

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 [information architecture](#) 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

This is a survey preview. No data will be saved.

Welcome



**CENTERS FOR DISEASE
CONTROL AND PREVENTION**

Form Approved
OMB No. 0920-0956
Expiration Date: March 31, 2016

Welcome to this CDC Flu card sort study and thank you for agreeing to participate! The activity should take about 30 minutes to complete.

Your response will **help us to organize the content on our website**. Find out how on the next page...

Public reporting burden of this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0956).

[Continue](#)

 Optimal Workshop

Screen 2: Questionnaire

Before we begin

Please answer the following questions

* indicates required fields

What is your job title and role? *

- 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

How often do you visit the CDC Flu web site? *

- 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 most commonly access on the CDC Flu site? *

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

The screenshot displays the OptimalSort web-based tool interface for a CDC Flu Card Sort activity. The interface is divided into three main sections:

- Left Column (Cards):** A vertical list of 20 cards related to flu, including: Past Flu Seasons, In Humans, International Influenza, Good Health Habits, Key Facts About Seasonal Flu Vaccine, Avian Flu, FluView Interactive (Influenza surveillance data), Infection Control, What You Should Know, Case Count, Specific Audiences, Flu Season, Other Guidance Documents, Overview of Influenza Surveillance in the United States, Prevention, For People Sick with Flu, Quick Links by Population, Resources for Health Professionals & Partners, Weekly U.S. Influenza Surveillance Report, Treatment Antiviral Drugs, Swine Flu/Variant Flu in Humans, National Influenza Vaccination Week Materials, Prevention - Flu Vaccine, and National Influenza Vaccination Disparities Partnership.
- Right Column (Instructions):** A section titled "CDC Flu Card Sort" with two steps:
 - Step 1:** "Take a quick look at the list of items to the left. We'd like you to sort them into groups that make sense to you. There is no right or wrong answer. Just do what comes naturally."
 - Step 2:** "Drag an item from the left to create your first group."
- Top Right:** A navigation bar with links for "View instructions", "Leave a comment", and a "Finished" button.

Red boxes and arrows highlight key elements: a box around the list of cards, a box around the instructions, and a box around the "Finished" button. Arrows point from the instruction boxes to the cards and the "Finished" button.

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

The screenshot shows the OptimalSort application interface. At the top right, there are links for "View instructions" and "Leave a comment", and a green "Finished" button. On the left side, a vertical list of cards is visible, including "In Humans", "International Influenza", "Good Health Habits", "Key Facts About Seasonal Flu Vaccine", "Avian Flu", "FluView Interactive (Influenza surveillance data)", "Infection Control", "What You Should Know", "Case Count", "Specific Audiences", "Flu Season", "Other Guidance Documents", "Overview of Influenza Surveillance in the United States", "Prevention", "For People Sick with Flu", "Quick Links by Population", "Resources for Health Professionals & Partners", "Weekly U.S. Influenza Surveillance Report", "Treatment Antiviral Drugs", "Swine Flu/Variant Flu in Humans", "National Influenza Vaccination Week Materials", "Prevention - Flu Vaccine", "National Influenza Vaccination Disparities Partnership", and "National Influenza Vaccination ...".

The central area displays the "CDC Flu Card Sort" activity. It includes "Step 3" instructions: "Click the title to rename your new group." and "Step 4" instructions: "Add more items to this group by dropping them on top of it. Make more groups by dropping them in unused spaces. When you're done click 'Finished' at the top right. Have fun!". A "Click to rename" dialog box is open, showing the text "Past Flu Seasons". A red box with an arrow points to this dialog box, labeled "View of 1 card dragged from the left." Another red box with an arrow points to the instruction panel, labeled "User Instructions Steps 3 & 4".

Screen 5: View of multiple cards grouped into categories

The screenshot shows the OptimalSort application interface. On the left is a vertical list of items, including "In Humans", "National Influenza Vaccination Disparities Partnership", "Health Care Workers", "Information for Health Care Professionals", "Communications to Health Care Providers", "In Birds", "Vaccination Trends", "Current Situation", "Past Weekly Surveillance Reports", "Guidance Documents", "Prevention and Treatment", "Caregivers of Children less than 6 months old", "References & Resources", "Staph Infections", "What You Should Know about flu Antiviral Drugs", "Transmission of Avian Influenza A Viruses Between Animals and People", "National Partner Outreach", "Take 3 Actions to Fight the Flu", "Situation Update: Summary of Weekly FluView", "Clinical Description & Lab Diagnosis", "Submit Your Own Event for National Influenza Vaccination Week", and "Whats New & Updated".

The main area displays three grouped cards, each with a "Click to rename" header and a close button. The first group contains "Prevention - Flu Vaccine", "National Influenza Vaccination Week", "Vaccination", and "Flu Season". The second group contains "Prevention", "Parents", and "Good Health Habits". The third group contains "National Influenza Vaccination Week Activities", "Resources for Flu Prevention Partners", and "International Influenza".

A red box highlights these three groups. A callout box with an arrow pointing to the groups contains the text: "View of multiple cards grouped into categories. Category labels have not been created in this view".

Screen 6: View of multiple cards grouped into categories with labels

The screenshot displays the OptimalSort interface. On the left is a vertical list of cards, including 'In Humans', 'National Influenza Vaccination Disparities Partnership', 'Health Care Workers', 'Information for Health Care Professionals', 'Communications to Health Care Providers', 'In Birds', 'Vaccination Trends', 'Current Situation', 'Past Weekly Surveillance Reports', 'Guidance Documents', 'Prevention and Treatment', 'Caregivers of Children less than 6 months old', 'References & Resources', 'Staph Infections', 'What You Should Know about flu Antiviral Drugs', 'Transmission of Avian Influenza A Viruses Between Animals and People', 'National Partner Outreach', 'Take 3 Actions to Fight the Flu', 'Situation Update: Summary of Weekly FluView', 'Clinical Description & Lab Diagnosis', 'Submit Your Own Event for National Influenza Vaccination Week', and 'Whats New & Updated'. On the right, three cards are grouped into categories: 'Vaccination' (containing 'Prevention - Flu Vaccine', 'National Influenza Vaccination Week', 'Vaccination', and 'Flu Season'), 'Flu Prevention' (containing 'Prevention', 'Parents', and 'Good Health Habits'), and 'Resources & Activities' (containing 'National Influenza Vaccination Week Activities', 'Resources for Flu Prevention Partners', and 'International Influenza'). A red box highlights these three grouped cards, and a callout box with an arrow points to them, containing the text: 'View of multiple cards grouped into categories with labels.'

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

The screenshot displays the OptimalSort interface with a grid of cards sorted into various categories. The categories and their respective cards are as follows:

- Vaccination**: Prevention - Flu Vaccine, National Influenza Vaccination Week, FluVaxView Interactive (Influenza vaccination coverage estimates), Swine Flu/Variant Flu in Humans, Vaccine Selection, Overview of Influenza Surveillance in the United States, Vaccination, Flu Season.
- Flu Prevention**: Prevention, Situation Update: Summary of Weekly FluView, Materials & Resources, Drug Resistance, Submit Your Own Flu Season Event, For People Sick with Flu, Influenza - Flu Basics, Parents, Good Health Habits.
- Resources & Activities**: National Influenza Vaccination Week Activities, Resources for Flu Prevention Partners, What You Should Know about flu Antiviral Drugs, Questions & Answers, Staph Infections, Guidance for Public Health, Treatment, Quick Links by Populaiton, Antigenic Characterization, International Influenza.
- Flu**: In Humans, Health Care Workers, Vaccination Trends, Schools & Childcare Providers, Other Flu Websites, Caregivers of Children less than 6 months old, Who Should Get Vaccinated against Influenza, Communications to Health Care Providers.
- Partnership**: Past Weekly Surveillance Reports, In Birds, Guidance Documents, Prevention and Treatment, Flu Activity & Surveillance, Video/Audio Tools, Infection Control, Web Tools, Current Situation, National Influenza Vaccination Disparities Partnership.
- Health Card Prevention**: Information for Health Care Professionals, Treatment Antiviral Drugs, Other Guidance Documents, Take 3 Actions to Fight the Flu, Submit Your Own Event for National Influenza Vaccination Week, Flu Prevention Toolkit, Clinical Description & Lab Diagnosis, Transmission of Avian Influenza A Viruses Between Animals and People, References & Resources.
- Avian Flu**: Highly Pathogenic Avian Influenza A (H5N1) Virus, Situation Summary, Related Links, National Influenza Vaccination Week Materials, Flu Vaccine Effectiveness Estimates, Partners Activities, Health Professionals, Whats New & Updated.
- Traveling**: Travelers, Virus Images, Media, FluVaxView Influenza Vaccination Coverage, CDC Resources for Pandemic Flu, Key Facts About Seasonal Flu Vaccine, Weekly U.S. Influenza Surveillance Report, Estimating Seasonal Influenza-Associated Deaths in the U.S., Avian Influenza A (H7N9) Virus, National Partner Outreach.
- Materials**: Print Materials, Influenza Viruses, Health Care Providers, Avian Flu, Vaccine Safety, Approved Influenza Vaccines, Swine Flu, Mobile Content.
- Flu Risk**: People at High Risk, What You Should Know, Past Flu Seasons, Influenza A virus subtype (H3N2) Variant Virus, Case Count, Specific Audiences, FluView Interactive (Influenza surveillance data), Past Outbreaks, H3N2v (Variant of H3N2 influenza virus) and You, Training, Partner Success Stories, Influenza Campaign Matte Articles.
- Business**: Business & Employers.

Annotations on the screenshot include:

- A red box at the top right contains the text: "User selects 'Finished' button once they complete the card sorting activity." with an arrow pointing to the "Finished" button.
- A red box on the left contains the text: "View of all the cards sorted into categories and labeled." with an arrow pointing to the grid of cards.
- The top navigation bar includes "View instructions", "Leave a comment", and a prominent "Finished" button.

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

