

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.**