HRSA HIV/AIDS Bureau Website
Card Sort Plan

About

This card sort plan outlines our approach for conducting generative audience research for the HRSA HIV/AIDS Bureau (HAB) website. This will inform the updated information architecture for our redesign of the HAB website. 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 organize the content on the HAB website.
2. Determine what terms or labels audiences prefer to give categories for the HAB website.

Assumptions

- Users will group information topically.
- Information is not organized intuitively to external audiences.

Participants

- Test with up to 30 members of HAB's primary audiences, including:
  - Grant and cooperative agreement recipients
  - Partner and stakeholder organizations
- HAB will recruit testing participants.

Approach

- Sessions will last between 15-20 minutes. We will conduct them remotely using [OptimalSort](#).

- When the study begins, participants will receive an email with a link asking them to complete on their own time. After we collect the responses, we'll screen survey responses to remove surveys that are less than 75% complete.
- This is an open card sort, which means participants will sort cards into groups, and then label the groups themselves.