

## Website Migration Card Sort Summary – Fall 2013

Georgia State University Library soon will migrate its website from the content management system RedDot to WordPress, the new content management system adopted by campus. In anticipation of the migration, the library wanted to gather feedback from students on the current organization of website content.

Seven Georgia State University students were recruited to participate in the card sort. The Assessment & User Experience Librarian met with each student individually to complete the card sort.

**Part 1:** Subjects were given 40 different cards, each with a website content item/page name on it. Subjects were asked to group the cards into no more than five categories, and then to assign a label to each group.

**Part 2:** Using the same 40 cards, subjects were instructed to group the cards into five pre-defined categories: About the Library; Search Collections; Services; How Do I . . .?; and Information for You.

The Assessment & User Experience Librarian encouraged subjects to speak out loud while they sorted and to ask questions about anything they did not understand. Subjects were allowed to suggest different card labels and to make duplicate card(s) to put into more than one category.

What follows are comments made by subjects after parts 1 and 2 of the sort. All of the card sort data are available in the associated file 2013-card-sort-data.xlsx

### Subject 1

- Asked questions about the cards:
  - Library Blog
  - Library Instruction
  - Tutors
  - Video Tutorials
- Added one card: Login to Your Library Account

### Open Sort

- Five categories: Reserving a Space (or just Reservations); Find it Here; Student, Faculty & Staff Services (or just Services); Course Assistance, About the Library
- Study Room Reservations (card) - this should be a standalone item, like it's separate on the mobile site now.
- Find it Here (open sort category) – digital and print library materials
- Student, Faculty, & Staff Services (open sort category) – maybe the label should be just “Services”
- About the Library (open sort category) – Maybe add social media information (Facebook, Twitter) along with the blog in this section
- Created the card “Login to Your Library Account” and put it in the category “Find it Here”

### **Closed Sort**

- Information for You, How Do I . . .?, and Search Collections (closed sort categories) – these 3 seem redundant.
- Information for You (closed sort category) – too vague. “Sounds like it’s from a medical website.”
- How Do I . . .? (closed sort category) – kind of vague, but I like the action it conveys

## **Subject 2**

- Asked questions about the cards:
  - GIL
  - Library Blog
  - Library Instruction
  - ScholarWorks
  - Video Tutorials

### **Open Sort**

- Five categories: Quick Links, Finding Books, Library Info, Research, Staff
- Quick Links (open sort category)- everything here is a top reason why students use the library
- Subject Librarian – not sure whether I would put subject librarians under “Quick Links” or “Staff.” (Moved it to Staff.)
- Tutorials (open sort card) – I put this under “Finding Books,” because I didn’t know where to put it.
- Staff (open sort category) – this is information for library staff and campus faculty.

### **Closed Sort**

- Services for Users with Disabilities (card) – I put this under “Services” only because it has “services” in it. If it said “information” instead, I would put it under “Information for You.” If I had a disability I would look under “Information for You.”

## **Subject 3**

- Asked questions about the cards:
  - Computing Resources
  - Library Instruction
  - ScholarWorks

### **Open Sort**

- Five categories: Research Essentials, General Library Info, Library Resources, Student Resources/Help, Staff Service
- Research Essentials (open sort category) - the easiest category to put together
- Subject Librarians (card) should be under Ask a Librarian (card)—on or near the chat widget, there should be a link to subject librarians
- Staff Service (open sort category) – for employees of Georgia State
- General Library Info (open sort category) – the “home page stuff” – the main information you should be able to access from the home page

- Employment, Giving to the Library, and Information for Alumni and Visitors (cards) - I put these in "General Library Info" (open sort category), but they don't really belong in any category.
- Library Resources (open sort category) – every card is a library resource, but what I put in this category are things you have to be in the physical library to do/use
- Connect from Off Campus (card) – under "Research Essentials" and "Student Resources/Help"
- Subject Librarians (card) – under "Research Essentials" and "Student Resources/Help"
- Course Reserves (card) – under "Research Essentials" and "Student Resources/Help"
- Employee Directory (card) – under "General Library Info" and "Staff Service"

#### **Closed Sort**

- Services (closed sort category) – this was difficult because everything the library has is a service
- Computing Resources; Widgets, Apps, & Software; Tutors (cards) – struggled with these. They're services but also thought about putting them in "How Do I . . .?"
- Employee Directory, Giving to the Library, Information for Alumni & Visitors (cards) – these were easy to categorize in "Information for You"
- Subject Librarians (card) – best under "Search Collections." It's not an action like "Ask a Librarian."

### **Subject 4**

- Asked questions about the cards:
  - Giving to the Library
  - Request Items from Storage
  - ScholarWorks
  - Widgets, Apps, & Software

#### **Open Sort**

- Five categories: Library Info; Research Guides and Sources; Student Information; Faculty and Staff Services; Tutors and Study Rooms
- Research Guides and Sources (open sort category) – anything students can use to find sources
- Library Blog in Student Information (open sort category) because mostly students will use it
- Tutors and Study Rooms (open sort category) – this is all the help information. I wasn't sure where to put "Study Room Reservations," so I put it here and added "Study Rooms" to the category name.

#### **Closed Sort**

- Course Reserves (card) – I put this in "Information for You," since it's for students and faculty.
- How Do I . . .? (closed sort category) – most difficult one. Not sure what should go here

### **Subject 5**

- Asked questions about the cards:

- Computing Resources
- Course Reserves
- Giving to the Library
- Information for Graduate Students
- Library Blog
- Subject Librarians
- Tutors
- Video Tutorials

### Open Sort

- Three categories: Research, Services, Library/About/General - “kept it simple . . . more efficient this way.”
- Research (open sort category) – what people can use to write papers, collect data
- Services (open sort category) – information for different groups
- Library/About/General – what the library offers. “All of these things just scream ‘library’.”

### Closed Sort

- How Do I . . .? and Information for You (closed sort categories) – close enough to be merged. Student originally had the items here as one category, then broke them out as we talked.
- I see How Do I . . .? as the site search function.
- About the Library (closed sort category) – general library stuff. How to get there, policies.
- Search Collections (closed sort category) – same as my “Research” category
- Services (closed sort category) – same as my “Services” category
- Information for You (closed sort category) – simple, general, ok.

## Subject 6

- Asked questions about the cards:
  - Course Reserves
  - ScholarWorks
    - After asking about ScholarWorks, asked whether Article Databases were the same as ScholarWorks.
  - Subject Librarians

### Open Sort

- Five categories: All About Our Library, Research Databases, Extended Research, Undergraduate/Graduate Directory, Student Research Materials
- All About Our Library (open sort category) – basic information. Didn’t know what to call it.
- Research Databases (open sort category) – all the places you can look stuff up
- Extended Research (open sort category) – information page for intensive research
- Undergraduate/Graduate Directory (open sort category) – like the mall directory. Mainly for new students
- Student Research Materials (open sort category) – specific to students

### Closed Sort

- “I feel like everything’s a service.”
- Don’t really like “How Do I . . .?” (closed sort category) How do I what? Confusing.

- Information for You (closed sort category) – Information for students. I put “Information for Alumni & Visitors” and “Information for Graduate Students” here because of “Information for” at the beginning of each.

## Subject 7

- Asked questions about the cards:
  - Course Reserves
  - Faculty Resources & Services
  - Services & Resources for Staff
    - Are “Faculty Resources & Services” and “Services & Resources for Staff” the same?

### Open Sort

- Four categories: Library Services, Study Tools, Research Tools, GSU Library
- Library Services (open sort category) – probably the first things people should see. Basic information—the most basic information. Where someone can get help.
- Study Tools (open sort category) – academic assistance. *Things*. Some things cross over between study tools and services.
- GSU Library (open sort category) – these are the things “at the bottom of the webpage” – the ubiquitous links at the bottom of every page. Not sure what title to give these.

### Closed Sort

- How Do I . . . ? (closed sort category) – good label
- Services (closed sort category) – what the library offers
- Study Room Reservations (card) – this should go under “How Do I . . . ?” and “Services”
- Information for You (closed sort category) – this is a good label, because you can use it to separate basic information from services