HRSA MCHB: Card Sort Test Plan

About

This card sort plan outlines our approach for conducting generative audience research for the [HRSA Maternal and Child Health Bureau](#) (MCHB) website to inform the updated information architecture for the upcoming MCHB website redesign. The survey instrument, including text of the script and screenshots from the survey tool, are included in a separate attached document.

Objectives

1. Learn how audience members' domain knowledge is structured in order to create an information architecture that matches users' expectations.
2. Determine what terms or labels audiences prefer to give categories for the MCHB website.
3. Understand which categories, facets, and other functionality-related terms should be used on the website.

Assumptions

- Information is not organized intuitively to external audiences.
- Participants may not be familiar with the HRSA organizational/web structure.
- The titles given to each group will represent the participant's mental model of the topic space.
- Participants will group information topically.
- Participants will group high level organizational information including organizational visions, goals, past work, program overviews, etc.
- Participants will group content relating to the exploration, application, and execution of grant opportunities.

Participants

- Test with up to 30 representative members of the Grantees and External Maternal Child Health Organizations audience groups, which represent MCHB's primary audiences.

Categories of participants include but are not limited to:

- Current MCHB grantees.
- MCH organizations seeking MCHB program information but who are not direct/current grantees.
- MCH organizations involved in national networking and coordination around MCHB issues.
- Federal agency staff (whose work overlaps/coordinates with MCHB work)
- Congressional staff interested in MCHB programs.
- MCHB will directly recruit test participants. We will leverage existing relationships through our project officers and Bureau leadership to reach out, individually, to existing grantees as well as MCH stakeholders who were contacted previously as part of our strategic planning process.

Approach

- Remote sessions will last between 15-20 minutes using OptimalSort.
- When the study begins, a link will be emailed to participants for them to complete on their own time.
- After the full complement of responses is collected, survey responses will be screened to remove surveys of less than 75% complete.
- This is an open card sort. In an open card sort, participants will sort the cards into groups, and then label the groups themselves.