



Card Sorting Research

Understand information structures for better experiences

Information and content portals become more popular with time – if they are well-organized and user-centric. With card sorting research techniques, we give you quantitative feedback on how best to organize information in a way that makes sense to users.

THIS SERVICE HELPS TO...

Understand where users naturally look for certain types of information

Determine the best terminology for labels and categories

Pinpoint the most logical categorization of content for your users



WHAT YOU GET

Know with confidence how best to categorize and layer content in your portal or website. You'll get:

- ✓ Strong guidance on your improved information architecture (IA) based on end user data
- ✓ Clarity on the best terminology and labels to use, directly from your end users
- ✓ Assurance about which content structure to follow, where to include information, and how to prioritize it



Card Sorting Research

HOW WE DO IT

- 1** We consult with stakeholders and audit the existing content to understand the needs, goals, and challenges.
- 2** A card sorting protocol captures the information, topics, terminology, and content to be included in the research.

- 3** We recruit users and conduct the open and/or closed card sorting sessions using an online card sorting web application.
- 4** We analyze the results providing excellent input to an optimised information architecture.

Duration: on average, Card Sorting Research projects range from two to eight weeks.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

+1.416.855.3367 (CAN)

+1.929.989.3367 (US)

+44 (0)1223 853907 (UK)

contact@akendi.com