
- This data informs navigation design by grouping content with the greatest similarities.

Prioritization Top 25% Results

74	Description of program concentrations													
59	51	Program contact information												
42	36	65	Contact Information for program admissions											
40	36	44	55	Requirements for applying to the program										
44	38	46	55	87	Portfolio guidelines for applying to the program									
34	31	38	53	85	82	How to apply to the program								
34	27	36	53	82	80	87	Online application for the program							
40	34	40	53	76	70	76	87	Program application deadlines						
34	25	29	48	70	72	74	85	76	Details about application the process					
34	27	31	46	74	72	80	80	74	82	How to send application supporting documents				
25	19	27	38	61	55	59	61	57	59	59	Application requirements for International Students			
25	23	31	42	65	66	68	65	55	61	57	82	Information for International students applying to the program		
25	21	29	36	63	59	53	51	46	51	51	74	80	Language proficiency requirement for International students	
53	48	44	44	51	53	44	46	46	46	53	36	36	38	Program tuition and fees

Prioritization Middle 25% Results

Required courses			
89	Elective courses		
53	51	Link to the student information system used to search for classes, view course schedule, and register for classes	
44	41	57	Information about the building where classes are taught

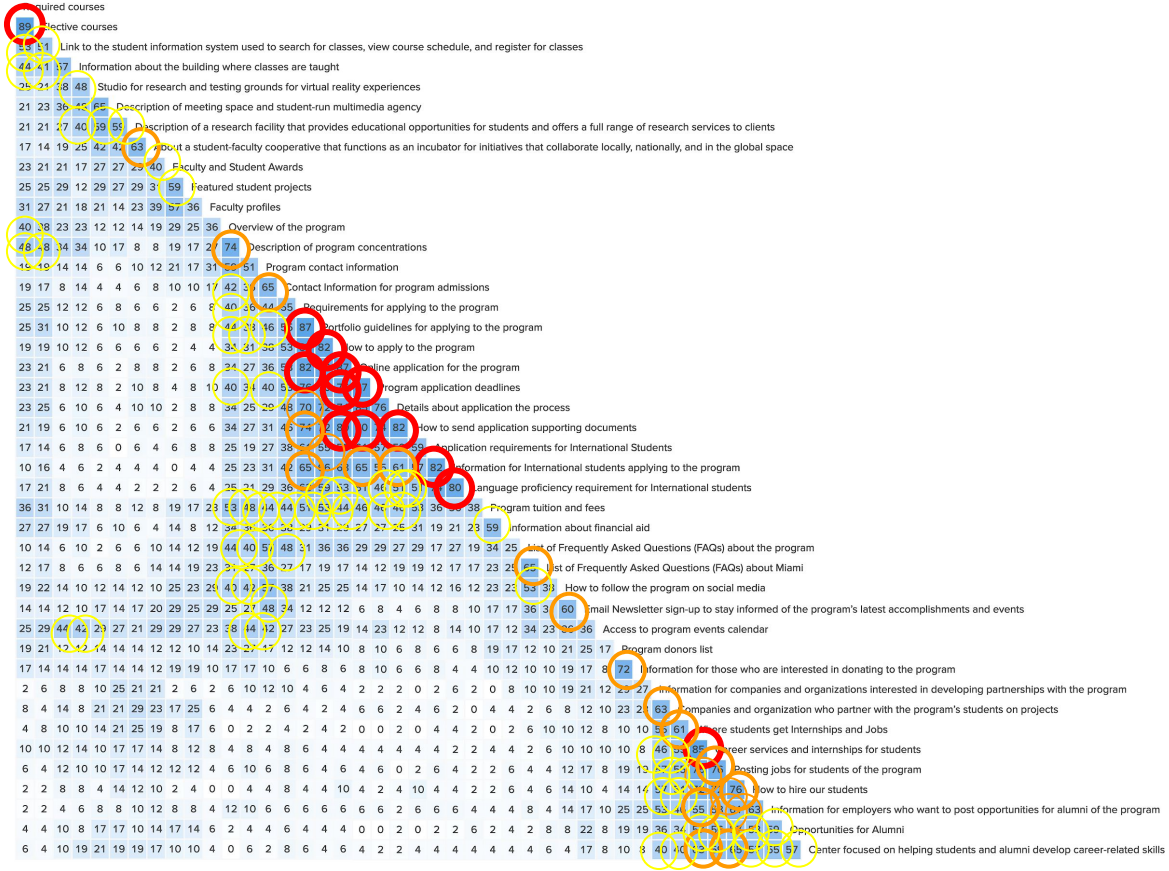
Prioritization Lower 50% Results

63	Companies and organization who partner with the program's students on projects						
55	61	Where students get Internships and Jobs					
46	55	85	Career services and internships for students				
57	55	76	76	Posting jobs for students of the program			
57	51	72	72	76	How to hire our students		
53	46	55	53	61	63	Information for employers who want to post opportunities for alumni of the program	
36	34	57	56	57	53	59	Opportunities for Alumni
40	40	63	59	65	57	55	57	Center focused on helping students and alumni develop career-related skills

SIMILARITY MATRIX

Similarity (≈Correlation):

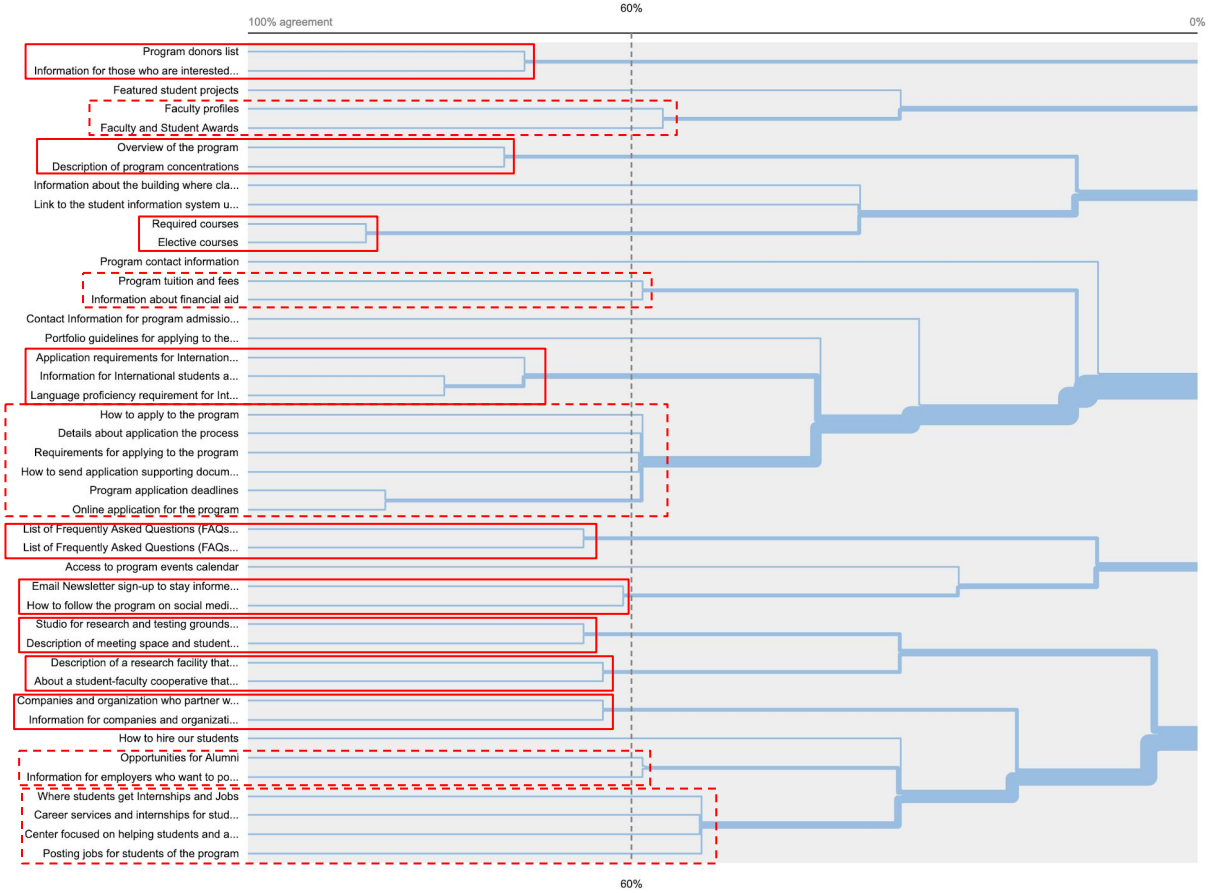
- Number ≥ 80 high similarity: these items definitely should be grouped together
- 80 > Number ≥ 60 significant similarity: these items should be grouped together
- 60 > Number ≥ 40 middle relative: these items might be grouped together
- Number < 40 low relative: these groups might be not grouped together



DENDROGRAM / TREE DIAGRAM

- This data informs navigation titles and groupings.
- We have drawn a line at 60% agreement on the dendrogram.
- Items in the red boxes are examples of content that can be grouped together.

- There are a total of 14 groupings with suggested names from Optimal Sort:
    - 1. Donation(s)
    - 2. Faculty (Info / Awards)
    - 3. Overall
    - 4. Course Selection, Courses
    - 5. Finances and Expenses, School Finances, Tuition and Expenses
    - 6. International Students (Information)
    - 7. Application Enquiry, Application Process, Deadlines
    - 8. FAQs
    - 9. Contact
    - 10. Multimedia
    - 11. Extended Information, Student Opportunities
    - 12. Company Partnerships
    - 13. Alumni Program, Alumni Relations
    - 14. Career Information for Students



DATA COLLECTED TO INFORM DESIGN

GROUPING STRATEGY

- “Easy to understand”
- Consider “target audience” and “who will be looking at each group”
- Total of 349 categories

PRIORITIZATION

- Top 25%
- Middle 25%
- Lower 50%

SIMILARITY MATRIX

Grouping of items by similarity in percentage.

DENDROGRAM / TREE DIAGRAM

Groupings of items per category names.

TOP NAVIGATION ANALYSES & REDESIGN

BASED ON GROUPING STRATEGY / PRIORITIZATION DATA / DENDROGRAM TITLES

Grouping Strategy

Easy to Use
Target Audience

Prioritization Top 25% Results

Overview of program, Applying to program
International students applying to program
Tuition and fees

Prioritization Middle 25% Results

Student projects
Events calendar, Newsletter
Required and elective courses
Building, Research facility, Local Collaboration

Prioritization Lower 50% Results

Career opportunities, Internship
Community partnerships
Donations
Program contact information

Program	International Students	Finances	Current Students	Opportunities

DENDROGRAM TITLES

1. **Donation(s)**
2. **Faculty (Info / Awards)**
3. **Overall**
4. **Course Selection, Courses**
5. **Finances and Expenses, School Finances, Tuition and Expenses**
6. **International Students (Information)**
7. **Application Enquiry, Application Process, Deadlines**
8. FAQs
9. Contact
10. **Multimedia**
11. **Extended Information, Student Opportunities**
12. **Company Partnerships**
13. **Alumni Program, Alumni Relations**
14. **Career Information for Students**

DENDROGRAM TO INFLUENCE NAV BAR TITLES

- **PROGRAM: (3)** Overall, **(7)** Application Enquiry, Application Process, Deadlines
- **INTERNATIONAL STUDENTS:** (6) International Students (Information)
- **FINANCES: (5) F**inances and Expenses, School Finances, Tuition and Expenses

- CURRENT STUDENTS: ----
- **COURSES: (4)** Course Selection, Courses
- **FACULTY: (2)** Faculty (Info / Awards)
- **MULTIMEDIA: (10)** Multimedia

- **OPPORTUNITIES: (11)** Extended Information, Student Opportunities
- **DONATIONS: (1)** Donation(s)
- **PARTNERSHIPS: (12)** Company Partnerships
- **CAREER: (14)** Career Information for Students
- **ALUMNI:** (13) Alumni Program, Alumni Relations

Courses

Faculty

Multimedia

Prioritization Lower 50% Results

Career

Partnerships

Donations

Alumni

TOP NAVIGATION - TOP 25%

BASED ON PRIORITIZATION DATA / SIMILARITY MATRIX / DENDROGRAM

DENDROGRAM

- APPLICATION: (3) Overall, **(7)** Application Enquiry, Application Process, Deadlines
- INTERNATIONAL STUDENTS: (6) International Students (Information)
- FINANCES: (5) Finances and Expenses, School Finances, Tuition and Expenses

Prioritization Top 25% Results

Overview of program, Applying to program
International students applying to program
Tuition and fees

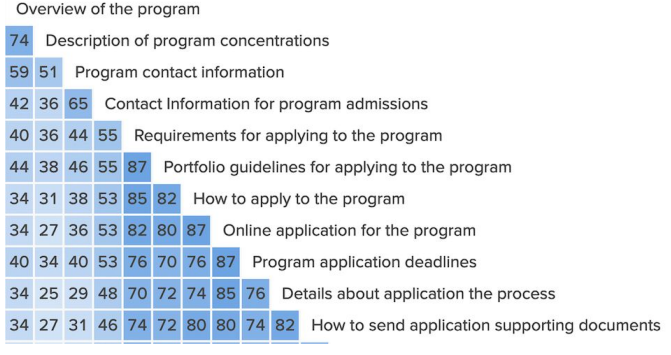
Program	International Students	Finances

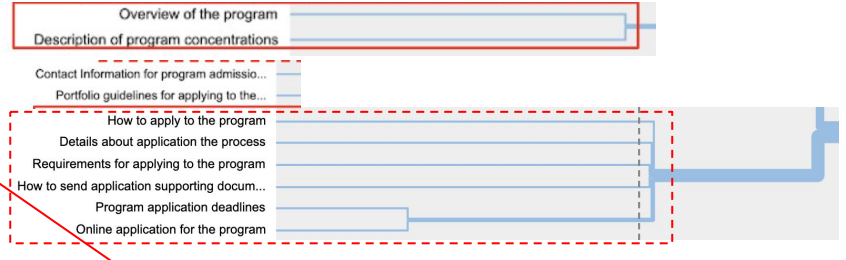
PROGRAM
Overview of the Program
Program Concentrations

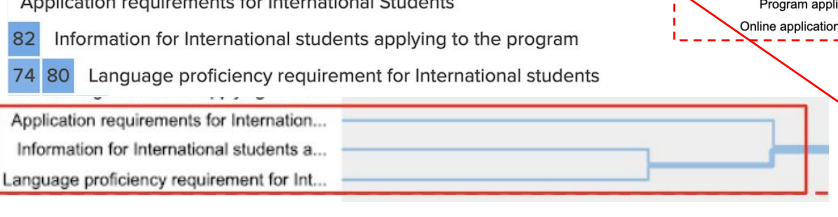
APPLICATION
How to Apply
Details about Process
Requirements to Apply
Deadlines
Online Application
Portfolio Guidelines
Send Supporting Documents
Contact Info for Admission

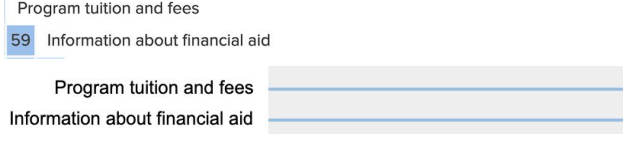
Information to Apply
Language Proficiency
Application Requirements

Tuition and Fees
Financial Aid









TOP NAVIGATION - MIDDLE 25% & LOWER 50%

BASED ON PRIORITIZATION DATA / SIMILARITY MATRIX / DENDROGRAM

Prioritization Middle 25% Results

Student projects,
Events calendar, Newsletter,
Required and elective courses,
Building, Research facility, Local Collaboration

Current Students

Courses

Prioritization Lower 50% Results

Faculty

Multimedia

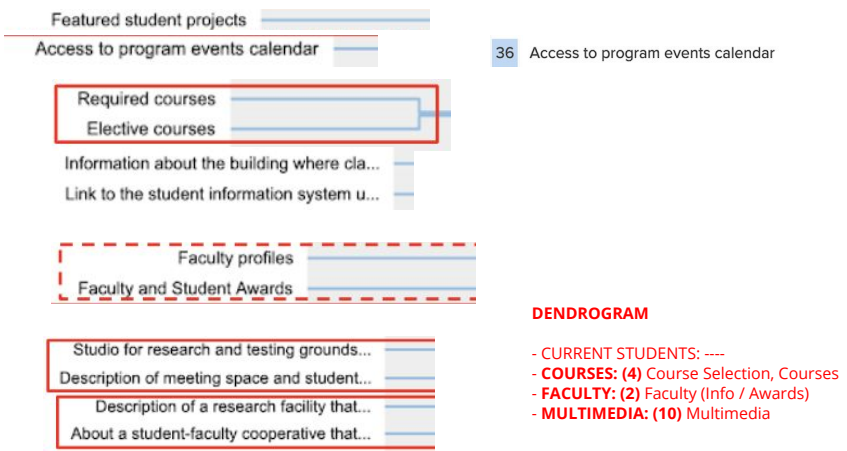
											Required courses
89											Elective courses
53	51										Link to the student information system used to search for classes, view course schedule, and register for classes
44	41	57									Information about the building where classes are taught
25	21	38	48								Studio for research and testing grounds for virtual reality experiences
21	23	36	48	65							Description of meeting space and student-run multimedia agency
21	21	27	40	59	59						Description of a research facility that provides educational opportunities for students and offers a full range of research services to clients
17	14	19	25	42	42	63					About a student-faculty cooperative that functions as an incubator for initiatives that collaborate locally, nationally, and in the global space
23	21	21	17	27	27	29	40				Faculty and Student Awards
25	25	29	12	29	27	29	31	59			Featured student projects
31	27	21	18	21	14	23	39	57	36		Faculty profiles

CURRENT STUDENTS
Featured Student Projects
Calendar

COURSES
Required Courses
Elective Courses
Course Search
Course Building

FACULTY
Faculty Profiles
Faculty and Student Awards

MULTIMEDIA
Research
Student-Faculty Cooperative



DENDROGRAM

- CURRENT STUDENTS: ----
- **COURSES: (4)** Course Selection, Courses
- **FACULTY: (2)** Faculty (Info / Awards)
- **MULTIMEDIA: (10)** Multimedia

TOP NAVIGATION - LOWER 50%

BASED ON PRIORITIZATION DATA / SIMILARITY MATRIX / DENDROGRAM

Prioritization Lower 50% Results

Career opportunities, Internship
Community partnerships
Donations
Program contact information

Opportunities

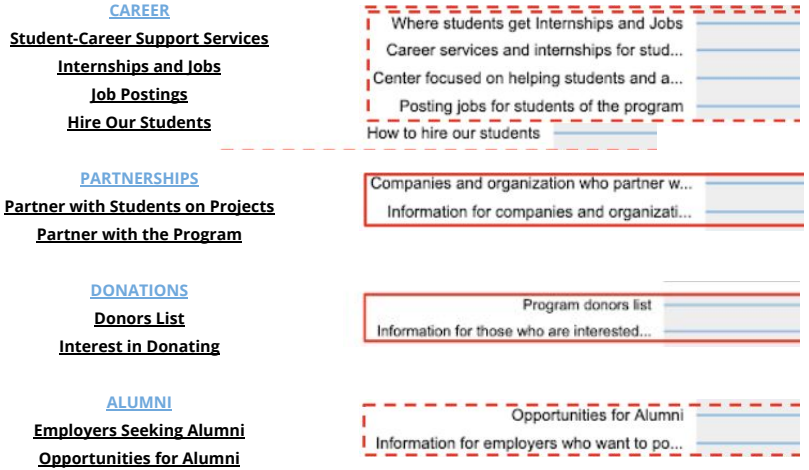
Career

Partnerships

Donations

Alumni

								Information for companies and organizations interested in developing partnerships with the program
63								Companies and organization who partner with the program's students on projects
55	61							Where students get Internships and Jobs
46	55	85						Career services and internships for students
57	55	76	76					Posting jobs for students of the program
57	51	72	72	76				How to hire our students
53	46	55	53	61	63			Information for employers who want to post opportunities for alumni of the program
36	34	57	56	57	53	59		Opportunities for Alumni
40	40	63	59	65	57	55	57	Center focused on helping students and alumni develop career-related skills
								Program donors list
72								Information for those who are interested in donating to the program



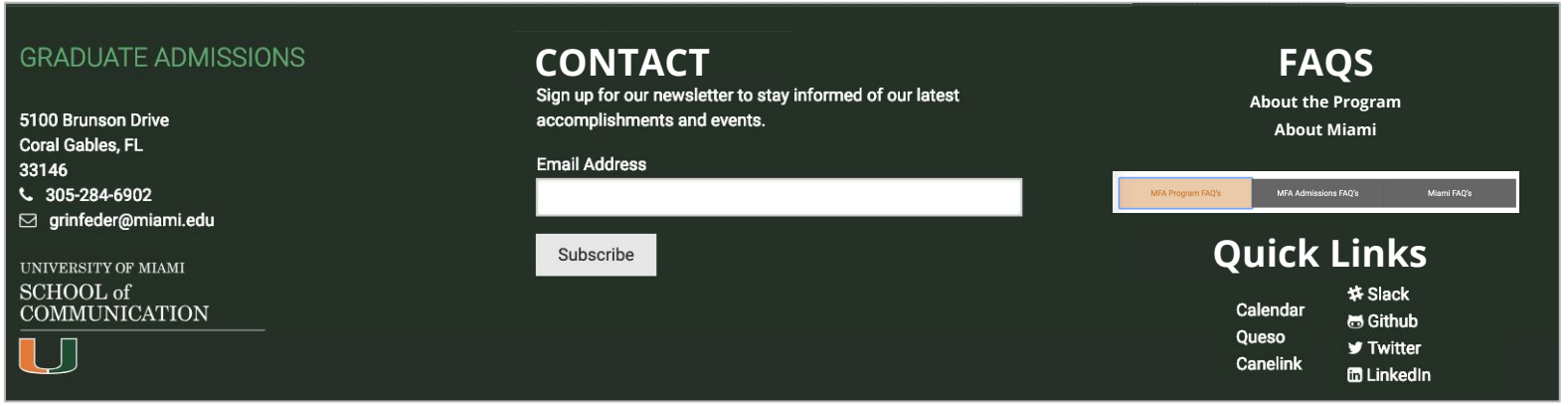
DENDROGRAM

- **OPPORTUNITIES: (11)** Extended Information, Student Opportunities
- **DONATIONS: (1)** Donation(s)
- **PARTNERSHIPS: (12)** Company Partnerships
- **CAREER: (14)** Career Information for Students
- **ALUMNI:** (13) Alumni Program, Alumni Relations

WEB PAGE NAVIGATION NAVIGATION

ANALYSES & REDESIGN - LOWER 50%

BASED ON PRIORITIZATION DATA / SIMILARITY MATRIX / DENDROGRAM



Prioritization Lower 50% Results

DENDROGRAM

- FAQs (8)
- Contact (9)

CONTACT

Follow on Social Media

Email Newsletter

How to follow the program on social media

60 Email Newsletter sign-up to stay informed of the program's latest accomplishments and events

Email Newsletter sign-up to stay informe...

How to follow the program on social medi...

FAQS

About the Program

About Miami

List of Frequently Asked Questions (FAQs) about the program

65 List of Frequently Asked Questions (FAQs) about Miami

List of Frequently Asked Questions (FAQs...

List of Frequently Asked Questions (FAQs...

TOP NAVIGATION ANALYSES & REDESIGN

BASED ON GROUPING STRATEGY / PRIORITIZATION DATA / DENDROGRAM TITLES

Grouping Strategy

Easy to Use
Target Audience

Prioritization Top 25% Results

Overview of program, Applying to program
International students applying to program
Tuition and fees

Prioritization Middle 25% Results

Student projects
Events calendar, Newsletter
Required and elective courses
Building, Research facility, Local Collaboration

Prioritization Lower 50% Results

Career opportunities, Internship
Community partnerships
Donations
Program contact information

Program	International Students	Finances	Current Students	Opportunities

DENDROGRAM TITLES

1. **Donation(s)**
2. **Faculty (Info / Awards)**
3. **Overall**
4. **Course Selection, Courses**
5. **Finances and Expenses, School Finances, Tuition and Expenses**
6. **International Students (Information)**
7. **Application Enquiry, Application Process, Deadlines**
8. FAQs
9. Contact
10. **Multimedia**
11. **Extended Information, Student Opportunities**
12. **Company Partnerships**
13. **Alumni Program, Alumni Relations**
14. **Career Information for Students**

DENDROGRAM TO INFLUENCE NAV BAR TITLES

- **APPLICATION: (3)** Overall, **(7)** Application Enquiry, Application Process, Deadlines
- **INTERNATIONAL STUDENTS:** (6) International Students (Information)
- **FINANCES: (5) F**inances and Expenses, School Finances, Tuition and Expenses

- CURRENT STUDENTS: ----
- **COURSES: (4)** Course Selection, Courses
- **FACULTY: (2)** Faculty (Info / Awards)
- **MULTIMEDIA: (10)** Multimedia

- **OPPORTUNITIES: (11)** Extended Information, Student Opportunities
- **DONATIONS: (1)** Donation(s)
- **PARTNERSHIPS: (12)** Company Partnerships
- **CAREER: (14)** Career Information for Students
- **ALUMNI:** (13) Alumni Program, Alumni Relations

Courses

Faculty

Multimedia

Prioritization Lower 50% Results

Career

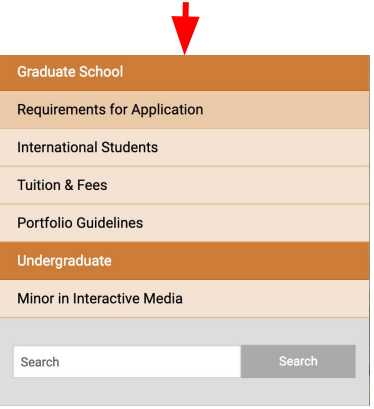
Partnerships

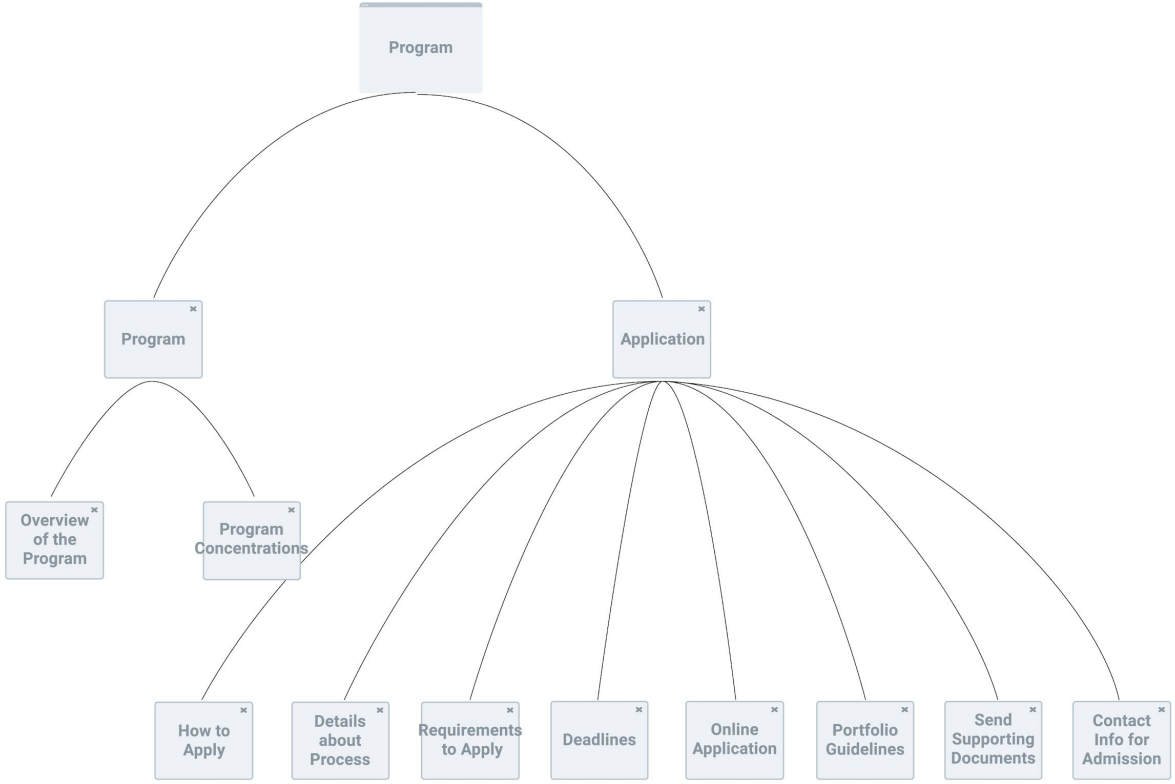
Donations

Alumni

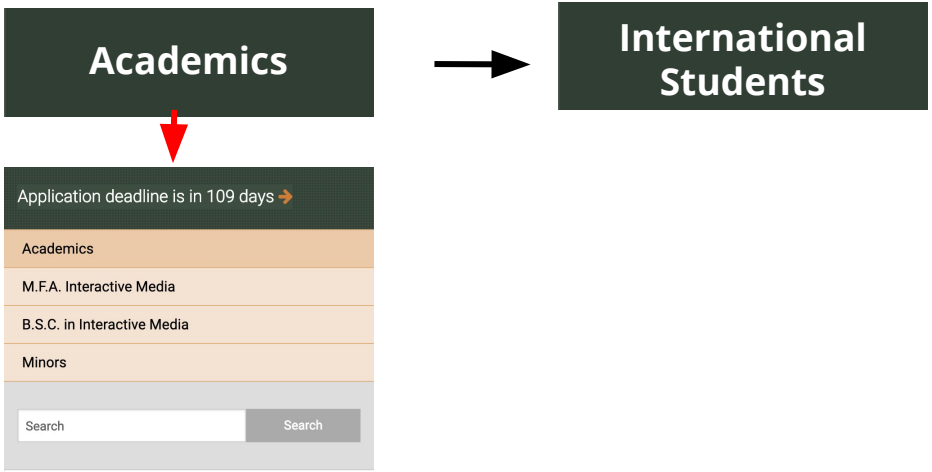
RECOMMENDATIONS - TAB 1

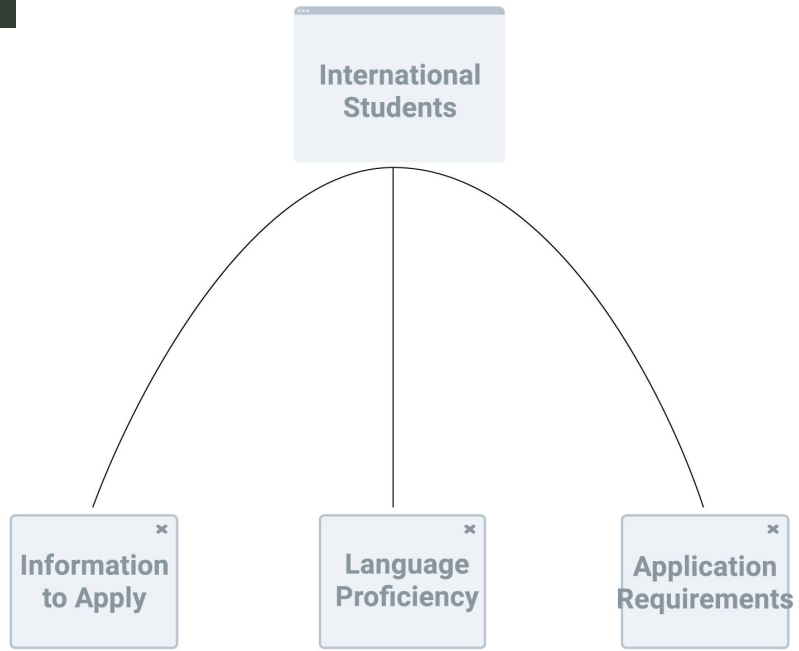
Admissions → **Program**





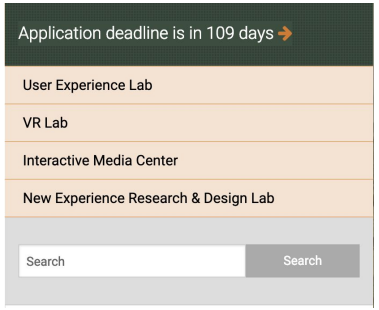
RECOMMENDATIONS - TAB 2

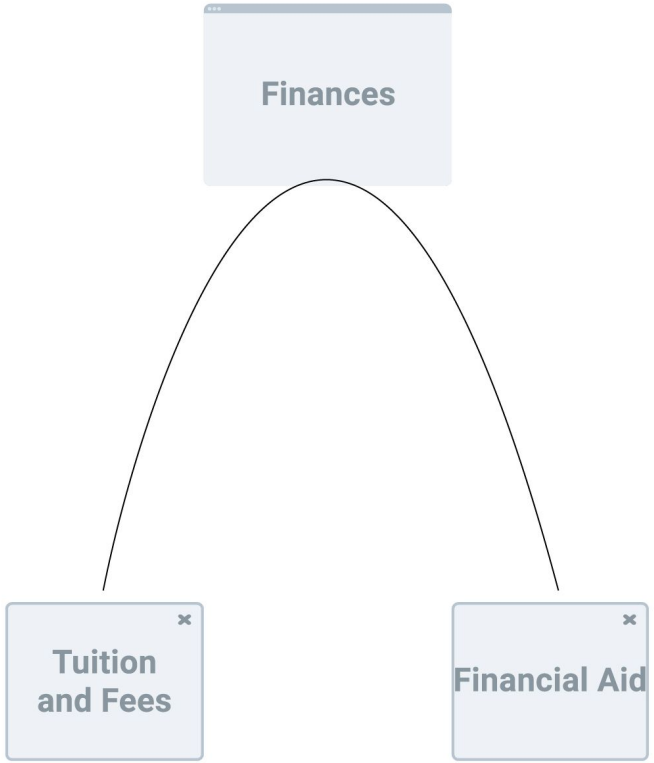




RECOMMENDATIONS - TAB 3

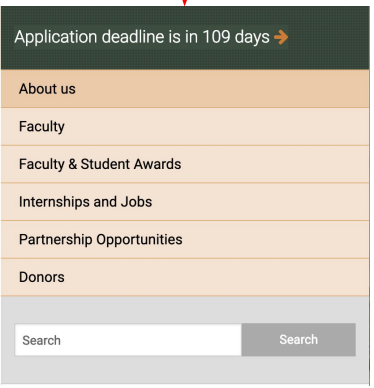
Facilities → **Finances**

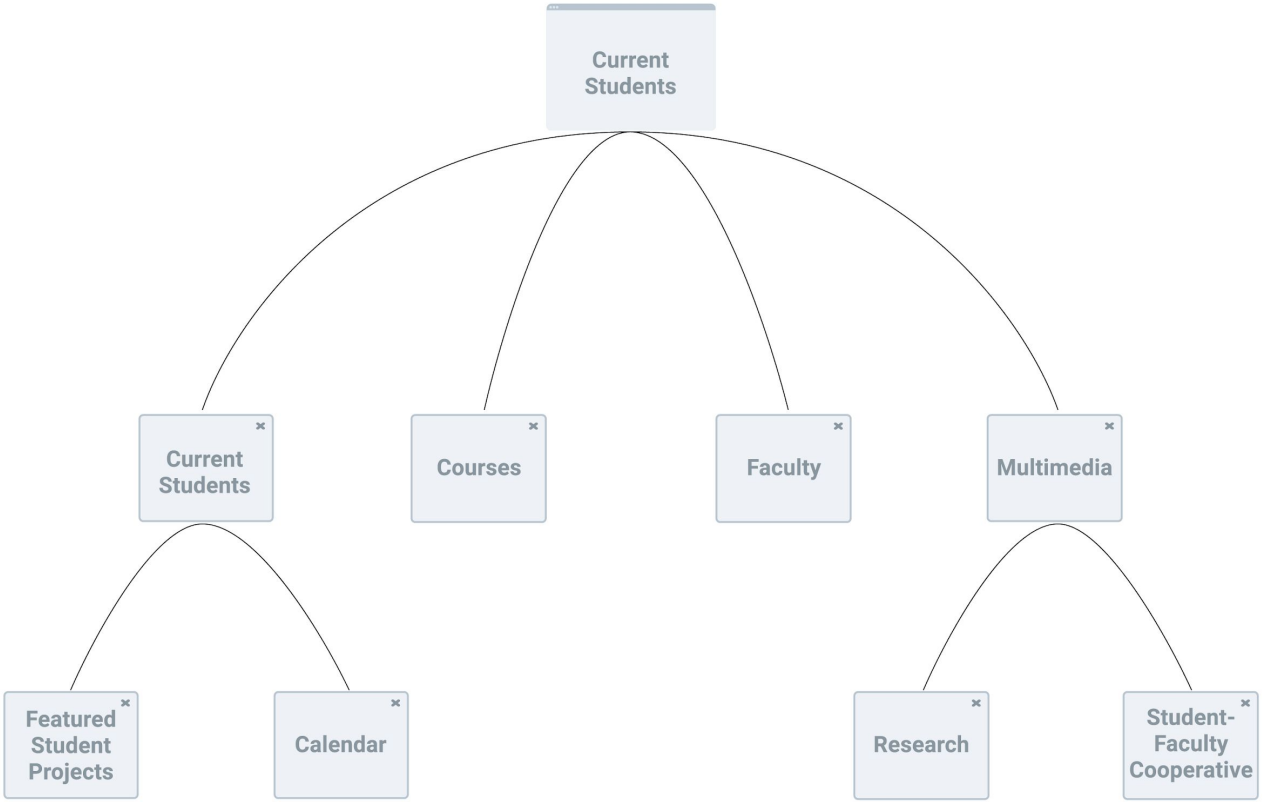




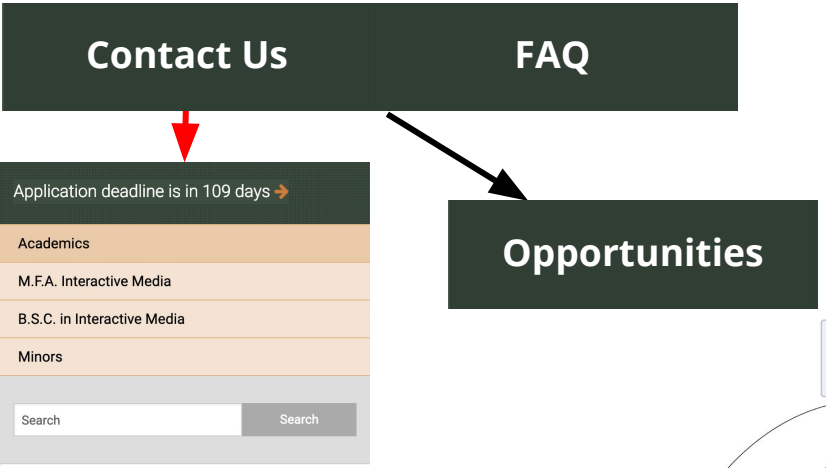
RECOMMENDATIONS - TAB 4

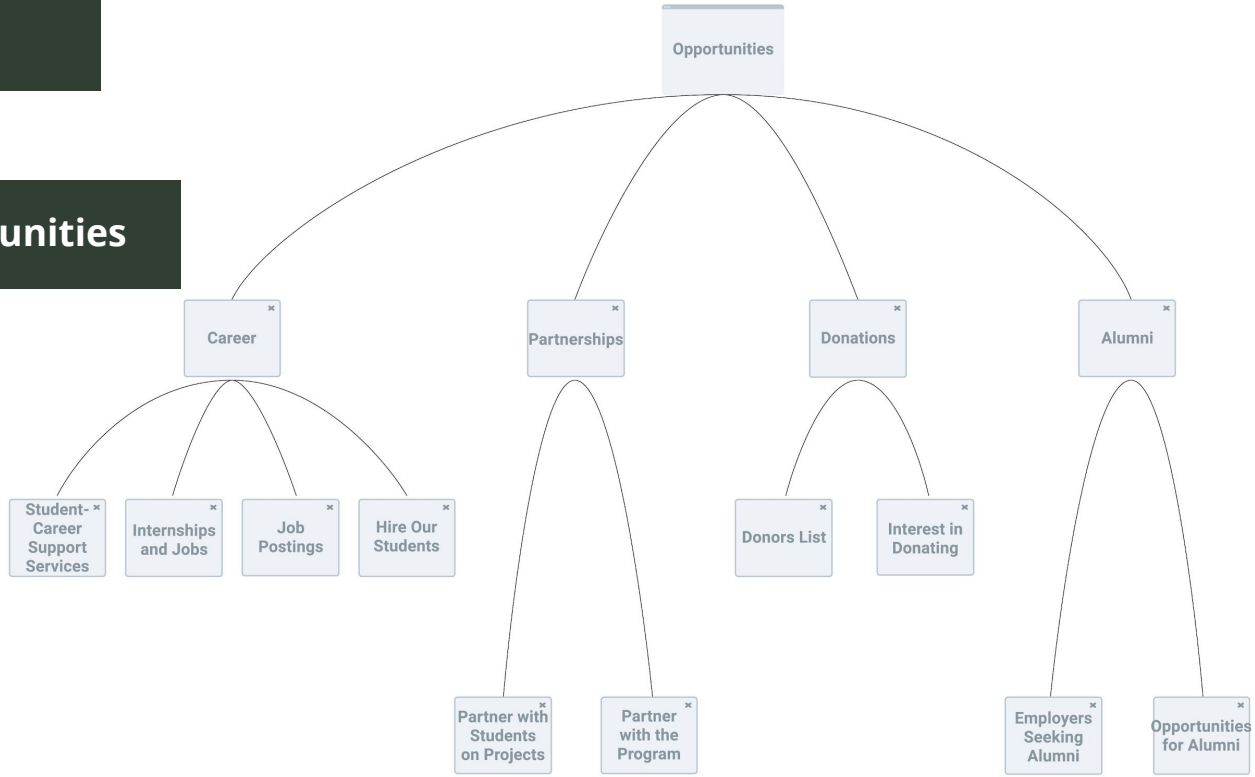
About Us → **Current Students**





RECOMMENDATIONS - TABS 5 & 6





NAVIGATION TAB 6 - / WIREFRAME

Contact Us → **Opportunities**

Contact Us

Application deadline is in 109 days

- Admissions
- Academics
- Facilities
- About Us
- FAQ
- Contact Us

Search | Search

Get in touch

At the University of Miami, we pride ourselves on offering individual attention to students and their parents. We are available year-round to answer your questions and provide further guidance, should you need it.

If, after exploring our website, you find that you have further questions or need assistance on some specific issue, please don't hesitate to contact us. Our office hours are Monday-Friday, 9 a.m.–5 p.m. EST.

Mailing address for follow-up application materials and all other types of correspondence

Graduate Studies Office
University of Miami School of Communication
5100 Brunson Drive
Coral Gables, FL 33146

Telephone number

General Inquiries:
305.284.2265

Graduate Office
305.284.5236

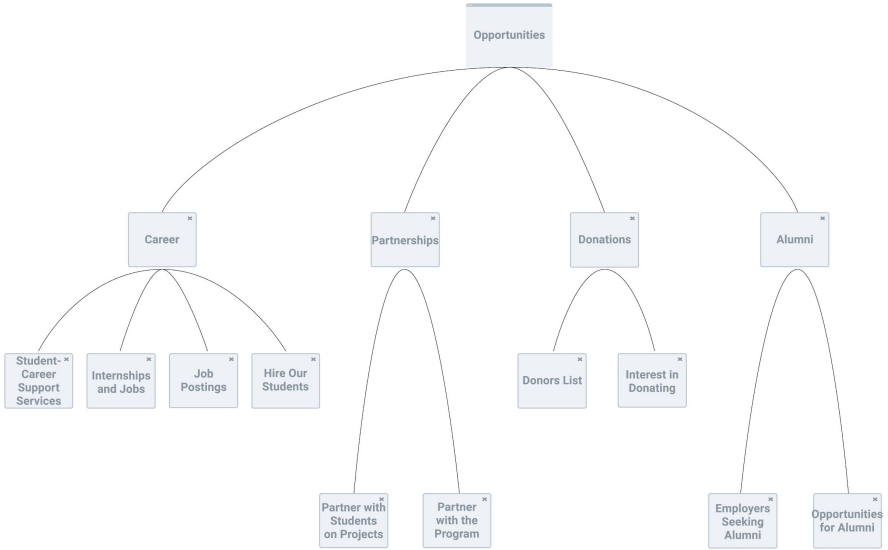
Email

grinfeder@miami.edu

Apply Today

Feb 1st. 2019 Application Deadline

Apply Today



TOP NAVIGATION - TOP 25%

BASED ON PRIORITIZATION DATA / SIMILARITY MATRIX / DENDROGRAM

DENDROGRAM

- APPLICATION: (3) Overall, **(7)** Application Enquiry, Application Process, Deadlines
- INTERNATIONAL STUDENTS: (6) International Students (Information)
- FINANCES: (5) Finances and Expenses, School Finances, Tuition and Expenses

Prioritization Top 25% Results

Overview of program, Applying to program
International students applying to program
Tuition and fees

Program	International Students	Finances

PROGRAM
Overview of the Program
Program Concentrations

APPLICATION
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Requirements to Apply
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Information to Apply
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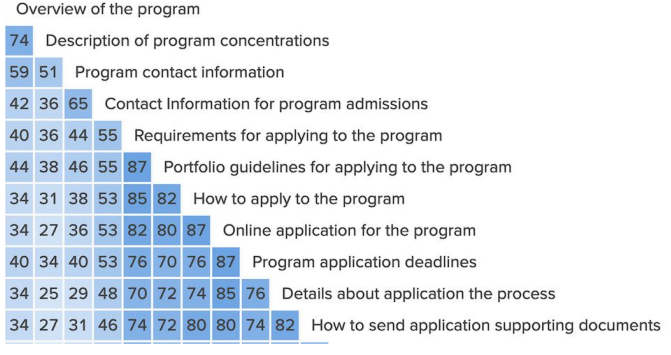
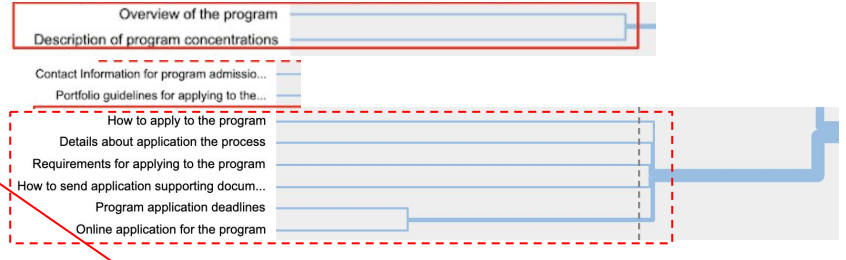
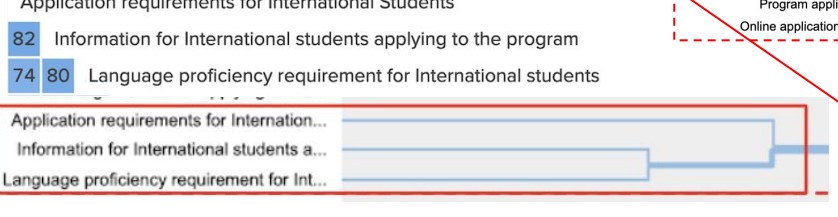
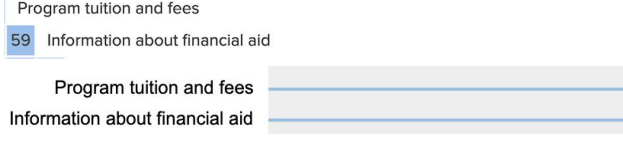
Application Requirements

Tuition and Fees
Financial Aid



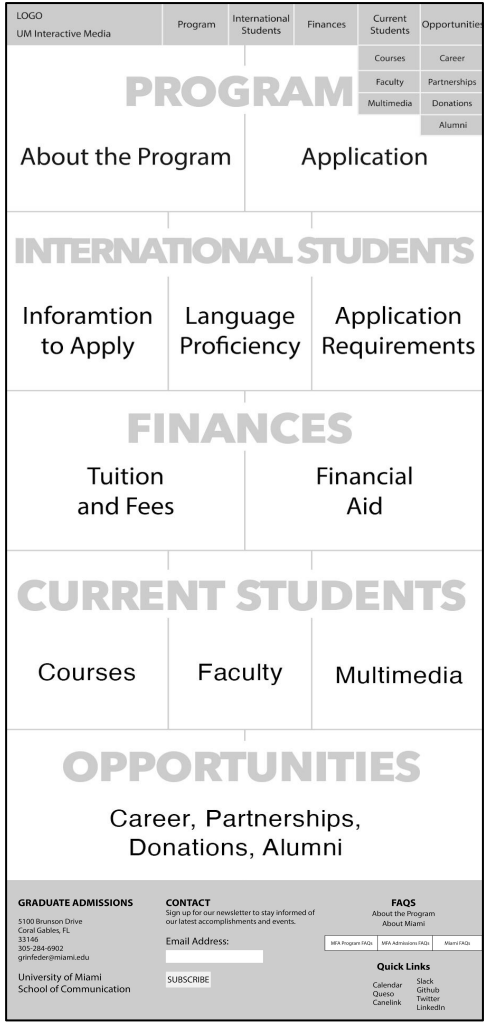






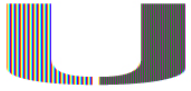
REDESIGN MOCKUP
TOP NAVIGATION

- Based on our top 25% primary
  - Program
  - International Students
  - Finances
- 12 categories total in top navigation (including drop down) instead of sidebar longer sidebar navigation
- Using the same terminology across the website



PROBLEMS FOUND

- 95% of the participants had not heard about the UM Interactive website
- 90% of the participants were college students. Hardly any professors, alumni, partners, or other.
- Majority of our participants were Asian (not proficient in English)
- Study restricted to Miami only



University of Miami
INTERACTIVE

Thank You

Appendix: Questionnaires

Pre Study Demographics

1. What is your gender? (select one)

( ) Male
( ) Female
( ) Other _____ (need text box)

2. What is your age? _____ (text box)

3. Race/ Ethnicity (select one or more)

( ) Caucasian ( ) African American( ) Asian
( ) American Indian ( ) Alaska native ( ) Hispanic
( ) Middle Eastern ( ) Pacific Islander ( ) Caribbean ( ) Other: _____

4. Education Level (select highest level achieved):

( ) High School Graduate( ) Vocational/ Technical Graduate ( ) Certification
( ) Some College ( ) Associates Degree
( ) Bachelors Degree
( ) Masters Degree ( ) Doctoral Degree
( ) Other: _____

Post Study Demographics

1. Please indicate if you are any of the following: (select one or more)

( ) Current college student
( ) Prospective college student
( ) Parent of college student
( ) Parent of prospective college student
( ) Friend or relative of college student
( ) Friend or relative prospective college student
( ) None of the above

2. How would you rate your technology experience? (select one)

( ) Novice ( ) Competent ( ) Proficient

3. How often do you visit websites for information? (select one)

( ) Rarely ( ) Sometimes ( ) Often

4. What devices do you use when visiting websites? (select one or more)

( ) Tablet ( ) Laptop ( ) Desktop ( ) Mobile ( ) Other _____

5. If you use a mobile device when visiting websites, which platform do you use? (select one or more)

( ) IOS (Apple) ( ) Android ( ) Other _____

6. Have you ever visited the University of Miami Interactive Media website (interactive.miami.edu)?

( ) Yes ( ) No ( ) Not sure/ Don't know

7. How often do you visit the University of Miami Interactive Media website (interactive.miami.edu)?

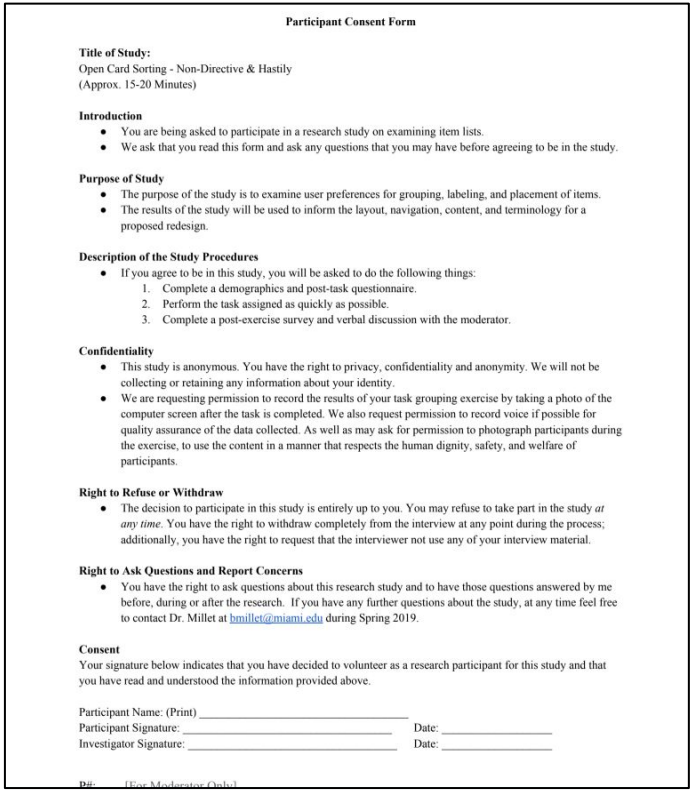
( ) Daily ( ) Once a week ( ) Once a month ( ) Once a year ( ) Never
( ) Not sure/ Don't know

8. How satisfied are you with the University of Miami Interactive Media website (interactive.miami.edu)?

( ) Very satisfied ( ) Somewhat satisfied ( ) Satisfied
( ) Somewhat dissatisfied ( ) Very dissatisfied
( ) Not sure/ Don't know

Appendix: Researcher Packet

Consent Form



Participant Consent Form

Title of Study:
Open Card Sorting - Non-Directive & Hastily
(Approx. 15-20 Minutes)

Introduction
- You are being asked to participate in a research study on examining item lists.
- We ask that you read this form and ask any questions that you may have before agreeing to be in the study.

Purpose of Study
- The purpose of the study is to examine user preferences for grouping, labeling, and placement of items.
- The results of the study will be used to inform the layout, navigation, content, and terminology for a proposed redesign.

Description of the Study Procedures
- If you agree to be in this study, you will be asked to do the following things:
  1. Complete a demographics and post-task questionnaire.
  2. Perform the task assigned as quickly as possible.
  3. Complete a post-exercise survey and verbal discussion with the moderator.

Confidentiality
- This study is anonymous. You have the right to privacy, confidentiality and anonymity. We will not be collecting or retaining any information about your identity.
- We are requesting permission to record the results of your task grouping exercise by taking a photo of the computer screen after the task is completed. We also request permission to record voice if possible for quality assurance of the data collected. As well as may ask for permission to photograph participants during the exercise, to use the content in a manner that respects the human dignity, safety, and welfare of participants.

Right to Refuse or Withdraw
- The decision to participate in this study is entirely up to you. You may refuse to take part in the study *at any time*. You have the right to withdraw completely from the interview at any point during the process; additionally, you have the right to request that the interviewer not use any of your interview material.

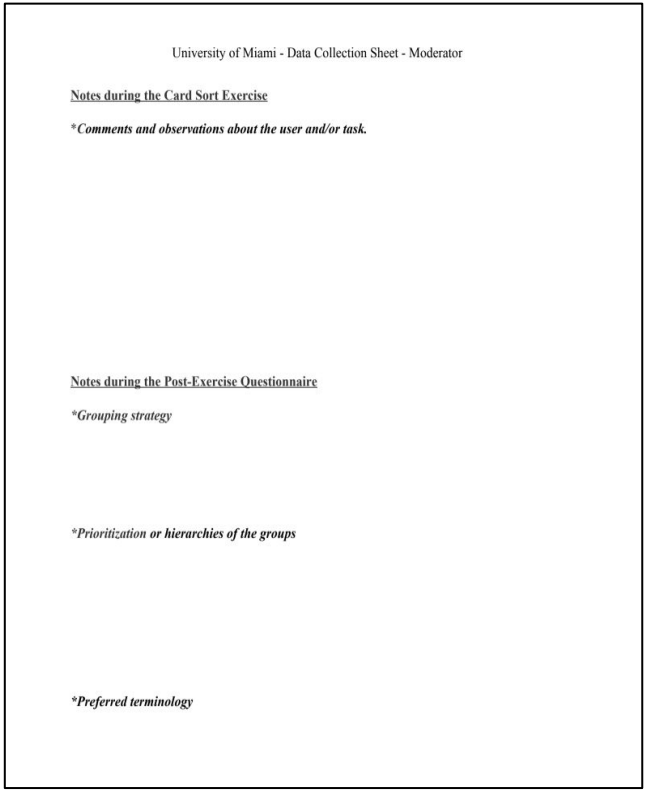
Right to Ask Questions and Report Concerns
- You have the right to ask questions about this research study and to have those questions answered by me before, during or after the research. If you have any further questions about the study, at any time feel free to contact Dr. Millet at bmillet@miami.edu during Spring 2019.

Consent
Your signature below indicates that you have decided to volunteer as a research participant for this study and that you have read and understood the information provided above.

Participant Name: (Print) _____
Participant Signature: _____ Date: _____
Investigator Signature: _____ Date: _____

P#: [For Moderator Only]

Data Collection Sheet



University of Miami - Data Collection Sheet - Moderator

Notes during the Card Sort Exercise

Comments and observations about the user and/or task.

Notes during the Post-Exercise Questionnaire

**Grouping strategy*

Prioritization* ***or hierarchies of the groups*

****Preferred terminology***

Appendix: Researcher Packet

Optimal Sort Credentials

Study access:
https://a8rp83dn.optimalworkshop.com/optimalsort/hastily-card-sort

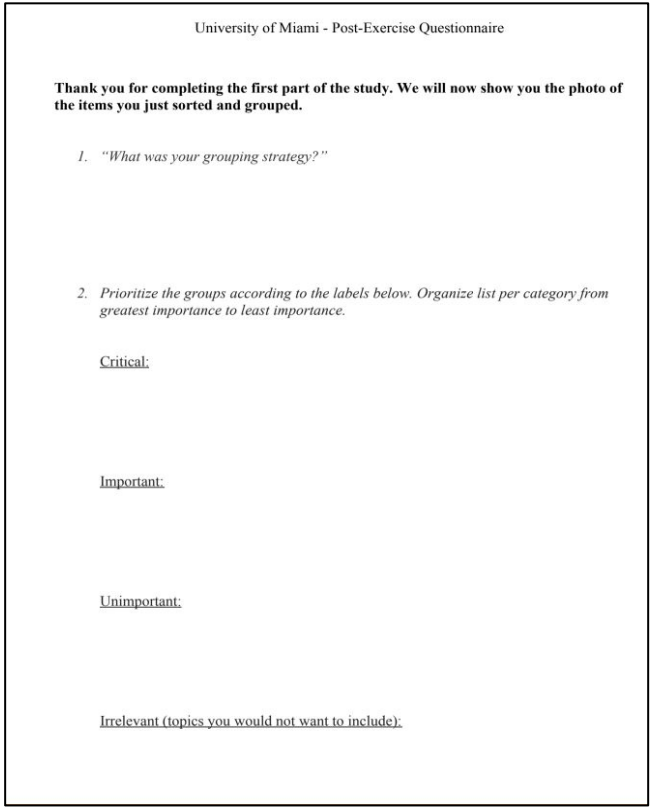
Backend:

https://www.optimalworkshop.com/a/a8rp83dn/account

Account Info:

User: vevagency@gmail.com
Password: CIM622NDH

Post Study Questionnaire



University of Miami - Post-Exercise Questionnaire

Thank you for completing the first part of the study. We will now show you the photo of the items you just sorted and grouped.

1. *"What was your grouping strategy?"*

2. *Prioritize the groups according to the labels below. Organize list per category from greatest importance to least importance.*

   Critical:

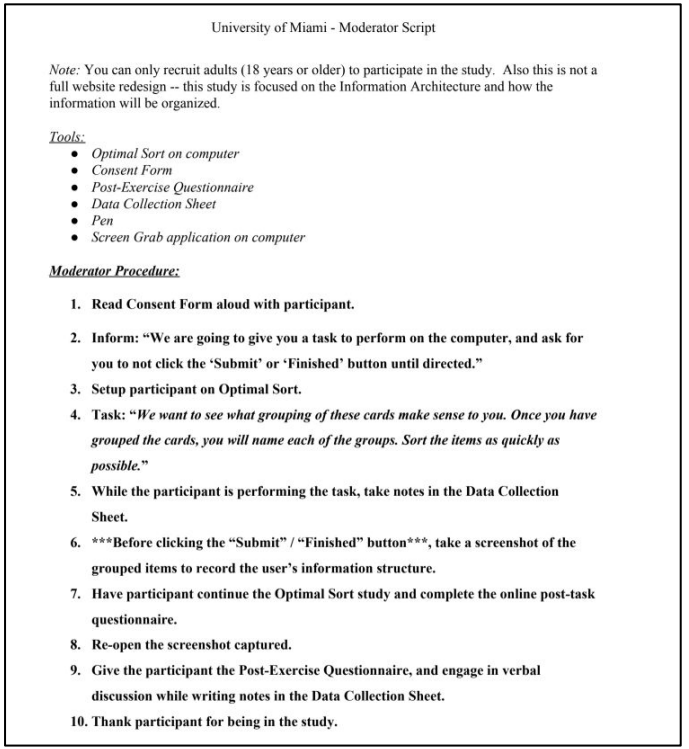
   Important:

   Unimportant:

   Irrelevant (topics you would not want to include):

Appendix:
Researcher Packet

Moderator Script



University of Miami - Moderator Script

Note: You can only recruit adults (18 years or older) to participate in the study. Also this is not a full website redesign -- this study is focused on the Information Architecture and how the information will be organized.

Tools:

- *Optimal Sort on computer*
- *Consent Form*
- *Post-Exercise Questionnaire*
- *Data Collection Sheet*
- *Pen*
- *Screen Grab application on computer*

Moderator Procedure:

1. **Read Consent Form aloud with participant.**
2. **Inform: "We are going to give you a task to perform on the computer, and ask for you to not click the 'Submit' or 'Finished' button until directed."**
3. **Setup participant on Optimal Sort.**
4. **Task: "*We want to see what grouping of these cards make sense to you. Once you have grouped the cards, you will name each of the groups. Sort the items as quickly as possible.*"**
5. **While the participant is performing the task, take notes in the Data Collection Sheet.**
6. *****Before clicking the "Submit" / "Finished" button***, take a screenshot of the grouped items to record the user's information structure.**
7. **Have participant continue the Optimal Sort study and complete the online post-task questionnaire.**
8. **Re-open the screenshot captured.**
9. **Give the participant the Post-Exercise Questionnaire, and engage in verbal discussion while writing notes in the Data Collection Sheet.**
10. **Thank participant for being in the study.**

Appendix:
Time per Participant

1- 15

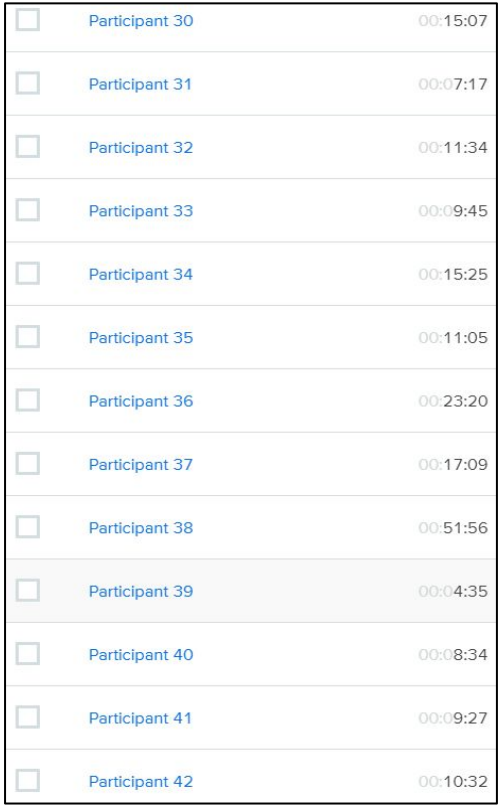
Participant	Time taken
Participant 1	00:17:43
Participant 2	00:30:42
Participant 3	00:06:56
Participant 4	00:08:36
Participant 5	00:12:05
Participant 6	00:08:19
Participant 7	00:10:20
Participant 8	00:13:55
Participant 9	00:13:28
Participant 12	00:09:51
Participant 13	00:11:18
Participant 14	00:23:54
Participant 15	00:17:14

16-29

Participant	Time taken
Participant 16	00:11:12
Participant 17	00:10:08
Participant 18	00:14:01
Participant 19	00:09:57
Participant 20	00:10:09
Participant 22	00:07:35
Participant 23	00:10:00
Participant 24	00:07:43
Participant 25	00:08:00
Participant 26	00:05:27
Participant 27	00:16:44
Participant 28	00:20:12
Participant 29	00:10:33

Appendix:
Time per Participant

30-42



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