

Instructions for Card Sort Facilitator

- Room set up: Make sure everyone has room to sort cards and leave them there (double the size – 20 people need table space for 40). Wall space may be necessary, with tape. Post big paper on the wall with the symbols outlined below for debriefing afterwards. Place incentives, if using them, in an obvious place so that people feel free to take them if they want them.
- Bring: laptop, barcode scanner, pencils, cards, blank cards, category cards.
- Instructions for starting:
 - Hi! I'm _____, and I work for _____. This is _____, who works for _____ and will be our note taker today.
 - Thank you for spending your time with us to make our website more useful! When we are finished, please help yourselves to a _____ as a small token of our thanks. Also, if you feel snackish, please help yourself to a _____.
 - This activity will take approximately __ (60 minutes for 35 cards) minutes, including time for group discussion afterwards.
 - First of all, this is not a test of you. This is a test of our website. The purpose of this activity is to help us organize content on our website, wccls.org, in a meaningful way so that people can navigate it quickly and easily. The information you provide today will help improve the structure of our new site.
 - Each one of these cards represents a different type of content that is on our website. Your task will be to sort these cards in a way that makes sense to you. After you have organized the content into groups, please take a blank (color) card and write a category name for that content – one that you think would help people find it.
 - If you're very familiar with our website, don't worry about organizing the information as it exists currently on our website. We're more interested in seeing how you would organize it into groups that you would expect to find things in.
 - If you're not very familiar with our website, that's good too. We want newcomers to our website to be able to find what they're looking for, so your input is valuable.
 - Don't worry about trying to design the navigation; we'll take care of that. It is more helpful if you simply put the cards in groups.
 - You can do this activity by yourself, or with one or two other people, but please limit groups to no more than three. If you do work with a group, please converse quietly since we're in a small room.
 - During the card sort, we will be eavesdropping on your conversations or may ask you specific questions; this is just to help us understand how people want to use our website. There is no one "right" answer for this card sort, but as a group we can see trends that will inform the navigation of our website.
 - We didn't include every page on our website; just a sampling of the types of content we have. However if you think of content that isn't included, you may add a few cards. You can also use the blank cards to jot down any questions you might have during the sort.
 - If a label is unclear, feel free to write a better label on the card, or write us a note about it.

- If you think something doesn't belong, or is too tricky to categorize, you can make an "outlier" pile.
- If you think a card should go in more than one place, please put it in the category that makes the *most* sense to you.
- You will have __ (40 minutes for 35 cards) minutes or so to work on this activity. If you finish early, please stick around so we can talk about the experience afterwards.
- What questions do you have before we begin?
- Feel free to ask questions during the exercise if you feel the need. I can't guarantee that I can answer them during the exercise, but I'll do my best to answer them when we're finished.

Questions for debriefing

?	!
O	X

- What cards were confusing – they didn't make sense, or need more clarification? (?)
- Were there any cards that surprised you, that you didn't know was on our website? (!)
- What is missing – what would you like to see on our website that you didn't find on the cards? (O)
- We are working to make our new website clean and fast to navigate. Which content seemed unnecessary to you, like it would clutter up the website? (X)