

Card Sort Report

Eight participants—two actual book club members and six unconfirmed book club members—completed an online card sort via Optimal Workshop.

The majority of the participants were able to sort the cards into the anticipated categories, although the category names were slightly different: “Book Info” vs. “Book Details,” etc.

Participants showed some confusion as for whether to place some cards under Book Club or Meeting. Whereas I had anticipated participants would group “Date & Time” and “R.S.V.P.” under Meeting, this occurred only three times out of eight. No participants sorted “This Month’s Book” under Meetings. The results show a need to list these and a few other cards under both Book Club and Meetings.

When creating the card sort, I had concerns about whether “Beach Read Lovers Unite,” “Bros, Books & Beer,” “Not Yo Mama’s Book Club,” and “Spiritual Book Club” would confuse readers. I didn’t want to include the words “book club” on each card, though, as it might tip off the participants that these four cards were examples of different book clubs. However, at least six of the eight participants correctly grouped these cards into the Book Clubs category.

Most cards I had anticipated participants would group under Book Club ended up being categorized in this way by participants. “City & State” was only placed under the Book Club category four out of eight times, and “Country” was only placed under the Book Club category three out of eight times. Many participants categorized these geographical cards under Meeting.

“Discussion Questions” and “Comment” seemed to confuse participants. I had anticipated these would be categorized under Books; however, this only occurred three and four times respectively. “Discussion Questions” were often grouped with Book Club or Meetings. “Comment” was grouped in almost all categories, which may necessitate a change to “Add a Review.”

Overall, the results indicate my original site map should work well with some minor adjustments. Once I build the prototype, I will be able to test as to whether the sitemap is as intuitive for participants as I believe.

Participants

Overview Analysis Downloads Sharing

Participants Cards Categories Standardization Grid Similarity Matrix Dendrograms PCA

Your Participants

0 Reload results using current selection Apply Search

<input type="checkbox"/>	PARTICIPANT	IDENTIFIER	TIME TAKEN	CARDS SORTED	CATEGORIES CREATED	CATEGORIES NAMED	COMMENT	INCLUDE	
<input type="checkbox"/>	1	mistyanproductions@gmail.com	00:11:55	100%	4	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	2	Beribt@yahoo.com	00:11:30	100%	3	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	3	mandy_york@inet.net.au	00:07:40	100%	4	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	4	Cindyelsberry@gmail.com	00:08:38	100%	6	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	5	brendan.whiting@me.com	00:52:02	100%	4	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	6	erin@irizal.ocm	00:03:38	100%	5	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	7	wilsoncandy71@gmail.com	00:03:33	100%	5	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	8	etristaj@gmail.com	00:04:38	100%	5	100%		<input checked="" type="checkbox"/>	

Showing 1 to 8 of 8 participants

Hi Jef.

Cards

Your Cards

Show all Show less Search

CARD NAME	UNIQUE CATEGORIZATIONS	CATEGORIES	AVG POS	FREQ
Author	2	Book Club	5.5	2
		Books	5.8	6
Average Rating	1	Books	6.1	8
Beach Read Lovers United	2	Book Clubs	2.1	7
		Books	4.0	1
Book Club Name	2	Meetings	1.0	1
		Book Club	3.0	7
Bros, Books & Beer	3	Book Club	1.0	1
		Books	2.0	1
		Book Clubs	2.3	6
City & State	3	Book Clubs	3.0	1
		Book Club	4.0	4
		Meetings	5.0	3
Comment	4	Book Clubs	2.0	1
		Books	5.5	4
		Meetings	8.0	1

Hi Jef.

Categories

Your Categories

Standardize Unstandardize Show all Show less

<input type="checkbox"/>	CATEGORY NAME	UNIQUE CARDS	CARDS	AVG POS	FREQ	AGREEMENT	PARTICIPANTS	EDIT
<input type="checkbox"/>			Spiritual Book Club	1.0	1			
<input type="checkbox"/>			Bros, Books & Beer	1.0	1			
<input type="checkbox"/>			Publish Date	2.0	1			
<input type="checkbox"/>			Publisher Weekly Review	2.5	2			
<input type="checkbox"/>			Book Club Name	3.0	7			
<input type="checkbox"/>			Synopsis	3.0	1			
<input type="checkbox"/>			Currently Reading	3.3	7			
<input type="checkbox"/>			Meeting Frequency	3.5	6			
<input type="checkbox"/>			Moderator	3.8	5			
<input type="checkbox"/>			City & State	4.0	4			
<input type="checkbox"/>			Country	4.3	3			
<input type="checkbox"/>			Reading List	4.4	8			
<input type="checkbox"/>	Book Club	25	Date & Time	4.6	5	0.48	8	
<input type="checkbox"/>			Meeting Location	5.0	5			
<input type="checkbox"/>			Discussion Questions	5.3	4			
<input type="checkbox"/>			Next Month's Book	5.4	7			
<input type="checkbox"/>			This Month's Book	5.5	6			
<input type="checkbox"/>			Cover	5.5	2			
<input type="checkbox"/>			Author	5.5	2			
<input type="checkbox"/>			Not Yo Mama's Book Club	5.5	2			
<input type="checkbox"/>			Future Books	5.7	6			
<input type="checkbox"/>			Title	6.5	2			

Hi Jef,

Standardization Grid

Standardization Grid

	Book Club	Book Clubs	Books	Meetings
Author	2		6	
Average Rating			8	
Beach Read Lovers United		7	1	
Book Club Name	7			1
Bros, Books & Beer	1	6	1	
City & State	4	1		3
Comment	2	1	4	1
Country	3		2	3
Cover	2		6	
Currently Reading	7		1	
Date & Time	5			3
Discussion Questions	4		3	1
Future Books	6		2	
Genre			8	
International Standard Book Num...			8	
Meeting Frequency	6			2
Meeting Location	5			3
Moderator	5			3
Next Month's Book	7		1	
Not Yo Mama's Book Club	2	6		
Number of Pages			8	
Publish Date	1		7	
Publisher Weekly Review	2		6	
R.S.V.P.	5			3
Reading List	8			
Reviews	2		6	
Spiritual Book Club	1	6	1	
Synopsis	1		7	
This Month's Book	6		2	
Title	2		6	

Hi Jef,

Similarity Matrix

Similarity Matrix

Cover

100	Title																													
100	100	Author																												
100	100	100	Publish Date																											
85	85	85	85	Number of Pages																										
85	85	85	85	100	Synopsis																									
85	85	85	85	85	International Standard Book Number (ISBN)																									
85	85	85	85	85	100	Genre																								
71	71	71	71	85	71	71	Average Rating																							
57	57	57	71	71	57	57	85	Reviews																						
57	57	57	42	42	42	57	71	Publisher Weekly Review																						
14	14	14	14	0	0	0	0	14	42	Next Month's Book																				
28	28	28	28	14	14	14	0	14	42	85	This Month's Book																			
14	14	14	14	0	0	0	0	14	28	85	71	Reading List																		
0	0	0	0	0	0	14	14	0	14	28	85	71	71	Future Books																
14	14	14	14	14	14	14	14	0	14	14	57	71	71	57	Currently Reading															
14	14	14	14	0	0	0	0	0	14	57	57	57	42	42	Book Club Name															
14	14	14	14	0	0	0	0	0	14	42	42	42	28	28	85	Meeting Frequency														
14	14	14	14	0	0	0	0	0	14	28	28	28	14	14	71	85	R.S.V.P.													
14	14	14	14	0	0	0	0	0	14	28	28	28	14	14	71	85	100	Meeting Location												
0	0	0	0	0	0	0	0	0	14	14	14	14	14	28	57	71	85	85	City & State											
0	0	0	0	0	0	0	0	0	14	14	14	14	14	28	57	71	85	85	100	Date & Time										
0	0	0	0	0	0	0	0	0	14	14	14	14	14	14	57	71	85	85	85	Moderator										
28	28	28	28	28	28	28	28	28	28	14	0	14	14	14	14	28	28	42	57	71	71	57	Country							
28	28	28	28	42	42	28	28	28	57	71	42	28	28	28	28	28	14	14	28	28	28	28	42	Comment						
28	28	28	28	28	28	28	28	42	42	42	0	0	0	0	0	0	28	28	42	42	42	57	14	42	Discussion Questions					
0	0	0	0	0	0	0	14	14	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0	0	Spiritual Book Club					
0	0	0	0	0	0	14	14	0	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0	0	100	Bros, Books & Beer				
0	0	0	0	0	0	14	14	0	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0	0	0	100	100	Beach Read Lovers United		
14	14	14	14	0	0	0	0	0	0	14	14	14	14	0	0	14	14	14	14	0	0	0	0	0	0	0	85	85	85	Not Yo Mama's Book Club

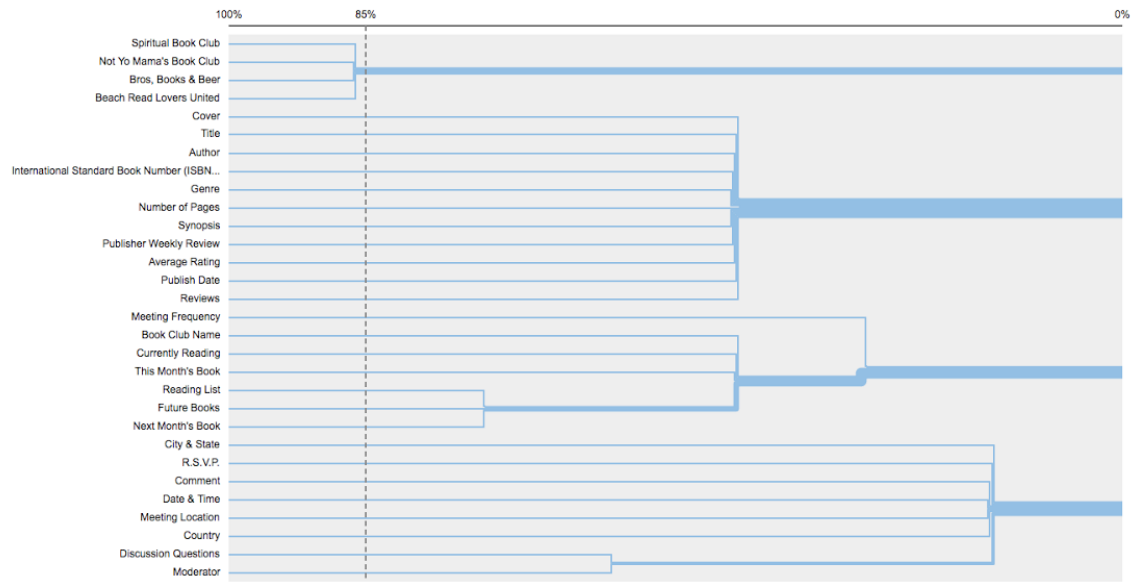
Hi Jef,

Dendograms

Dendograms

Actual Agreement Method

The Actual Agreement Method works best with 30 or more participants and will depict only absolutely factual relationships. We call this the Skeptical Dendrogram.



Hi Jef,

Participant-centric Analysis

Participant-centric Analysis

Consider IAs with 2 - 6 groups

Similar IAs: 6/7
4 groups submitted by mistyaniproductions@gmail.com

Book Clubs
Similar group labels
Book club names
Book clubs
Book Club Categories

Spiritual Book Club
Not Yo Mama's Book Club
Bros, Books & Beer
Beach Read Lovers United

Book Details
Similar group labels
Book Info
Books for review
Book selection

Cover
Title
Author
International Standard Book Number (ISBN)
Genre
Number of Pages
Synopsis

Similar IAs: 1/7
5 groups submitted by wilsoncandy71@gmail.com

personal information
Similar group labels

City & State
Currently Reading
Date & Time
Country

book club information
Similar group labels

Cover
Title
Author
Publisher Weekly Review
Book Club Name
Meeting Frequency
Reading List
R.S.V.P.
Not Yo Mama's Book Club
Meeting Location

Similar IAs: 6/7
3 groups submitted by Beritbt@yahoo.com

Book Clubs
Similar group labels
Book club names
Book clubs
Book Club Categories

Spiritual Book Club
Not Yo Mama's Book Club
Bros, Books & Beer
Beach Read Lovers United

Book Details
Similar group labels
Book selection
Books for review
Book info

Cover
Title
Author
International Standard Book Number (ISBN)
Genre
Number of Pages
Synopsis

Hi Jef, 