Sort It Out

"Card Sorts" - Organize Information Intuitively, Drive Greater Engagement

Customer Centric Philosophy

Customer Centric means getting personal with your customers.

Instant Access to Feedback

Conducted online or through their mobile device, you can log in and see real-time feedback.

Actionable Insights

Test theories about the organization of the information on your website(s) or mobile platforms, etc. Take leanings and feel more confident about your decisions when designing or redesigning. Apply findings to improve usability and site/user metrics.
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What's included?

- Design of approach
- Reach out to 30+ target end users
- 30-60 terms / cards for sorting
- An analytical summary showing relationships between terms/content
- Training on how to self serve card sorting in the future

*incentives not included but also may not be needed. Prices subject to change based on specifications (i.e., need to recruit or need for incentive)

$1,500

What is a card sort?

Card sorts are great ways to get quick feedback when thinking about reorganizing website/software/mobile content. It is a simple process where you ask your target customers to organize the content you have into buckets according to the way "they" think which allows your developers more information about how to organize information so it is more intuitive. A company's website is often the largest gateway into it's brand. Card sorts are great tools to make sure your customer is considered in website / software development and redesign phases.

When is a good time to do a card sort?

Any time is a good time, especially if some form of testing has not been done before on website's or application's information architecture. Getting feedback on nomenclature and natural clustering of content can help developers understand how navigation and terminology could be improved to drive important metrics like number of pages visited per session, increasing dwell time on a site, or improving satisfaction.

Card sorts are also helpful when thinking about structuring internal websites, especially on intranets where content can be housed under different departments and have less overall design focus.

Why Sherwood Enterprises?

Brian Sherwood has been conducting quantitative and qualitative research for nearly 20 years. For the last 7 years he has specialized in research for face to face marketing. He has a unique perspective on the attendee and exhibitor experience AND knows how to translate insights into action for all players in the event experience (organizers, exhibitors and attendees). And if you are an event organizer, he is open to discussing ways you might be able to monetize research.