

**For user experience researchers who want to improve web site navigation, "A practical guide to card sorting" is a 1-day workshop that shows delegates how to obtain and analyse customer feedback on a site's information architecture. Unlike theory-based courses, delegates receive a fully licensed copy of card sorting analysis software (SynCaps).**

#### Duration

This is a one-day workshop.

#### Overview

Poor navigation is one of the most commonly cited criticisms levelled at web sites. This is often because the navigation framework reflects the way the business thinks about itself. The experts agree that to design intuitive web navigation, organisations need to understand how *customers* think about the content in its web site.

Card sorting is a user research technique that helps us step into the minds of users to reveal how they think content should be structured. But there are different "flavours" of card sorting (such as "open" versus "closed", and web-based versus paper-based). Newcomers to the field are not always clear which is the most appropriate for a particular situation. Even expert users find it a challenge to analyse and interpret the data from a card sort.

This workshop will give you first-hand experience of card sorting. You will discover how to plan, carry out and analyse both paper and electronic card sorts and pick up the kind of practical tips that you can't get from reading a book.

#### Who is the course for?

This course is for you if you are actively involved in user research or web site design either as a designer, information architect, developer or manager of an in-house or agency team. The course will also be valuable for marketing managers who want to experience hands-on techniques for improving web site navigation.

#### How will I benefit?

After attending this course, you will be able to:

Design, conduct and analyse paper and electronic card sorts.

Articulate the strengths and weaknesses of web-based card sorting.

Choose an appropriate card sorting method.

Understand cluster analysis and dendograms.

Use the results to design better web site navigation.

Improve your data analysis by learning how to validly remove outliers and merge items and groups.

### What will I learn?

#### Introduction to Computer-Aided Paper Sorting

Tips for preparing a paper card sort

Screening potential participants

How to brief participants

Choosing between open, semi-open and closed sorts

Considerations for using sub-groups

#### Practical activity: Open, paper card sort

Perform open card sort

Process results using bar-code readers

Analyse results with SynCaps

#### Analysing the data from a card sort

Introduction to cluster analysis and dendrograms

Extended analysis: card, item, participant and proximity matrix data

#### Practical activity: Walkthrough analysis

Hands-on experience of analyses with SynCaps and Excel

#### Advanced analysis

Item x group charts

Pairs maps

Using expert data

Navigational alignment

#### Practical activity: closed, online card sort

Use of electronic card sorting

Practical application of analyses

#### Practical activity: Analyse online card sort

Assess quality of closed sort

Identify areas needing further analysis

#### Conclusions and Discussion

## What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. Activities and case studies will enable you to apply the concepts to check your understanding. You will be encouraged to ask questions and to contribute to the seminar.

## Who is the workshop leader?

William Hudson consults, writes and teaches in the fields of user-centred design and usability. He has over 30 years experience in the development of interactive systems, initially with a background in software engineering. William was the product and user interface designer for the Emmy-award-winning "boujou", now an indispensable tool in major film studios. He has specialised in interaction design and human-computer interaction since the late 1980s. William has presented workshops to hundreds of software and web developers, designers and managers in the UK, North America and Europe. He is the founder and principal consultant of Syntagm, a consultancy specialising in the design of interactive systems established in 1985. William is also the creator of "Syncaps", a computer program for analysing the data from a card sort.

## What do delegates say about this seminar?

"A good introduction to card sorting techniques."

"Workshop at right pace."

"I can really see myself applying this."

"Clear, approachable, well-paced presentation."

## How do I book?

- Call [020 7917 9535](tel:02079179535)
- E-mail [helpdesk@userfocus.co.uk](mailto:helpdesk@userfocus.co.uk)
- Web [userfocus.co.uk/training/bookingform.html](http://userfocus.co.uk/training/bookingform.html)