

Discussion Guide.

To: Client
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Research Study: Card Sort of .com website
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Overview

This study aims to ensure that work currently being done on the overall Client site architecture meets consumers' needs from an organizational and navigational standpoint. The card sort exercise will illuminate how users categorize various products, services, and tasks into natural groupings that make sense to them.

Interviews will be 1:1 and conducted in a facility. Respondents will be a mixture of current Client subscribers and non-subscribers, both of which must have high-speed internet in the home. Additionally, the sample will span a variety of demographics (i.e., HHI, education level, marital status, etc.).

An online card sort will follow the in-person research. Having a ample of 500+ people participate in this exercise will allow us to project our findings to a larger audience, and give us clear direction to confidently move ahead as the project continues.

Discussion Guide for Individual Sessions:

This discussion guide outlines how each session will be conducted. Research will begin with a series of open-ended questions, to provide context around the participant's relationship with Client and Client channels (mainly the website). Following this discussion, the researcher will engage the participant in several card sorts, for both Client products as well as services/tasks on the site.

Approximate interview time: 60 minutes.

Warm-up & context setting (5 minutes)

Each session will begin with a series of "warm up" questions that will set the tone for the rest of the interview. The moderator will establish the context for the session, reminding each participant there are no right or wrong answers and that we are a market research firm trying to understand more about consumers' Internet habits. Respondents will be encouraged to speak candidly and tell us what they are thinking as they go through the card sort.

Possible warm-up questions include:

- Can you tell me a bit about yourself?
- What is the role of entertainment media in your life? Specifically, at home? I.e., TV, movies, Internet, etc.
- What kinds of entertainment media "services" do you have
 - Probe: Cable, On-demand, Netflix, music services, radio, etc.—anything people are listening to and/or watching
- Have you ever visited your provider's website?
 - What kinds of things were you looking to do there?
- What were your impressions of the site?
- Is there anything you would change about it?

Card sort #1 (25 minutes)

- Now we are going to shift gears and I am going to have you do an exercise. Client is working on improving their website, and wants your insight into that process. Here, I have a stack of cards,

each with a word written on them related to their website (things you might find on their site). What I want you to do is go through these cards and sort them into groups based on what makes sense to you. Remember there are no right or wrong answers here—whatever you think fits together is what we want to hear. I am going to give you about 5 minutes to sort this out, then we can talk about your groups when you are finished.

- [Allow 5-10 minutes for the sort, depending on how the respondent is progressing]
- Great; now that you have put these into groups, I want you to walk me through your thinking.
- [For each group]: Describe this group to me—what makes them unique?
 - What makes the things in here fit together?
 - How “strong” a group do you think this is?
 - Within this group, are there some elements that fit together better than others?
 - Is there an “order” within this group?
 - How do you make sense of [FILL IN] compared to [FILL IN]
 - What other kinds of things could you see fitting in this group?
 - What title would you give this group?
- Stepping back and looking at these groups, is there anything you find confusing?
 - If respondent is unsure what some of the products are, or expresses any doubt, explain to them at the end of the sort what the various cards are (i.e., “Each of these are various Internet services offered by Client).
 - With this knowledge, if appropriate, have respondents re-group items based on what they now know [but PHOTOGRAPH initial groupings]
 - Repeat questions from above.
- Now looking at the groups you’ve just made, how do they work with each other?
 - Which groups seem more related than others (if any?)
 - I want you to physically place these groups around the table, showing me how you think they fit together—i.e., which ones seem like they are close to each other, which seem totally unrelated, etc.
 - Now, walk me through your thinking.
 - Which of these groups is most important to you? Or, most relevant to you? For what reasons?
 - [PHOTOGRAPH groupings]
- Now that you have gone through this exercise, I wanted to show you how some other people thought these things might fit together [take out board with elements on post its].
 - [Allow respondent a minute or two to examine]
 - What are your thoughts on this organization?
 - How well or not well does this work for you?
 - Does this make sense to you?
 - Feel free to move around the post-its if you think some elements belong in a different group.
 - [If respondent makes any changes] What made you make that switch?

Card sort #2 (25 minutes)

- Thanks for doing that. Now I am going to have you do the exercise again, this time with a different set of cards—but still related to things you would find on Client’s website. Again, I want you to group these based on how they make sense to you. We’ll talk about your groups afterwards.

- [Allow 5-10 minutes for the sort, depending on how the respondent is progressing].
- Now that you have put these into groups, I want you to walk me through your thinking.
- [For each group]: Describe this group to me—what makes them unique?
 - What makes the things in here fit together?
 - How “strong” a group do you think this is?
 - Within this group, are there some elements that fit together better than others?
 - Is there an “order” within this group?
 - How do you make sense of [FILL IN] compared to [FILL IN]
 - What other kinds of things could you see fitting in this group?
 - What title would you give this group?
- Stepping back and looking at these groups:
 - Is there anything you find confusing?
 - Which groups seem more related than others (if any?)
- I want you to physically place these groups around the table, showing me how you think they fit together—i.e., which ones seem like they are close to each other, which seem totally unrelated, etc.
 - Now, walk me through your thinking.
- Which of these groups is most important to you? Or, most relevant to you? For what reasons?
- [PHOTOGRAPH groupings]

Wrap up (5 min)

Based on what you saw today...

- Was anything particularly confusing?
- Did anything not make sense to you?
- Now that you have gone through two sorting activities, is there any advice about what you sorted that you would give to the people making this site?