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RE: Card Sort Results

DATE: February 22, 2008

Executive Summary

At the request of Dr. Ken Blehm of the Veterinary College of Colorado State University, Dr. Don Zimmerman and his research team from the Department of Journalism & Technical Communication conduct card sort exercises for the redesign of the CVMBS Website

Methods

After mapping the CVMBS Website and documenting the main links of the site, the research team developed a list of concepts or ideas for the card sorts (see Appendix B). Since different audiences have different needs, three groups—freshmen, upper classman and staff/faculty—participated in the card sorting exercises. The research team recruited participants using a list of interested students and staff/faculty provided by Dr. Blehm of CVMBS.

Results

We completed five card sorts during September and November of 2007 in conference rooms in Colorado State University's Lory Student Center and the Journalism & Technical Communication Department Conference Room.

Clear differences emerged between groups (freshman, upper classman and staff/faculty). The freshman audiences were more focused on admissions, financial aid, student organization, and scholarship information. The upper classman were more focused on degree requirements, career, internship, and

scholarship information. The staff/faculty audience had some clear differences in their perception of link names and where the information should be placed. Of the three audiences, this group had the greatest difference in information needs.