Attachment A

CDC Flu UX: Protocol for CDC Flu Card Sort

**Overview – What is a Card Sort?**

Card sorting is a user-centered design method for increasing a web site’s findability. The process involves sorting a series of cards, each labeled with a piece of content or functionality, into groups that make sense to users or participants.

**Participants**

* CDC is using partners, such as social media to recruit participants for the card sort. A total of 90 participants will be included in the card sort. The final mix of participants will include:
  + 30 Healthcare providers
  + 30 Public health professionals
  + 30 General consumers
* All of the participants will complete the card sort remotely using their own computers accessing a web based card sorting system (Optimal Sort).

**Recruitment**

* Recruitment will be via
  + email (See **B-RECRUITMENT-EMAIL- CDCFluCardSort060214**)
  + or on the Flu Website (**C-Recruitment Message on CDC Flu Website-CDCFluCardSort060214**).
* The web based card sorting tool will be accessed via the users’ computer by selecting the links in the recruiting email or on the Flu Website.

**Sessions**

* See **D-SCREENSHOTS-CDCFluCardSort060214** for screen captures of the web based card sorting tool.
* Each card sort session will last approximately 30 minutes. During the session, participants will:
  + Examine a series of 112 cards.
  + Group the cards based on whatever criteria is most meaningful to them.
  + Name the card groupings.
  + Be able to provide comments on the cards and the exercise.
* Instructions will be provided in the card sorting system.
* Multiple users can be completing the task/session at the same time.
* This is an unfacilitated card sort – **there will be no interaction between the participants and the CDC team**.