Analysis - Card Sorting - Making Content Usable

Author: Talita Pagani

Collaborators: Ciara (Kiki) Salmon

Last updated: Jan 10, 2023

Analysis spreadsheet:

🔢 [COGA] Analysis - Card Sorting - Making Content Usable

These are organized into the category in which they had the highest agreement from users.

Card	Category	Change in Category	Agreement
Make the relationship clear between controls and the content they affect	Help users understand what things are and how to use them		60.87%
Clearly identify controls and their use	Help users understand what things are and how to use them		56.52%
Use icons that help the user	Help users understand what things are and how to use them		43.47%
Provide search	Help users find what they need		78.26%
Make the site hierarchy easy to understand and navigate	Help users find what they need		69.57%
Make it easy to find the most important actions and information on the page	Help users find what they need		60.87%
Make it easy to find the most	Help users find what they need		60.87%

important tasks and features of the site			
Use familiar metrics and units	Use clear and understandable content	Yes	56.52%
Keep text succinct	Use clear and understandable content		52.17%
Provide alternatives for numerical concepts	Use clear and understandable content		43.47%
Provide alternative content for complex information and tasks	Use clear and understandable content	Yes	30.43%
Explain implied content	Use clear and understandable content		39.13%
Avoid too much content	Use clear and understandable content	Yes	39.13%
Make the purpose of your page clear	Use clear and understandable content	Yes	30.43%
Provide summary of long documents and media	Use clear and understandable content		26.08%
Use clear words	Use easy to understand language and content **(NEW CATEGORY)**	Yes	65.22%
Use literal language	Use easy to understand language and content **(NEW CATEGORY)**	Yes	65.22%
Use a simple tense and voice	Use easy to understand language and content **(NEW CATEGORY)**	Yes	60.87%
Avoid double negatives or nested clauses	Use easy to understand language and content **(NEW CATEGORY)**	Yes	56.52%
Use clear, unambiguous formatting and punctuation	Use easy to understand language and content **(NEW CATEGORY)**	Yes	52.17%

Include symbols and letters necessary to decipher the words	Use easy to understand language and content **(NEW CATEGORY)**	Yes	47.82%
Make it easy to undo form errors	Help users avoid mistakes and know how to correct them		91.30%
Design forms to prevent mistakes	Help users avoid mistakes and know how to correct them		65.22%
Let users go back	Help users avoid mistakes and know how to correct them		60.87%
Avoid data loss and timeouts	Help users avoid mistakes and know how to correct them		34.78%
Limit interruptions	Help users focus		91.30%
Make short critical paths	Help users focus		34.78%
Do not rely on users calculations or memorizing information	Ensure processes do not rely on memory		91.30%
Provide a login that does not rely on memory or other cognitive skills	Ensure processes do not rely on memory		69.57%
Allow the user a simple, single step login	Ensure processes do not rely on memory		43.47%
Provide reminders	Ensure processes do not rely on memory	Yes	43.47%
Provide human help	Provide help and support		91.30%
Make it easy to find help and give feedback	Provide help and support		73.91%
Provide help with directions	Provide help and support		60.87%
Provide feedback	Provide help and support	Yes	52.17%
Provide help for forms and non-standard controls	Provide help and support		43.47%
Support a personalized and	Support adaptation and		86.96%

familiar interface	personalization		
Let users avoid navigating voice menus	Support adaptation and personalization	Yes	65.22%
Let users control when the content moves or changes	Support adaptation and personalization		56.52%
Accept different input formats	Support adaptation and personalization	Yes	52.17%
Support simplification	Support adaptation and personalization		47.82%
Enable APIs and extensions	Support adaptation and personalization		52.17%
Use a consistent visual design	Use a clear design		60.87%
Ensure foreground content is not obscured by background	Use a clear design	Yes	56.52%
Use a familiar hierarchy and design	Use a clear design		56.52%
Use white spacing	Use a clear design	Yes	56.52%
Notify users of fees and charges at the start of a task	Clear processes for forms and tasks **(NEW CATEGORY)**	Yes	34.47%

Objectives that were split

Objective	Category a	Category b	Comments
Use a clear and understandable page structure	Help users find what they need (30%)	Use a clear design (43%)	Although category a is the current category, more people correlated it with category b
Use clear visible labels	Use clear and understandabl	Use a clear design (30%)	Neither of the categories are the

	e content (34%)		current category. Only 8% of user put it in current category
Clearly state the results and disadvantages of actions, options, and selections	Help users avoid mistakes and know how to correct them (34%)	Clear processes for forms and tasks (26%)	Neither of the categories are the current category. No users put it in current category
Break media into chunks	Help Users Find What They Need (21%)	Help users focus (34%)	Although category a is the current category, more people correlated it with category b
Ensure controls and content do not move unexpectedly	Help Users Avoid Mistakes and Know How to Correct Them (21%)	Help users focus (26%)	Although category a is the current category, more people correlated it with category b
Help the user stay safe	Help Users Avoid Mistakes and Know How to Correct Them (21%)	Provide help and support (34%)	Although category a is the current category, more people correlated it with category b
Use a clear and understandable page structure	Help Users Find What They Need (30%)	Use a clear design (43%)	Although category a is the current category, more people correlated it with category b
Provide a login alternative with less words	Ensure processes do not rely on	Support adaptation and	category a is the current category and it has slightly

	memory (26%)	personalisation (21.73%)	more votes than category b
Use clear visible labels	Use a clear design (30%)	Use clear and understandable content (34%)	Neither category is the current category
Provide information so a user can complete and prepare for a task	Clear processes for forms and tasks (34%)	Help user understand what things are and how to use them (30%)	Neither category is the current category
Make each step clear	Clear processes for forms and tasks (34%)	Use clear and understandable content (34%)	Neither category is the current category
Use clear step by step instructions	Clear processes for forms and tasks (26%)	Use clear and understandable content (26%)	Neither category is the current category
Separate each instruction	Use clear and understandable content (21%)	Clear processes for forms and tasks (26%)	Although category a is the current category, more people correlated it with category b

Notes:
- No consensus
- Few items with moderate agreement (> 60% or n = 13)
    - The average agreement rate is ~20%

- There are 6 categories that received input by only 1 participant
  - Help users step into their brilliance: creativity, autonomy, inspiration
  - Help users understand expectations
  - Make alternatives available for users
  - Promote familiarity and consistency
  - Provide supplemental accessible content
  - Use grammatically clear English
- ⚡ **Insight:** consider transform these categories into patterns

- Cards were close generally for 'use clear and understandable content' and 'use easy to understand language and content'
  - ⚡ **Insight:** Consider making that into one category

- No cards were categorized in 'Provide helpful technology and support' within notable numbers
  - ⚡ **Insight:** To not have this be a category in content useable

- 'Provide feedback' may have been misunderstood for the user to provide feedback rather than the product/UI providing feedback.
  - ⚡ **Insight:** Consider being changing the pattern to 'Provide users with feedback' and keep it in 'Help Users Avoid Mistakes and Know How to Correct Them' category

Items with > 60% of agreement (21 of 58, 36.2%):

Card	Category	Agreement
Do not rely on users calculations or memorizing information	Ensure processes do not rely on memory	91.30%
Limit interruptions	Help users focus	91.30%
Make it easy to undo form errors	Help users avoid mistakes and know how to correct them	91.30%

Provide human help	Provide help and support	91.30%
Support a personalized and familiar interface	Support adaptation and personalization	86.96%
Provide search	Help users find what they need	78.26%
Make it easy to find help and give feedback	Provide help and support	73.91%
Make the site hierarchy easy to understand and navigate	Help users find what they need	69.57%
Provide a login that does not rely on memory or other cognitive skills	Ensure processes do not rely on memory	69.57%
Design forms to prevent mistakes	Help users avoid mistakes and know how to correct them	65.22%
Let users avoid navigating voice menus	Support adaptation and personalization	65.22%
Use clear words	Use easy to understand language and content	65.22%
Use literal language	Use easy to understand language and content	65.22%
Let users go back	Help users avoid mistakes and know how to correct them	60.87%
Make it easy to find the most important actions and information on the page	Help users find what they need	60.87%
Make it easy to find the most important tasks and features of the site	Help users find what they need	60.87%
Make the relationship clear between controls and the content they affect	Help users understand what things are and how to use them	60.87%
Provide help with directions	Provide help and support	60.87%
Use a consistent visual design	Use a clear design	60.87%
Use a simple tense and voice	Use easy to understand language and content	60.87%

Suggested groups by Optimal Workshop:

Primary:
1. Help users find what they need

     a. Make it easy to find the most important actions and information on the page

     b. Make it easy to find the most important tasks and features of the site

     c. Make the site hierarchy easy to understand and navigate

     d. Use a clear and understandable page structure

     e. Use a consistent visual design

     f. Use a familiar hierarchy and design

     g. Use white spacing

2. Use a clear design

     a. Break media into chunks

     b. Ensure foreground content is not obscured by background

     c. Make the purpose of your page clear

     d. Use clear visible labels

3. Help user focus

     a. Clearly identify controls and their use

     b. Ensure controls and content do not move unexpectedly

     c. Limit interruptions

     d. Make short critical paths

     e. Make the relationship clear between controls and the content they affect

     f. Provide search

     g. Avoid too much content

4. Clear processes for forms and tasks

     a. Make each step clear

     b. Separate each instruction

     c. Use icons that help the user

5. Help users avoid mistakes and know how to correct them

     a. Clearly state the results and disadvantages of actions, options, and selections

     b. Design forms to prevent mistakes

     c. Make it easy to find help and give feedback

     d. Make it easy to undo form errors

     e. Notify users of fees and charges at the start of a task

     f. Provide feedback

    g. Provide help for forms and non-standard controls

    h. Provide help with directions

    i. Provide human help

    j. Provide information so a user can complete and prepare for a task

    k. Let users go back

6. Support adaptation and personalization

    a. Accept different input formats

    b. Enable APIs and extensions

    c. Let users avoid navigating voice menus

    d. Let users control when the content moves or changes

    e. Support a personalized and familiar interface

    f. Support simplification

7. Ensure processes do not rely on memory

    a. Allow the user a simple, single step login

    b. Avoid data loss and timeouts

    c. Do not rely on users calculations or memorizing information

    d. Help the user stay safe

    e. Provide a login alternative with less words

    f. Provide a login that does not rely on memory or other cognitive skills

    g. Provide reminders

8. Use easy to understand language and content

    a. Avoid double negatives or nested clauses

    b. Explain implied content

    c. Include symbols and letters necessary to decipher the words

    d. Keep text succinct

    e. Provide alternatives for numerical concepts

    f. Use a simple tense and voice

    g. Use clear words

    h. Use clear, unambiguous formatting and punctuation

    i. Use familiar metrics and units

    j. Use literal language

Alternate:

1. Help users understand what things are and how to use them

a. Clearly identify controls and their labels

b. Make the relationship clear between controls and the content they affect

2. Support adaptation and personalization

a. Accept different input formats

b. Enable APIs and extensions

c. Support simplification

d. Let users control when the content moves or changes

e. Let users avoid navigating voice menus

f. Support a personalized and familiar interface

3. Help user focus

a. Limit interruptions

b. Make short critical paths

4. Ensure processes do not rely on memory

a. Provide a login alternative with less words

b. Provide reminders

c. Allow the user a simple, single step login

d. Do not rely on users calculations or memorizing information

e. Provide a login that does not rely on memory or other cognitive skills

5. Provide help and support

a. Help the user stay safe

b. Provide feedback

c. Provide help for forms and non-standard controls

d. Provide help with directions

e. Make it easy to find help and give feedback

f. Provide human help

6. Use clear and understandable content

a. Provide summary of long documents and media

b. Avoid too much content

c. Break media into chunks

d. Use familiar metrics and units

e. Include symbols and letters necessary to decipher the words

f. Explain implied content

g. Use clear, unambiguous formatting and punctuation

h. Keep text succinct

i. Avoid double negatives or nested clauses

j. Use a simple tense and voice

k. Use clear words

l. Use literal language

m. Provide alternative content for complex information and tasks

n. Provide alternatives for numerical concepts

7. Clear processes for forms and tasks

a. Use clear step by step instructions

b. Make the purpose of your page clear

c. Use clear visible labels

d. Use white spacing

e. Make the site hierarchy easy to understand

f. Provide search

g. Make it easy to find the most important actions and information on the page

h. Make it easy to find the most important tasks and features of the site

i. Ensure foreground content is not obscured by background

j. Use a clear and understandable page structure

k. Use a consistent visual design

l. Use a familiar hierarchy and design

m. Make each step clear

n. Separate each instruction

o. Notify users of fees and charges at the start of a task

8. Help users avoid mistakes and know how to correct them

a. Use icons that help users

b. Clearly state the results and disadvantages of actions, options, and selections

c. Let users go back

d. Design forms to prevent mistakes

e. Make it easy to undo form errors