



FTC.GOV ONLINE CARD SORTING EXERCISE

CLIENT: Federal Trade Commission
PROJECT: FTC.gov Overhaul
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Overview

This document provides a detailed description of an exercise called card sorting. Card sorting is a quick yet reliable method, which serves as input into our information design process for ftc.gov. Card sorting helps us to generate an overall structure for information, as well as suggestions for navigation, menus, and possible taxonomies.

Welcome

We'd like to thank you for participating in our online card sort! As you may be aware, we're in the initial stages of redesigning the Federal Trade Commission website, and we'd like to get input from site visitors like you. By completing this simple exercise, you'll help us make the FTC site easier to use.

How long is this going to take? It will take about 20 minutes. We ask that you take your time (toss in a 5 min. break) and really show us how YOU want things done.

(Important: Under the Paperwork Reduction Act, federal agencies are not allowed to collect information from the public without a valid OMB control number. The OMB number for this usability feedback survey is 3084-0159.)

As a survey participant, you understand and agree that you shall not receive or seek any compensation. Click "Continue" to accept.

Continue

Instructions

Your task is to organize a list of items into groups that belong together. These items represent content and functionality on ftc.gov. You should try to sort the cards into the groups that make sense to you. We're interested in seeing how you would organize the content. How you do it is easy:

1. Click on an item from the list on the left
2. Drag the item into the workspace on the right
3. Drop it into the category it most closely matches
4. Repeat for all of the items

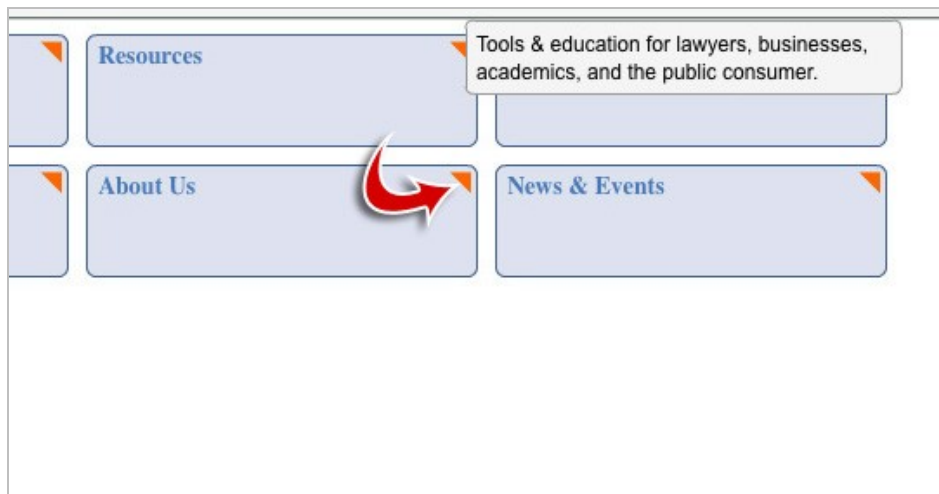
Here are a few screen shots to illustrate:



1. Start by dragging the boxes out of the Left column.



2. Then drop the box into a group that you feel makes sense.



3. If you have questions about what each group means, click on the orange arrow.

Grouping them is easy. You simply click, drag and drop the items into place. Pretty simple, right? Let's get started.

Continue

Completion and Thank You

Thanks very much for your participation! Your opinion is incredibly useful in helping to determine how our content should be organized, so we can make the FTC website easier to use.

You may now close this window. Thanks again.

Cards Used For Exercise

- About the Federal Trade Commission
- Offices and Bureaus
- Economist Applicants
- FY 2012 Congressional Budget Justification Summary
- Southeast Region Office
- Early Termination
- Consumer Information
- I.D. Theft
- RN Lookup Service
- Antitrust Economics at the FTC
- Prepared statements on gasoline prices
- Settlement prohibits claiming mouth guards reduce risk
- Decision and Order
- Opinion of the Commission
- Staff advisory opinion letter
- Early Termination Notice
- Testimony - 109th Congress
- Investigative law and enforcement authority
- St. Joseph Abbey v. Castille
- East Central Regional Office



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- Get your credit report
- Do-Not-Call-Registry
- File A Complaint
- Comment on a rule
- Proposed revisions to online privacy rule
- FTC Rules and Guides
- Informal Staff Opinion
- Pet Medications Workshop
- Follow our Facebook
- Email & RSS Updates
- The Office of International Affairs
- Staff Comments submitted to the European Commission
- Training Materials
- Working Papers
- FTC press conference webcast
- Debt Collection
- Office of the General Counsel
- Penn Corner
- FTC Consumer Alert: Phishing
- Mergers Best Practices
- Antitrust Laws
- FTC Directory
- Bureau of Competition contact information
- Alcohol Regulation
- Request information
- Recover From Identity Theft
- FTC RSS feed
- Quexco To Settle FTC Charges
- \$2.9 Million returned to consumers in DVD vending scam