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# Card Sorting for Navigation Design

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**Abstract**

This course covers the theory and practice of card sorting with a particular focus on navigation design. It includes a paper-based card sort activity. Online methods are also discussed.

**Author Keywords**

Card sorting; cluster analysis; information architecture; tree sorting

**ACM Classification Keywords**

H.5.2. User-centered design

**Description**

This half-day hands-on course covers the theory and practice of card sorting. It includes hands-on experience of performing a paper-based card sort and quick data capture using barcode scanners (the techniques are applicable to many other problem domains).

**Origins**

This is an update of an earlier course ('Innovations in Card Sorting) that has been run for several years at CHI/HCI and usability conferences (HCI 2006 & 2007, CADUI 2008, HCI 2009, CHI 2009-2012). A one-day version of this course was presented as part of Nielsen-Norman Group's Usability Week in 2009. The updated, half-day version appeared at CHI 2011, 2012 and 2013.

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### **Features**

On completion of this tutorial you will be able to:

- choose an appropriate card sorting method
- explain cluster analysis and dendrograms to colleagues and clients
- apply appropriate techniques for getting the best information from participants and the resulting data
- perform quick and reliable data capture

### **Audience**

Web and intranet designers, information architects, usability and HCI professionals interested in the practical application of card sorting. No specialist skills or knowledge are required.

### **Presentation**

The course is approximately 60% tutorials and 40% practical card-sorting activities or group discussions.

### **Instructor Background**

William Hudson has over 40 years' experience in the development of interactive systems. He is the founder of Syntagm, a consultancy specializing in user-centered design and has conducted more than 300 intranet and web site expert evaluations. William has written over 30 articles, papers and studies including the InteractionDesign.org Encyclopedia entry on card sorting. He was courses co-chair for CHI in 2013.

### **Website**

Further information about the instructor and this course can be found at [www.syntagm.co.uk/design](http://www.syntagm.co.uk/design)