



Web Content Strategy Report

& Card Sort Analysis

Alyssa Sanders, Danielle Wanke, Trevor Mickelson,
and Marc Barton

Introduction	2
Methodology	2
Findings	3
Recommendations.....	4
Conclusion	4
Appendix	5

Beth Marie's Old Fashioned Ice Cream



Current Beth Marie's site homepage

Introduction

As technical communication students at the University of North Texas, our group had the opportunity to analyze and evaluate a website's organization using industry-standard research methods. We chose to focus on the usability and organization of the toolbars/main menu of the Beth Marie's website.

In this report you'll find our research methods, findings, and recommendations for using our findings to improve Beth Marie's online presence.

Methodology

To collect our data, we conducted eight primary research sessions in the form of Card Sorts; the goal was to determine how the content on the Beth Marie's website could be best sorted/categorized for ease of navigation.

To conduct our card sorting sessions, we gathered eight individuals who live in the Denton area and might want/need to find information about Beth Marie's online. We produced a card for each content item from the Beth Marie's website (e.g. Contact us, Menu, Specials, Social Media Feed, Party Room Reservations, etc.) and tasked participants with sorting those cards into categories that made sense to them. After sorting the cards, the participants named each category in their own words.

We conducted four of our sessions online and four in-person. During in-person sessions, participants were asked to communicate their reasoning out loud as they categorized the website items. During online sessions, users completed their card sorts online using Optimal Workshop's card-sorting feature, and any personal comments were collected digitally.

After collecting our data, we compared the eight sessions' groupings to identify website items that were commonly associated with one another by the participants. We used these trends to produce recommendations for improving the organization of the Beth Marie's website.

Findings

In the sections below, we've presented the most statistically significant results of our eight card sorting sessions. These sections display the highest correlations between content items on the Beth Marie's website, as well as the most common categories generated by our participants when sorting.

For a list of every item included in our sessions, as well as other data, please refer to **Appendix A**.

Strongest Item Correlations

The following items were grouped together by 75 percent or more of participants:

Item Correlation	Frequency
Location and Hours & Contact Info	87% (7 out of 8 participants)
Catering & Party Room	87% (7 out of 8 participants)
Social Media Feed & Reviews	75% (6 out of 8 participants)

Table 1: Strongest Site Item Correlations

Significant Item Correlations

The following items were grouped together by 62 percent of participants (5 out of 8):

- Location and Hours & Hiring
- Catering & Gift Certificates
- Party Room & Gift Certificates
- Photos and Happenings & Social Media Feed
- Gift Certificates & Specials and Promos
- Catering & Fundraisers

Significant Groupings

Below are the group names that were most commonly generated by our participants to categorize the provided website items:

Group Name	Frequency
About / About us	50% (4 out of 8 participants)
Catering & Party Room	87% (7 out of 8 participants)
Social Media Feed & Reviews	75% (6 out of 8 participants)

Table 2: Significant Menu Groupings

Recommendations

After compiling our data, we examined the results to identify areas in which the Beth Marie's website could be improved; the sections below contain our recommendations.

Adjust Menu Groupings

On average, participants generated only four menu categories using the existing items on the Beth Marie's website (see Figure 2 below), compared to the six or more used on the current version of the site. This suggests that reducing the number of separate pages on the site might make navigation more intuitive for customers.

Relocate Items with Strong Correlations

Some of the strong correlations mentioned in the Findings section are not represented on the current version of the Beth Marie's website—relocating the following items so that they're closer together might make navigation more intuitive for customers:

- Catering & Party Room
- Social Media Feed & Reviews & Photos and Happenings
- Gift Certificates & Fundraisers
- Location and Hours & Hiring

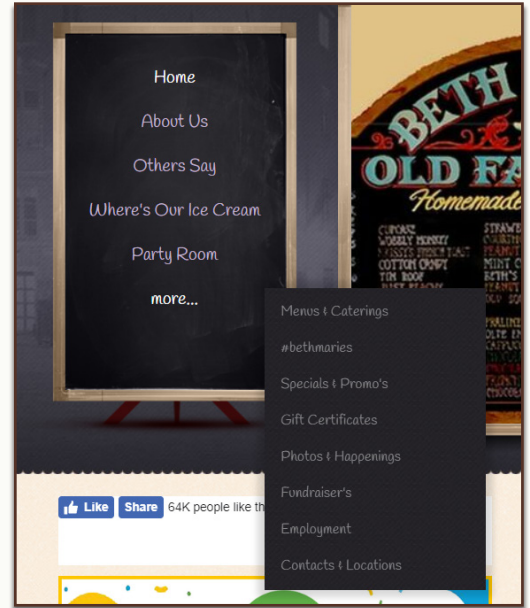


Figure 1: Beth Marie's site Menu Groupings

Conclusion

In summary, after conducting primary research on the Beth Marie's website, our team recommends a reorganization of the site's menu items for easier navigation and improved customer satisfaction. We thank you for being open to our research and welcome any further questions or comments pertaining to this report.

The data presented in this report is for your use—feel free to use it to make informed changes to your website as you see fit.

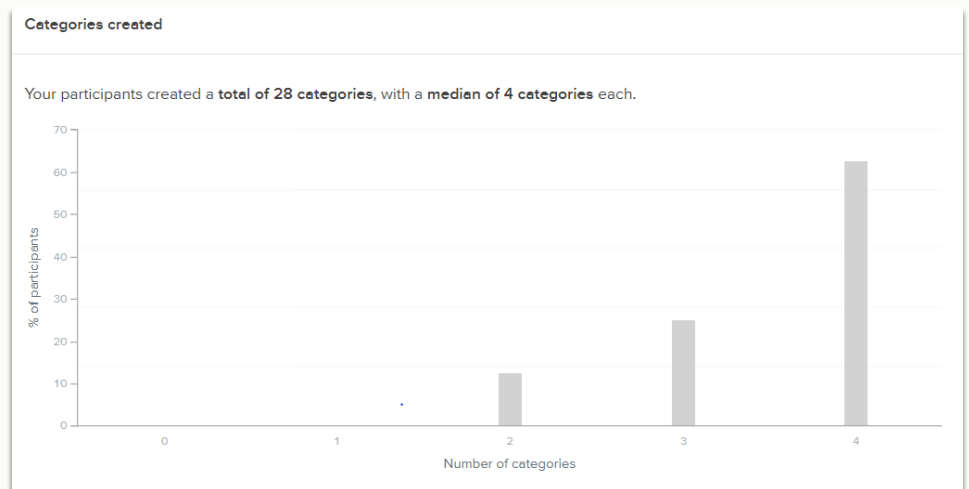


Figure 2: Average Number of Sorted Categories

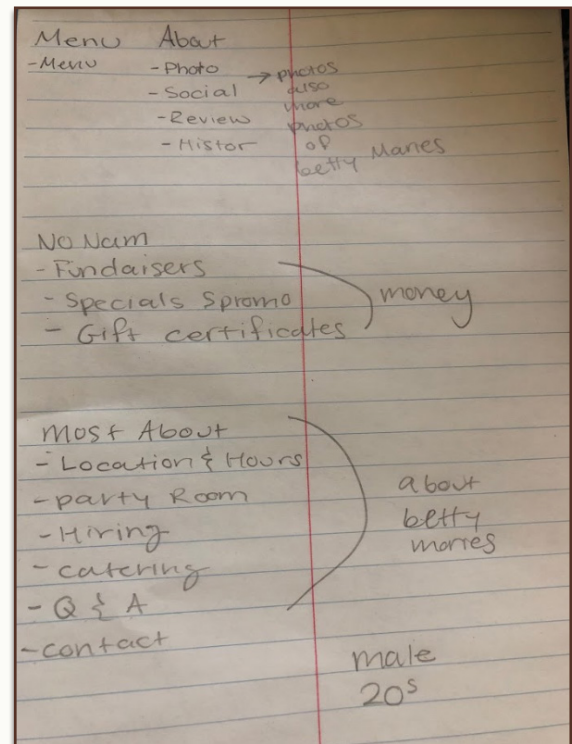
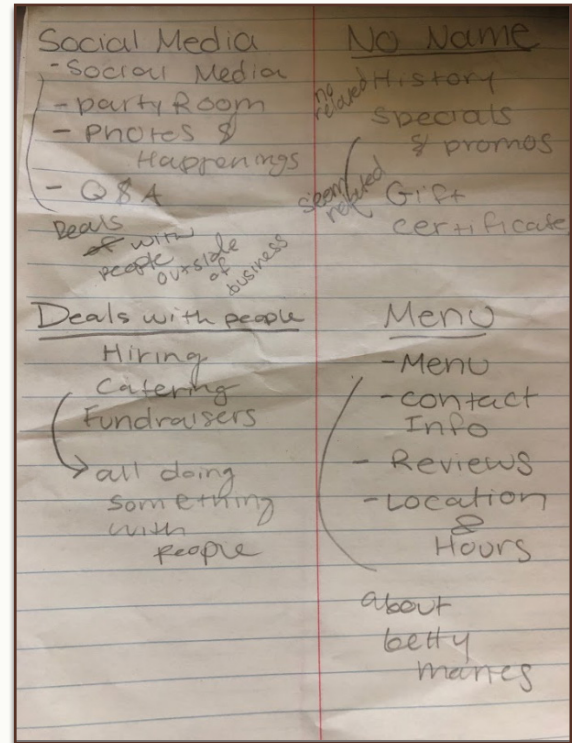
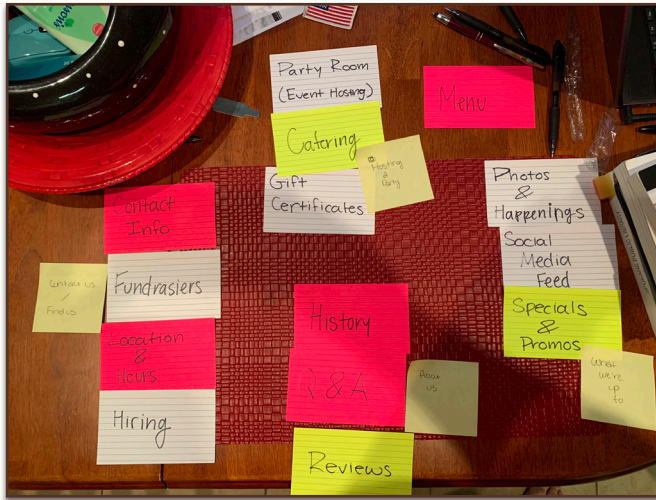
Appendix

This section contains all of the data we collected during our primary research, including the Card Sorting Items, the original images of the results of our in-person card sorting sessions, and our correlation matrices.

Appendix A: Card Sorting Items

1	Contact Info
2	Location and Hours
3	History
4	Q&A
5	Social Media Feed
6	Photos and Happenings
7	Hiring
8	Specials and Promos
9	Reviews
10	Menu
11	Catering
12	Party Room (Event Hosting)
13	Gift Certificates
14	Fundraisers

Appendix B: In-Person Card Sorts



Appendix C: Correlation Matrices

Catering													
100	Party Room (Event Hosting)												
75	75	Gift Certificates											
50	50	75	Specials and Promos										
50	50	50	75	Menu									
25	25	25	25	50	Reviews								
25	25	25	25	50	100	Social Media Feed							
0	0	0	25	50	50	50	Q&A						
0	0	0	0	25	50	50	50	History					
25	25	50	50	25	25	25	25	50	Photos and Happenings				
75	75	50	25	25	0	0	25	25	50	Fundraisers			
50	50	50	25	25	25	25	0	25	0	25	Hiring		
25	25	25	50	50	25	25	25	25	0	0	75	Location and Hours	
25	25	25	50	50	25	25	25	0	0	0	50	75	Contact Info

4	Contact Info	Location and Hours		History	Q&A	Social Media Feed	Photos and Happenings	Hiring	Specials and Promos	Reviews	Menu	Catering	Party Room (Event Hosting)	Gift Certificate	Fundraisers
	Contact Info	0	75%	0	0	0	0	25%	0	0	25%	0	0	0	25%
	Location and Hours	75%	0	25%	50%	0	0	25%	0	0	25%	0	25%	0	0
	History	0	25%	0	25%	0	0	0	25%	0	25%	0	0	25%	0
	Q&A	0	50%	25%	0	25%	0	0	25%	0	0	0	0	0	0
	Social Media Feed	0	0	0	25%	0	75%	0	0	0	25%	0	25%	0	0
	Photos and Happenings	0	0	0	0	75%	0	25%	50%	25%	25%	0	0	0	0
	Hiring	25%	25%	0	0	0	25%	0	0	0	0	25%	25%	0	25%
	Specials and Promos	0	0	25%	0	0	50%	0	0	0	0	0	0	0	25%
	Reviews	0	0	0	25%	0	25%	0	0	0	50%	0	0	0	0%
	Menu	25%	25%	25%	0	25%	25%	0	0	50%	0	25%	25%	25%	25%
	Catering	0	0	0	0	0	0	25%	0	0	25%	0	50%	25%	0
	Party Room (Event Hosting)	0	25%	0	0	25%	0	25%	0	0	25%	50%	0	0	0
Gift Certificate	0	0	25%	0	0	0	0	0	0	25%	25%	0	0	25%	
Fundraisers	25%	0	0	0	0	0	0	25%	25%	0	25%	0	0	25%	