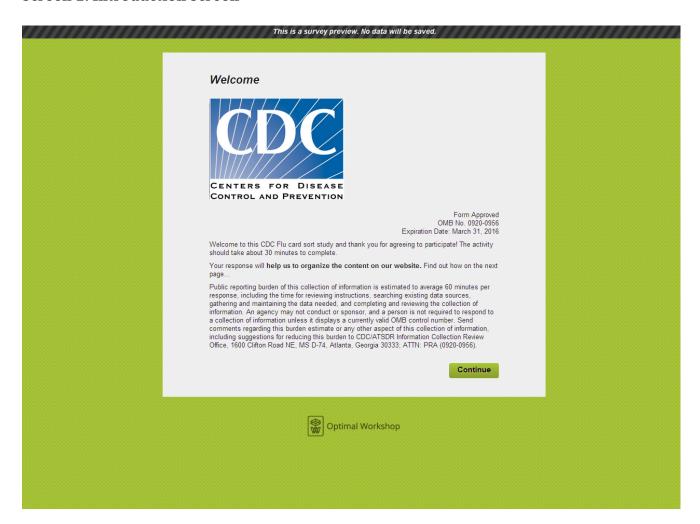
Attachment D CDC Flu UX: Screenshots for CDC Flu Card Sort

Card Sorting

Card sorting is a method used to help design or evaluate the <u>information architecture</u> of a web site. In a card sorting session, participants organize topics into categories that make sense to them and they may also create new labels for these groups. To conduct a card sort, you can use actual cards, pieces of paper, or one of several online card-sorting software tools.

The CDC team will use a web based tool called Optimal Sort so respondents can simulate sorting cards with the tool. Screenshots below show the different screens of the tool during the card sorting activity.

Screen 1: Introduction Screen



Screen 2: Questionaire

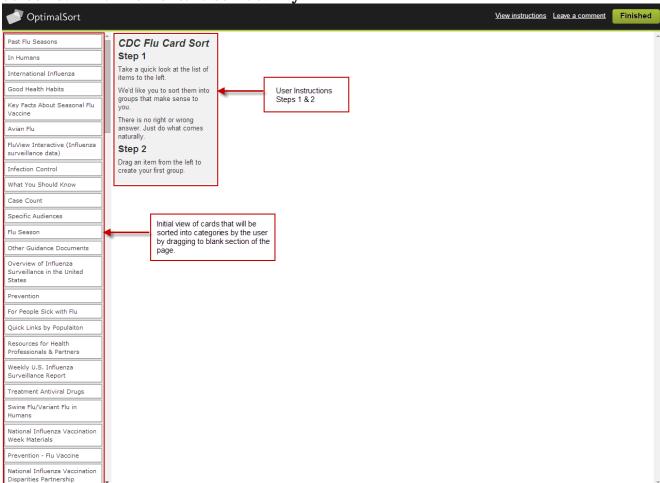
Before we begin		
Please answer the following questions		
	* indicates required fields	
What is your job title and role? *		8
Health Care Provider Public Health Professional General Public		
Please select your organization/area: *		
State health department		
□ Local health department □ Federal Government – FTE		
Federal Government – Contractor		
Academic Institution Private Entity		
Flu partner organization		
General Public Other		
- Other		
How often do you visit the CDC Flu web si	ite? *	
O Daily		
A few times per week A few times per month		
A few times per year		
I have never visited the site before		
What three types of information do you m site? *	ost commonly access on the CDC Flu	
	Continue	

These screens show the process of a card sort activity within the web based tool.

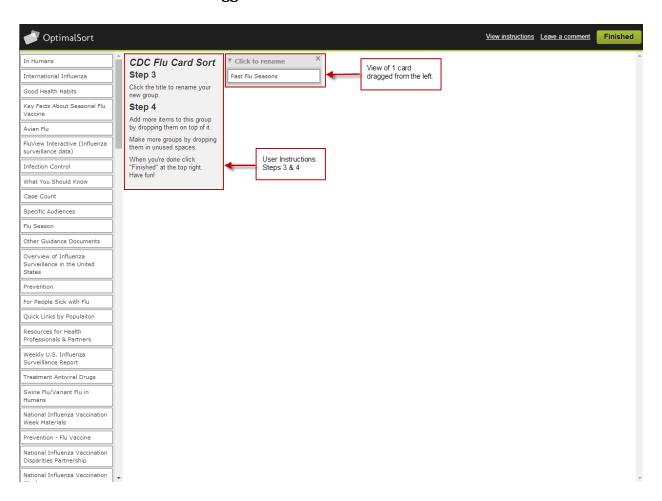
Please see red boxes within the screencaps for more information of what respondents will do within the tool.

The "cards" respondents will sort are in the left column.

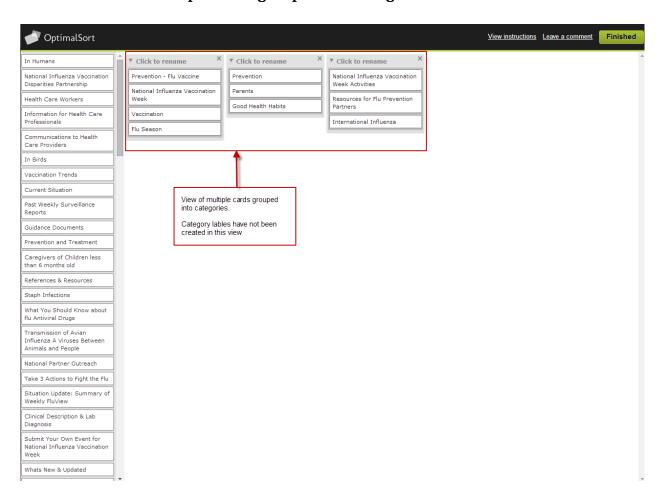
Screen 3: Initial view of card sort activity



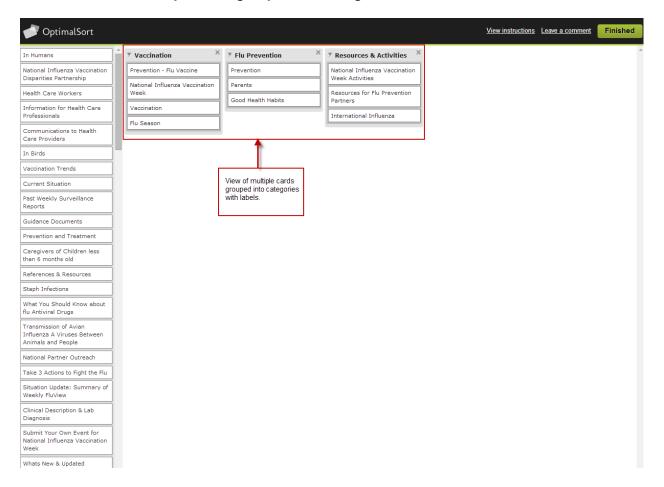
Screen 4: View of 1 card dragged from the left.



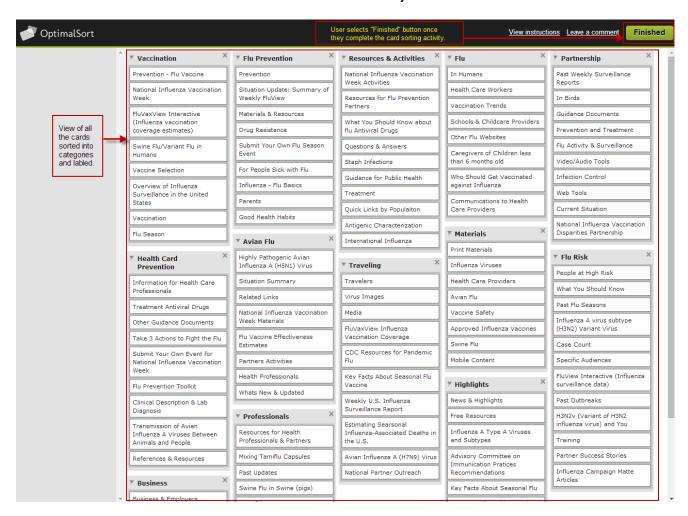
Screen 5: View of multiple cards grouped into categories







Screen 7: View of all the cards sorted into categories and labled. Once cards have been sorted the user selects the "Finished" button to submit the survey.



Screen 8: Message presented to user at the completion of the survey

