

HRSA FORHP Website:

Card Sort Test Plan

About

This card sort plan outlines our approach for conducting generative audience research for the Federal Office of Rural Health Policy (FORHP) website. This will inform the updated information architecture for our redesign of the FORHP 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 FORHP website.
2. Determine what terms or labels audiences prefer to give categories for the FORHP website.

Participants

- Test with up to 30 members of the site's primary and secondary audiences, including:
 - Primary
 - Current Awardee
 - Prospective Awardee
 - Secondary
 - State Government Agency
 - Federal Government Agency
 - Congressional Staff
 - FORHP Staff
 - Philanthropic Organization, or other Non-Government organization
 - Other FORHP-Funded Stakeholder, e.g. Technical Assistance Provider, Program Evaluator, etc.
- FORHP will recruit testing participants and will aim to recruit an even divide between primary and secondary audiences.

Approach

- Sessions will last between 15-20 minutes. We will conduct them remotely 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, which means participants will sort cards into groups, and then label the groups themselves.