

# Card Sort Analysis

BDMTW Group for the Idea Index

## Process

Our group performed three card sorts with three people: an information architect, a doctoral student in environmental biology, and the associate director of a housing non-profit. We put a stack of index cards in front of each participant, told them that each card represented a piece of content on the website for the BFI Challenge, and explained that the Challenge was a contest for sustainable design. Their instructions were to arrange the cards into meaningful groups and finally, to assign each group a title. Below are tables that illustrate the outcomes of each sort.

CARD SORT 1	
Category Title	Category Content
About the Challenge	Events about the Award, Past Winners, Program Mission and Goals, Selection Process, Entry Review Team, About Design Science, About the Challenge, How to Enter
Enter the Challenge	Online Application, Processing Fee, Terms & Conditions Agreement, Troubleshooting Your Application
Past Entries	2010 Content, 2009 Content, 2008 Content
The Award	Inspired by Bucky, Award Artist Statement/Bio, Award Sculpture
Media	Media, Submit a Video, Featured Videos, Photos
Support Us	Intern/Volunteer, Whom We Reach, Sponsorship Appeal, Work and Fellowship Opportunities, Supporters
Press Releases	Press Releases
Resources	Resources, FAQ, Glossary, Links to External Press, Related Links

CARD SORT 2	
Category Title	Category Content
About Design Science	Program Mission and Goals, Whom We Reach, Inspired by Bucky, Intern/Volunteer
Online Application	Selection Process: Entry Review Team, 2010, 2009, 2008 Jury Application Requirements: Submit Video with Entry, Processing Fee, Terms and Conditions, Troubleshooting Application
Past Entries	2010 Content, 2009 Content, 2008 Content
About the Challenge	Events about the Award, Award Sculpture, Award Artist Statement/Bio, How to Enter the Challenge
Media	Links to External Press, Press Releases, Media
Support/Sponsor	Sponsorship Appeal, Supporters
Glossary	Glossary
Photos	Photos
Related Links	Related Links
FAQ	FAQ
Miscellaneous	Work and Fellowship Opportunities, Resources

CARD SORT 3	
Category Title	Category Content
Intro/What is the Challenge?	Inspired by Bucky, Whom We Reach, About the Challenge, Program Mission and Goals, About Design Science
How to Apply	FAQ, Entry Review Team, Terms and Conditions Agreement, Troubleshooting, Online Application, Submit a Video, Selection Process, How to Enter the Challenge, Processing Fee
Past Years	2010 Content, 2009 Content, 2008 Content
The Icing	Award Artist Statement/Bio, Award Sculpture, Events about the Award
Media	Photos, Press Releases, Links to External Press, Media
Want to Participate?	Intern/Volunteer, Supporters, Sponsorship Appeal, Work and Fellowship Opportunities
Miscellaneous	Resources, Related Links, Glossary

## Analysis & Conclusions

Working with likely future users was extremely helpful in reorganizing content so that information would be quickly discovered and its location easily remembered. Through this process, we came to several conclusions about how the Challenge portion of the website should be structured:

- The most important finding was that all three participants organized content by year, when a year was given. Instead of organizing content first by subject and then by year, which is how the site is currently organized, each participant believed that Past Entries was the primary category, which would be organized first by year and then by subject. This encouraged us to create a Challenge archive that would house all information about past Challenge cycles and which would be organized by year.
- Another similarity is that the following primary categories emerged from each of the three card sorts. Our subjects made a strong case for these categories to be the main navigation for the Challenge portion of the site:
  - About the Challenge
  - Enter the Challenge
  - About the Award
  - Past Years
  - Support Us/Participate
  - Media
- Additionally, there was some content that each person had trouble placing into groups. Some of this indecision had to do with lack of context for the content, so our team learned that clear descriptive labeling would be key in the site redesign. The difficult-to-place content is as follows:
  - Glossary
  - Photos ("There would be photos around the entire site, not just in one place")
  - Related Links
  - FAQ
  - Resources ("Very vague. What kind of resources?")