

# Card Sorting

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# Introduction

The team performed a non-directive hasty (without context) card sort. The product researched was the **UM Interactive Media website** ([interactive.miami.edu](http://interactive.miami.edu)) a specific website for the School of Communication part of the University of Miami located in Coral Gables, Florida.

The team used Xsort, a software program, designed to digitally organize sections and categories of our product tested. We had 16 participants within four age categories perform a card sort without introduction.

*Here are our results.*

# Methods - Equipment

Laptop - To conduct card sorts and compile the report

XSort - To conduct card sorting

Excel - To compile the distance matrixes

Google Forms - For the demographics questionnaire

PowerPoint - To compile the report

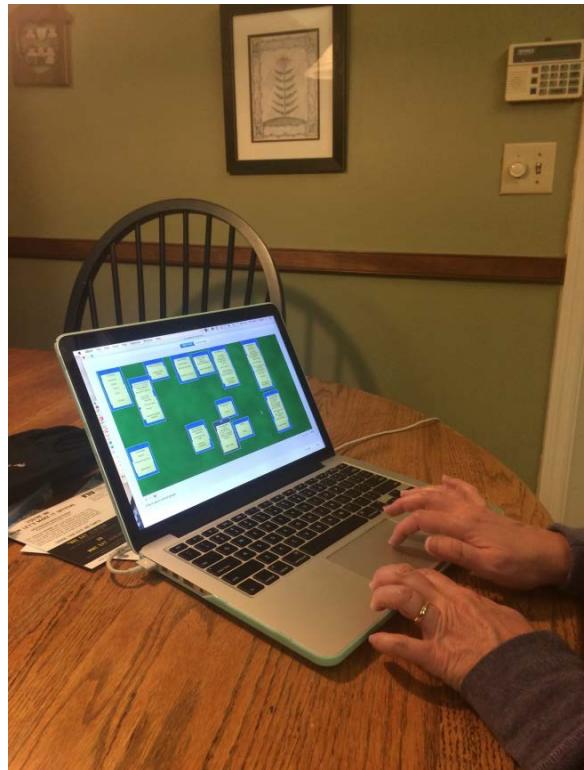
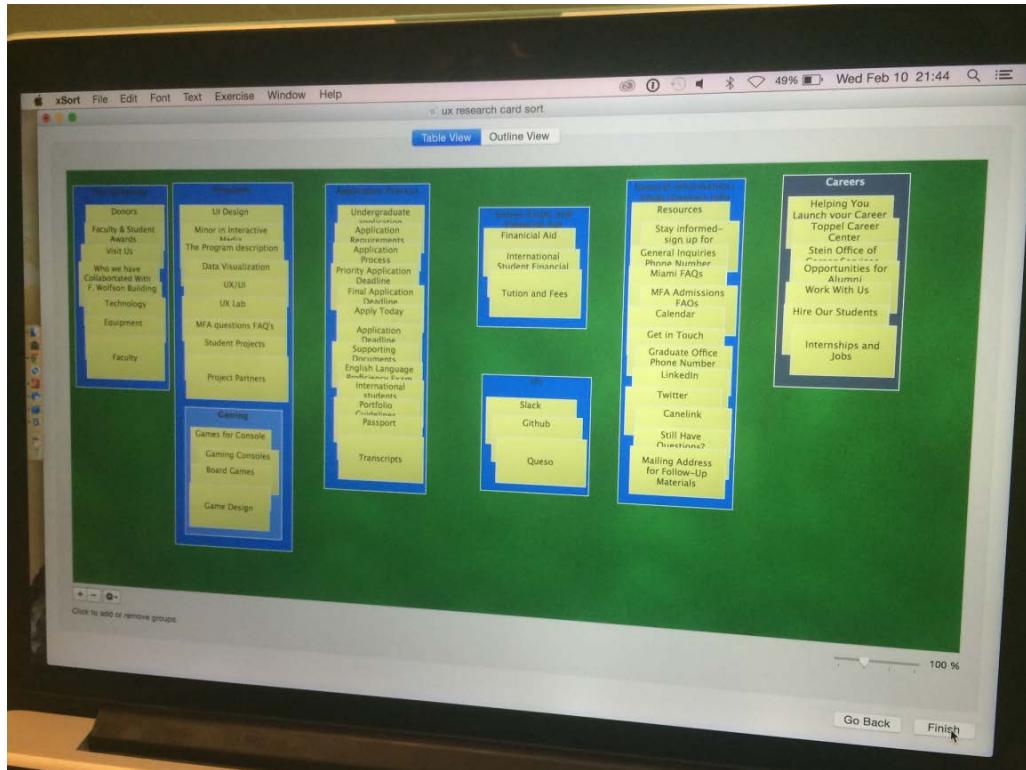
Pen and paper - To take notes while participant completed the card sort

Phone - To take photos

# Methods - Procedure

1. Open XSort software and start a session
2. Have user fill out the profile (gender and age) on the first page of the session mode
3. Give instructions and explain purpose to participant:
  - a. "We want to see what groupings of these cards make sense to you. Once you have grouped the cards, you will name each of the groupings. Sort the items as quickly as possible."
  - b. In session mode in XSort, show the participant how to group items and make labels for the items they have grouped
4. Take notes as participant "thinks out loud" and processes groupings
5. Ask participant to create hierarchy of the groups, Have them label groups: critical, important, unimportant or topics not wanted on site
6. Take photos of finished card sorts
7. Record the time it took the participant to complete the card sort
8. Give participant demographic questionnaire
9. Thank participants for their time

# Methods - Procedure

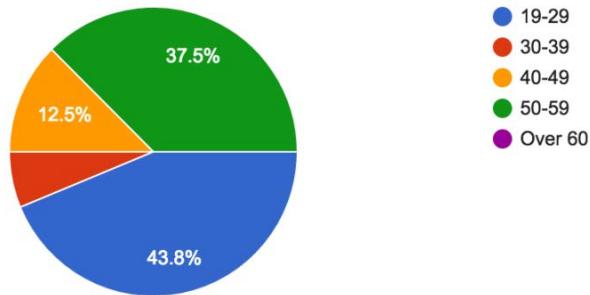


# Methods - Item List

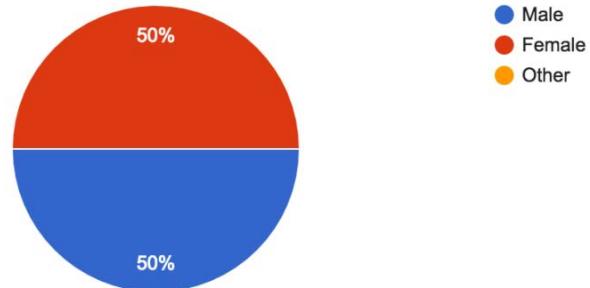
- 1. Application Requirements
- 2. Application Deadline
- 3. Application Process
- 4. International students
- 5. Portfolio Guidelines
- 6. Undergraduate application
- 7. Minor in Interactive Media
- 8. Supporting Documents
- 9. Transcripts
- 10. English Language Proficiency Exam Results
- 11. Passport
- 12. International Student Financial Statement
- 13. Financial Aid
- 14. Tuition and Fees
- 15. Priority Application Deadline
- 16. Final Application Deadline
- 17. MFA Curriculum
- 18. Minor Curriculum
- 19. Social Impact Design
- 20. Search
- 21. Core (First Semester)
- 22. Required Courses
- 23. Electives
- 24. Programming Core
- 25. F. Wolfson Building
- 26. UX Lab
- 27. Equipment
- 28. Technology
- 29. Board Games
- 30. Games for Consoles
- 31. Gaming Consoles
- 32. The Program description
- 33. Faculty
- 34. Faculty & Student Awards
- 35. Internships and Jobs
- 36. Helping You Launch your Career
- 37. Stein Office of Career Services and Internships
- 38. Toppel Career Center
- 39. Hire Our Students
- 40. Opportunities for Alumni
- 41. Work With Us
- 42. Who we have Collaborated With
- 43. Project Partners
- 44. Donors
- 45. Still Have Questions?
- 46. MFA questions FAQ's
- 47. MFA Admissions FAQs
- 48. Miami FAQs
- 49. Get in Touch
- 50. Mailing Address for Follow-Up Materials
- 51. General Inquiries Phone Number
- 52. Graduate Office Phone Number
- 53. Game Design
- 54. UI Design
- 55. UX/UI
- 56. Data Visualization
- 57. Student Projects
- 58. Apply Today
- 59. Resources
- 60. Calendar
- 61. Queso
- 62. Canelink
- 63. Slack
- 64. Github
- 65. Twitter
- 66. LinkedIn
- 67. Stay Informed- sign up for newsletter
- 68. Visit Us

# Methods - Participants

How old are you? (16 responses)



What gender do you identify with? (16 responses)



Age:

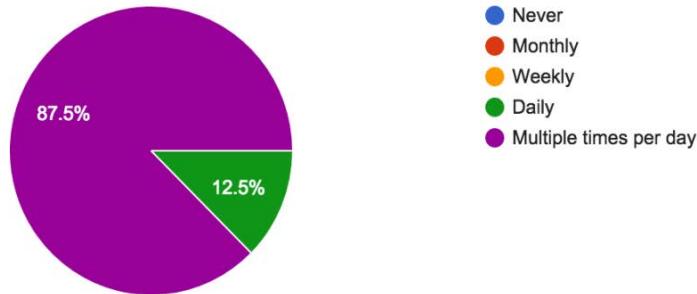
- 19-29: 7 participants
- 30-39: 1 participant
- 40-49: 2 participants
- 50-59: 6 participants
- Over 60: no participants

Gender:

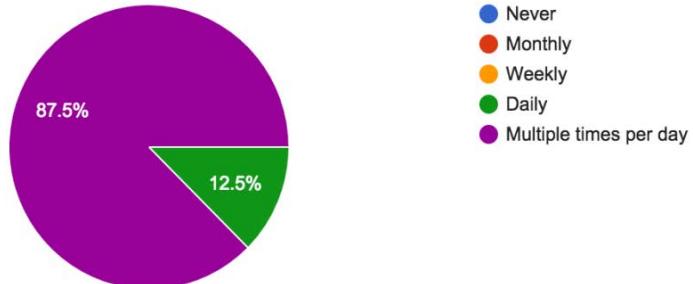
- Male: 8 participants
- Female: 8 participants
- Other: no participants

# Methods - Participants

How often do you use a computer? (16 responses)



How often do you use the Internet? (16 responses)



## Computer Usage:

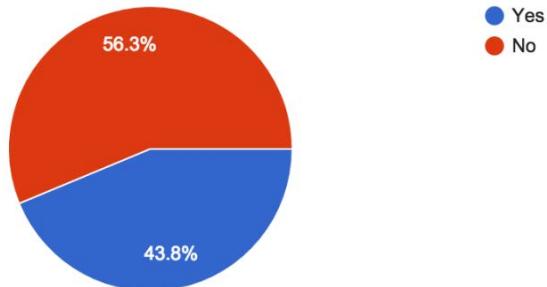
- Never: no participants
- Monthly: no participants
- Weekly: no participants
- Daily: 2 participants
- Multiple times per day: 14 participants

## Internet Usage:

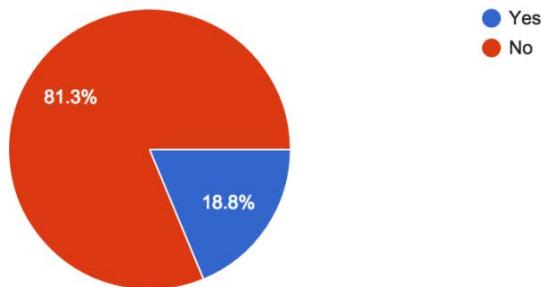
- Never: no participants
- Monthly: no participants
- Weekly: no participants
- Daily: 2 participants
- Multiple times per day: 14 participants

# Methods - Participants

Are you currently a student? (16 responses)



Are you looking to enroll in a masters program? (16 responses)



Currently a student:

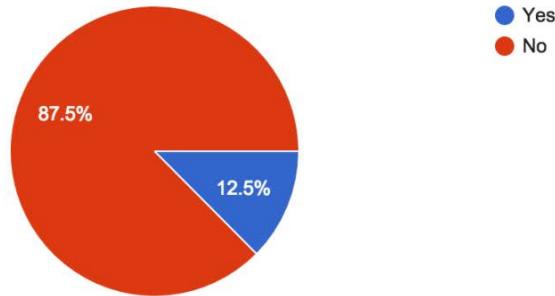
- Yes: 7 participants
- No: 9 participants

Looking for a Master's Program:

- Yes: 3 participants
- No: 13 participants

# Methods - Participants

Have you ever visited the University of Miami Interactive Media's website?  
(16 responses)



Visited UM Interactive Site:

- Yes: 2 participants
- No: 14 participants

# Data & Analysis - Category Items and Labels by Participant

(See Appendix for complete list)

## Session 1

|                  |            |
|------------------|------------|
| Profile:         | 9 men + 40 |
| Gender:          | Male       |
| Age:             | 52         |
| Session Duration | 14 Minutes |

### Groups

#### Program

Programming Core  
General Inquiries Phone Number  
MFA Curriculum  
Required Courses  
The Program description  
Undergraduate application  
F. Wolfson Building  
Core (First Semester)  
Student Projects  
Social Impact Design  
Data Visualization  
Faculty  
UI Design  
UX/UI  
Minor Curriculum "  
Game Design  
Electives  
Graduate Office Phone Number

#### Career Assist

Opportunities for Alumni  
Faculty & Student Awards  
Internships and Jobs  
Toppel Career Center  
Work With Us  
Helping You Launch your Career  
Hire Our Students

Tuition and Fees  
Who we have Collaborated With  
Project Partners  
Stein Office of Career Services and Internships

#### Application Process

Application Process  
Application Deadline  
Supporting Documents  
Portfolio Guidelines  
Minor in Interactive Media  
Financial Aid  
Transcripts  
Calendar  
Passport  
Application Requirements  
Final Application Deadline  
Priority Application Deadline  
Apply Today

#### Resources

UX Lab  
Games for Consoles  
Gaming Consoles  
Technology  
Equipment  
Search  
Board Games  
Resources

#### Int. Students

International students  
English Language Proficiency Exam Results  
International Student Financial Statement

#### Information

Still Have Questions?  
Mailing Address for Follow-Up Materials  
Stay Informed- sign up for newsletter

Miami FAQs  
Donors  
MFA Admissions FAQs  
MFA questions FAQ's

#### Other

Canelink  
Slack  
Get in Touch  
Github  
Twitter  
[LinkedIn](#)  
[Queso](#)  
[Visit Us](#)

# Data & Analysis - Prioritized categories

## Hierarchy: women + 40

### Participant 1

- Critical
  - college
  - grad school
  - application
- Important
  - tech
  - career svc
  - intl [international]
  - alumni
  - media
- Unimportant
  - slogan
  - game
  - soc media [social media]
  - idk[I don't know]
  - location

### Participant 2

- Critical
  - degree type
- Important
  - apply
  - career path
  - instruction
  - equipment
- Unimportant
  - other stuff
  - ? "(not sure what this stuff is)"

# Data & Analysis - Prioritized categories

## Hierarchy: women + 40

### Participant 3

- Critical
  - application
- Important
  - international resources
  - project results
  - campus resources
  - MFA
  - social media
- Unimportant
  - yo no se [unknown material]
  - student curriculum
  - alumni info

### Participant 4

- Critical
  - college finances
  - grad school
  - college application
- Important
  - internships and jobs
  - international students
  - faculty and alumni
  - communication options
- Unimportant
  - programming/ computer terms I don't know
  - games

# Data & Analysis - Prioritized categories

## Hierarchy: men + 40

### Participant 5

- Critical:
  - MFA subspecialty
  - Contacts for future employment
- Important
  - Technology
  - End of product of programming
  - General University Information
- Unimportant
  - Left overs
  - General info stuff [general information]

### Participant 6

- Critical
  - application process
- Important
  - program
  - career assist
  - resources
  - international students
  - information
- Unimportant
  - other

# Data & Analysis - Prioritized categories

## Hierarchy: men + 40

### Participant 7

- Critical
  - apply
  - courses
- Important
  - MFA info
  - career ctr
  - faculty
  - financial aid
  - international
  - UX
- Unimportant
  - other

### Participant 8

- Critical
  - application process
  - major/minor information
- Important
  - program description
  - faculty
  - job opportunities
  - resources

# Data & Analysis - Prioritized categories

## Hierarchy: female - 40

### Participant 9

- Critical:
  - Relevant to International Students
  - Relevant to Applying Students
- Important:
  - Programs and Curriculum
  - Website Resources
  - Career Resources
- Unimportant:
  - Locations on Campus
  - Unknown

### Participant 10

- Critical:
  - Apps
  - Programs
  - Career/Higher Ed Prep
  - International
- Important:
  - Social Media
  - Tuition
  - Location
- Unimportant:
  - Gaming
  - Food

# Data & Analysis - Prioritized categories

## Hierarchy: female - 40

### Participant 11

- Critical:
  - Programs
  - Admissions
  - International Students
- Important:
  - Career Services
  - Financials
  - Alumni and Advancement
  - Faculty
  - Project Management
- Unimportant:
  - Social Media
  - Technology
  - Gaming
  - Misc

### Participant 12

- Critical:
  - Apps
  - Programs
  - Career/Higher Ed Prep
  - International
- Important:
  - Social Media
  - Tuition
  - Location
- Unimportant:
  - Gaming
  - Food

# Data & Analysis - Prioritized categories

## Hierarchy: men - 40

### Participant 13

- Critical
  - apply
  - courses
- Important
  - MFA info
  - career ctr
  - faculty
  - financial aid
  - international
  - UX
- Unimportant
  - other

### Participant 14

- Critical
  - application process
  - major/minor information
- Important
  - program description
  - faculty
  - job opportunities
  - resources

# Data & Analysis - Prioritized categories

## Hierarchy: men - 40

Participant 15

Critical

- Application Information
- Technology and Media

Important

- Alumni and Career
- Program Related
- International

Unimportant

- Partners

Participant 16

Critical

- Application & Documents
- Minors/Majors Programs
- Interactive Media Programs
- About Us

Important

- Courses
- Career Services
- FAQs
- International Students

Unimportant

- Student Work
- Stay Connected

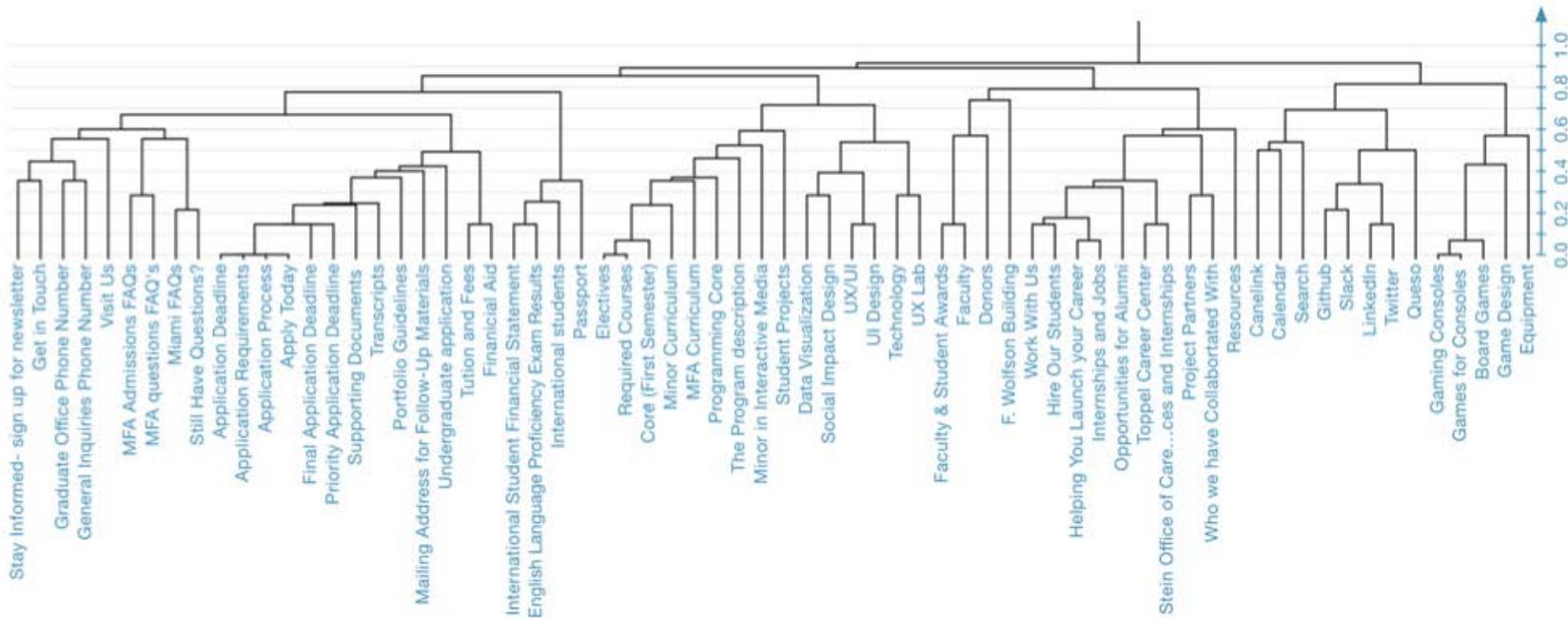
# Data Analysis - Distance Matrices by Participants

## 1 Woman + 40

(See appendix  
for all other  
participants)

# Data Analysis - Distance Matrices Across Participants

# Data Analysis - Cluster Tree



Average linkage clustering

# Data Analysis - Participant Card Sorting Data

Card sorting sessions: 16

Average age of participants: 38.5

Gender distribution of participants:

8 males

8 females

Groups made by participants:

minimum: 6

average: 8.5

maximum: 13

- Duration by age/gender group:
  - Average Duration: 17 minutes, 2 seconds
  - Male over 40-years-old: 16 minutes
  - Male under 40-years-old: 11 minutes, 30 seconds
  - Female over 40-years-old: 21 minutes, 45 seconds
  - Female under 40-years-old : 18 minutes, 54 seconds

# Data Analysis - Findings

- Confusion in naming for several cards, specifically:
  - Queso
  - Passport
  - Github
  - Canelink
  - Slack
- One participant thought of items as literal objects, in which he placed calendar, passport, and gaming console into household items, possibly due to lack of context. Another participant grouped consoles and games together and titled it "Things used in class" because they wanted all the categories to be related to school
- 11 out of 16 participants created an international group that encompassed all of the international information (ie. International Students, English Language Proficiency Exam Results, International Student Financial Statement, some added passport to this group too)
- All the participants created a grouping named application or admissions was critical or important and included the following:
  - Application Deadline
  - Application Requirements
  - Application Process

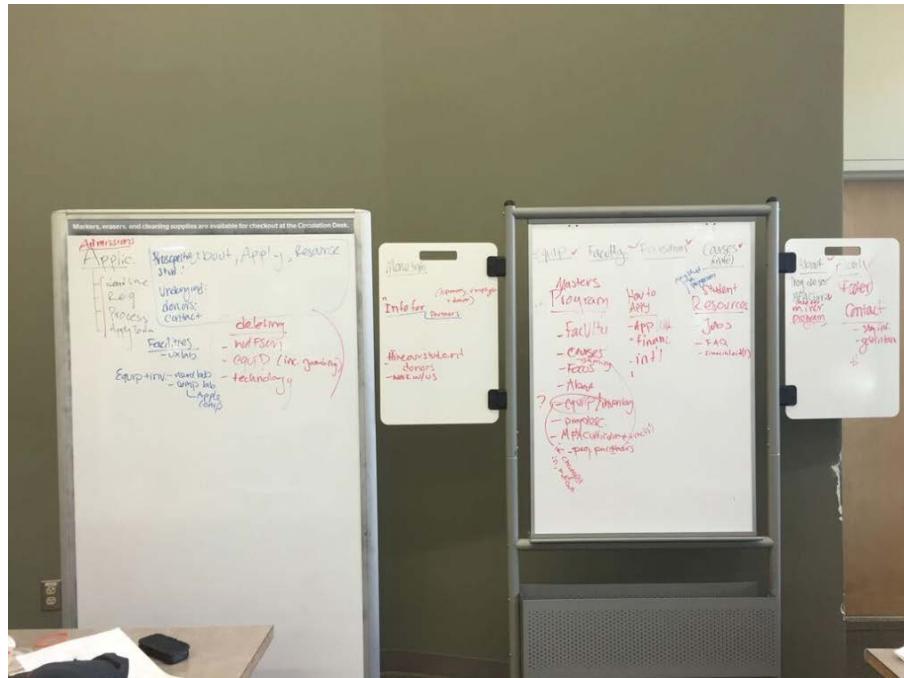
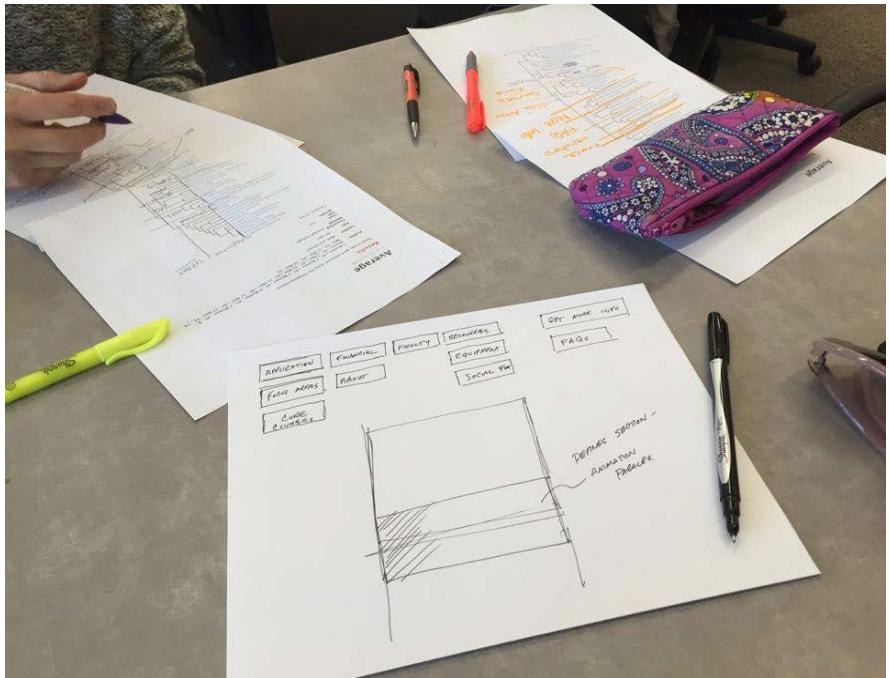
# Data Analysis - Findings

- Information about the school
  - resources and phone numbers together
- All participants wanted to know what their organizing this for which distressed several participants
  - “It's confusing grouping these things together. some do make sense together, but i'm not sure what's meant by each title of the thing”
- All 16 participants put game consoles and games for consoles together.
  - Based on the distance matrix, ten participants out of 16 placed Game Design with board games.
  - only one participants did not put Board Games with Gaming Consoles and Games for Consoles.
- Use of MFA without introducing acronym caused confusion amongst 4 out of 16
  - “media fine arts”, “master of fine... something”
- Two females under 40 and three women over 40-years-old didn't know the User Experience and User Interface (UX/UI) acronyms
- Only 2 of the 16 participants reevaluated their categorization organization at the end of their sort before finishing. Both participants that edited under 40-years-old
- FAQs were split up in 3 out of 4 participants lists into other categories
  - The two MFA FAQ's were grouped together by 12 out of 16
  - Miami FAQ was grouped with MFA Questions by 8 participants, but 10 participants did not group the Miami FAQ with MFA Admissions FAQ

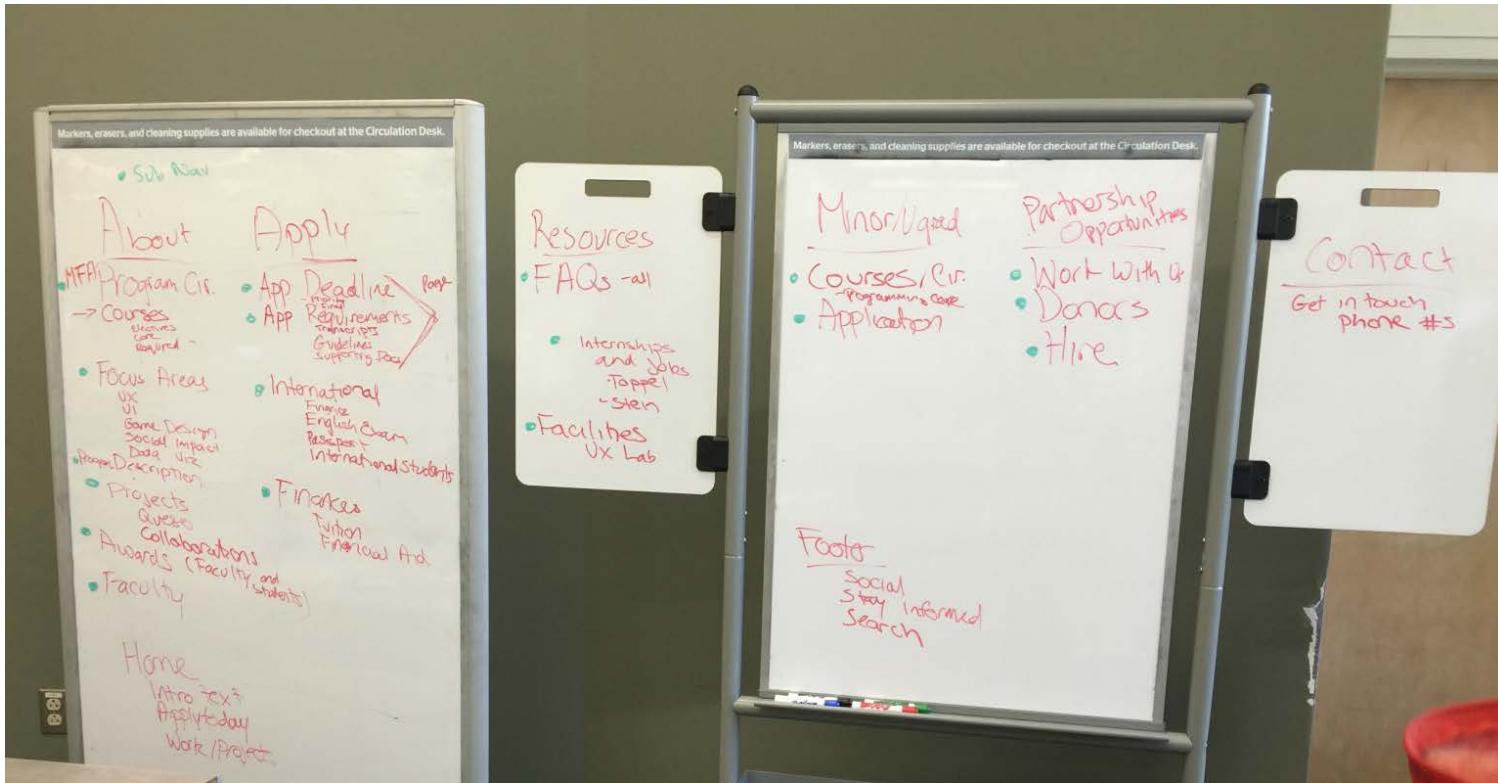
# Data Analysis - Findings

- Distance matrix findings
  - Everyone put electives and requirements in the same category
  - 15 participants put helping launching careers and internships and jobs together
  - Work with us and launch career was matched with 14 participants
  - Twitter and linkedIn were matched by 14 participants
  - Application deadline priority and final were matched by 14 participants with other application sections
  - Apply today was matched with application by 15 of the 16 participants
  - Half of the participants grouped the following cards together:
    - portfolio and undergraduate application
    - transcripts with financial aid
    - transcripts with tuition
    - general inquiries with application
  - Only 9 participants put general inquires phone number and graduate office phone number together
- 4 out of 4 females under 40 thought the calendar was directly related to the application process to help understand the application deadlines
  - 8 out of 16 participants put calendar with admission information
- 7 of 16 participants recognized the Wolfson building as a building on campus
- Miami FAQ
  - There was insufficient information as to whether this card referenced the “city or university?”

# Data Analysis - Findings



# Data Analysis - Findings



# Recommendations

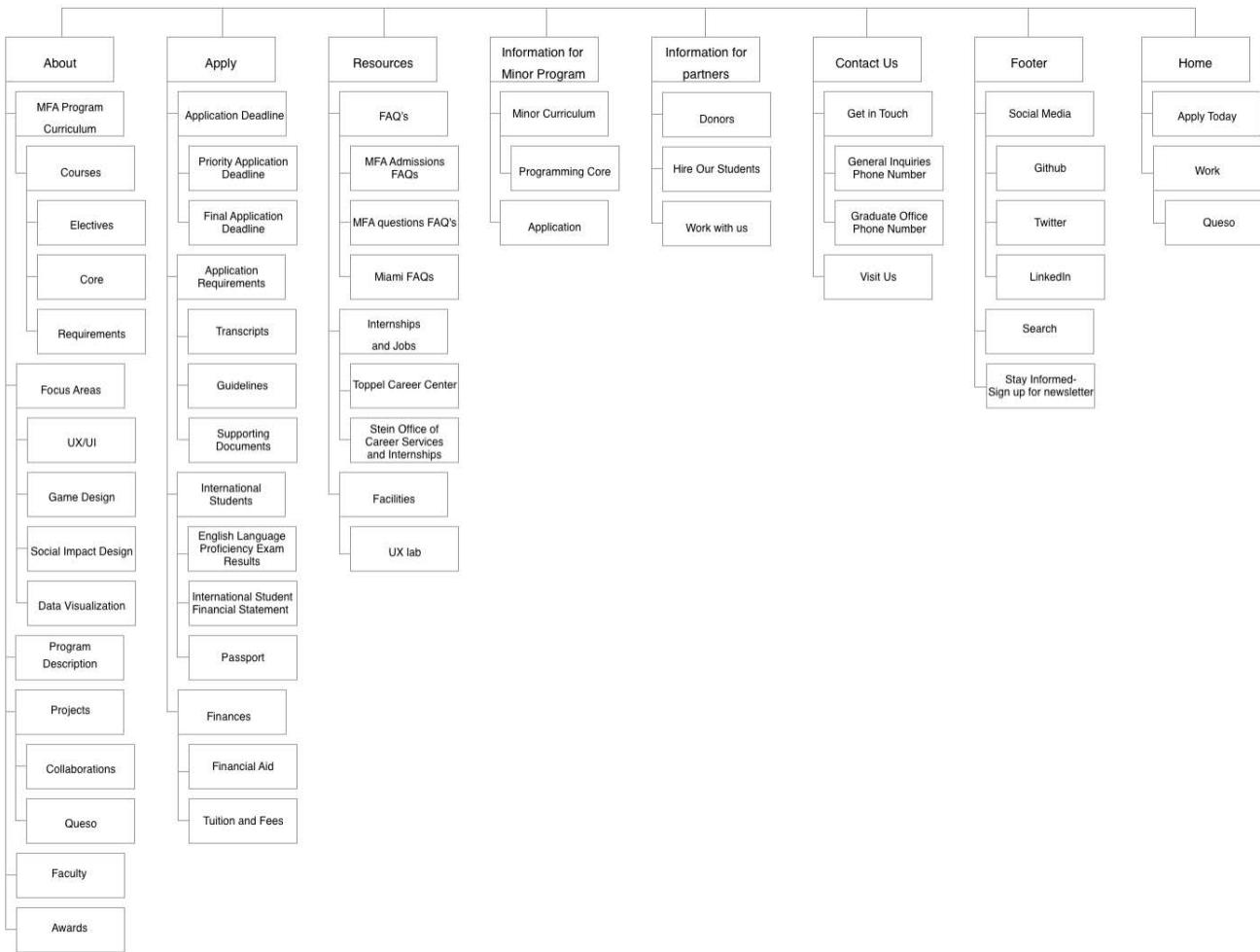
1. We defined the audience using this website and found the main categories were:
  - a. MFA applicants
  - b. Undergraduate minor applicant
  - c. Potential donors, sponsors, and employers
2. Wanted to create very broad categories for the main navigation that were all encompassing, but descriptive
  - a. About
  - b. Apply
  - c. Resources
  - d. Minor/undergrad
  - e. Partnership opportunities
  - f. Contact and footer
  - g. Homepage
  - h. Footer

# Recommendations

Removed categories that were repeated with different titles or added value to prospective students, donors, or employers

- a. Hire our students and opportunities for alumni
  - i. Lead to the same link, so we removed Opportunities for alumni because the titles were misleading
- b. Equipment
  - i. Just inventory list, no value for applicants
  - ii. Technology, gaming consoles, games for consoles and board games were all a part of equipment list.
  - iii. If it was changed to showcase use, value and cool factor, then it would be kept
- c. Project partners
  - i. Synonymous with partnership opportunities
  - ii. Non-value added title to too many sub navigational elements
- d. Canelink
  - i. not relevant to target audience. Only useful for current students
- e. Calendar
  - i. The information the current calendar includes is not relevant to target audience. Only useful for current students
- f. Helping launch your career
  - i. confusing name and redundant with internships and jobs subcategory of resources
- g. Wolfson building
  - i. not relevant to target audience. Only useful for current students

# University of Miami's Interactive Media's Revised Site Map



# Appendix

# Content

Demographic Survey

Procedure

Cluster Trees

Results by Session

Distance Matrix By Participant

Notes for Each Session

# Appendix – Demographic Survey

\* Required

1. How old are you? \*

- 19-29
- 30-39
- 40-49
- 50-59
- Over 60

2. What gender do you identify with? \*

- Male
- Female
- Other : \_\_\_\_\_

3. How often do you use a computer? \*

- Never
- Monthly
- Weekly
- Daily
- Multiple times per day

4. How often do you use the Internet? \*

- Never
- Monthly
- Weekly
- Daily
- Multiple times per day

5. Are you currently a student? \*

- Yes
- No

6. Are you looking to enroll in a masters program? \*

- Yes
- No

7. Have you ever visited the University of Miami Interactive Media's website? \*

- Yes
- No

# Appendix - Procedure

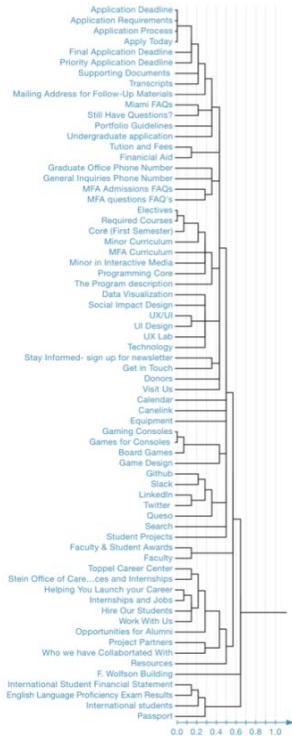
- 1) Open XSort software and start a session
- 2) Have user fill out the profile (gender and age) on the first page of the session mode. Need to make sure we get these categories:
  - i) 4 females over or = 40-yrs-old
  - ii) 4 females under 40-yrs-old
  - iii) 4 males over or = 40-yrs-old
  - iv) 4 males under 40-yrs-old
- 3) Give instructions and explain purpose to participant:
  - a) *"We want to see what groupings of these cards make sense to you. Once you have grouped the cards, you will name each of the groupings. Sort the items as quickly as possible."*
  - b) In session mode in XSort, show the participant how to group items and make labels for the items they have grouped
  - c) Make sure not to give the participant any background information on the topic
- 4) Take notes as participant "thinks out loud" and processes groupings
- 5) Ask participant to create hierarchy of the groups; have them label groups: critical, important, unimportant or topics not wanted on site
- 6) Take photos of finished card sorts
- 7) Record the time it took the participant to complete the card sort
- 8) Give participant demographic questionnaire
- 9) Thank participants for their time

# Appendix - Cluster Trees

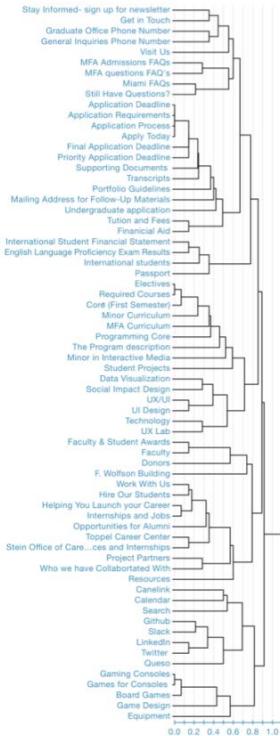
Cluster Tree(for complete and single)

- The maximum distance between elements of each cluster (also called complete-linkage clustering)
- The minimum distance between elements of each cluster (also called single-linkage clustering)
- The mean distance between elements of each cluster (also called average linkage clustering, used e.g. in UPGMA)

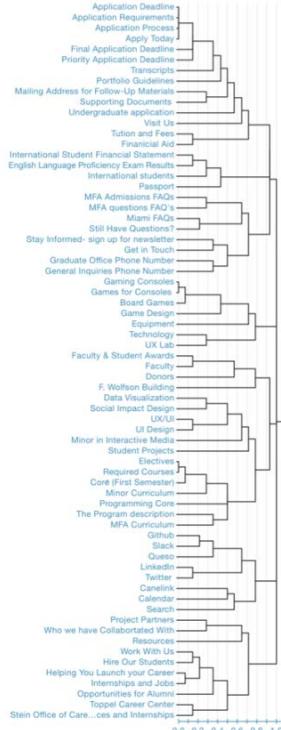
# Appendix - Cluster Trees cont.



Single-linkage clustering



Average linkage clustering



Complete-linkage clustering

# Appendix – Session Results

# Appendix - Session 1

|                         |            |
|-------------------------|------------|
| <b>Profile:</b>         | 9 men + 40 |
| <b>Gender:</b>          | Male       |
| <b>Age:</b>             | 52         |
| <b>Session Duration</b> | 14 Minutes |

## Groups

### Program

Programming Core  
General Inquiries Phone Number  
MFA Curriculum  
Required Courses  
The Program description  
Undergraduate application  
F. Wolfson Building  
Core (First Semester)  
Student Projects  
Social Impact Design  
Data Visualization  
Faculty  
UI Design  
UX/UI  
Minor Curriculum “  
Game Design  
Electives  
Graduate Office Phone Number

### Career Assist

Opportunities for Alumni  
Faculty & Student Awards  
Internships and Jobs  
Toppel Career Center  
Work With Us  
Helping You Launch your Career  
Hire Our Students

Tuition and Fees  
Who we have Collaborated With  
Project Partners  
Stein Office of Career Services and Internships

### Application Process

Application Process  
Application Deadline  
Supporting Documents  
Portfolio Guidelines  
Minor in Interactive Media  
Financial Aid  
Transcripts  
Calendar  
Passport  
Application Requirements  
Final Application Deadline  
Priority Application Deadline  
Apply Today

### Resources

UX Lab  
Games for Consoles  
Gaming Consoles  
Technology  
Equipment  
Search  
Board Games  
Resources

### Int. Students

International students  
English Language Proficiency Exam Results  
International Student Financial Statement

### Information

Still Have Questions?  
Mailing Address for Follow-Up Materials  
Stay Informed- sign up for newsletter

### Other

Miami FAQs  
Donors  
MFA Admissions FAQs  
MFA questions FAQ's

Canelink  
Slack  
Get in Touch  
Github  
Twitter  
[LinkedIn](#)  
[Queso](#)  
[Visit Us](#)

# Appendix - Session 2

|                  |             |
|------------------|-------------|
| Profile:         | 1 Women +40 |
| Gender:          | Female      |
| Age:             | 54          |
| Session Duration | 14 Minutes  |

## Groups

### Apply

Application Deadline  
Application Process  
International students  
Financial Aid  
MFA questions FAQ's  
Tuition and Fees  
MFA Admissions FAQs  
Supporting Documents  
Passport  
Priority Application Deadline  
Final Application Deadline  
MFA Curriculum  
Minor Curriculum  
English Language Proficiency Exam

### Results

Opportunities for Alumni  
Transcripts  
Portfolio Guidelines  
Minor in Interactive Media  
Undergraduate application  
International Student Financial Statement  
Get in Touch  
Application Requirements  
General Inquiries Phone Number  
Graduate Office Phone Number  
Stay Informed- sign up for newsletter

Mailing Address for Follow-Up Materials  
Apply Today  
Visit Us

### Career Path

UX/UI  
The Program description  
Electives  
Social Impact Design  
Required Courses  
Core (First Semester)  
Stein Office of Career Services and Internships  
Programming Core  
Data Visualization  
Game Design

Unknown

Toppel Career Center  
UI Design  
UX Lab  
Technology  
Slack  
Board Games  
Github  
Twitter  
Canelink  
LinkedIn  
Resources  
F. Wolfson Building

### Instruction

Faculty & Student Awards  
Faculty  
Who we have Collaborated With  
Internships and Jobs  
Hire Our Students  
Work With Us  
Helping You Launch your Career  
Student Projects  
Donors  
Project Partners

### Equip

Games for Consoles  
Gaming Consoles  
Equipment

### Other stuff

Calendar  
Still Have Questions?  
Search  
Miami FAQs  
Queso

# Appendix - Session 3

|                  |            |
|------------------|------------|
| Profile:         | 10 Men +40 |
| Gender:          | Male       |
| Age:             | 42         |
| Session Duration | 9 minutes  |

## Groups

### App Process

Application Deadline  
Application Process  
Application Requirements  
Get in Touch  
Apply Today  
Mailing Address for Follow-Up Materials  
Student Projects  
Transcripts  
Still Have Questions?  
International students  
Priority Application Deadline  
Stay Informed- sign up for newsletter  
Portfolio Guidelines  
English Language Proficiency Exam

### Results

Tuition and Fees  
Financial Aid  
Supporting Documents  
Final Application Deadline  
Miami FAQs  
Passport  
General Inquiries Phone Number  
MFA Admissions FAQs  
International Student Financial Statement

### Major/Minor

Minor in Interactive Media

Undergraduate application  
Required Courses  
MFA Curriculum  
Electives  
Programming Core  
Minor Curriculum "  
Graduate Office Phone Number  
MFA questions FAQ's

### Program Description

Core (First Semester)  
UX/UI  
UX Lab  
The Program description  
Technology  
Social Impact Design  
Game Design  
Data Visualization  
Visit Us  
UI Design

### Faculty

Faculty  
Donors  
Faculty & Student Awards  
Who we have Collaborated With

### Job Opps

Opportunities for Alumni  
Helping You Launch your Career  
Toppel Career Center  
Internships and Jobs  
Project Partners  
Hire Our Students  
Work With Us  
Resources  
Stein Office of Career Services and Internships

### Resources

Slack  
Calendar  
Queso  
F. Wolfson Building  
Board Games  
Games for Consoles  
Gaming Consoles  
LinkedIn  
Search  
Github  
Twitter  
Equipment  
Canelink

# Appendix - Session 4

## Session 4

|                  |            |
|------------------|------------|
| Profile:         | 11 Men +40 |
| Gender:          | Male       |
| Age:             | 54         |
| Session Duration | 11 minutes |

### Groups

#### Apply

Application Deadline  
Application Process  
Passport  
Transcripts  
English Language Proficiency Exam

#### Results

Priority Application Deadline  
Calendar  
Final Application Deadline  
Portfolio Guidelines  
General Inquiries Phone Number  
Graduate Office Phone Number  
Supporting Documents  
Undergraduate application  
Stay Informed- sign up for newsletter  
Apply Today  
Application Requirements

#### Other

Github  
Twitter  
Search  
LinkedIn  
Equipment  
Canelink  
Slack

#### MFA Info

MFA questions FAQ's  
Minor in Interactive Media  
Game Design  
The Program description  
Core (First Semester)  
Resources  
Programming Core  
Social Impact Design  
Required Courses  
Electives  
MFA Admissions FAQs  
Mailing Address for Follow-Up Materials  
Miami FAQs  
Minor Curriculum "  
MFA Curriculum

Career Center  
Helping You Launch your Career  
Opportunities for Alumni  
Project Partners  
Who we have Collaborated With  
Hire Our Students  
Stein Office of Career Services and Internships  
Internships and Jobs

Faculty  
Faculty & Student Awards  
Faculty

Fin. Aid - Info  
Financial Aid  
Tuition and Fees

International  
International Student Financial Statement  
International students

Courses  
Student Projects  
Data Visualization

#### UX

UX/UI  
UX Lab  
Technology  
UI Design

#### Additional info

Still Have Questions?  
F. Wolfson Building  
Toppel Career Center  
Board Games  
Donors  
Games for Consoles  
Gaming Consoles  
Work With Us  
Get in Touch  
Queso  
Visit Us

# Appendix - Session 5

|                  |            |
|------------------|------------|
| Profile:         | 13 Men -40 |
| Gender:          | Male       |
| Age:             | 29         |
| Session Duration | 12 minutes |

## Groups

### Application Information

- Social Impact Design
- Apply Today
- Application Deadline
- MFA Admissions FAQs
- Priority Application Deadline
- Application Process
- Final Application Deadline
- Undergraduate application
- Financial Aid
- Tuition and Fees
- Transcripts
- Application Requirements
- Portfolio Guidelines
- F. Wolfson Building
- Supporting Documents

- Technology and Media
- Minor in Interactive Media
- Twitter
- Canelink
- LinkedIn
- Search
- Game Design
- Gaming Consoles
- Games for Consoles
- Technology
- Board Games

- Programming Core
- Equipment
- UI Design
- Data Visualization
- UX/UI
- UX Lab
- Github
- Slack
- Queso

- Alumni and Career
- Faculty
- Helping You Launch your Career
- Opportunities for Alumni
- Toppel Career Center
- Donors
- Work With Us
- Stay Informed- sign up for newsletter
- Get in Touch
- Visit Us
- Hire Our Students
- Internships and Jobs
- General Inquiries Phone Number
- Faculty & Student Awards
- Resources

- Stein Office of Career Services and Internships
- Calendar
- Mailing Address for Follow-Up Materials

- Program Related
- MFA Curriculum
- Miami FAQs
- Minor Curriculum "
- Electives
- The Program description
- MFA questions FAQ's
- Core (First Semester)

- Required Courses
- Still Have Questions?
- Graduate Office Phone Number

- International
- English Language Proficiency Exam

- Results
- International Student Financial Statement
- International students
- Passport

- Partners
- Who we have Collaborated With
- Student Projects
- Project Partners

# Appendix - Session 6

|                  |            |
|------------------|------------|
| Profile:         | 14 Men -40 |
| Gender:          | Male       |
| Age:             | 29         |
| Session Duration | 21 minutes |

## Groups

### Courses

MFA Curriculum  
Portfolio Guidelines  
Required Courses  
Electives  
Programming Core  
Core (First Semester)

### Stay Connected

Slack  
LinkedIn  
Graduate Office Phone Number  
Get in Touch  
Stay Informed- sign up for newsletter  
Twitter  
Queso  
Calendar  
Github  
Donors  
Opportunities for Alumni

### Career Services

Internships and Jobs  
Resources  
Toppel Career Center  
Stein Office of Career Services and

### Internships

Helping You Launch your Career

### About Us

The Program description  
Who we have Collaborated With  
F. Wolfson Building  
General Inquiries Phone Number  
Visit Us  
Faculty  
Project Partners

### International Students

International Student Financial Statement  
Passport  
English Language Proficiency Exam Results

### FAQs

MFA Admissions FAQs  
MFA questions FAQ's  
Miami FAQs  
Still Have Questions?  
Search

### Application & Documents

Application Requirements  
Transcripts  
Application Process  
Application Deadline  
Financial Aid  
Undergraduate application  
Supporting Documents  
Final Application Deadline  
Tuition and Fees  
Priority Application Deadline  
Mailing Address for Follow-Up Materials

### Apply Today

Minor/ Majors Programs  
Minor Curriculum "  
Minor in Interactive Media  
International students  
Student Work

Student Projects  
Work With Us  
Equipment  
Faculty & Student Awards  
Hire Our Students  
Interactive Media Programs

Games for Consoles  
Gaming Consoles  
UI Design  
UX/UI  
UX Lab  
Social Impact Design  
Game Design  
Data Visualization  
Technology  
Board Games  
Canelink

# Appendix - Session 7

|                  |            |
|------------------|------------|
| Profile:         | 15 Men -40 |
| Gender:          | Male       |
| Age:             | 19         |
| Session Duration | 17 minutes |

## Groups

### Preparing for University

- Priority Application Deadline
- Application Process
- Visit Us
- International Student Financial Statement
- Miami FAQs
- Still Have Questions?
- Tuition and Fees
- Financial Aid
- Application Deadline
- Application Requirements
- Supporting Documents
- Mailing Address for Follow-Up Materials
- Apply Today
- English Language Proficiency Exam

### Results

- Search
- Household Items
  - Passport
  - Calendar
  - Board Games
  - Gaming Consoles
  - Games for Consoles
- Social Medias
  - Twitter
  - LinkedIn
  - Slack

Github  
Social Impact Design  
Computer Technology

Programming Core  
UI Design  
UX/UI  
Game Design  
Equipment  
Technology  
UX Lab  
Data Visualization  
The Program description

While at University  
Undergraduate application  
International students  
Faculty  
Final Application Deadline

Canelink  
Transcripts  
Donors  
F. Wolfson Building  
Toppel Career Center  
Queso  
Core (First Semester)  
Required Courses  
Hire Our Students  
Electives  
Minor Curriculum “  
Stein Office of Career Services and Internships  
Student Projects  
Minor in Interactive Media  
Faculty & Student Awards

Career after University  
Internships and Jobs  
Work With Us

Resources  
Get in Touch  
General Inquiries Phone Number  
Portfolio Guidelines  
Helping You Launch your Career  
Project Partners  
MFA Admissions FAQs  
Stay Informed- sign up for newsletter  
Graduate Office Phone Number  
MFA questions FAQ's  
MFA Curriculum  
Who we have Collaborated With  
Opportunities for Alumni

# Appendix - Session 8

|                  |            |
|------------------|------------|
| Profile:         | 16 Men -40 |
| Gender:          | Male       |
| Age:             | 39         |
| Session Duration | 14 minutes |

## Groups

### Gaming

Game Design  
Gaming Consoles  
Board Games  
Games for Consoles  
Github

### Documents

Passport  
Supporting Documents

### Social Networking

Twitter  
Slack  
LinkedIn

### Student Financial

Tuition and Fees  
Financial Aid  
International Student Financial Statement

### Career

Toppel Career Center  
Internships and Jobs  
Helping You Launch your Career  
Hire Our Students  
Opportunities for Alumni  
Stein Office of Career Services and

### Internships

Work With Us

### Student

Equipment  
English Language Proficiency Exam Results  
Transcripts  
Canelink  
Queso

### School Website

Application Requirements  
Application Deadline  
Portfolio Guidelines  
Final Application Deadline  
MFA Curriculum  
Minor Curriculum “  
Social Impact Design  
Core (First Semester)  
UX Lab

The Program description  
Project Partners  
Donors  
MFA questions FAQ's  
Get in Touch  
Graduate Office Phone Number  
UI Design

### UX/UI

Resources  
Visit Us  
Miami FAQs  
Faculty & Student Awards  
Faculty  
Search  
Stay Informed- sign up for newsletter  
General Inquiries Phone Number  
MFA Admissions FAQs  
Mailing Address for Follow-Up Materials  
F. Wolfson Building  
Calendar

Electives  
Required Courses  
Apply Today  
Still Have Questions?  
Minor in Interactive Media  
Who we have Collaborated With  
Data Visualization  
Technology  
Priority Application Deadline  
International students  
Undergraduate application  
Student Projects  
Programming Core  
Application Process

# Appendix - Session 9

|                         |             |
|-------------------------|-------------|
| <b>Profile:</b>         | 2 Women +40 |
| <b>Gender:</b>          | Female      |
| <b>Age:</b>             | 56          |
| <b>Session Duration</b> | 22 Minutes  |

## Groups

idk

- UI Design
- UX/UI
- Queso
- Canelink
- Github
- UX Lab

college

- Faculty & Student Awards
- Undergraduate application
- Financial Aid
- Minor Curriculum "
- Core (First Semester)
- Required Courses
- Electives
- Faculty

intl

- English Language Proficiency Exam

Results

- Passport
- International Student Financial Statement
- International students
- Miami FAQs

grad school

- MFA questions FAQ's
- MFA Admissions FAQs
- The Program description

|              |  |   |
|--------------|--|---|
| tech         | <ul style="list-style-type: none"> <li>General Inquiries Phone Number</li> <li>Student Projects</li> <li>MFA Curriculum</li> <li>Graduate Office Phone Number</li> <li>Project Partners</li> <li>Programming Core</li> <li>Equipment</li> <li>Technology</li> <li>Search</li> </ul>            | <ul style="list-style-type: none"> <li>Games for Consoles</li> <li>Gaming Consoles</li> <li>Game Design</li> <li>Board Games</li> </ul>               |
| location     | F. Wolfson Building  |   |
| social media | <ul style="list-style-type: none"> <li>Twitter</li> <li>Slack</li> <li>LinkedIn</li> </ul>   |   |
| career svc   |  | Stein Office of Career Services and   |
| Internships  |  | <ul style="list-style-type: none"> <li>Toppel Career Center</li> <li>Internships and Jobs</li> <li>Portfolio Guidelines</li> <li>Resources</li> </ul> |
| media        |  | <ul style="list-style-type: none"> <li>Social Impact Design</li> <li>Data Visualization</li> <li>Minor in Interactive Media</li> </ul>                |
| slogan       | <ul style="list-style-type: none"> <li>Helping You Launch your Career</li> <li>Work With Us</li> <li>Who we have Collaborated With</li> <li>Still Have Questions?</li> <li>Stay Informed- sign up for newsletter</li> <li>Visit Us</li> <li>Get in Touch</li> <li>Hire Our Students</li> </ul> |   |
| alum         | <ul style="list-style-type: none"> <li>Donors</li> <li>Opportunities for Alumni</li> </ul>   |   |
| games        |  |   |

# Appendix - Session 10

|                  |            |
|------------------|------------|
| Profile:         | 12 Men +40 |
| Gender:          | Male       |
| Age:             | 56         |
| Session Duration | 12 Minutes |

## Groups

### General University Information

- Canelink
- Financial Aid
- Application Requirements
- Visit Us
- Application Process
- Minor in Interactive Media
- Electives
- Required Courses
- F. Wolfson Building
- Core (First Semester)
- General Inquiries Phone Number
- Minor Curriculum "
- International Student Financial Statement
- Faculty
- English Language Proficiency Exam

### Results

- Transcripts
- Tuition and Fees
- Student Projects
- Calendar
- Final Application Deadline
- Faculty & Student Awards
- International students
- Apply Today
- Application Deadline

### MFA Subspecialty

- UI Design
- UX/UI
- UX Lab
- MFA Curriculum
- Data Visualization
- The Program description
- MFA Admissions FAQs
- Contacts for future employment
  - Graduate Office Phone Number
  - Hire Our Students
  - Project Partners
  - Donors
  - Opportunities for Alumni
  - Helping You Launch your Career
  - Who we have Collaborated With
  - Work With Us
  - Internships and Jobs
  - Github
  - Toppel Career Center
  - Get in Touch
  - Resources
  - Stein Office of Career Services and Internships
  - Undergraduate application
  - LinkedIn
- Left overs
  - Slack
  - Passport
  - Queso
- Technology
  - Social Impact Design
  - Programming Core
  - Technology
  - Twitter
- End product of programing
  - Game Design

- Games for Consoles
- Gaming Consoles
- Board Games
- Equipment
- General info stuff
  - Portfolio Guidelines
  - Supporting Documents
  - Priority Application Deadline
  - Search
  - Still Have Questions?
  - MFA questions FAQ's
  - Mailing Address for Follow-Up Materials
  - Stay Informed- sign up for newsletter
  - Miami FAQs

# Appendix - Session 11

|                  |                   |
|------------------|-------------------|
| Profile:         | 5 Women -40       |
| Gender:          | Female            |
| Age:             | 24                |
| Session Duration | 13 minutes, 6 sec |

## Groups

### Technology

UX Lab  
Technology  
UI Design  
UX/UI  
Minor in Interactive Media

### Gaming

Board Games  
Games for Consoles  
Gaming Consoles  
Game Design  
Equipment

### Career Services

Helping You Launch your Career  
Stein Office of Career Services and

### Internships

Toppel Career Center  
Hire Our Students  
Work With Us  
Who we have Collaborated With  
Resources  
Stay Informed- sign up for newsletter  
Internships and Jobs

### Financials

Tuition and Fees  
Priority Application Deadline  
Final Application Deadline

|   |   |
|---|---|
| Financial Aid                           | Calendar                                  |
| Alumni and Advancement                  | Canelink                                  |
| Donors                                  | General Inquiries Phone Number            |
| Opportunities for Alumni                | Visit Us                                  |
| Get in Touch                            | Application Requirements                  |
| Faculty                                 | International Students                    |
| Faculty & Student Awards                | English Language Proficiency Exam         |
| Faculty                                 | Results                                   |
| Social Media                            | Passport                                  |
| LinkedIn                                | International Student Financial Statement |
| Twitter                                 | International students                    |
| Programs                                | Project Management                        |
| Search                                  | F. Wolfson Building                       |
| Core (First Semester)                   | Project Partners                          |
| Required Courses                        | Data Visualization                        |
| Electives                               | Social Impact Design                      |
| Programming Core                        | Misc                                      |
| The Program description                 | Slack                                     |
| MFA questions FAQ's                     | Github                                    |
| MFA Admissions FAQ's                    | Queso                                     |
| Graduate Office Phone Number            |   |
| Student Projects                        |   |
| Minor Curriculum "                      |   |
| MFA Curriculum                          |   |
| Admissions                              |   |
| Application Deadline                    |   |
| Application Process                     |   |
| Portfolio Guidelines                    |   |
| Undergraduate application               |   |
| Supporting Documents                    |   |
| Transcripts                             |   |
| Still Have Questions?                   |   |
| Miami FAQs                              |   |
| Mailing Address for Follow-Up Materials |   |
| Apply Today                             |   |

# Appendix - Session 12

|                  |             |
|------------------|-------------|
| Profile:         | 6 Women -40 |
| Gender:          | Female      |
| Age:             | 21          |
| Session Duration | 11 minutes  |

## Groups

### Programs

MFA Curriculum  
Minor Curriculum "  
Social Impact Design  
The Program description  
Faculty  
Faculty & Student Awards  
MFA Admissions FAQs  
UI Design  
UX/UI  
Data Visualization  
Student Projects  
Resources  
Minor in Interactive Media

### Apps

Application Deadline  
Application Process  
Portfolio Guidelines  
Undergraduate application  
Supporting Documents  
Transcripts  
Priority Application Deadline  
Final Application Deadline  
Search  
Core (First Semester)  
Required Courses  
Electives

Programming Core  
MFA questions FAQ's  
Miami FAQs  
Get in Touch  
Mailing Address for Follow-Up Materials  
General Inquiries Phone Number  
Graduate Office Phone Number  
Apply Today  
Calendar  
Canelink  
Stay Informed- sign up for newsletter  
Visit Us  
Application Requirements

International  
English Language Proficiency Exam Results  
Passport  
International Student Financial Statement  
International students

Social Media  
Github  
Twitter  
LinkedIn  
Slack

Tuition  
Tuition and Fees  
Donors  
Financial Aid

Location  
UX Lab  
Equipment  
Technology  
F. Wolfson Building

Gaming  
Games for Consoles  
Gaming Consoles

Game Design  
Board Games  
Career/Higher Ed Prep  
Helping You Launch your Career  
Stein Office of Career Services and

### Internships

Toppel Career Center  
Hire Our Students  
Opportunities for Alumni  
Work With Us  
Who we have Collaborated With  
Project Partners  
Still Have Questions?  
Internships and Jobs

Food  
Queso

# Appendix - Session 13

|                  |             |
|------------------|-------------|
| Profile:         | 7 Women -40 |
| Gender:          | Female      |
| Age:             | 19          |
| Session Duration | 11 minutes  |

## Groups

### Application Info

- Undergraduate application
- Priority Application Deadline
- Final Application Deadline
- Apply Today
- Application Requirements
- Application Deadline
- Application Process

### Course Info

- Core (First Semester)
- Required Courses
- Electives
- Programming Core
- MFA Curriculum
- Minor Curriculum "
- Minor in Interactive Media

### Miscellaneous

- Queso
- Slack
- Github
- UX/UI

### Places

- UX Lab
- F. Wolfson Building

### Gaming

- Games for Consoles
- Gaming Consoles

Game Design  
Board Games  
Equipment  
Technology  
Equipment  
Career Help  
Helping You Launch your Career  
Stein Office of Career Services and Internships  
Toppel Career Center  
Hire Our Students  
Opportunities for Alumni  
Work With Us  
Internships and Jobs  
Question/More Info  
MFA Admissions FAQs  
Miami FAQs  
Get in Touch  
Mailing Address for Follow-Up Materials  
General Inquiries Phone Number  
Graduate Office Phone Number  
Visit Us  
Who we have Collaborated With  
Project Partners  
Donors  
Still Have Questions?  
MFA questions FAQ's  
Resources  
Supporting Documents

International Students  
English Language Proficiency Exam Results  
Passport  
International Student Financial Statement  
International students  
UM Website Info  
Transcripts

Search  
Calendar  
Canelink  
Tuition and Fees  
The Program description  
Faculty  
Faculty & Student Awards  
Portfolio Guidelines  
Financial Aid  
Social Media/Projects  
Social Impact Design  
UI Design  
Data Visualization  
Student Projects  
Twitter  
LinkedIn  
Stay Informed- sign up for newsletter

# Appendix - Session 14

|                  |             |
|------------------|-------------|
| Profile:         | 8 Women -40 |
| Gender:          | Female      |
| Age:             | 22          |
| Session Duration | 41 minutes  |

## Groups

|                                    |   |
|------------------------------------|---|
| Relevant to International Students | English Language Proficiency Exam   |
| Results                            | Passport<br>International Student Financial Statement<br>International students   |
| Relevant to Applying Students      | Application Deadline<br>Application Process<br>Portfolio Guidelines<br>Undergraduate application<br>Supporting Documents<br>Transcripts<br>Financial Aid<br>Tuition and Fees<br>Priority Application Deadline<br>Final Application Deadline<br>MFA questions FAQ's<br>MFA Admissions FAQs<br>Mailing Address for Follow-Up Materials<br>Apply Today<br>Visit Us<br>Application Requirements |
| Programs and Curriculum            | Minor in Interactive Media<br>MFA Curriculum<br>Minor Curriculum "  |

Social Impact Design  
Core (First Semester)  
Required Courses  
Electives  
Programming Core  
Project Partners  
Game Design  
UI Design  
UX/UI  
Data Visualization  
Student Projects  
The Program description  
Website Resources  
Faculty  
Faculty & Student Awards  
Who we have Collaborated With  
Donors  
Still Have Questions?  
Miami FAQs  
Get in Touch  
General Inquiries Phone Number  
Graduate Office Phone Number  
Resources  
Calendar  
Canelink  
Twitter  
Stay Informed- sign up for newsletter  
Search  
Locations on Campus  
UX Lab  
Stein Office of Career Services and Internships  
Toppel Career Center  
F. Wolfson Building  
Career Resources  
Helping You Launch your Career

Hire Our Students  
Opportunities for Alumni  
Work With Us  
LinkedIn  
Internships and Jobs  
Unknown  
Slack  
Github  
Queso  
Things Students Use in Class  
Technology  
Board Games  
Games for Consoles  
Gaming Consoles  
Equipment

# Appendix - Session 15

|                  |             |
|------------------|-------------|
| Profile:         | 3 Women +40 |
| Gender:          | Female      |
| Age:             | 44          |
| Session Duration | 27 minutes  |

## Groups

### application

Application Requirements  
Application Deadline  
Search  
Core (First Semester)  
Apply Today  
Undergraduate application  
Supporting Documents  
The Program description  
Portfolio Guidelines  
Equipment  
Application Process  
Priority Application Deadline  
Final Application Deadline  
Tuition and Fees  
Financial Aid  
Hire Our Students

### yo no se

Slack  
UX/UI  
Queso

### international resources

International Student Financial Statement  
International students  
Passport

### campus resources

F. Wolfson Building

Who we have Collaborated With  
Still Have Questions?  
Miami FAQs  
Faculty  
Toppel Career Center  
Stay Informed- sign up for newsletter  
Graduate Office Phone Number  
Faculty & Student Awards  
Resources

student curriculum  
Required Courses  
Game Design  
Minor Curriculum “  
UI Design  
Social Impact Design  
UX Lab  
Programming Core  
Board Games  
Games for Consoles  
Data Visualization  
Minor in Interactive Media  
Gaming Consoles  
Electives  
Technology

MFA  
MFA Admissions FAQs  
MFA Curriculum  
MFA questions FAQ's

alumni info  
Helping You Launch your Career  
Stein Office of Career Services and Internships  
Opportunities for Alumni  
Work With Us  
Project Partners  
Donors

Internships and Jobs  
social media

General Inquiries Phone Number  
Canelink  
Github  
Twitter  
LinkedIn  
Visit Us  
Get in Touch

project results  
English Language Proficiency Exam

Results  
Mailing Address for Follow-Up Materials  
Student Projects  
Calendar  
Transcripts

# Appendix - Session 16

|                         |             |
|-------------------------|-------------|
| <b>Profile:</b>         | 4 Women +40 |
| <b>Gender:</b>          | Female      |
| <b>Age:</b>             | 56          |
| <b>Session Duration</b> | 24 minutes  |

## Groups

international students  
Results  
college finances  
faculty and alumni  
grad school  
communication options

- international students
  - English Language Proficiency Exam
  - International Student Financial Statement
  - International students
- college finances
  - Financial Aid
  - Tuition and Fees
  - Donors
  - Supporting Documents
- faculty and alumni
  - Faculty & Student Awards
  - Opportunities for Alumni
  - Student Projects
  - Faculty
- grad school
  - MFA Admissions FAQs
  - F. Wolfson Building
  - Portfolio Guidelines
  - Graduate Office Phone Number
  - MFA questions FAQ's
  - MFA Curriculum
- communication options
  - Github
  - Who we have Collaborated With
  - Stay Informed- sign up for newsletter
  - Get in Touch

games  
results  
college applications

- games
  - Search
  - Twitter
  - LinkedIn
  - Technology
  - Board Games
  - Games for Consoles
  - Game Design
  - Gaming Consoles
  - Equipment
  - programming/computer terms I don't know
    - Passport
    - UX Lab
    - UI Design
    - Data Visualization
    - Social Impact Design
    - Programming Core
    - UX/UI
    - Canelink
    - Queso
    - Slack
- internships and jobs
  - Helping You Launch your Career
  - Stein Office of Career Services and Internships
  - Toppel Career Center
  - Hire Our Students
  - Work With Us
  - Project Partners
  - Apply Today
  - Resources
  - Internships and Jobs
- college applications
  - Application Deadline
  - Application Process
  - Undergraduate application

# Appendix – Distance Matrices by Participant

# Appendix - Distance Matrices by Participant

## 1 Woman + 40

# Appendix - Distance Matrices by Participants

## 2 Woman + 40

# Appendix - Distance Matrices by Participants

## 3 Woman + 40

# Appendix - Distance Matrices by Participants

## 4 Woman + 40

# Appendix - Distance Matrices by Participants

## 1 Woman - 40

# Appendix - Distance Matrices by Participants

## 2 Woman - 40

# Appendix - Distance Matrices by Participants

## 3 Woman - 40

# Appendix - Distance Matrices by Participants

## 4 Woman - 40

# Appendix - Distance Matrices by Participants

## 1 Man + 40

# Appendix - Distance Matrices by Participants

2 Man + 40

# Appendix - Distance Matrices by Participants

3 Man + 40

# Appendix - Distance Matrices by Participants

## 4 Man + 40

# Appendix - Distance Matrices by Participants

1 Man - 40

# Appendix - Distance Matrices by Participants

2 Man - 40

# Appendix - Distance Matrices by Participants

3 Man - 40

# Appendix - Distance Matrices by Participants

4 Man - 40

# Appendix - Notes

**Woman over 40**

**Time: 27 minutes**

group # 1 - apply for college

then split it into two groups

"This is really confusing- they could all fall together"

"kind of like a pre-application"

"What do you want a passport for?"

"Queso? Really? Cheese?"

Portfolio guidelines

maybe this is a pre-app? don't know what it is-

resume? app portfolio?

group 3- "international" / "foreign"

passport maybe?

group 4- maybe center or school

kind of an about

resources and phone numbers

"info about the school"

stein goes with wolfson?

they're different places, but go together because

they're places

group 5- design

don't know what it is but it seems like a course you  
could take?

stay informed, visit us, newsletter?

they might all go together

MFA section

UX/UI

don't know what this is  
sounds like an infection

slack goes with cheese

"unless it's something witty for something"

slack: "no idea what this is other than maybe lazy  
people"

group 7- "getting informed"

data vis

sounds like a class

programming

school core or maybe it's a programming class

# Appendix - Notes

is social impact a class?

"confusing these groupings together. some do make sense together, but i'm not sure what's meant by each title of the things"

github

I guess it's a twitter or something

"supporting documents for what???"

Hierarchy:

critical

application

important

international resources

project results

campus resources

MFA

social media

unimportant

yo no se [unknown material]

student curriculum

alumni info

# Appendix - Notes

## Woman over 40

### Time: 24 minutes

started organizing in groups before reading all of the cards  
grouping the “easy ones first,” obvious  
trying to use groupings seen before and not trying to come  
up with creative or clever naming

financial aid

career

student projects

maybe apart of programs?

“don’t know what slack or github are”

“github, is that a tweeter communication thing?”

Queso “cheese in a different language”

“Is that a hispanic computer program I don’t know?”

Now you’re going to say I’m prejudice”

had to guess at MFA naming

“master of fine...”

after reading data viz- “wish I understood the words”

passport is completely unrelated

name of building doesn’t mean anything to me

General Enquiry phone number

“old ladies way of LinkedIn”

“What the hell is slack”

“How did you come up with this list?”

Miami FAQ

“city or uni?”

“insufficient information”

“donors go with that financial deal”

Hierarchy:

Critical

college finances

grad school

college application

Important

internships and jobs

international students

faculty and alumni

communication options

Unimportant

programming/ computer terms I don’t know

games

# Appendix - Notes

**Male over 40**

**Time: 12 minutes**

"I think this sucks"

First look impressions  
school, design

General information

how to get things done

This all depends on the context of ordering

"I'm coming at this from an advertising educational  
standpoint based kind of perspective"

MFA

means media fine arts

Wolfson

"probably where you do all of this stuff"

"no idea why you have cheese in here"

slack

"you have to relax in school. Things get too tight,  
people need to take time off"

"It doesn't fit well here though"

UX/UI

"That's an advanced platform."

What makes you say that? "I learned it from you"  
No idea what github is  
english test

"that's gotta be a requirement for going to the  
school"

data viz

"fine arts, not a technology"  
"for those not technical"

hierarchy

critical:

MFA subspecialty  
Contacts for future employment

important

Technology  
End of product of programming  
General University Information

unimportant

Left overs  
General info stuff [general information]

# Appendix - Notes

**Woman over 40**

**Time: 22 minutes**

ui design

    idk

“I’ll put everything I don’t know in an area first”

“school” grouping morphed into college

    included games

canelink

    idk

portfolio guidelines

    unrelated to anything along with Queso

Slack

    “some kind of blog thing”

supporting documents

    “that’s too general”

“everything is getting a little random”

“mailing address I guess goes with the application”

“I think in big groups, not small like alumni and donors”

Slogans

    group 5

started thinking of things not card sorting related

getting bored

social impact design

    not familiar with the concept

“should I have made smaller groups?”

“passport is unclear”

hierarchy

    critical

        college

        grad school

        application

    important

        tech

        career svc

        intl [international]

        alumni

        media

    unimportant

        slogan

        game

        soc media [social media]

        idk[I don’t know]

        location

# Appendix - Notes

**Male under 40**

**Time: 12 minutes**

I'm starting out by looking for similarities

Anything having to do with Admission and Applications

So all Application info stuff in one folder

Separating items so I can see what everything is

Everything regarding program, application tuition,  
transcripts, together.

Now I'll make another that talks about masters in fine art,  
we have curriculum, FAQ's, Electives, program  
description.

Then I'm grouping anything that has to do with technology  
& media

One that has to do with careers and Alumni

Making another for projects & partners

Placing into groups already made

hierarchy

Critical

Application Information

Technology and Media

Important

Alumni and Career

Program Related

International

Unimportant

Partners

# Appendix - Notes

**Male under 40**

**Time: 21 minutes**

Reading names out loud

Going to put miami faq with still have questions.

Is explaining what he's doing

Going to put app deadlines together

Electives with student and fees because it sounds like a student registering

Put visit us with miami FAQ's

Application requirement with supporting document because it sounds like info on how to sign up.

Having difficulty

FAQ's with General Inquiries phone number

Cores together because they both have core.

Newsletter with General Inquiries phone number

UX lab with Game Design

LinkedIn placed with internship and jobs

Collaboration with Partners

Program description with stay informed

Games for console with Game design

MFA Curriculum with Minor Curriculum

Canelink with Twitter because uncertain of what its English language proficiency results with international students

Transcript with supporting documents

Toppel career with helping launch career

Get in touch with visit us also resources

UX UI with gamers also with Queso and Technology hierarchy

Critical

Application & Documents

Minors/Majors Programs

Interactive Media Programs

About Us

Important

Courses

Career Services

FAQs

International Students

Unimportant

Student Work

Stay Connected

# Appendix - Notes

**Male under 40**

**Time: 17 minutes**

Faculty international student under University, along with canelink, these are all things that relate to Universities  
Thinking about what websites have  
Twitter with Linked because it's social stuff  
Going to create a group for careers  
    Internships and jobs in it  
Resources with careers you need to use  
F.Wolfson with University because it's a building  
    Toppel also with University  
Have to group items with necessities, like board games  
General inquiry and Phone numbers putting with career stuff.  
Going to create a technology folder  
    Changing to computer technology  
Portfolio guidelines go under careers because people need to follow guidelines in careers?

Game Consoles with Passport group because it's things you have

Data Viz with Computer technology to see what technologies are being used

Preparing for University folder

A lot of stuff needs to be prepped before going to a University

You need supporting documents when applying so group those together

Moved Socia Impact to Social Media because of Social aspect

hierarchy

Critical

    Preparing for University  
    Computer Technology

Important

    While at the University  
    Career after University  
    Social Medias

Unimportant

    Household Items

# Appendix - Notes

**Male under 40**

**Time: 14 minutes**

\*Reading out loud\*

Making a file for documents - like passport , applications

A folder for general, there's a lot for this

Thinking of what websites have

I see another card for career I think I can use

International for school stuff I guess

I may be putting too much in the program category

Moving passport to it's own group

Not sure where to place github, place with LinkedIn will  
have to revisit

Moving Github with game stuff

Not sure where to put Donors

hierarchy

Critical

School Website  
Student Financial  
Documents

Important

Career  
Student  
Social Networking

Unimportant

Gaming

# Appendix - Notes

**Male over 50**

**Time: 14 minutes**

FAQs seem unimportant

Not sure where to put some of these categories so I put  
them in “other”

Some sort of website information...?

I guess I'll make/divide them into large categories

What is GitHub?

hierarchy

critical

application process

Important

program

career assist

resources

international students

information

unimportant

other

# Appendix - Notes

**Female over 50**

**Time: 14 minutes**

Am I designing a web site?

Not sure where to put some of these categories so I put  
them in “?”

Don't understand how these categories relate

Many of these categories seem like the same thing

There seem to be too many options

I'm making my best guesses here

hierarchy

critical

degree type

Important

apply

career path

instruction

equipment

unimportant

other stuff

? “(not sure what this stuff is)”

# Appendix - Notes

**Male over 40**

**Time: 9 minutes**

I think the application categories are most

Not sure where to put some of these categories so I put  
them in “other”

Not sure if I’m doing this correctly

Some categories don’t mean anything to me

What is GitHub, Queso, Slack...?

hierarchy

critical

apply

courses

Important

MFA info

career ctr

faculty

financial aid

international

UX

unimportant

other

# Appendix - Notes

**Male over 40**

**Time: 11 minutes**

I feel like I'm playing a game

There are lots of choices I don't understand how they  
relate to one another

Is this a web site?

Looks like a school/university application site

Too many categories that seem unrelated

I know what Twitter, LinkedIn is, but some of these of these  
others don't make sense

I'm just making big buckets

hierarchy

critical

application process  
major/minor information

Important

program description  
faculty  
job opportunities  
resources

# Appendix - Notes

**Female under 40**

**Session Duration: 11 minutes**

I want to look at all the cards first before I start putting them into categories

I see several things that apply to international students, I am going to put passport in there too because that fits with the international category

There are many things that pertain to financial information. When I see priority application deadline I think of the FAFSA.

A bunch of these are career related, there are many things that fall under the idea of career services

I have no idea what Slack and Queso are, I am going to just create a Misc. category for these things

Critical:

Programs  
Admissions  
International Students

Important:

Career Services  
Financials  
Alumni and Advancement  
Faculty  
Project Management

Unimportant:

Social Media  
Technology  
Gaming  
Misc

# Appendix - Notes

## Female Under 40

### Session Duration: 11.5 minutes

Made a group of things that all appeared to be application things - it looks like there is some kind of application process, there are things that you need would need for to apply for something

I see course titles, I want to call it curriculum because they are related to courses and programs

I think things like social impact design, UI/UX seem like courses

There are a bunch of things that fall under career resources

FAQs are a goal oriented thing, like part of an application process

Calendar is for planning so that makes sense with the application process

"What is Queso? That's cheese right? I am going to make a food category"

What is Queso, I guess I am making a food category

### Critical:

Apps  
Programs  
Career/Higher Ed Prep  
International

### Important:

Social Media  
Tuition  
Location

### Unimportant:

Gaming  
Food

# Appendix - Notes

## Female Under 40

### Session Duration: 11 Minutes

Application is the first broad category that I can see, so I am going to group things together that look like they would go under application information

A lot of these things are on the University of Miami website so I am going to group those things together.

There are a couple of cards that I recognize that are buildings on campus.

Equipment and technology are similar things so I am going to put them together and give it the category title, Equipment.

There are several things that relate to career help and resources

The FAQs are question related, so I would put them together

Social media and projects I would say are related, they are current event type things

### Critical:

#### UM Website Info

#### Important:

Application Info

Course Info

Career Help

Question/More Info

International Students

Social Media/Projects

#### Unimportant:

Miscellaneous

Places

Gaming

Equipment

# Appendix - Notes

## Female Under 40

### Session Duration: 41 Minutes

Don't want to group them until I know what they all are.  
If I make broad categories, I don't have to think too much  
about it

I want to put things in multiple categories, this is so  
stressful

Equipment is so vague - what is it? It means nothing to me.  
What do you do even do with that - technology?

I am not sure about these cards I have left, maybe  
entertainment, although the rest are all school related,  
so maybe I'll go with things students use on class.

### Critical:

Relevant to International Students  
Relevant to Applying Students

### Important:

Programs and Curriculum  
Website Resources  
Career Resources

### Unimportant:

Locations on Campus  
Unknown  
Things Students Use in Class