

Card Sorting Report

Ann Arbor SPARK
annarborusa.org

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Executive Summary

INP Associates, on behalf of Ann Arbor SPARK, has conducted a card sorting exercise as part of the redesign of their website, *annarborusa.org*. The goal of this exercise was to determine how test subjects would group content located on Ann Arbor SPARK'S website as well as discover how users interpreted existing content labels.

The findings of the card sort are organized based on:

- **Alternate Interpretations of Labels**
These labels were misinterpreted by the test subjects. Relabeling or relocating this content may provide a solution.
- **Content Difficult to Categorize; Potential Labeling Concerns**
Subjects found these labels to be confusing and required further explanation as to the content related to the card.
- **Content Expansion**
While performing the tests, some subjects suggested additional content they felt was missing or could be expanded upon.
- **Cross-Linking / Content Integration**
Some subjects identified content that could be linked to content in other parts of the site. This information could inform future site navigation decisions.
- **Groupings Established for Content: Potential Global Navigation**
The group labels provided by the test subjects could be useful in developing site architecture.
- **Separate High-Level Pages; Potential Global Navigation or Functional**
Many subject found difficulty placing certain labels under specific categories. Many times the subjects referred to these labels as "functional". This would suggest that a potential location for these items would be on the main page where they could be easily accessed by users.

Alternative Energy & Cleantech, Homeland Security & Defense, Information Technology, and Printing & Publishing were among some of the most misinterpreted labels. Many subjects saw these labels as services not industries in the region. The addition of "Industry" could provide a possible solution.

Several subjects had difficulty with the Location and Maps label. Several thought this content referred to SPARK locations. The addition of "Regional" to this label may provide a solution.

Other concerns and labeling suggestions are outlined in further detail in the Findings and Recommendations section.

Description of Card Sort

Card sorting conducted:	Feb 22, 2001 – March 5, 2011
Testing occurred at:	Subject's homes
Number of testes:	6
Participants per test:	1
Test duration:	Between 1 and 2 hours per test
Number of cards:	60
Type of card sort:	Exploratory (users created groupings of related cards and assigned labels to those groupings)

Findings and Recommendations

Alternate Interpretations of Labels

- Support was misinterpreted as community support for businesses.
- Location & Maps was interpreted by one subject to be directions to the SPARK facilities.
- Alternative Energy & Cleantech, Homeland Security & Defense, Information Technology, and Printing & Publishing were misinterpreted as services by multiple subjects.
- Job Postings was interpreted in several different ways by the test subjects. One thought this was community job posting board; three others had questions if this was in reference to job postings at SPARK.
- One subject was confused as to whether the Higher Education label referred to education provided at spark or local Higher Education intuitions.
- Governance was misinterpreted by one subject to mean local government. Another had difficulty categorizing the label and required further explanation as to the content.
- The Michigan Energy Forum label was confusing to several subjects and required further explanation of the contents.
- Site Map was misinterpreted by one subject to refer to a map of the SPARK buildings.
- Foreign Owned Companies was a way to connect with foreign companies and not companies doing business in the region.
- College Connections for New Graduates was interpreted by one subject to reference internship programs at SPARK.
- Community Groups was interpreted as a community bulletin board by one subject.
- Funding & Incentives was interpreted as funding for SPARK by one subject.
- One subject was confused as to whether Entrepreneur Partners were partners of SPARK or individuals that users of the site could collaborate with.

Content Difficult to Categorize; Potential Labeling Concerns

- SPARK Central Business Incubator (one subject was confused over this label although they correctly identified the SPARK East Business Incubator label as a location. Possible correction: include “Ann Arbor” with this label.
- One subject had difficulty understanding the Executive and Management Recruiters label.

Content Expansion

- A user was interested in seeing information about SPARKS history added to the site.
- One subject made several comments regarding the need for social networking for entrepreneurs and noted that many of the labels seemed to suggest that SPARK had a social networking component in place.
- One subject suggested that the individual SPARK locations be separated and more content be developed regarding their specific functions.

- Two subject made comments regarding creating a loan specific section with one creating a Microloan category.

Cross-Linking

- Provide cross-linking between Business Expansion Inquiry, Business Expansion Partners, and Business Expansion Inquiry FORM or create a separate category for this information.
- One user saw the need to cross link many of the business specific documentation to other pages but was unable to provide specifics.

Groupings Established for Content: Potential Global Navigation

- Ann Arbor Info / Ann Arbor Business Information / Ann Arbor Area info / Community / Unequally Local / Local Info / Local Area Business / Local
- About / About Us / SPARK / Bio / Incubator / Locations
- Client Communications
- Contact / Contacts / Contact Us / Contact and Visit
- Programs and Events
- Services /
- Confidential
- Education
- Employment
- Events
- FAQs
- Forms / Online Forms
- Functional
- Funding / Loan Info / Microloan
- Groups / Investors /
- News and Press / Press

Separate High-Level Pages; Potential Global Navigation or Functional

- Contact Us FORM
- Client Login FORM
- Site Map
- Subscribe to Email List
- Support
- Directions

Card Sorting Data

Conventions

Boldface text indicates a potential global navigation area; italicized text indicates a potential local navigation area. Within the 'Cards in Group' column, text with items indented on the lines below represents an even deep division/category of content

Card Sort 1

Suggested Label

Confidential

Cards in Group

Jennifer Owens

Client Login (form)

Subscribe to email list

Expert Resource Board

About

Contact Us FORM

Ann Arbor SPARK's New Talent Portal
Helps Connect Skilled Professionals to
Employers

Site Map

Location & Maps

Funding & Incentives

Cost of Doing Business

SPARK Central Business Incubator

SPARK East Business Incubator

SPARK Portfolio Companies

Entrepreneur Partners

SPARK Eastside Innovation Campus

Service Providers

Ann Arbor SPARK Guiding Principles

Governance

Directions

Events

Printing & Publishing

Entrepreneur Boot Camp

Job Postings

Michigan Energy Forum

Marketing Roundtable

SPARK Live Events

Forms

Space & Buildings SEARCH FORM

Business Expansion Inquiry FORM

Business Idea Submission FORM

Apply for Space FORM

Services

Information Technology
Online Business Planning
Consulting Services
Career Counseling
Marketing Materials & PDF Library

FAQs

Business Expansion Inquiry
Foreign Owned Companies
Business Expansion Partners
Incubator FAQs
Microloan FAQs
Investors in SPARK

Community

Local Support
Area Businesses
Transportation & Infrastructure
Alternative Energy & Cleantech
Homeland Security & Defense
Life Sciences & Health Care
Facts & Rankings
Community Groups
Weather

Transient MI has new Tax Credit for Angels
Demographics & Trends
Michigan Film Incentive FORM
Eastern Washtenaw County Microloan
Program
“College Connections for New Graduates”
Higher Education
Community Resources
Schools

Employment

Top Employers
Workforce
Executive and Management Recruiters

Card Sort 2

Suggested Label

Services

Cards in Group

Business Expansion Inquiry
Space & Buildings SEARCH FORM
Business Expansion Partners
Business Expansion Inquiry FORM
Online Business Planning
Entrepreneur Boot Camp
Consulting Services
Business Idea Submission FORM
Apply for Space FORM
Entrepreneur Partners
Career Counseling
“College Connections for New Graduates”

Local

Demographics & Trends
Workforce
Area Businesses
Transportation & Infrastructure
Location & Maps
Cost of Doing Business
Higher Education
Facts & Rankings
Community Resources
Community Groups
Schools
Weather

Local Area Businesses

Top Employers
Foreign Owned Companies
Alternative Energy & Cleantech
Homeland Security & Defense
Information Technology
Life Sciences & Health Care
Printing & Publishing
Service Providers

Loan Info

Funding & Incentives
Michigan Film Incentive FORM
Eastern Washtenaw County Microloan
Program
Microloan FAQs

Events

Michigan Energy Forum
Marketing Roundtable
SPARK Live Events

Log-In

Client Login (form)

Site Map

Site Map

Subscribe to Email

Subscribe to email list

Contact Us

Contact Us FORM

About

Spark Info Support
SPARK Central Business Incubator
SPARK East Business Incubator
Incubator FAQs
SPARK Portfolio Companies
SPARK Eastside Innovation Campus
Job Postings
Ann Arbor SPARK Guiding Principles
Investors in SPARK
Marketing Materials & PDF Library
Directions

News “Ann Arbor SPARK’s New Talent Portal
Helps Connect Skilled Professionals to
Employers”
“MI has new Tax Credit for Angels”

Personal Jennifer Owens
Expert Resource Board
Executive and Management Recruiters
Governance

Card Sort 3

Suggested Label

Ann Arbor Info

Cards in Group

Living Area Businesses
Transportation & Infrastructure
Location & Maps
Higher Education
Facts & Rankings
Schools
Weather

Services Top Employers
Foreign Owned Companies
Alternative Energy & Cleantech
Homeland Security & Defense
Information Technology
Life Sciences & Health Care
Printing & Publishing
Service Providers
Community Resources
Community Groups

Doing Business Business Expansion Inquiry
Demographics & Trends
Workforce
Cost of Doing Business
Space & Buildings SEARCH FORM
Business Expansion Inquiry FORM
Apply for Space FORM

Press “Ann Arbor SPARK’s New Talent Portal
Helps Connect Skilled Professionals to
Employers”
“MI has new Tax Credit for Angels”

Groups

Online Business Planning
Entrepreneur Boot Camp
Consulting Services
Business Idea Submission FORM
Executive and Management Recruiters
“College Connections for New Graduates”

Funding

Funding & Incentives
Michigan Film Incentive FORM
“Eastern Washtenaw County Microloan Program”
Microloan FAQs

Functional

Contact Us FORM
Client Login FORM
Site Map
Support
Subscribe to email list

SPARK

Us Jennifer Owens
Expert Resource Board
Job Postings
Ann Arbor SPARK Guiding Principles
Governance
Marketing Materials & PDF Library

Friends Business Expansion Partners
SPARK Portfolio Companies
Entrepreneur Partners
Investors in SPARK

Locations SPARK Central Business Incubator
SPARK East Business Incubator
Incubator FAQs
SPARK Eastside Innovation Campus
Directions

Events Michigan Energy Forum
Marketing Roundtable
SPARK Live Events

Card Sort 4

Suggested Label

Uniquely Local

Cards in Group

MI has new Tax Credit for Angels
Demographics & Trends
Area Businesses
Homeland Security & Defense
Information Technology
Michigan Film Incentive FORM
Facts & Rankings
Schools
Weather
Michigan Energy Forum

Education

Online Business Planning
Entrepreneur Boot Camp
Consulting Services
Career Counseling
Higher Education
Community Resources

Services

“Ann Arbor SPARK’s New Talent Portal
Helps Connect Skilled Professionals to
Employers”
Top Employers
Business Idea Submission FORM
Apply for Space FORM
Expert Resource Board
Entrepreneur Partners
Executive and Management Recruiters
Marketing Roundtable
SPARK Live Events

Client Communications

Client Login FORM
Foreign Owned Companies
Workforce
Transportation & Infrastructure
Alternative Energy & Cleantech
Life Sciences & Health Care
Printing & Publishing
Space & Buildings SEARCH FORM
Job Postings
“College Connections for New Graduates”
Community Groups

Investors

Business Expansion Inquiry
Funding & Incentives
Cost of Doing Business
Business Expansion Partners
“Eastern Washtenaw County Microloan Program”
Microloan FAQs
Service Providers
Investors in SPARK
Marketing Materials & PDF Library

Bio

Jennifer Owens
Business Expansion Inquiry FORM
SPARK Portfolio Companies
Ann Arbor SPARK Guiding Principles
Governance

Contacts

Contact Us FORM
Support
Subscribe to email list
Incubator FAQs

Locations

Site Map
Location & Maps
SPARK Central Business Incubator
SPARK East Business Incubator
Executive and Management Recruiters
Directions

Card Sort 5

Suggested Label

About Us

Cards in Group

SPARK Portfolio Companies
Ann Arbor SPARK Guiding Principles
Governance
Investors in SPARK

Contact

Contact Us FORM
Jennifer Owens
Site Map
Support
Subscribe to email list
Location & Maps
Entrepreneur Partners
Job Postings
Directions

Online Forms

Michigan Film Incentive FORM
Space & Buildings SEARCH FORM
Business Expansion Inquiry FORM
Business Idea Submission FORM
Apply for Space FORM

Services

Business Expansion Inquiry
Business Expansion Partners
Online Business Planning
Consulting Services
Expert Resource Board
Executive and Management Recruiters
Career Counseling
“College Connections for New Graduates”
Marketing Materials & PDF Library

Microloans

“Eastern Washtenaw County Microloan Program”
Microloan FAQs

Incubator

Ann Arbor SPARK Central Business Incubator
Incubator FAQs

SPARK East SPARK East Business Incubator
SPARK Eastside Innovation Campus

Local Info

Demographics Top Employers
Demographics & Trends
Area Businesses
Transportation & Infrastructure
Cost of Doing Business
Higher Education
Facts & Rankings
Schools
Weather

Ann Arbor Industries Foreign Owned Companies
Alternative Energy & Cleantech
Homeland Security & Defense
Information Technology
Life Sciences & Health Care

Resources Printing & Publishing
Funding & Incentives
Service Providers
Community Resources
Community Groups

Programs and Events

Workforce
Entrepreneur Boot Camp
Michigan Energy Forum
Marketing Roundtable
SPARK Live Events

Log-In

Client Login FORM

News and Press

“Ann Arbor SPARK’s New Talent Portal
Helps Connect Skilled Professionals to
Employers”
MI has new Tax Credit for Angels

Card Sort 6

Suggested Label

Join/Log In

Cards in Group

Client Login FORM

Subscribe to email list

Ann Arbor Area Info

Environmental Incentives

Alternative Energy & Cleantech
Michigan Energy Forum

Health and Education

Information Technology
Life Sciences & Health Care
Higher Education
Schools

Government and Community

Homeland Security & Defense
Service Providers
Community Resources
Community Groups
Governance

Local Statistics and Geographic Data

Demographics & Trends
Transportation & Infrastructure
Location & Maps
Facts & Rankings
Weather

Ann Arbor Business Info

Credits and Programs

MI has new Tax Credit for Angels
Funding & Incentives
Michigan Film Incentive FORM
Incubator FAQs
Microloan FAQs

Statistics

Top Employers
Foreign Owned Companies
Workforce
Area Businesses
Printing & Publishing
Cost of Doing Business
Entrepreneur Partners

Spark

- Forms and Applications* Business Expansion Inquiry
Space & Buildings SEARCH FORM
Business Idea Submission FORM
Apply for Space FORM
Marketing Materials & PDF Library
- Services and Events* Online Business Planning
Entrepreneur Boot Camp
Consulting Services
Job Postings
Career Counseling
“College Connections for New Graduates”
Marketing Roundtable
SPARK Live Events
- Information* Jennifer Owens
“Ann Arbor SPARK’s New Talent Portal
Helps Connect Skilled Professionals to
Employers”
SPARK Central Business Incubator
SPARK East Business Incubator
Incubator FAQs
Expert Resource Board
SPARK Eastside Innovation Campus
Ann Arbor SPARK Guiding Principles
- Partners* Business Expansion Partners
SPARK Portfolio Companies
Executive and Management Recruiters
Investors in SPARK

Contact/Visit

- Contact Us FORM
- Site Map
- Support
- Directions

List of cards

1. Contact Us FORM
2. Jennifer Owens
3. Ann Arbor SPARK's New Talent Portal Helps Connect Skilled Professionals to Employers
4. MI has new Tax Credit for Angels
5. Login
6. Site Map
7. Support
8. Subscribe to Email List
9. Business Expansion Inquiry
10. Top Employers
11. Foreign Owned Companies
12. Demographics & Trends
13. Workforce
14. Area Businesses
15. Transportation & Infrastructure
16. Location & Maps
17. Alternative Energy & Cleantech
18. Homeland Security & Defense
19. Information Technology
20. Life Sciences & Health Care
21. Printing & Publishing
22. Funding & Incentives
23. Michigan Film Incentive FORM
24. Cost of Doing Business
25. Available Space & Buildings SEARCH FORM
26. Business Expansion Partners
27. Business Expansion Inquiry FORM
28. Online Business Planning
29. Entrepreneur Boot Camp
30. Consulting Services
31. Business Idea Submission FORM
32. SPARK Central Business Incubator
33. SPARK East Business Incubator
34. Apply for Space FORM
35. Incubator FAQs
36. Eastern Washtenaw County Microloan Program
37. Microloan FAQ's
38. Expert Resource Board
39. SPARK Portfolio Companies
40. Entrepreneur Partners
41. Eastside Innovation Campus
42. Service Providers
43. Job Postings
44. Executive and Management Recruiters
45. Career Counseling
46. College Connections for New Graduates
47. Higher Education

- 48. Facts & Rankings
- 49. Community Resources
- 50. Community Groups
- 51. Schools
- 52. Weather
- 53. Ann Arbor SPARK Guiding Principles
- 54. Governance
- 55. Investors in SPARK
- 56. Marketing Materials & PDF Library
- 57. Directions
- 58. Michigan Energy Forum
- 59. Marketing Roundtable
- 60. Live Events