Redesigning and Migrating Your Library Website Using Card Sorting

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GSU Library Website, library.gsu.edu

UCF Libraries Website (library.ucf.edu)

Card Sorting

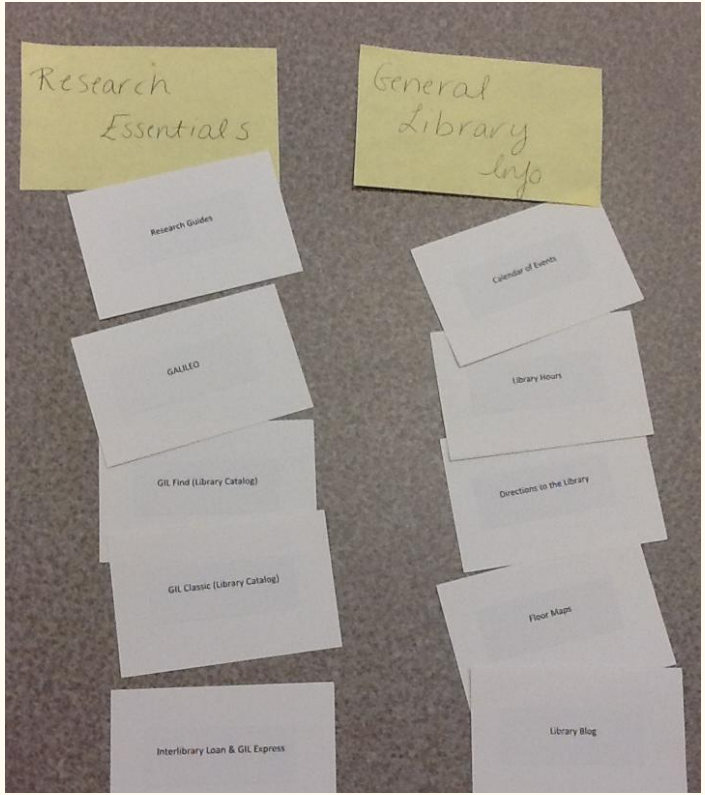
Card Sorting @ GSU

Card Sorting @ GSU

- Card creation
- 40 cards
- Seven student subjects
- Open sort
- Followed by a closed sort

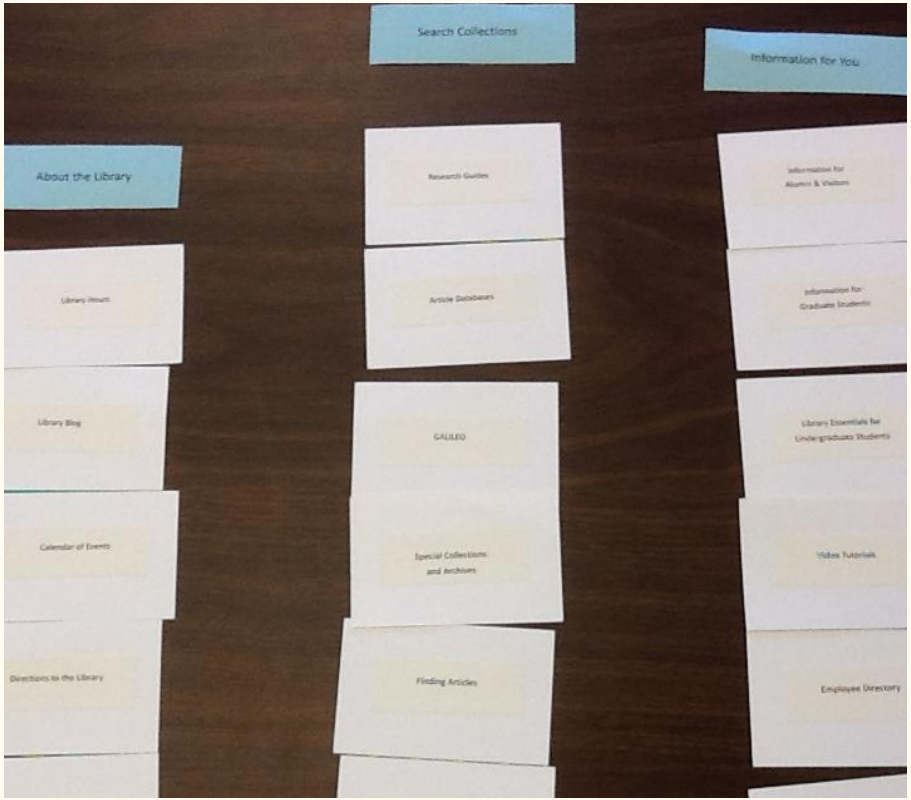
Card Sorting @ GSU

- Open sort
  - Restricted to five categories
  - Three, four, and five categories
  - Some great category names: “Research Essentials”
  - Some questionable: “Library/About/General”



Card Sorting @ GSU

- Closed sort
  - Five established categories
    - About the Library
    - Search Collections
    - How Do I…?
    - Services
    - Information for You



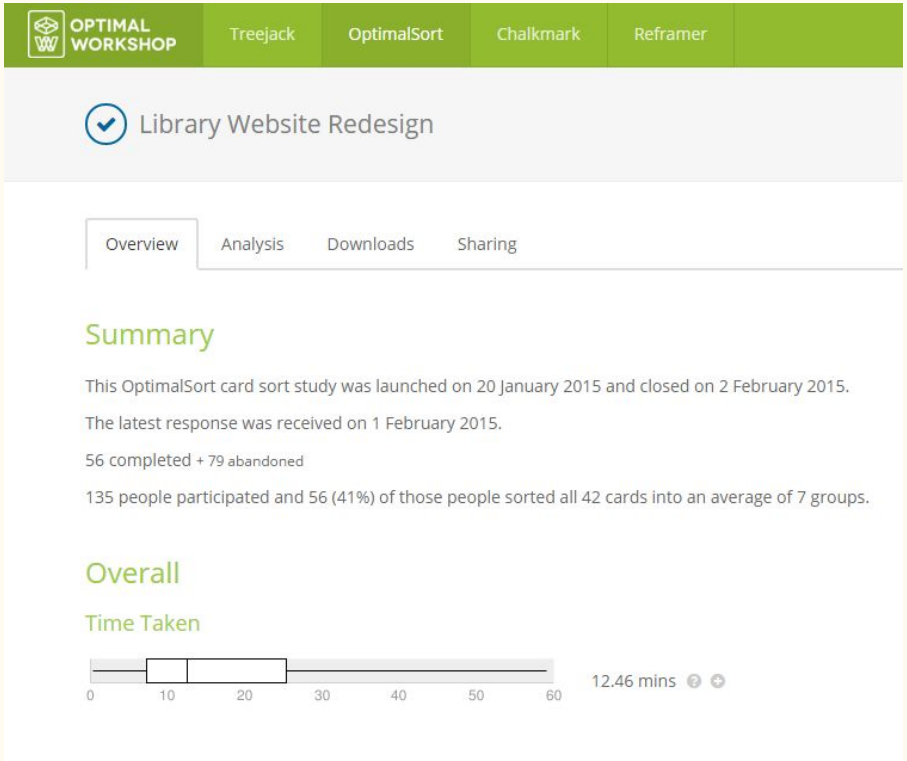
Card Sorting @ GSU

	A	B	C	D	E	F	G
1	Card Labels	About the Library	Search Collections	How Do I	Services	Information for You	Current Location on the Site
2	Article Databases		7				Search & Find
3	Ask a Librarian			1	4	2	How Do I
4	Borrow & Renew Materials		1	5		1	Services
5	Calendar of Events	6			1		About
6	Computing Resources		1	2	3	1	Services
7	Connect from Off Campus	1	1	4		1	How Do I
8	Course Reserves		1	1	2	3	Services/Search & Find
9	Digital Collections		7				Collections & Archives
10	Directions to the Library	5				2	About
11	Employee Directory	2			2	3	About
12	Employment	2			3	2	About
13	Faculty Resources & Services				6	1	Information for You
14	Finding Articles		5	2			How Do I
15	Floor Maps	5	1			1	About
16	GALILEO		7				Search & Find
17	GIL Classic (Library Catalog)		6		1		Search & Find
18	GIL Find (Library Catalog)		6		1		Search & Find
19	Give Us Feedback	5		1		1	About
20	Giving to the Library	4		1		2	About
21	How to Find Books in the Library	1		6			How Do I

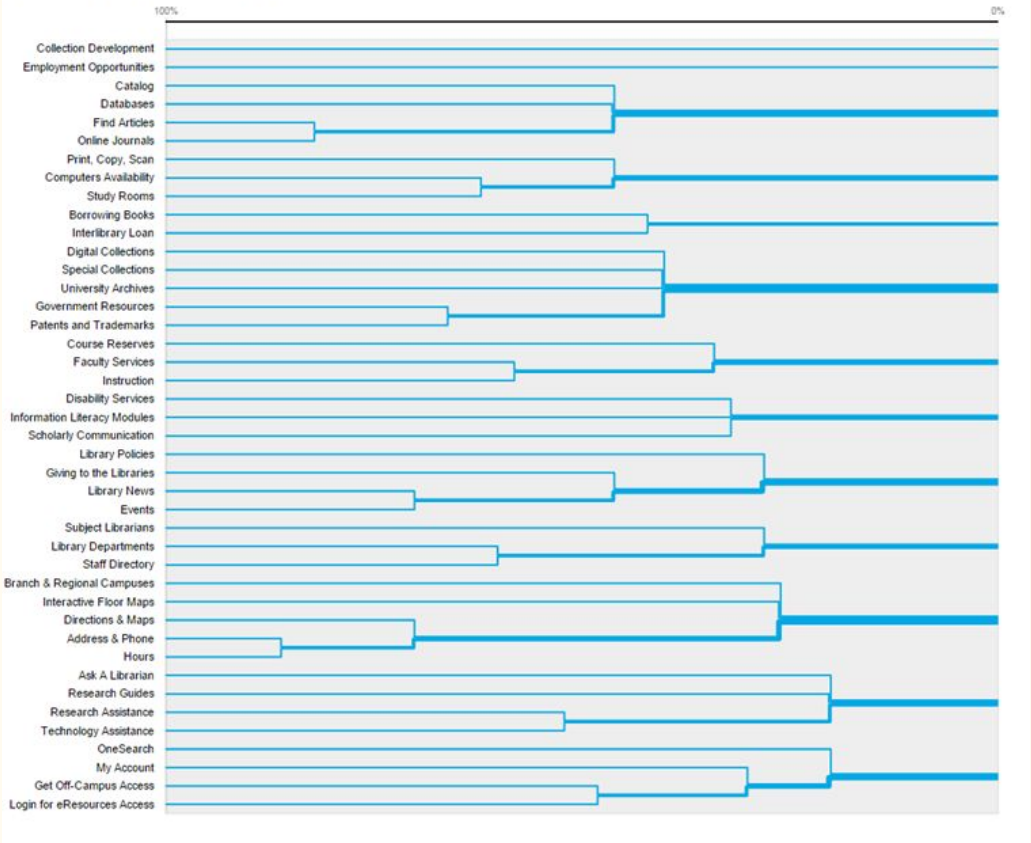
Card Sorting @ UCF

Card Sorting @ UCF

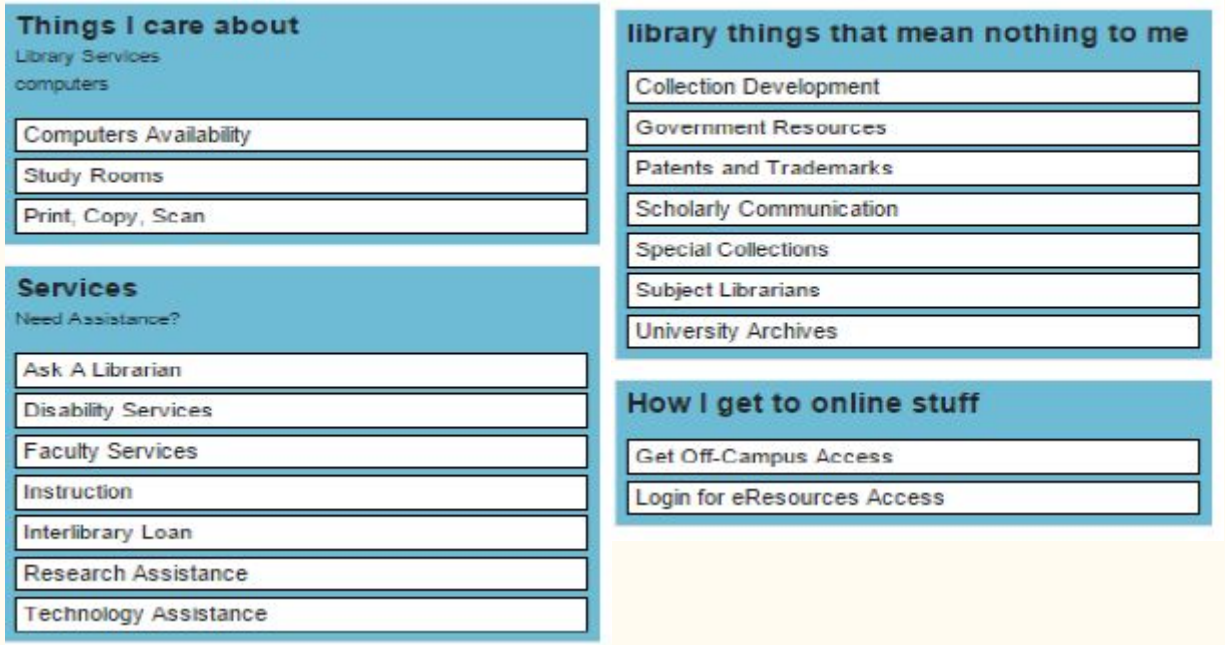
- Open Sort
- 42 cards
- 56 participants
- Used online tool - Optimal Sort
  - option to download cards
  - still able to recruit in person
  - reach online & regional students
  - analysis
  - $150 per survey, plus 50% discount for educational institutions



Card Sorting @ UCF

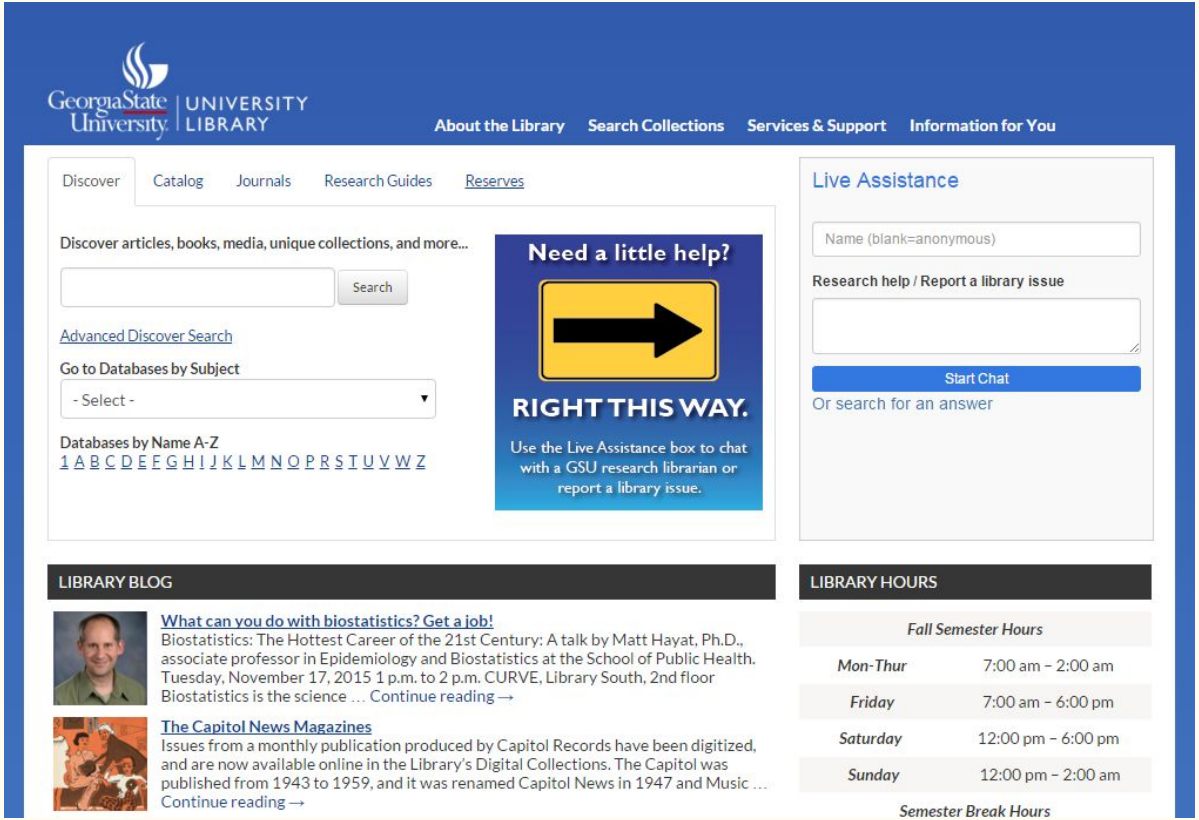


Card Sorting @ UCF

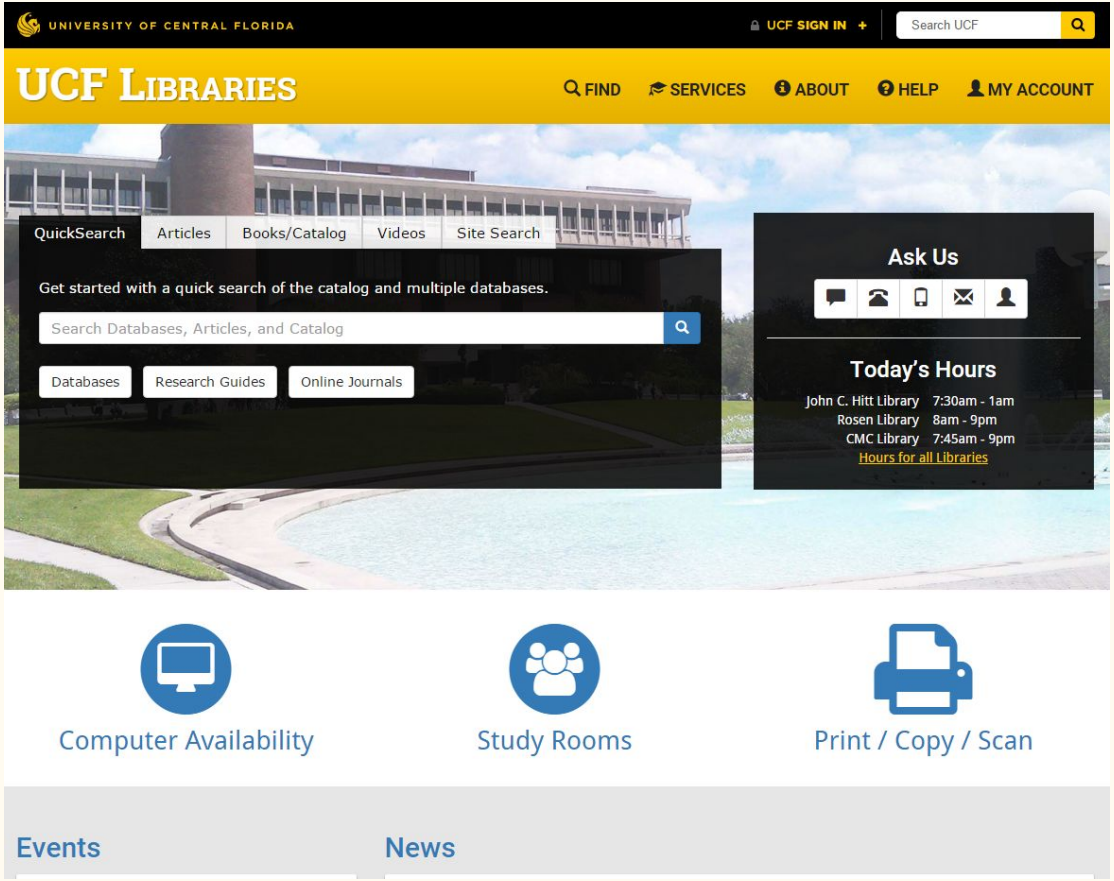


9 participants had sorts similar to this one

Outcomes @ GSU



Outcomes @ UCF



Some Useful Resources

Nielsen, J. (2004). Card sorting: how many users to test. *Nielsen Norman Group*. Available online http://www.nngroup.com/articles/card-sorting-how-many-users-to-test/

Optimal Workshop, https://www.optimalworkshop.com/

Righi, C., et al. (2013). Card sort analysis best practices. *Journal of Usability Studies 8*(3), 69-89. Available online http://uxpajournal.org/card-sort-analysis-best-practices-2/

Salmoni, A. (2012). Open card sort analysis 101. *UX Booth*. Available online http://www.uxbooth.com/articles/open-card-sort-analysis-101/

Shanshan, M. (2010). Dancing with the cards: Quick-and-dirty analysis of card-sorting data. *UX Matters*. Available online http://www.uxmatters.com/mt/archives/2010/09/dancing-with-the-cards-quick-and-dirty-analysis-of-card-sorting-data.php

Spencer, D. (2009). *Card sorting: designing usable categories - Files*. Rosenfeld Media. There are links to Microsoft Excel card sort analysis sample files on this summary page about Ms. Spencer's book. Available online http://rosenfeldmedia.com/books/card-sorting/

U. S. Department of Health & Human Services. Card sorting. Available online http://www.usability.gov/how-to-and-tools/methods/card-sorting.html

What do you want to ask us?

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