



Wisconsin Dairy Council

Card Sorting for Website Information Architecture Report

Assignment: [Card Sorting for Website Information Architecture Report](#)

Researchers

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Company

Wisconsin Dairy Council <http://www.wisconsindairycouncil.com/>

Overview

Our research of the Wisconsin Dairy Council website (<http://www.wisconsindairycouncil.com/>) has included a competitive analysis of other like-industry sites, and a heuristic evaluation of the site's structure. Our researchers have identified that critical navigational shortcomings are impeding usage of the site by the user, and lags behind competitor standards. Many of these shortcomings are the product of poor separation of site information by content-type. The recommendations from our heuristic analysis were designed to implement a more logical grouping of content and to better delineate content groupings from each other.

Objectives

The Card Sort is intended to devise the organization and structure of the website information. The process enables groups of participants to arrange main website concepts and topics, as well as label them in a way they find logical. By doing this, we can find general patterns that

users may follow. These patterns will be used to make recommendations for structural improvements to information, in a way that makes sense to the user.

Procedure

In a traditional Card Sort, researchers create a deck of index cards which have the main topics of the website written on them. The cards are then presented to a participant who is a representative of the user group. The participant arranges the topics into patterns that make sense to them. They can group the topics into different categories. We conducted an **Open Card Sort** where the categories are not labeled. Once the participant has organized the topics into categories, they can label the categories with names that make sense to them.

For our Card Sort, we used a software called **Optimal Source**. The participants were able to drag and drop electronic “cards” into groups. This software allows greater efficiency than a traditional Card Sort. We were able to add as many participants as we would like, and they could all sort at the same time, without having to be present.

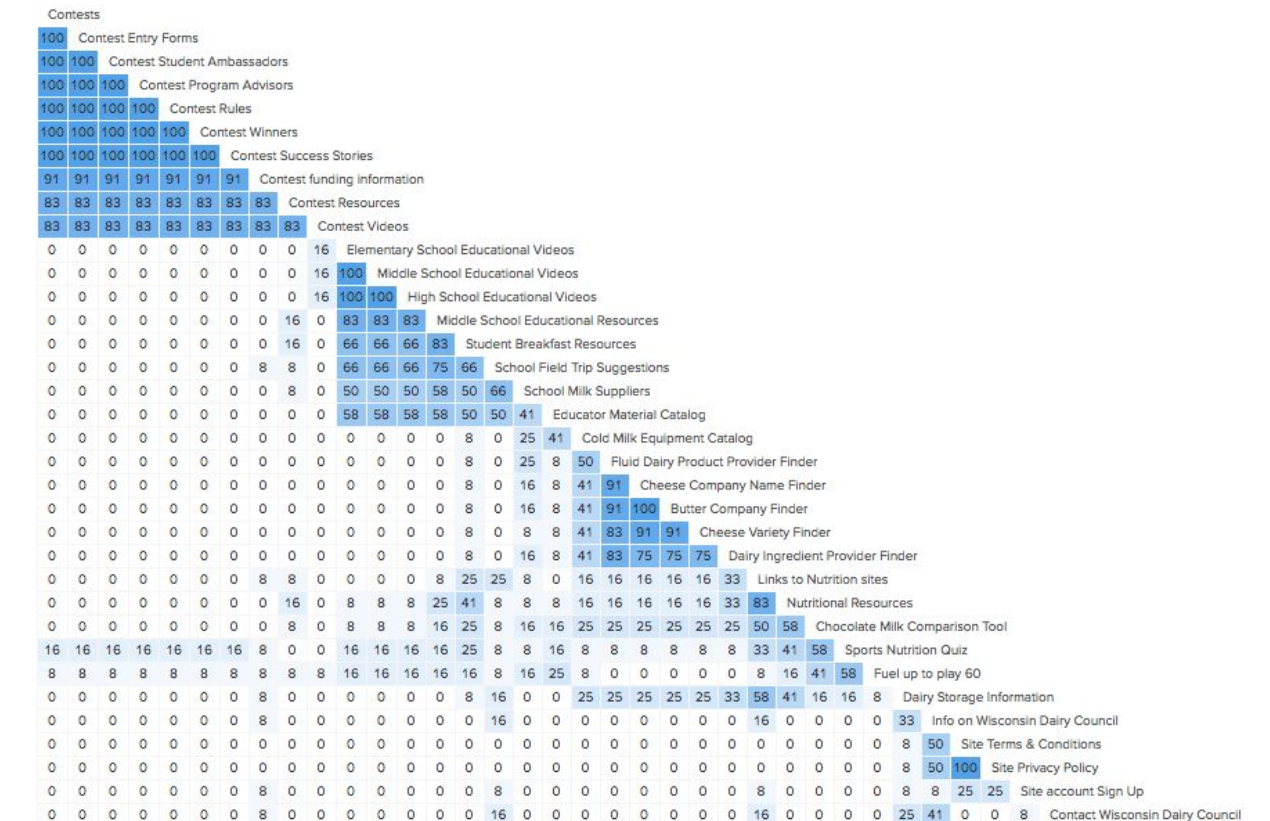
Once all the participants were finished with the Card Sort, the software gave us graphs and data. From these, we were able to extrapolate patterns and trends that a typical user may follow. We then created a sitemap based on the data and patterns.

URL	Page Topic	Label
http://www.wisconsin dairycouncil.com/fuel-up-to-play60/funding	Funding	Contest funding information
http://www.wisconsin dairycouncil.com/aboutus	About Us	Info on Wisconsin Dairy Council
http://www.wisconsin dairycouncil.com/terms	Terms & Conditions	Site Terms & Conditions
http://www.wisconsin dairycouncil.com/contact-us	Contact Us	Contact Wisconsin Dairy Council
http://www.wisconsin dairycouncil.com/school-foodservice/wisconsin-cheese-company-search/dairyingredientsstep	Dairy Ingredients Step 1	Dairy Ingredient Provider Finder
http://www.wisconsin dairycouncil.com/school-foodservice/wisconsin-cheese-company-search/VarietyStep1	Search by Cheese Variety	Cheese Variety Finder
http://www.wisconsin dairycouncil.com/fuel-up-to-play60/resources	Resources	Contest Resources
http://www.wisconsin dairycouncil.com/Accounts/signup	Sign up	Site account Sign Up
http://www.wisconsin dairycouncil.com/free-materials-for-wi-schools/videos/cows-make-milk	Cows Make Milk: We Are America's Dairyland	Elementary School Educational Videos
http://www.wisconsin dairycouncil.com/sportsnutritionquiz	Sports Nutrition Quiz	Sports Nutrition Quiz
http://www.wisconsin dairycouncil.com/fuel-up-to-play60/mvp/student-ambassadors	Wisconsin Student Ambassadors for Fuel Up to Play 60	Contest Student Ambassadors
http://www.wisconsin dairycouncil.com/school-foodservice/school-milk-suppliers	School Milk Suppliers	School Milk Suppliers
http://www.wisconsin dairycouncil.com/free-materials-for-wi-schools/MarketingMaterials	Free Online Materials for Wisconsin Educators and School Nutrition	Educator Material Catalog
http://www.wisconsin dairycouncil.com/free-materials-for-wi-schools/videos/ITO-chemistry-of-life	Into the Outdoors: Chemistry of Life	Middle School Educational Videos
http://www.wisconsin dairycouncil.com/fuel-up-to-play60/mvp/program-advisors	Wisconsin Program Advisors for Fuel Up to Play 60	Contest Program Advisors
http://www.wisconsin dairycouncil.com/fuel-up-to-play60/contests	Contests	Contests
http://www.wisconsin dairycouncil.com/school-foodservice/school-breakfast	School Breakfast	Student Breakfast Resources
http://www.wisconsin dairycouncil.com/school-foodservice/strive-for-35	Strive for 35	Dairy Storage Information
http://www.wisconsin dairycouncil.com/school-foodservice/wisconsin-cheese-company-search/Fluidingredientsstep1	Search for Fluid & Related Products	Fluid Dairy Product Provider Finder
http://www.wisconsin dairycouncil.com/educators/ag-dairy-field-trip-suggestions	Ag/Dairy Field Trip Suggestions for Wisconsin	School Field Trip Suggestions
http://www.wisconsin dairycouncil.com/free-materials-for-wi-schools/videos/the-art-of-cheesemaking-high-school	The Art of Cheesemaking Video - High School	High School Educational Videos
http://www.wisconsin dairycouncil.com/fuel-up-to-play60/resources/futp60video	Fuel Up to Play 60 Video	Contest Videos
http://www.wisconsin dairycouncil.com/educators/middle-school/rethink-your-drink	Rethink Your Drink	Middle School Educational Resources
http://www.wisconsin dairycouncil.com/Health-and-Nutrition/chocolate-milk-comparison-tool	Chocolate Milk Comparison Tool	Chocolate Milk Comparison Tool
http://www.wisconsin dairycouncil.com/Health-and-Nutrition/nutrition-links	Nutrition Links	Links to Nutrition sites
http://www.wisconsin dairycouncil.com/fuel-up-to-play60/contests/wheres-morgan-contest-rules	Where's Morgan Contest Rules	Contest Rules
http://www.wisconsin dairycouncil.com/fuel-up-to-play60/contests/kick-off-contest	Kick-Off Contest Entry Form - Fuel Up to Play 60	Contest Entry Forms
http://www.wisconsin dairycouncil.com/school-foodservice/cold-milk-equipment-form	Cold Milk Equipment Form	Cold Milk Equipment Catalog
http://www.wisconsin dairycouncil.com/fuel-up-to-play60/contests/brain-break-contest/2015-winners	Brain Break Video Contest Entry Form - Fuel Up to Play 60	Contest Winners
http://www.wisconsin dairycouncil.com/privacy	Privacy Policy	Site Privacy Policy
http://www.wisconsin dairycouncil.com/school-foodservice/wisconsin-cheese-company-search/compname	Company Name	Cheese Company Name Finder
http://www.wisconsin dairycouncil.com/fuel-up-to-play60/mvp	Most Valuable Players (MVPs)	Fuel up to play 60
http://www.wisconsin dairycouncil.com/school-foodservice/wisconsin-cheese-company-search/butter	Butter	Butter Company Finder
http://www.wisconsin dairycouncil.com/Health-and-Nutrition/health-and-nutrition-facts	Health & Nutrition Facts	Nutritional Resources
http://www.wisconsin dairycouncil.com/fuel-up-to-play60/FUTP-SuccessStories	Fuel up To Play 60 - Success Stories	Contest Success Stories

(Table of URLs, Topics, and Labels used to create the “Cards”)

Analysis

The research team analyzed the card sort using Optimal Sort's graphs and charts. Each one gave us different ways to view the patterns derived from the data.



The Similarity Matrix groups data by percentage of participants who grouped the cards together. The darker the squares, the more frequently the cards were grouped together. For example, “Contest Rules” and “Contest winners” were grouped together 100% of the time, so the combination of them is a dark blue square. “Contest Rules” and “Butter Company Finder” were never grouped together, so the combined square is white.

Strong Relationships (75%-100% frequency)

- Participants grouped all of the Contest related topics together
- 100% of Educational videos were grouped together
- Dairy Provider Finders were grouped together
- Links to Nutrition Sites and Nutritional Resources were grouped together
- Terms and Conditions and Privacy Policy were grouped together 100% of the time

Mixed Relationships (50%-74% frequency)

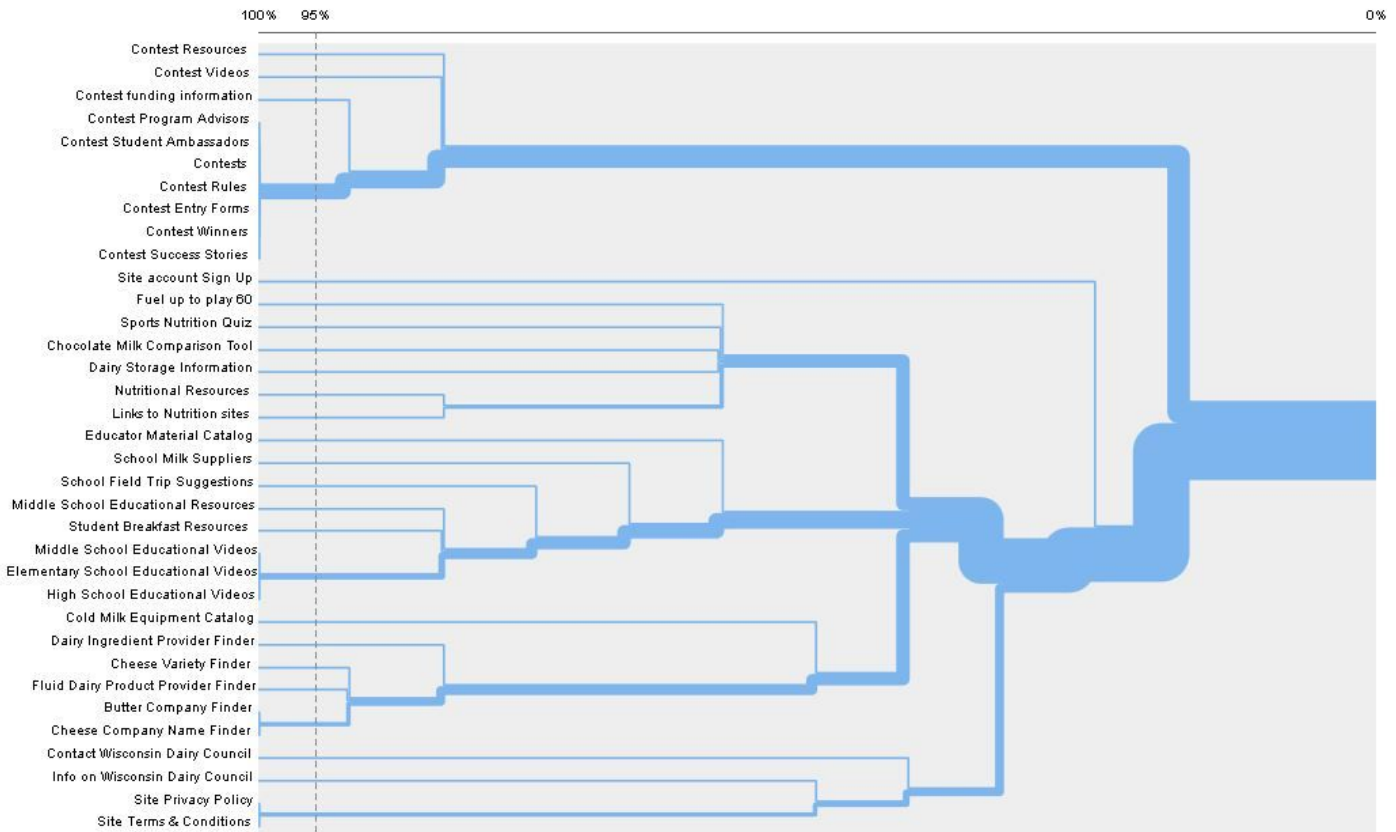
- Participants grouped all of the Contest related topics together
- 100% of Educational videos were grouped together
- School educational videos, school resources, student breakfast resources, field trips, and school milk suppliers were grouped together, the majority of the time
- The Chocolate Milk Comparison Tool was grouped with the Nutritional Resources
- Sports Nutrition Quiz was paired with the Chocolate Milk Comparison Tool, the majority of the time
- Dairy Storage Information was grouped with Nutritional Resources
- 50% of the time, Terms and Conditions and Privacy Policy were grouped with the Information on the Wisconsin Dairy Council

Weak Relationships (25%-49% Frequency)

- Educational Material Catalog and Cold Milk Equipment Catalog were grouped together 41% of the time
- Cold Milk Equipment Catalog was grouped with the Dairy Company Finders 41-50% of the time
- The Chocolate Milk Comparison Tool was grouped with the Dairy Finder pages 25% of the time
- Nutritional Resources were linked with Student Breakfast Resources 41% of the time
- Contact Wisconsin Dairy Council was linked to Info on the Wisconsin Dairy Council 25% of the time

Dendrogram- Best Merge Method

This chart shows frequencies of groupings, as well as the category names that the participants gave to the groups. This Dendrogram merges large clusters together. Since this was an Open Card Sort, where participants were able to choose their own category names, we were also able to determine names that would be familiar and logical to users.



In this Dendrogram, we see five large categories form. There are also several apparent outliers.

Categories

- Contests/Contest/Dairy Contest
- Information/Resources
- For Schools/Resources
- Dairy Finder/Information/Dairy Providers
- About Us/About/Legal

Outliers

- Site Account Sign Up
- Contact Wisconsin Dairy Council
- Cold Milk Equipment Catalog
- Educator Material Catalog

Conclusion

This information indicates that simple restructuring of the site's information architecture, with reflective changes in its main navigational tools, would greatly improve user experience.

Our research and experience indicate that site traffic can generally be trafficked immediately through the following categories: *About*, *Play 60 Contests*, *For Schools*, *Catalogs*, *Nutrition* and *Dairy Finder*. Because of the unanimity of their results in the Open Card Sort, and their generally descriptive titles, we recommend using the user-identified categories "About", "For Schools" and "Dairy Finder". While our test-users identified "Contests" as an important access point, we would recommend using the structure and identification of "Play 60 Contests", as it is the branded program under which all contests are run.

"Nutrition" was not one of the test-user categories, although the results did show high correlation of the terms "Information" or "Resources" with specifically nutrition-related content. We recommend combining the two into this more descriptive category. Our final category item, "Catalogs," was added in order to create a category for "Educator Material Catalog" and the "Cold Milk Equipment Catalog". These items are prominently important to the identified users of the site and the group's Mission Statement--specifically with regards to growing the brand of Wisconsin Dairy. The similarity matrix data illustrates that users identified a breadth of possible correlations of these two pages. To the user, the catalogs could contain a wide number of products that would fit several categorical definitions. As such, combining the catalogs and separating them from the informational content of the site would enhance the legibility of the site's structure.

In our studies, we made several decisions about naming page items (the "Cards") without unintentionally causing a bias in user grouping. For example, pages containing contest rules, contest entry forms, and contest results all necessitated the usage of "contest" to provide proper context to our users. This naturally resulted in these items having the strongest correlation in our study. This effect can also be seen with our Cards containing the word "Finder." Since the term is an important identifier for page context, we used it multiple times. This also applies less

dramatically to the term “videos.” As all of these pages in these categories were strongly inter-dependent, we decided that using similar labeling in these instances was appropriate.

Recommendations

It is the opinion of this research group that the Wisconsin Dairy Council adopt the information structure described in the chart below. Further, it is strongly recommended the main navigational “bar” of the Council’s site be adapted to reflect this report’s identified categories.

INFORMATION ARCHITECTURE WISCONSIN DAIRY COUNCIL

