

Course C14

Card-Sorting and Cluster Analysis for Information Architecture Design

4 units

Instructors:

Jianming Dong, PayPal.com
Janice James, Simply Usable Through Design
Carol Righi, Perficient, Inc
Larry Wood, Parallax, LLC

Benefits:

This course will provide user researchers with practical guidance and hands-on experience in the use of card sorting and cluster analysis methods and tools. After attending the course, attendees are expected to be able to: 1. Practice at a basic level the skills of planning and conducting card sorting and cluster analysis. 2. Determine the most appropriate methods and tools to fit the needs of specific projects. 3. Interpret card sort data to provide clear recommendations on architectural design.

Origins:

This course has evolved, based on feedback from the attendees, as we have given it at CHI (2005), UPA and HCII conferences.

Features:

- What is a card sort and what is cluster analysis? Why are card sorts useful?
- How do I perform a card sort and a cluster analysis (tools and methods)?
- What else do I need to know to be able to perform this method in practice (method variation, limitations, caveats, etc.)?

Intended Audience:

This course is intended for usability/UCD practitioners and information architects who would like to learn an end-to-end method for performing a card sort. Attendees should have some background and familiarity with the concept of information architecture. They may or may not have performed this activity in the past using other tools and methods. This course is designed for both those new to the field of usability/UCD/information architecture, as well as for advanced practitioners who are very familiar with the concept, but wish to learn a new tool and method.

Presentation Style:

Lectures, demonstration, exercises, group discussions and presentations.

NOTE: Participants are encouraged to bring laptops if possible as they will work in teams using card sorting software.

Instructors' Backgrounds:

Jianming Dong is the original developer of EZSort for card sorting and cluster analysis.

Janice James and Carol Righi are veteran UCD practitioners who have performed many small and large-scale card sorts using WebSort, USort, EZCalc, and manual methods.

Larry Wood is the lead developer of WebSort - a web-based card sorting tool; recently published research on number of participants required for card sorting.