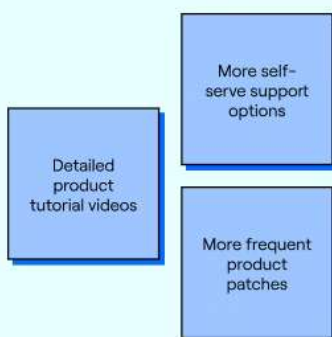
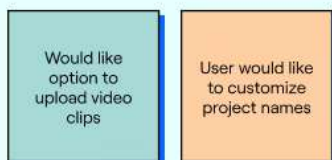


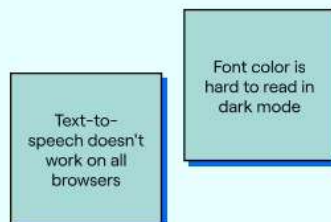
Enablement & support



UX & usability



Feature requests



Accessibility



Bugs & fixes

CARD SORTING

UX Knowledge Base Sketch #3



MAIN GOAL: IMPROVE INFORMATION ARCHITECTURE

- LABELLING
- GROUPING
- ORGANIZATION OF INFORMATION

BENEFITS

- QUICK
- COST-EFFICIENT
- INVOLVES USERS
- ESTABLISHED METHOD

TYPES

- OPEN**
CATEGORIES CREATED BY PARTICIPANTS
- CLOSED**
PREDEFINED CATEGORIES & NAMES
- HYBRID**

STEPS

- DEFINE THE SCOPE
- CREATE THE CARDS
- ESTABLISH THE FRAMEWORK
 - ↳ OPEN/CLOSED
 - ↳ IN-PERSON/ONLINE
- RECRUIT PARTICIPANTS
- ANALYZE THE RESULTS

ANALYSIS

- SIMILARITY MATRIX
- RESULTS MATRIX / STANDARDIZATION GRID
- DENDROGRAM
- PARTICIPANT-CENTRIC ANALYSIS (PCA)

ADVICE

- VARY WORDING TO PREVENT OBVIOUS PATTERNS
- 30-60 LIMIT THE NUMBER OF CARDS
MAXIMUM 100
- GIVE CLEAR INSTRUCTIONS
TELL THEM THAT THERE ARE NO RIGHT OR WRONG ANSWERS
- CHOOSE CONTENT FROM SIMILAR LEVELS
- DOCUMENT THE SESSIONS
- 2nd IF YOU STARTED WITH AN OPEN, DO A 2ND ROUND WITH CLOSED

Motor

Car
insurance

Van
insurance

Motorbike
insurance

Home

Home
insurance

Holiday
home
insurance

Mortgage
protection

Travel

Travel
insurance

Gadget
travel
insurance

Money

Loans

Credit
cards

Card-Sorting Example:

Athletic-Clothing Ecommerce Site

