

# Card Sort Report

*Cell.com*

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## Executive Summary

An exploratory card sorting exercise was conducted as part of the Cell.com redesign. The primary goals of the card sort were to understand how users grouped content into a hierarchical structure, as well as gain insight into how labels were interpreted.

The findings of the card sort are organized based on:

- Alternate Interpretations of Labels

These labels need to be revised and/or content needs to be relocated, in order to reduce ambiguity.

- Content Difficult to Categorize and Potential Labeling Concerns

These items generally need to have a different label assigned, in order to reduce user confusion.

- Content Expansion

Sometimes subjects offer their opinions for content they think ought to be available from the site, such as pages they expected to see but did not.

- Cross-Linking and Content Integration

Card sort analysis is especially good at identifying relationships between related sections of the site. These relationships represent opportunities to add cross-links.

- Groupings Established for Content and Potential Global Navigation

These group labels are quite useful as candidates for the site architecture.

- Non-Grouped High-Level Pages and Potential Global Navigation

These pages are located at the top of the site architecture and are not grouped together or with other content. Typically they serve a utility function.

Card sorting identified two major themes for site global navigation. Three of six subjects sorted pages largely into journal sub-site groupings. Two of the six subjects grouped pages based on the core functions the site offered such as grouping email alerts for all the journals. One of the six used a topic-based approach where likewise topics such as 'genetics' would be grouped across all journals.

## Description of Card Sort

Card sorting interviews were conducted at subjects' home and at interviewer's home.

Testing occurred at: 2/15/2013, 2/23/2013, 2/28/2013, 3/6/2013

Number of tests: 6

Participants per test: One user per card sort

Test duration: Ranged from 35 to 65 minutes

Number of cards: 51

Type of card sort: Exploratory (users created groupings of related cards and assigned labels to those groupings)

## Findings and Recommendations

### *Alternate Interpretation of Labels*

Mobile- Subjects did not know what this label meant. Some considered a link to a mobile version of the site, and other thought it might be about mobile phone applications.

EES Manuscript Submission- The EES abbreviation did not clarify what the page is about for any user subject. This label should be reworded.

Terms and Conditions- This label was considered too general by several subjects. One participant stated that it could apply to any part of the site, apply to the company or even to a particular journal.

### *Content Difficult to Categorize and Potential Labeling Concerns*

Webinars- Subjects knew to what the label referred, but many were unsure about where 'Webinars' would fit into the site structure. Therefore could be a candidate for cross-links as mentioned below.

Mobile, Site Map, and RSS feeds are labels that several subjects had trouble understanding and classifying.

### *Content Expansion*

Generally the test subjects thought the site could eliminate the subtle differences between journal sub-site labels. It is recommended that Cell.com make an effort to reduce needless differences among the journal sub-sites. One subject indicated that the journal sites seemed to be managed by different people. For example, Biophysical journal has an advanced search. Perhaps every journal should have such feature, or alternatively the site could offer a single advanced search which would apply to all of the journals.

### *Cross-Linking and Content Integration*

It is suggested that Cell.com add cross-links for conferences to journal pages that have a topical connection. For example cross-link RNA Conferences to the Genetics Journal pages. Crosslinks to conferences would provide value, however these would require ongoing maintenance due to the time sensitive nature of conferences.

### *Groupings Established for Content and Potential Global Navigation*

It is recommended that journal pages are grouped by journal, unless the page represents a cross cutting concern. Cross cutting concerns are pages that apply to site in general such as site registration, legal terms and conditions and the site map.

A minority of card sorting subjects organized the pages by likewise functionality. For example, grouping email alerts for all Cell Press journals might be worth consideration.

### *Non-Grouped High-Level Pages and Potential Global Navigation*

Several test subjects raised the concern that utility functions tend to be in common locations on websites' home page. It is recommended that Cell.com follow typical web conventions. For example placing policies and legal in the footer, and placing site registration more prominently at the top of the home page.

# Card Sorting Data

## Conventions

**Boldface** text indicates a potential global navigation area.

*Italicized* text indicates a potential local navigation area.

*Italicized* text that is further indented indicates an even deeper division/category of content.

## Card Sort 1

### Suggested Label

### Cards in Group

#### **New & Current Articles**

*New Articles*

Cancer Cell New Articles

Biophysical Journal New Articles

Genetics Journal New Articles

Cell Journal New Articles

*Current Articles*

Cancer Cell Journal Current Issue

Biophysical Journal Current Issue

Genetics Current Issue

Cell Journal Current Issue

#### **Most Read & Archived Articles**

*Most Read Articles*

Genetics Journal Most Read Articles

Most Read Cell Journal Articles

Cancer Cell Most Read Articles

Cell Press in the News

*Archive*

Biophysical Journal Archive

Cancer Cell Journal Archive

Genetics Archive

Cell Journal Archive

Biophysical Advanced Search

#### **Permissions**

Cancer Cell Permissions

Obtaining Permission to Use Cell Press Material

Genetics Journal Permissions

#### **Educational & Networking**

Webinars

Microbiomes and Host Health: May 12-14, 2013 Lisbon  
Portugal

Hallmarks of Cancer: Oct 29-31, 2012 San Francisco, CA

Functional RNA's: Dec 2-4, 2012 Sitges, Spain

#### **Alerts**

Mobile

Cell Journal E-mail Alerts

Genetics Journal E-mail Alerts

Cancer Cell Journal E-mail Alerts

Biophysical Journal E-mail Alerts

#### **Board and Reviewers**

Information for Reviewers of Cell Journal Articles

Contact Cell Press

Cell Journal Editorial Board & Contact

Biophysical Journal Editorial Board & Contact  
Trends in Genetics Editorial Inquiries

## Information for Authors

*Submitting*

EES Manuscript Submission Help Page

Guide to Publishing with Cell Press

*After Acceptance*

Video Abstract Guidelines

Information for Biophysical Journal Authors

Supplemental Information Guidelines for Cell Press  
Authors

Graphical Abstract Style Guide

## Subscription

Cell Press Journal Institutional Subscriptions

Cell Press Journal Individual Subscriptions

Digital Subscription

Activate Online Subscription

?<sup>1</sup>

*Top Right*

Signup / Site Registration

Site Map

RSS Feeds for Cell.com

*In the Footer*

Terms and Conditions

Privacy Policy

Funding Body Policies and Agreements

Cell Press Data Processing Policy

User Comments:

<sup>1</sup> The subject indicated that these cards seemed to belong in the part of the websites that she rarely views. The subject could not provide a specific label for this group, only stating, "this is stuff I read once or never." She indicated perhaps these links could be placed the top right areas for site registration and login, or at the very bottom of the home page for policies as indicated.

## Card Sort 2

### Suggested Label

#### **Genetics Journal**

*Inquiries and Permissions*

*Articles*

#### **Submissions**

#### **Cell Press**

*Contact*

### Cards in Group

Trends in Genetics Editorial Inquiries

Genetics Journal Permissions

Genetics Current Issue

Genetics Journal New Articles

Genetics Journal Most Read Articles

Genetics Archive

EES Manuscript Submission Help Page

Graphical Abstract Style Guide

Video Abstract Guidelines

*Cell Press in the News*

Contact Cell Press

Obtaining Permission to Use Cell Press Material

<i>Submissions</i>	Guide to Publishing with Cell Press Supplemental Information Guidelines for Cell Press Authors
<i>Subscription</i>	Cell Press Data Processing Policy Cell Press Journal Individual Subscriptions Cell Press Journal Institutional Subscriptions
<b>Cell Journal</b>	Cell Journal E-mail Alerts Microbiomes and Host Health: May 12-14, 2013 Lisbon Portugal
<i>Contact</i>	Cell Journal Editorial Board & Contact Information for Reviewers of Cell Journal Articles
<i>Articles</i>	Cell Journal Current Issue Cell Journal New Articles Most Read Cell Journal Articles Cell Journal Archive
<b>Cancer Cell Journal</b>	Cancer Cell Journal E-mail Alerts Cancer Cell Permissions Hallmarks of Cancer: Oct 29-31, 2012 San Francisco, CA
<i>Articles</i>	Cancer Cell Journal Current Issue Cancer Cell New Articles Cancer Cell Most Read Articles Cancer Cell Journal Archive
<b>Biophysical Journal</b>	Biophysical Advanced Search Biophysical Journal E-mail Alerts
<i>Articles</i>	Biophysical Journal Current Issue Biophysical Journal New Articles Biophysical Journal Archive
<i>Contact</i>	Biophysical Journal Editorial Board & Contact Information for Biophysical Journal Authors
<b>Home Page</b>	Webinars Site Map Mobile
<i>Subscription</i>	Signup / Site Registration Activate Online Subscription Digital Subscription RSS Feeds for Cell.com
<i>Legal</i>	Terms and Conditions Privacy Policy Funding Body Policies and Agreements

## User Comments:

<sup>1</sup> Had trouble grouping the dated cards for conference. Decided in the end they belong on the appropriate journal based on topic.

<sup>2</sup> Based on the variation in the card labels for the various journals, the subject supposed that journal specific sub-sites were each managed by different groups with very loose guidelines.

<sup>3</sup> The subject stated that the each card was listed with the first being the most important and the last being least important.



## Card Sort 3

### Suggested Label

#### **Cancer**

#### **General**

#### *Subscription*

#### Academic

#### **Coming Up**

#### **Genetics**

#### **Cell Press**

#### *Cell Journal*

#### *For Authors*

#### *Subscriptions*

### Cards in Group

Hallmarks of Cancer: Oct 29-31, 2012 San Francisco, CA

Cancer Cell Journal Archive

Cancer Cell Journal E-mail Alerts

Cancer Cell Journal Current Issue

Cancer Cell Permissions

Cancer Cell New Articles

Cancer Cell Most Read Articles

Signup / Site Registration

Mobile

Privacy Policy

Site Map

Terms and Conditions

Digital Subscription

Activate Online Subscription

Funding Body Policies and Agreements

Graphical Abstract Style Guide

EES Manuscript Submission Help Page

Video Abstract Guidelines

Webinars

Microbiomes and Host Health: May 12-14, 2013 Portugal

Genetics Archive

Genetics Journal E-mail Alerts

Genetics Journal Permissions

Trends in Genetics Editorial Inquiries

Functional RNA's: Dec 2-4, 2012 Sitges, Spain

Genetics Journal Most Read Articles

Genetics Journal New Articles

Genetics Current Issue

Cell Press in the News

Cell Journal New Articles

Cell Journal Editorial Board & Contact

Cell Journal E-mail Alerts

Most Read Cell Journal Articles

Cell Journal Current Issue

Cell Journal Archive

Information for Reviewers of Cell Journal Articles

Cell Press Data Processing Policy

Guide to Publishing with Cell Press

Supplemental Information Guidelines for Cell Press

Authors

Cell Press Journal Individual Subscriptions

RSS Feeds for Cell.com

Cell Press Journal Institutional Subscriptions

**Biophysical Journal**

[Biophysical Advanced Search](#)  
[Biophysical Journal New Articles](#)  
[Biophysical Journal Current Issue](#)  
[Biophysical Journal Archive](#)  
[Information for Biophysical Journal Authors](#)  
[Biophysical Journal Editorial Board & Contact](#)  
[Biophysical Journal E-mail Alerts](#)

## User Comments:

<sup>1</sup> The subject had trouble placing “Microbiomes and Host Health: May 12-14, 2013 Lisbon Portugal” and considered it an outlier.

<sup>2</sup> The subject stated that EES does not help her understand what the card represents.

<sup>3</sup> The subject requested definitions for microbiome, biophysical and RNA. The interviewer looked up definitions for these terms from a neutral source and read the definitions to the subject. This was considered necessary to provide the subject the needed background to properly sort the cards.

**Card Sort 4**Suggested LabelCards in Group**Content***Journal Archive*

[Biophysical Journal Archive](#)  
[Cancer Cell Journal Archive](#)  
[Cell Journal Archive](#)  
[Genetics Archive](#)

*Most Read*

[Most Read Cell Journal Articles](#)  
[Cancer Cell Most Read Articles](#)  
[Genetics Journal Most Read Articles](#)

*New Articles*

[Biophysical Journal Current Issue](#)  
[Cancer Cell Journal Current Issue](#)  
[Cell Journal Current Issue](#)

*Current Issues*

[Genetics Current Issue](#)  
[Biophysical Journal New Articles](#)  
[Cancer Cell New Articles](#)  
[Cell Journal New Articles](#)  
[Genetics Journal New Articles](#)

**Getting More Content***Alerts*

[Biophysical Journal E-mail Alerts](#)  
[Cancer Cell Journal E-mail Alerts](#)  
[Cell Journal E-mail Alerts](#)  
[Genetics Journal E-mail Alerts](#)  
[RSS Feeds for Cell.com](#)

*Ways to Subscribe*

[Mobile](#)  
[Digital Subscription](#)  
[Cell Press Journal Individual Subscriptions](#)  
[Activate Online Subscription](#)  
[Cell Press Journal Institutional Subscriptions](#)

## *Seminars*

## *Webinars*

Hallmarks of Cancer: Oct 29-31, 2012 San Francisco, CA  
Functional RNA's: Dec 2-4, 2012 Sitges, Spain  
Microbiomes and Host Health: May 12-14, 2013 Lisbon  
Portugal

## **Information for Authors and Reviewers**

Guide to Publishing with Cell Press  
Information for Biophysical Journal Authors  
Cell Press Data Processing Policy  
Supplemental Information Guidelines for Cell Press  
Authors  
EES Manuscript Submission Help Page  
Graphical Abstract Style Guide  
Video Abstract Guidelines  
Information for Reviewers of Cell Journal Articles  
Trends in Genetics Editorial Inquiries  
Biophysical Journal Editorial Board & Contact  
Cell Journal Editorial Board & Contact  
Obtaining Permission to Use Cell Press Material  
Genetics Journal Permissions  
Cancer Cell Permissions  
Funding Body Policies and Agreements

## **Using Cell Press Materials**

## **General Website**

*Sign up*

*Signup / Site Registration*

*Terms and Conditions*

*Privacy Policy*

*About*

Cell Press in the News

Contact Cell Press

*Search*

Biophysical Advanced Search

Site Map

## User Comments:

<sup>1</sup> The cards in Information for Authors and Reviewers were order chronologically representing the process, which an article follows to get published. The subject initially grouped these cards under the headings 'Authors,' 'Reviewers,' and 'Contact.'

## **Card Sort 5**

### **Suggested Label**

### **Cell Journal**

### **Cards in Group**

Cell Journal Current Issue  
Most Read Cell Journal Articles  
Cell Journal New Articles  
Cell Journal Archive  
Cell Journal Editorial Board & Contact  
Cell Journal E-mail Alerts

## **Biophysical Journal**

Biophysical Journal Current Issue  
Biophysical Journal New Articles

	Biophysical Advanced Search
	Biophysical Journal Archive
	Biophysical Journal Editorial Board & Contact
	Information for Biophysical Journal Authors
	Biophysical Journal E-mail Alerts
<b>Cancer Cell Journal</b>	Cancer Cell Journal Current Issue
	Cancer Cell Most Read Articles
	Cancer Cell New Articles
	Cancer Cell Journal Archive
	Cancer Cell Permissions
	Cancer Cell Journal E-mail Alerts
<b>Genetics Journal</b>	Genetics Current Issue
	Genetics Journal Most Read Articles
	Genetics Journal New Articles
	Genetics Archive
	Trends in Genetics Editorial Inquiries
	Genetics Journal Permissions
	Genetics Journal E-mail Alerts
<b>Seminars</b>	
<i>Conferences</i>	Hallmarks of Cancer: Oct 29-31, 2012 San Francisco, CA
	Functional RNA's: Dec 2-4, 2012 Sitges, Spain
	Microbiomes and Host Health: May 12-14, 2013 Lisbon
	Portugal
<i>Webinars</i>	Webinars
<b>Subscriptions</b>	Cell Press Journal Institutional Subscriptions
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	RSS Feeds for Cell.com
	Mobile
<b>Reviewers</b>	Information for Reviewers of Cell Journal Articles
<b>About Cell Press</b>	Cell Press in the News
	Contact Cell Press
	Funding Body Policies and Agreements
	Obtaining Permission to Use Cell Press Material
	Cell Press Data Processing Policy
<b>Site Information</b>	Signup / Site Registration
	Site Map
	Privacy Policy
	Terms and Conditions
<b>Publishing Guidelines</b>	Graphical Abstract Style Guide
	Supplemental Information Guidelines for Cell Press
	Authors
	Video Abstract Guidelines
	EES Manuscript Submission Help Page
	Guide to Publishing with Cell Press

## User Comments:

- <sup>1</sup> The subject expressed confusions about how she would handle conferences and webinars.
- <sup>2</sup> The label 'Mobile' was not useful to the subject, and unsure it was a mobile phone app or a mobile version of the site, or perhaps something else entirely.
- <sup>3</sup> The subject questioned the 'Terms and Conditions' label indicating that it was too general.

**Card Sort 6**Suggested Label**Educational Opportunities***Conferences*Cards in Group

Webinars

Hallmarks of Cancer: Oct 29-31, 2012 San Francisco, CA

Microbiomes and Host Health: May 12-14, 2013 Lisbon  
Portugal

Functional RNA's: Dec 2-4, 2012 Sitges, Spain

**Subscriptions**

Cell Press Journal Individual Subscriptions

Cell Press Journal Institutional Subscriptions

Digital Subscription

Activate Online Subscription

**Information for Contributors***For Authors*

Guide to Publishing with Cell Press

Supplemental Information Guidelines for Cell Press  
Authors

Video Abstract Guidelines

Graphical Abstract Style Guide

EES Manuscript Submission Help Page

Information for Reviewers of Cell Journal Articles

*For Reviewers***Terms, Conditions and Policies**

Terms and Conditions

Funding Body Policies and Agreements

Privacy Policy

Cell Press Data Processing Policy

**Journals of Cell Press***Biophysical Journal**Content*

Biophysical Journal Current Issue

Biophysical Journal New Articles

Biophysical Journal Archive

Biophysical Journal E-mail Alerts

Biophysical Advanced Search

Biophysical Journal Editorial Board &amp; Contact

Information for Biophysical Journal Authors

*Editorial Board**Information for Authors**Genetics Journal**Content*

Genetics Current Issue

Genetics Journal New Articles

Genetics Archive

Genetics Journal Most Read Articles

Genetics Journal E-mail Alerts

*Cancer Cell Journal*

<i>Content</i>	Cancer Cell Journal Current Issue Cancer Cell New Articles Cancer Cell Most Read Articles Cancer Cell Journal Archive Cancer Cell Journal E-mail Alerts
<i>Cell Journal Content</i>	Cell Journal Current Issue Cell Journal New Articles Cell Journal Archive Cell Journal E-mail Alerts Most Read Cell Journal Articles
<i>Editorial Board Permissions</i>	Cell Journal Editorial Board & Contact Obtaining Permission to Use Cell Press Material Genetics Journal Permissions Cancer Cell Permissions Trends in Genetics Editorial Inquiries
<b>Home Page</b>	Signup / Site Registration Contact Cell Press Cell Press in the News
? <sup>2</sup>	Mobile RSS Feeds for Cell.com Site Map

User Comments:

<sup>1</sup> The subject decided early in the card sort that there would be at least three levels in the site hierarchy.

<sup>2</sup> The subject decided to group the pages, which she didn't fit well with the rest. She did not know what RSS feeds or site maps are.

## List of Cards

1. Trends in Genetics Editorial Inquiries
2. Genetics Journal New Articles
3. Genetics Current Issue
4. Most Read Cell Journal Articles
5. Privacy Policy
6. Cell Journal E-mail Alerts
7. Cancer Cell Journal Archive
8. Cell Journal Archive
9. Cell Press Journal Institutional Subscriptions
10. Cell Journal New Articles
11. Obtaining Permission to Use Cell Press Material
12. Microbiomes and Host Health: May 12-14, 2013 Lisbon Portugal
13. Funding Body Policies and Agreements
14. Webinars
15. Cell Press Data Processing Policy
16. Signup / Site Registration
17. Cell Press Journal Individual Subscriptions
18. RSS Feeds for Cell.com
19. Cell Journal Current Issue
20. Guide to Publishing with Cell Press
21. Terms and Conditions
22. Biophysical Journal Archive
23. Genetics Journal Permissions
24. Genetics Archive
25. Genetics Journal E-mail Alerts
26. Biophysical Journal Editorial Board & Contact
27. Site Map
28. Cancer Cell Most Read Articles
29. Genetics Journal Most Read Articles
30. Activate Online Subscription
31. Contact Cell Press
32. EES Manuscript Submission Help Page
33. Cancer Cell New Articles
34. Information for Biophysical Journal Authors
35. Information for Reviewers of Cell Journal Articles
36. Video Abstract Guidelines
37. Functional RNA's: Dec 2-4, 2012 Sitges, Spain
38. Mobile
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45. Digital Subscription
46. Cancer Cell Journal E-mail Alerts
47. Biophysical Journal E-mail Alerts
48. Cell Journal Editorial Board & Contact
49. Cell Press in the News
50. Biophysical Advanced Search
51. Biophysical Journal New Articles