Card Sorting Report

*Florida Milk*

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# Table of Contents

[Executive Summary 3](#_Toc496695427)

[Description of Card Sort 4](#_Toc496695428)

[Findings and Recommendations 5](#_Toc496695429)

[Different Interpretations of Labels 5](#_Toc496695430)

[Content Difficult to Organize; Potential Labeling Concerns 5](#_Toc496695431)

[Content Expansion 5](#_Toc496695432)

[Cross-Linking/Content Integration 5](#_Toc496695433)

[Groupings Established for Content; Potential Global Navigation 5](#_Toc496695434)

[Card Sorting Data 6](#_Toc496695435)

[Conventions 6](#_Toc496695436)

[Card Sort 1 6](#_Toc496695437)

[Card Sort 2 8](#_Toc496695438)

[Card Sort 3 10](#_Toc496695439)

[Card Sort 4 12](#_Toc496695440)

[Card Sort 5 14](#_Toc496695441)

[Card Sort 6 16](#_Toc496695442)

[List of Cards 18](#_Toc496695443)

# Executive Summary

An exploratory card sorting exercise was conducted for the Florida Milk website redesign. The main goals of the card sort were to ascertain how six different users grouped content into a hierarchical structure. Card sorters were instructed to think aloud, as to obtain more knowledge of how they interpreted each label.

The findings of this card sort are organized according to:

* Different Label Interpretations

These labels require revision and their content should be relocated or renamed, as their labels may be too vague.

* Content with no perceivable label

These items should have a label which appropriately represents the item.

* Cross-Linking/Content Integration

Building links between different (but related) areas is paramount to navigating the site properly, and card sorts are great for identifiying such relationships.

* Groupings Established for Content

These group labels are useful as candidates for the website.

* Separate High-Level Pages; Global Navigation Candidates

These pages are located at the top of the website and are not gropued together nor are they grouped with other content, as they typically are for utility only.

The card sorting identified Mooga, Modern Technology, and Join as having the most significant labeling concerns. A change to these labels is recommended, as most card sorters did not understand the terminology, or felt the label was too vague to fit a particular category.

All users grouped “the (x) family” into one label, and most users grouped all cows into one label. However, there were many differing opinions on where to group Making the Grade and Modern Technology. This suggests that it would be beneficial to enact labeling changes here.

Upon analyzing the categories recommended by card sorters, it is suggested that content groupings should be relevant to different audiences to the website, for example, for kids, farmers, and adult consumers. Additional audiences include those who seek additional information on local farmers and the types of cows, and for those interested in news stories and videos related to the Florida Milk industry.

The Findings and Recommendations section provides additional verbal details obtained during the card sort, including labels difficult to organize into any particular group, and labels with names that have no clear-cut definition.

# Description of Card Sort

Card sorting conducted: October 20th, 2017 to October 24th, 2017

Testing occurred at: Washtenaw Community College

Beezy’s Cafe

Card Sorter’s Home

Number of tests: 6

Participants per test: One user per card sort

Test duration: Ranged from 15 to 40 minutes

Number of Cards: 55

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

# Findings and Recommendations

## Different Interpretations of Labels

* ‘Mooga’ was confusing to many card sorters which suggests that this merge of the words “Moo” and “Yoga” could be reimagined for clarity.
* ‘Milk Imitators’ was interpreted in a unique way in every card sort, which suggests that this label should be refined or removed.

## Content Difficult to Organize; Potential Labeling Concerns

* Mooga (in two card sorts)
* Modern Technology (in two card sorts)
* Join (in one card sort)
* Jersey (in one card sort)
* Milking Shorthorn (in one card sort)

## Content Expansion

* In two card sorts, users mentioned a lack of a single, concise category for fitness and/or sports related categories
* ‘Contests’ and ‘Sweepstakes’ could be expanded to be more specific, as stated by multiple card sorters.

## Cross-Linking/Content Integration

* During one card sort, the user remarked that the ‘cows’ and ‘farmers’ categories could be merged and expanded to show which farmers utilize which cows most
* In two card sorts, users had difficulty sorting and labeling the many types of information the website provides. Multiple labels with titles containing ‘about’ and ‘our (x)’ made labeling each group more difficult.

## Groupings Established for Content; Potential Global Navigation

* About our Cows / Cows / Meet the Cows / Types of Cows / Meet our Cows
* Farm Information / From the Farm / Our Farmers
* Get the Facts / Milk Facts / More About Milk
* Kids Only / Kids & Media / Kids Play / Kids Only / For Kids
* Get Active / Stay Active / Bulk Up!

# Card Sorting Data

## Conventions

Boldface texts displays potential global navigation titles; italicized text displays potential local navigation titles. Within the ‘Cards in Group’ column lies items that represent an even deeper category of content.

## *Card Sort 1*

|  |  |
| --- | --- |
| *Suggested Label* | *Cards in Group* |
| **Local Farmers** | Nickerson Family  Meet our Farmers  The Burnham Family  The Bennink Family  The Austin Family  The Eade Family  The Carey Family  The Butler Family  The Fieser Family |
|  |  |
| **Farm Information** | Farm Practices  Farm to Table  Healthy Farming  From the Farm to the Fridge  Safekeeping Farms |
|  |  |
| **About our Cows** | Making the Grade  Jersey  Guernsey  Brown Swiss  Ayrshire  Milking Shorthorn  Holstein |
|  |  |
| **Enter to Win** | Contests  Contests and Sweepstakes |
|  |  |
| **More about Milk** | Recipes  Ask our Dieticians  Lactose Intolerance  Flavored Milk  Organic Milk  Built with Chocolate Milk  Milk Imitators |
|  |  |
| **Fun Stuff** | Kids Corner  Mooga  Sports Programs  Fuel up to Play 60  Play with Sunnybell  Grow with Sunnybell  Learn with Sunnybell  Read the Flipbook |
|  |  |
| **Florida Milk Online** | Modern Technology  Social Stream  Blog  Videos |
|  |  |
| **Milk Facts** | Dairy 101  Florida Dairy Facts  Making the Grade |
|  |  |
| **Florida Milk Cares** | Cow Care  Environmental Sensitivity  Dairy Quality |
|  |  |
| **Additional Info** | Join  Our Board  Our Staff  Additional Resources  How to Apply  Contact Us  FAQ |

User Comments:

* It was not immediately clear what “mooga” referred to
* Not satisfied with the label “additional info” but cannot think of a better label at this time

## *Card Sort 2*

|  |  |
| --- | --- |
| *Suggested Label* | *Cards in Group* |
| **Play** | Sports Programs  Fuel up to Play 60  Contests  Contests and Sweepstakes |
|  |  |
| **Quality Control** | Making the Grade  Safekeeping Farms  Healthy Farming  Environmental Standards  Farm Practices  Cow Care |
|  |  |
| **From the Farm** | From the Farm to the Fridge  Farm to Table  Environmental Sensitivity |
|  |  |
| **About Us** | Contact Us  How to Apply  Additional Resources  Our Board  Our Staff  FAQ |
|  |  |
| **Kids Only** | Kids Corner  Learn with Sunnybell  Grow with Sunnybell  Play with Sunnybell  Read the Flipbook |
|  |  |
| **Streaming** | Videos  Blog  Social Stream |
|  |  |
| **Milk** | Built with Chocolate Milk  Milk Imitators  Organic Milk  Flavored Milk |
|  |  |
| **Family** | The Burnham Family  The Nickerson Family  The Bennink Family  The Austin Family  The Eade Family  The Carey Family  The Fieser Family  The Butler Family |
|  |  |
| **Cows** | Holstein  Milking Shorthorn  Ayrshire  Brown Swiss  Guernsey  Jersey |
|  |  |
| **Information** | Dairy Quality  Lactose Intolerance  Florida Dairy Facts  Dairy 101  Ask our Dieticians  Meet our Farmers |

User Comments:

* “Modern Technology”, “Mooga”, and “Join” are vague/unclear to the card sorter and therefore not labeled.

## *Card Sort 3*

|  |  |
| --- | --- |
| *Suggested Label* | *Cards in Group* |
| **Sunnybell** | Grow with Sunnybell  Play with Sunnybell  Learn with Sunnybell |
|  |  |
| **Enter to Win** | Contests  Contests and Sweepstakes |
|  |  |
| **Health and Safety** | Farm to Table  Environmental Standards  Farm Practices  Environmental Sensitivity  Making the Grade  Safekeeping Farms |
|  |  |
| **Our…** | Ask our Dieticians  Meet our Farmers  Our Board  Our Staff |
|  |  |
| **Get Active** | Fuel up to Play 60  Sports Programs |
|  |  |
| **Got Milk?** | Milk Imitators  Lactose Intolerance  Built with Chocolate Milk  From the Farm to the Fridge  Flavored Milk  Farm to Table  Organic Milk |
|  |  |
| **Get the Facts** | Recipes  Florida Dairy Facts  Dairy 101  Additional Resources |
|  |  |
| **Kids & Media** | Read the Flipbook  Kids Corner  Blog  Videos  Social Stream |
|  |  |
| **Meet the Cows** | Cow Care  Mooga  Brown Swiss  Guernsey  Holstein  Milking Shorthorn  Ayrshire  Jersey |
|  |  |
| **Resources** | How to Apply  Dairy Quality  FAQ  Contact Us  Join |
|  |  |
| **Family** | The Nickerson Family  The Burnham Family  The Bennink Family  The Austin Family  The Eade Family  The Butler Family  The Carey Family  The Fieser Family |

User Comments:

* User states that “modern technology” is too vague to label effectively

## *Card Sort 4*

|  |  |
| --- | --- |
| *Suggested Label* | *Cards in Group* |
| **Types of Cows** | Jersey  Brown Swiss  Guernsey  Holstein  Ayrshire  Milking Shorthorn |
|  |  |
| **Additional Information** | Blog  Videos  Social Stream  Florida Dairy Facts  Recipes  How to Apply  Dairy Quality  FAQ  Cow Care  Contact Us  Join |
|  |  |
| **Our Farmers** | Meet our Farmers  The Nickerson Family  The Burnham Family  The Bennink Family  The Austin Family  The Eade Family  The Butler Family  The Carey Family  The Fieser Family |
|  |  |
| **Learn More** | Learn with Sunnybell  Grow with Sunnybell  Play with Sunnybell  Ask our Dieticians  Making the Grade  Additional Resources  Dairy 101 |
|  |  |
| **Kids Play** | Read the Flipbook  Kids Corner  Contests  Contests and Sweepstakes  Sports Programs  Fuel up to Play 60 |
|  |  |
| **We Care** | Modern Technology  Farm to Table  Farm Practices  Environmental Standards  Healthy Farming  Our Staff  From the Farm to the Fridge  Our Board  Safekeeping Farms  Environmental Sensitivity |
|  |  |
| **Milk Alternatives** | Organic Milk  Flavored Milk  Built with Chocolate Milk  Lactose Intolerance  Milk Imitators |

User Comments:

* Card sorter unfamiliar with the term “mooga” and therefore not labeled
* User felt compelled to keep the number of labels low, but did not state a reason why

## *Card Sort 5*

|  |  |
| --- | --- |
| *Suggested Label* | *Cards in Group* |
| **Healthy Practices** | Farm to Table  Farm Practices  Environmental Standards  From the Farm to the Fridge  Safekeeping Farms  Environmental Sensitivity |
|  |  |
| **Resources** | Dairy Quality  Social Stream  Videos  Blog  Recipes  FAQ  Contact Us  Additional Resources |
|  |  |
| **For Your Health** | Healthy Farming  Florida Dairy Facts  Milk Imitators  Organic Milk  Ask our Dieticians  Lactose Intolerance |
|  |  |
| **Safety Information** | Dairy 101  Modern Technology |
|  |  |
| **Our Employees** | Our Staff  Our Board  Meet our Farmers  The Nickerson Family  The Bennink Family  The Austin Family  The Eade Family  The Fieser Family  The Butler Family  The Carey Family |
|  |  |
| **Enter to Win** | Contests and Sweepstakes  Contests  How to Apply |
|  |  |
| **Stay Active** | Flavored Milk  Built with Chocolate Milk  Sports Programs  Mooga  Fuel up to Play 60 |
|  |  |
| **Kids Only** | Grow with Sunnybell  Learn with Sunnybell  Play with Sunnybell  Read the Flipbook  Kids Corner |
|  |  |
| **Meet our Cows** | Milking Shorthorn  Jersey  Brown Swiss  Guernsey  Holstein  Ayrshire  Making the Grade  Cow Care |

User Comments:

* “Join” is too easily placed in any category, and therefore is not labeled

## *Card Sort 6*

|  |  |
| --- | --- |
| *Suggested Label* | *Cards in Group* |
| For Kids | Kids Corner  Play with Sunnybell  Learn with Sunnybell  Grow with Sunnybell  Join  Read the Flipbook |
|  |  |
| Out of the Carton | Recipes  Milk Imitators  Organic Milk  Lactose Intolerance  Flavored Milk |
|  |  |
| Information | Dairy Quality  Contact Us  Additional Resources  Florida Dairy Facts  Ask our Dieticians  Our Staff  Our Board  Meet our Farmers  FAQ |
|  |  |
| Bulk Up! | Sports Programs  Built with Chocolate Milk  Fuel up to Play 60  Mooga |
|  |  |
| Our Cows | Cow Care  Milking Shorthorn  Jersey  Brown Swiss  Guernsey  Holstein  Ayrshire |
|  |  |
| Our Farmers | The Eade Family  The Austin Family  The Bennink Family  The Burnham Family  The Nickerson Family  The Carey Family  The Fieser Family  The Butler Family |
|  |  |
| Quality Control | Modern Technology  Environmental Sensitivity  Environmental Safeguards  Safekeeping Farms  Making the Grade |
|  |  |
| For your Entertainment | Contests and Sweepstakes  Contests  How to Apply  Social Stream  Videos  Blog |

User Comments:

* Card sorter worked quickly and silently and did not “think aloud” even when prompted

# List of Cards

Cards are labeled randomly to keep sorters from grouping by number.

1. Ask our Dieticians
2. Lactose Intolerance
3. Flavored Milk
4. Organic Milk
5. Farm Practices
6. Nickerson Family
7. Our Board
8. Read the Flipbook
9. Grow with Sunnybell
10. Play with Sunnybell
11. Built with Chocolate Milk
12. Recipes
13. Contests and Sweepstakes
14. Fuel up to Play 60
15. Kids Corner
16. Meet our Farmers
17. Dairy 101
18. Florida Dairy Facts
19. Making the Grade
20. Learn with Sunnybell
21. Our Staff
22. The Burnham Family
23. Additional Resources
24. Farm to Table
25. Healthy Farming
26. Making the Grade
27. From the Farm to the Fridge
28. The Bennink Family
29. Modern Technology
30. Dairy Quality
31. How to Apply
32. Cow Care
33. The Austin Family
34. Contact Us
35. Join
36. Mooga
37. FAQ
38. Jersey
39. Guernsey
40. Social Stream
41. Contests
42. Blog
43. Videos
44. Sports Programs
45. Brown Swiss
46. Milk Imitators
47. Safekeeping Farms
48. Environmental Sensitivity
49. Ayrshire
50. MIlking Shorthorn
51. Holstein
52. The Eade Family
53. The Carey Family
54. The Fieser Family
55. The Butler Family