Odegaard Library Website Card Sort Results

Executive Summary

Odegaard Undergraduate Library (OUGL) is assessing the organization of its website and is interested in collecting user focused data to help determine what changes are needed. After general inventory and cleanup of redundant or outdated information it was suggested that OUGL conduct a card sorting exercise to analyse the site's basic information architecture. Two Libraries ITS facilitators then conducted a card sort test with 28 cards and a total of 16 participants.

Recommendations include:
- Using the similarly grouped cards to inform related topics on the website
- Using the four top categories to inform the overall structure of the website
- Using less jargon and terminology

Test Objective

The card sort test was conducted to help shape the information architecture for the redesign of the Odegaard Library Website. Most contents from the website were covered in the test except for contents under "For Undergraduates" which actually links to content on the main Libraries website.

Participants

The total number of individuals who attempted the card sort was 16
- Of those, 15 completed and saved their sort, 1 did not actually sort any cards.
- The following results cover the 15 participants who truly attempted the sort:
  - Of 15 participants, 14 have used the Odegaard Library website
  - Of 15 participants, 3 are International students
  - Of 15 participants, 1 is Freshman, 6 are Sophomores, 3 are Juniors, 3 are Seniors, and 2 are Graduate students

Methodology

The facilitators conducted the card sort using the online software OptimalSort. As an open card sort, participants organized 28 phrases into categories that they would expect to find on a user-centered website. They then labeled each category and gave each grouping a title. The cards were randomized for each participant and they were not required to sort all of the cards for the test.

Results

Recommendations on Information Structure

The recommendation is based on Dendrograms generated from data collected with Best Merge Method.

Category	Items
Academic Resources	ESL Resource Study Abroad Make a Writing Help Appointment Writing Center Research Help Make a Research Help Appointment Test Prep Resources Teaching Support Free Library Resources for First Year & Transfer Students
About	Odegaard Staff Visitor's Information Center What's Happening in Odegaard Guidelines and Policies About Odegaard Hours
Book Collections *(or just "Collections"?)*	Good Reads Odegaard Main Book Collection Find Articles Find materials Course Reserves
Facilities & Spaces	Sound Studio Check Out Remotes Check Out Peripherals Reserve a Space Collaboration Pods Team Rooms Odegaard Learning Commons Find a Location

Comments on Naming
Following are terms that were confusing to some of participants:
- Check our peripherals (5/15)
  - Participants were confused about the word "peripherals"
- Learning Commons (4/15)
  - Participants were not sure what they can do in Learning Commons
- Collaboration pods (4/15)
  - Participants were not sure what Collaboration pods are
- Course Reserves (3/15)

- - ○ Participants thought it was to reserve a course
  - Find a Location
    - ○ This is confusing when it is out of context from the hours page.
  - Teaching Support (1/15)
  - Difference between "find a location", "find materials", and "find articles" (1/15)

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