

Drag cards from the left and create categories on the right by placing cards together.

[View Instructions](#)

### Legal services and laws

Legal services for low income Americans

Indian affairs laws and treaties

Disability Rights Laws

### Information for libraries

Funding for museum and libraries services

Librarian services

Library statistics program

### Records and data

Tax statistics

Citizens guide to federal records

Tax Forms

U.S. Census data

Federal register

### Important historical documents

History of U.S. House and Senate Bills

Historic American newspapers

U.S Bill of Rights

Presidential archives

Declaration of Independence

Freedom of Information Act

Constitution of United States

### Important dates and times

Daylight saving times

Voter registration deadlines

National holidays

NASA space activities and anniversaries

Federal holidays

### Online tools & services

Web Chat with U.S Government

U.S. Government podcasts

You Tube channel of U.S. Government

USA.gov on Facebook

Online tools providing U.S. Government services and information

Virtual tours of U.S. Government services

Federal news radio

Application for a business loan

Blog of tips and information from the Federal Government

Foreign news services

Government RSS Library

### Educational a

Learn about the

U.S. Governmer

Nautical charts

Population statis

Photos of U.S. S

Earthquake map

### Resources by

Water resources

Hazardous waste community

Identify your voti

# OptimalSort

Overview and demo for New Media Talk  
Sam Ng, Optimal Workshop, Dec 8th, 2009

# Agenda

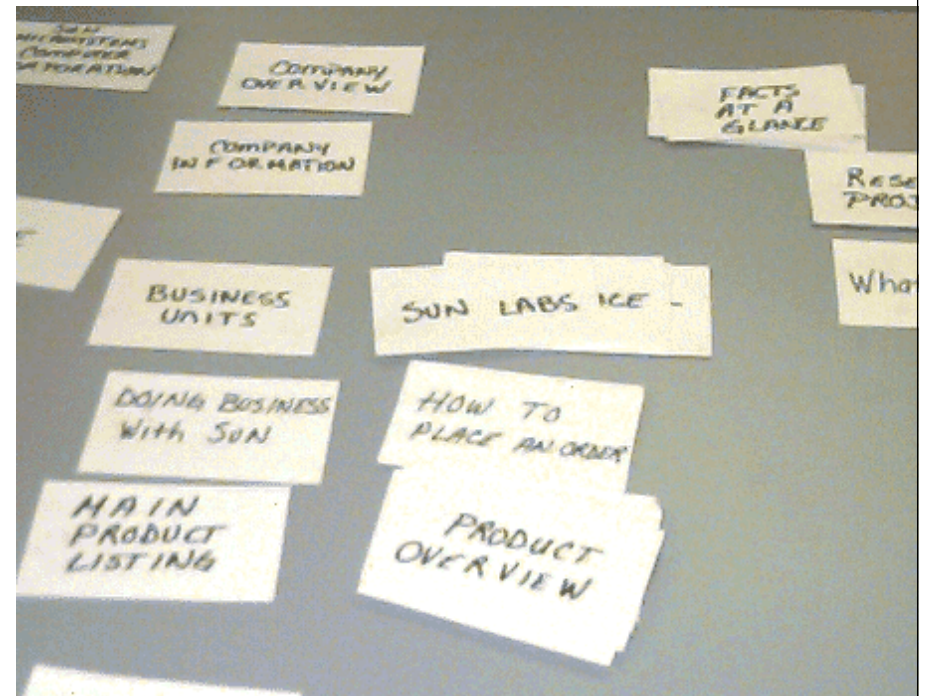
Important things about card sorting.

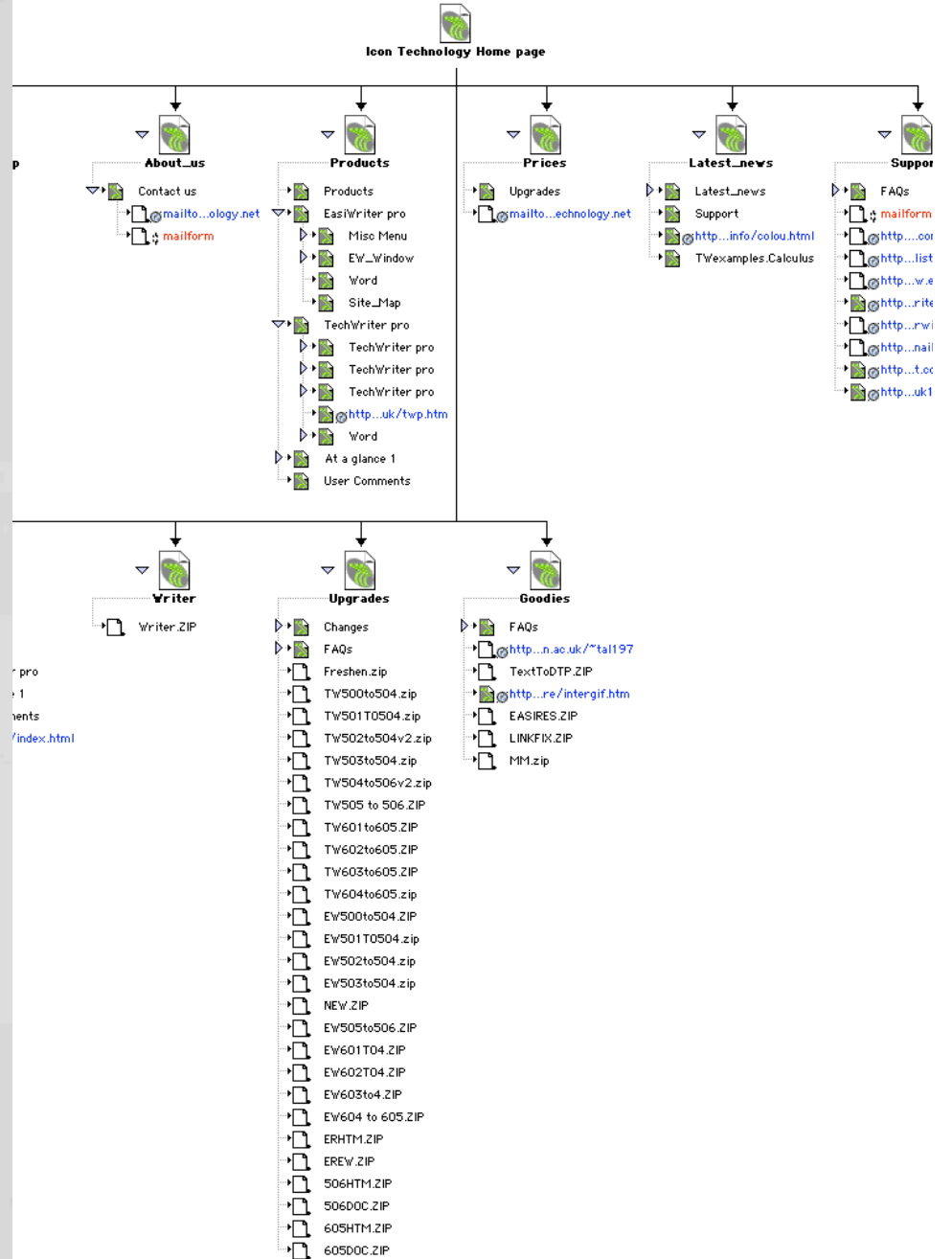
OptimalSort overview

Demo using usa.gov

Analyse results using usa.gov card sort.

Recommendations, Q&A.





Understand what people think.

Thinking still required (yours).



Search

1 (800) FED INFO | 1 (800) 333-4636

For Citizens

For Businesses and Nonprofits

For Government Employees

For Visitors to the U.S.

By Organization

Home > Reference Center

- A-Z Agency Index
- Federal Government
- State Government
- Local Government
- Tribal Government

## Reference Center and General Government

E-mail me when this page is updated

### Contact Government

- Online Services
- Frequently Asked Questions
- E-mail
- Web Chat
- Phone
- In Person
- Forms

#### Abbreviations and Acronyms

Commonly used federal acronyms

#### Calendars, Important Dates, and Time

Calendars, holidays, and important dates from different government agencies.

#### Connect with Government

Government tools and features -- RSS feeds, blogs, podcasts, social networking, videos, gadgets, and much more.

#### Contact Your Government

Contact information for federal, state, and local government officials and agencies.

#### Data and Statistics

Child and family statistics, crime and justice statistics, economic indicators, searchable databases...

### By Topic

- Benefits and Grants
- Consumer Guides
- Defense and International
- Environment, Energy, and Agriculture
- Family, Home, and Community
- Health and Nutrition
- History, Arts, and Culture

#### Forms

Search government forms and applications by number, agency, or keyword.

#### Freedom of Information, Privacy Act, and Web Inventories

Resources and information related to the Freedom of Information Act, Privacy Act, and Web Content Inventories as required by the E-Government Act.

#### Government Gadget Gallery

Explore gadgets from across the government.

#### Government Photos and Images

A large collection of photos and images made available by the U.S. government

#### Historical Documents

Articles of Confederation, Bill of Rights, Constitution of the United States, Declaration of Independence...

#### Laws and Regulations

Business laws, code of federal regulations, database search of laws and regulations...

#### Libraries

Local, federal, and national libraries; online library databases; grants and benefits for libraries...

#### Maps

Local, national, world, and specialized maps from multiple government agencies...

#### News

Federal press releases, USA.gov news, foreign news service, government e-mail newsletters...

#### Publications from the U.S. Government

Consumer publications, educational resources, federal agency publications, Government Printing Office...

#### State Photo and Multimedia Galleries

Find photos from the U.S. states.

#### Topic-Specific Research

Cross-agency portals, federal advisory committees, federal research and development project summaries...

Change text size: A A A

- > [E-mail this page](#)
- > [Print this page](#)
- > [Receive updates by e-mail](#)
- > [USA.gov RSS feeds](#)
- > [Tutorials: Find government info](#)
- > [SHARE](#)

### Featured Sites

- > [Agency Phone Books](#)
- > [Blogs from the U.S. Government](#)
- > [Bureau of Labor Statistics](#)
- > [Constitution of the United States](#)
- > [Executive Orders](#)
- > [Government Manual](#)
- > [Legislation](#)
- > [National Archives](#)
- > [Voter Registration Deadlines, by State](#)

# Do these make sense?

## Usa.gov reference

You have **53 items** left

Drag cards from the left and create categories on the right by placing cards together.

[View Instructions](#)

Web Chat with U.S Government

Tax Forms

You Tube channel of U.S.  
Government

Daylight saving times

Tax statistics

Government RSS Library

Historic American newspapers

United States Government  
handbook

Daily U.S. Senate activities

Virtual tours of U.S. Government  
services

Federal holidays

Foreign news services

Constitution of United States

Identify your voting district

USA.gov on Facebook

Available  
cards to sort

drag and drop  
a card from the left  
to get started

You can leave **additional comments** about this exercise:

done

## Usa.gov reference

You have 53 items left

Drag cards from the left and create categories on the right by placing cards together.

[View Instructions](#)

Web Chat with U.S. Government

drop to create a new category

Tax Forms

Web Chat with U.S. Government

United States Government  
handbook

Daily U.S. Senate activities

Daylight saving times

You Tube channel of U.S.  
Government

Tax statistics

Government RSS Library

Historic American newspapers

Virtual tours of U.S. Government  
services

Federal holidays

Foreign news services

Constitution of United States

Identify your voting district

USA.gov on Facebook

Drag card  
from the list

drag and drop  
a card from the left  
to get started

You can leave **additional comments** about this exercise:

done

## Usa.gov reference

You have **52 items** left      Drag cards from the left and create categories on the right by placing cards together. [View instructions](#)

- Tax Forms
- United States Government handbook
- Daily U.S. Senate activities
- Daylight saving times
- You Tube channel of U.S. Government
- Tax statistics
- Government RSS Library
- Historic American newspapers
- Virtual tours of U.S. Government services
- Federal holidays
- Foreign news services
- Constitution of United States
- Identify your voting district
- USA.gov on Facebook
- Water resources across the U.S.

click to name this category

Web Chat with U.S. Government

United States Government handbook

now drag all the other cards into that same category, or create new ones

Add more cards to the group

You can leave **additional comments** about this exercise:



done



## Usa.gov reference

You have 49 items left

Drag cards from the left and create categories on the right by placing cards together.

[View Instructions](#)

- Tax Forms
- Daily U.S. Senate activities
- Daylight saving times
- Tax statistics
- Government RSS Library
- Historic American newspapers
- Federal holidays
- Foreign news services
- Constitution of United States
- Identify your voting district
- USA.gov on Facebook
- Water resources across the U.S.
- Telephone and email directories
- International economic indicators
- Blog of tips and information from the Federal Government
- U.S. Government Budget

### Online tools

Web Chat with U.S Government

United States Government handbook

You Tube channel of U.S. Government

Virtual tours of U.S. Government services

Give it a label

You can leave **additional comments** about this exercise:

done

## Usa.gov reference

You have **49 items left**

Drag cards from the left and create categories on the right by placing cards together.

[View Instructions](#)

- Tax Forms
- Daily U.S. Senate activities
- Daylight saving times
- Tax statistics
- Government RSS Library
- Historic American newspapers
- Federal holidays
- Foreign news services
- Constitution of United States
- Identify your voting district
- USA.gov on Facebook
- Water resources across the U.S.
- Telephone and email directories
- International economic indicators
- Blog of tips and information from the Federal Government
- U.S. Government Budget

### Online tools

- Web Chat with U.S Government
- United States Government handbook
- You Tube channel of U.S. Government
- Virtual tours of U.S. Government services

Add comments

You can leave **additional comments** about this exercise:

I was not sure how to group Facebook..



done

# Create a card sort



## Create new project

### Project name

Project title: \*

Short name: \*

This name appears at the end of the URL sent to participants, eg.  
<http://accountname.optimalsort.com/shortname>  
Only letters and numbers can be used (no spaces or punctuation)

Logo:

The logo must be 100px wide by 40px high and must be a JPEG file. The logo appears in the top left of the page for the activity.

### Project Options

Type of activity: \*  Open sort (Typically used for creating new information architectures)  
[Help - what's the difference?](#)  Closed sort (Typically used for testing existing information architectures)

Maximum responses:  Project will be automatically closed after this number of responses, or the closing date, whichever is first.

Closing date: \*  You can change this later  
(Last day for participation)

Participant Login  Anonymous  
 Email  
 Use this label:

Send me daily summaries on the total number of card sort responses.

Options:  Include a pre activity questionnaire

# Write messages



## Welcome Message [Need help?](#)

The welcome message is the first thing participants see. Introduce the activity in the welcome message.

Copy the text from another project?

No thanks

Copy

Welcome message \*

**Welcome and thanks for participating!**

This is a card sorting exercise for the [usa.gov](#) website. This exercise is run by Optimal Workshop to demonstrate the capabilities of the card sort tool [OptimalSort](#) as part of the New Media Talks.

The purpose of this card sort is let you experience a real card sort and learn how the exercise can help you better [organise](#) the content on your website. For more information, join the New Media Talk on Monday, December 7, 2009 AT 3:00pm. Contact [alycia.piazza@gsa.gov](mailto:alycia.piazza@gsa.gov) for more information.

This exercise will take approximately 10-15 minutes to complete. All results are confidential.

Preview message

Save

## Participant instructions [Need help?](#)

Provide detailed instructions on how to do the activity. These instructions are presented before participants start the activity.

Copy instructions from another project?

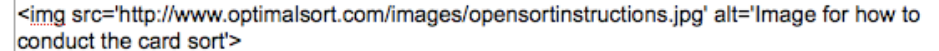
No thanks

Copy

Instructions \*

Your objective is to [organise](#) a number of items into groups that make sense to you.

You will see a number of items on the left side of the screen that relate to the reference centre on the USA.gov website. ([www.usa.gov/Topics/Reference\\_Shelf.shtml](http://www.usa.gov/Topics/Reference_Shelf.shtml))

Use your mouse to drag and drop similar items together into groups. Drag all the items from the left part of the screen into groups on the right part of the screen. There is no 'correct' answer, just group items you think belong together and **give each group a name**.  


To view these instructions at any time during the card sort, click the 'View instructions' link at the top of the page.

Preview Message

Save

# Set a questionnaire



**Pre-activity questions** [Need help?](#)

Present survey questions to participants before they complete the exercise. This information is stripped out automatically if entered.

Copy questions from another project?

1. \_\_\_\_\_

Question: \*   
[See examples of questions asked](#)

Question type: \*

Question values: \*   
Separate each with a new line

[Delete this question](#)

[Add another question](#)

Note: Questions cannot be edited after the project has been launched.

# Create cards



A	B	C	D	E	F
	Ambiguity?	Enough of others to form	Wording/bias?	Fair representation of content?	Other comment
National Holidays			x		capital in H when not capitalised in others
Federal holidays					
Ancient Time Keeping	x				seems a bit ambiguous - card description?
Congressional calendars	x				might need a description - calendar does what?
Daylight saving times					
Today in history		x			
Voter registration deadlines by state					by state will dictate a certain facet. ok if not a bad bias ..
NASA Space Activities and Anniversaries					
Government Blog	x				Might be better worded as what users want to achieve by looking for this content.
Gadgets / widgets	x				of what, for whom
Government Facebook	x				could be useful to have explanation of Facebook in description. Or usa.gov on Facebook.
Tutorials fi self help on government services					
Web Chat					
Gov photos	x		x		Beware the Gov wording. Keep consistent with other cards
Podcasts of U.S. government.					US government podcasts? Order can affect way cards are arranged. Do we need to state U.S. also?
You Tube channel	x				not sure why this would be here - seems a bit out of place.
Virtual tours	x				of...?
Elected officials contact details					
Telephone and email directories					
U.S. Census					data or process?
Tax statistics					
Veteran information					
International economic indicators					
Budget of the US Government			x		comments about US gov as before
Government forms	x				more info could be handy. Pick a particular form.
Citizens guide to federal records					
Bill of rights					here perhaps US Bill of Rights could be useful
Declaration of independence					
Presidential archives					
Historic American news papers					
Constitution of United states			x		Beware capitalisation and other types. Keep it all consistent - US or U.S. or United States.
Disability rights laws					
Federal register	x				
Legal services for low income Americans					<b>This is an example of a well worded card. I wonder if we can go for a similar style &amp; detail with</b>
Ask a reference librarian	x				Verb "ask" is a little out of place with the other cards. Unclear librarian of what also - usa.govt libraria
Business continuity and emergency planning	x				for whom?
Cyber and internet security topics					
Grants for libraries			x		a few cards with "libraries" in there will lead toward a category sorted by library. Grant may be confus
Library statistics program			x		a few cards with "libraries" in there will lead toward a category sorted by library. Statistics here also a
Indian affairs laws and treaties					
Voting districts	x				a card description here would help.
Hazardous waste sites in your community					well worded card.
Earthquake maps					
Water resources by state			x		"by state" is a categorisation method that we're already forcing on users. maybe "water resources in
Population statistics maps					



# Upload cards

**Import from list** **Add or edit cards**

[Need help?](#)

These are the cards for your project. Each new line represents a new card.

Water resources across the U.S.   Population statistics maps   Climate data   Nautical charts   Federal news radio   Government <u>RSS</u> Library   <u>RSS</u> is a simple technology service to keep users updated regularly. Foreign news services   Consumer action handbook   Everyday guide to being a smart shopper United States Government handbook   Comprehensive information on the agencies of the legislative, judicial, and executive branches of the federal government Learn about the U.S. flag   Photos of U.S. States	To add a description to a card, type a ' ' or pipe symbol and the text after that will be the description for that card. For example: Card name   Description Description appears when user mouses over a card name. Card text will appear exactly as typed, and no formatting is possible.
---	---

Randomise card order when presented to participants to reduce bias

Save

Note: Cards cannot be edited after the project has been launched.



# Doing analysis - part 1

High level overview using cluster analysis

Upload CSV file of OptimalSort results into cluster analysis tool.

Review similarity matrix, jot down notes, theories etc.

Label key groups yourself.





# Doing analysis - part 2

Review cards groupings and label information

Pick a set that makes sense

Groups can be combined

See if dendrogram provides new insight.



# Doing analysis - part 3

Import CSV results file into Excel template

Review “raw categories”

“Standardise” categories into manageable set using the names/ideas so far.

Don't feel compelled to order low agreement items

View the resulting correlation counts.



# Doing analysis - part 4

Create top level categories

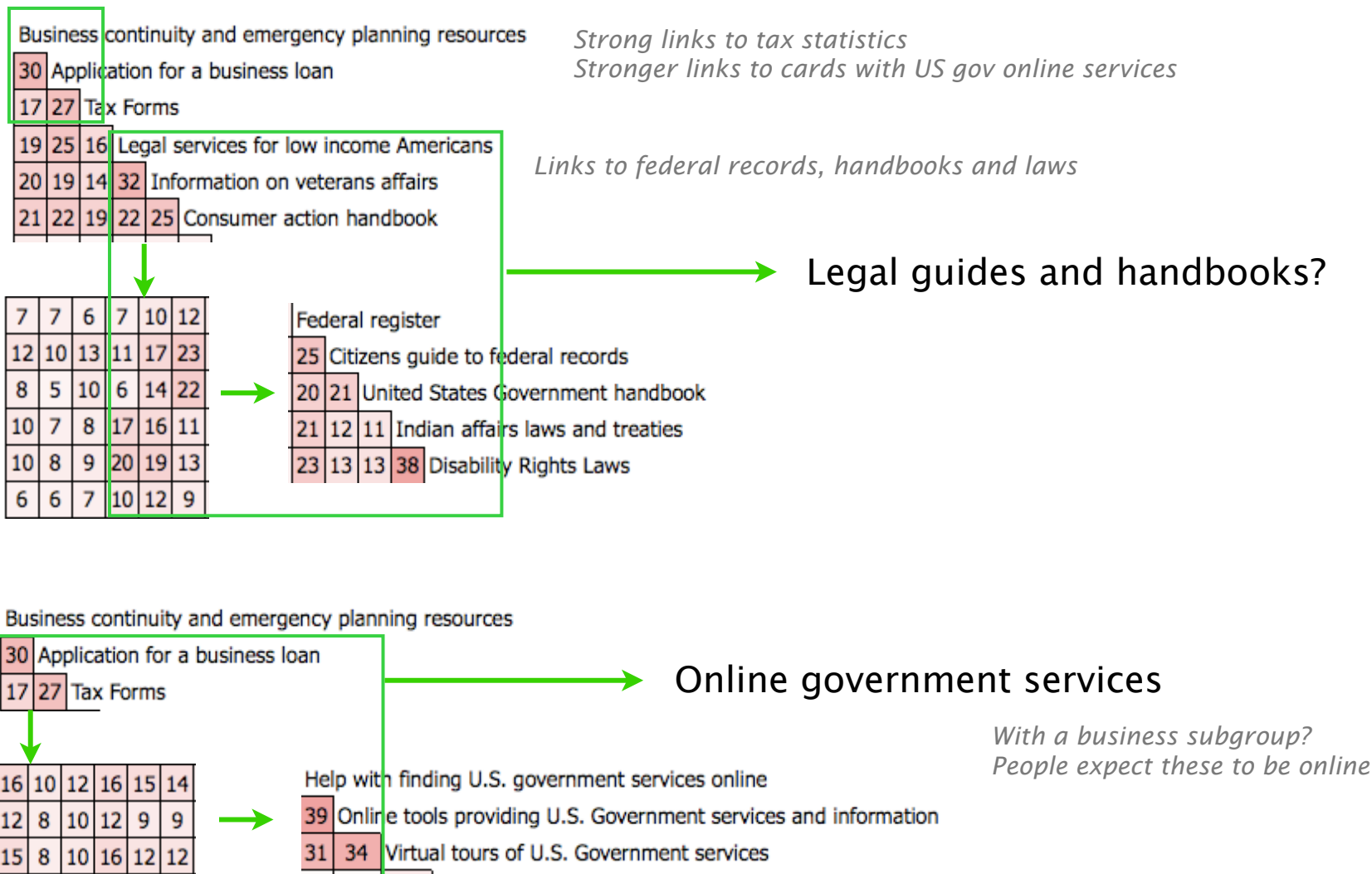
Write notes on the types of things that fall under this category

Work with clients/stakeholders to get feedback at this stage

Form content list, and spot missing gaps



# 1. Name the clusters





# 1. Name the clusters

								Foreign news services
32								Federal news radio
16	32							You Tube channel of U.S. Government
17	30	47						USA.gov on Facebook
19	35	45	47					U.S. Government podcasts
17	28	41	46	42				Web Chat with U.S Government
16	30	40	41	45	38			Blog of tips and information from the Federal Government
17	35	41	39	45	34	37		Government RSS Library

*News items lumped together but clear grouping with “new technology” tools for communication.  
Participant bias? (all tech savvy)*

Online communication?  
> Technology tools  
> News services

								Constitution of United States
52								Declaration of Independence
51	50							U.S Bill of Rights
37	38	35						Learn about the U.S. flag
31	30	29	27					History of U.S. House and Senate Bills
30	30	29	23	23				Historic American newspapers
26	27	25	23	25	34			Presidential archives

*Clear grouping here with the founding documents.  
Some links to library statistics and Senate/Federal cards*

History & archives?  
> Founding documents  
> Archives



# 1. Name the clusters

Population statistics maps									
42	U.S. Census data								
26	28	Tax statistics							
23	25	26	International economic indicators						
35	25	17	16	Nautical charts					
34	24	16	15	49	Earthquake maps				
33	30	22	19	40	43	Climate data			
27	21	14	17	41	42	40	Water resources across the U.S.		
21	18	13	13	30	33	34	40	Hazardous waste sites in your community	

*All reference data put together regardless of type, except for maps/charts.  
Desire to filter data by geography?  
Population and statistics cluster has links to library statistics program.*

Statistics & maps?  
> Geographical data  
> Natural resources

Library statistics program									
30	Librarian services								
23	25	Funding for museum and libraries services							

*Library material in one cluster, linked to statistics above. Study bias?*

Library & museum resources?

Photos of U.S. States									
35	U.S. Government public photos								

*Place in a subgroup of something else?*

Photos

Federal holidays									
48	National holidays								
41	41	Daylight saving times							

*Schema of important dates/calendar.*

Calendar & dates?



# 2. View groups by %

4 clusters												
Cluster ID	100	99	102	97								
Suggested names	US Government Online (91,7%) Media (87,0%) Talk to Us / Listen to Us Web 2.0 & online services (87,0%)	Government - Documents (96,0%)	Handy US Government Resources (75,0%)	Data and maps (100,0%)								
5 clusters												
Cluster ID	100	99	97	101	96							
Suggested names	US Government Online (91,7%) Media (87,0%) Talk to Us / Listen to Us Web 2.0 & online services (87,0%)	Government - Documents (96,0%) US Government	Data and maps (100,0%) Government Data and Information (91,7%)	Government Services (84,2%) Services and Action	Congress (88,9%) Voting and Contact Information (88,9%)							
Match within cluster	20%											
6 clusters												
Cluster ID	100	99	97	96	98	22						
Suggested names	US Government Online (91,7%) Media (87,0%) Talk to Us / Listen to Us Web 2.0 & online services (87,0%)	Government - Documents (96,0%) US Government Documents and Records (92,3%) Guid (91,7%)	Data and maps (100,0%) Government Data and Information (91,7%) Resources for the World Around Us (90,9%)	Congress (88,9%) Voting and Contact Information (88,9%) Elections (75,0%)	Services and Action (88,9%) Government Services (88,9%) Services (77,8%)	US Government Budget (100,0%) Budget and Funding Information (100,0%) U.S. Government Budget						
Match within cluster	20%											
Contains cards	(49) i servic (47) (14) U.S. i (9) U (13) podc (11) Gove (7) B	(49) Foreign news services (47) Federal news radio (14) You Tube channel of U.S. Government (9) USA.gov on Facebook (13) U.S. Government podcasts (11) Web Chat with U.S. Government (7) Blog of tips and information from the Federal Government (48) Government RSS Library (10) Help with finding	(49) Foreign news services (47) Federal news radio (14) You Tube channel of U.S. Government (9) USA.gov on Facebook (13) U.S. Government podcasts (11) Web Chat with U.S. Government (7) Blog of tips and information from the Federal Government (48) Government RSS	(33) federal register (25) Citizens guide to federal records (51) United States Government handbook (39) Indian affairs laws and treaties (32) Disability Rights Laws (26) Freedom of Information Act (31) Constitution of United States (28) Declaration of Independence (27) U.S. Bill of Rights (52) Learn about the U.S. flag	(33) (25) feder (51) Gove (39) and (32) Laws (26) Infor (31) Unite (28)	(44) Popu maps (18) U.S. (19) Tax (21) Inter economic (46) Naut (42) Earth (45) Clim (43) Wat across th (41) Hazu sites in yo (2) Feder (1) Nation (5) Daylig						
7 clusters												
Cluster ID	99	97	96	98	22	91	71					
Suggested names	Government - Documents (96,0%) US Government Documents and Records (92,3%) Guide to U.S. Government (91,7%)	Data and maps (100,0%) Government Data and Information (91,7%) Resources for the World Around Us (90,9%)	Congress (88,9%) Voting and Contact Information (88,9%) Elections (75,0%)	Services and Action (88,9%) Government Services (88,9%) Services (77,8%)	US Government Budget (100,0%) Budget and Funding Information (100,0%) U.S. Government Budget (66,7%)	Online with the Government (95,2%) Talk to Us / Listen to Us Web 2.0 & online services (95,2%) US Government Online (90,9%)	Photos (100,0%) Photographs and Images (100,0%) Photos (100,0%)					
Match within cluster	21%											
Contains cards	(33) federal register (25) Citizens guide to federal records (51) United States Government handbook (39) Indian affairs laws and treaties (32) Disability Rights Laws (26) Freedom of Information Act (31) Constitution of United States (28) Declaration of Independence (27) U.S. Bill of Rights (52) Learn about the U.S. flag	(44) Popu maps (18) U.S. (19) Tax (21) Inter economic (46) Naut (42) Earth (45) Clim (43) Wat across th (41) Hazu sites in yo (2) Feder (1) Nation (5) Daylig										
8 clusters												
Cluster ID	97	96	98	22	91	71	94	83				
Suggested names	Data and maps (100,0%) Government Data and Information (91,7%) Resources for the World Around Us (90,9%)	Congress (88,9%) Voting and Contact Information (88,9%) Elections (75,0%)	Services and Action (88,9%) Government Services (88,9%) Services (77,8%)	US Government Budget (100,0%) Budget and Funding Information (100,0%) U.S. Government Budget (66,7%)	Online with the Government (95,2%) Talk to Us / Listen to Us Web 2.0 & online services (95,2%) US Government Online (90,9%)	Photos (100,0%) Photographs and Images (100,0%) Photos (100,0%)	Laws (80,0%) Laws and Regulations (80,0%) Laws (80,0%)	Historic Docu (100,0%) Historical (10 Learn about t				
Match within cluster	21%	27%	21%	100%	39%	65%	33%	48%				
Contains cards	(44) Population statistics maps (18) U.S. Census data (19) Tax statistics (21) International economic indicators (46) Nautical charts (42) Earthquake maps (45) Climate data (43) Water resources across the U.S. (41) Hazardous waste sites in your community (2) Federal holidays (1) National holidays (5) Daylight saving times	(17) Telephone and email directories (16) Elected officials contact details (40) Identify your voting district (6) Voter registration deadlines (4) Daily U.S. Senate activities	(36) Business continuity and emergency planning resources (24) Application for a business loan (23) Tax Forms (34) Legal services for low income Americans (20) Information on veterans affairs (50) Consumer action handbook (38) Library statistics program (35) Librarian services (37) Funding for museum and libraries services	(22) U.S. Government Budget	(49) Foreign news services (47) Federal news radio (14) You Tube channel of U.S. Government (9) USA.gov on Facebook (13) U.S. Government podcasts (11) Web Chat with U.S. Government (7) Blog of tips and information from the Federal Government (48) Government RSS Library (10) Help with finding U.S. government	(53) Photos of U.S. States (12) U.S. Government public photos	(33) Federal register (25) Citizens guide to federal records (51) United States Government handbook (39) Indian affairs laws and treaties (32) Disability Rights Laws (26) Freedom of Information Act	(31) Constitu United States (28) Declarat Independence (27) U.S. Bill of Rights (30) Historic newspapers (29) President archives				

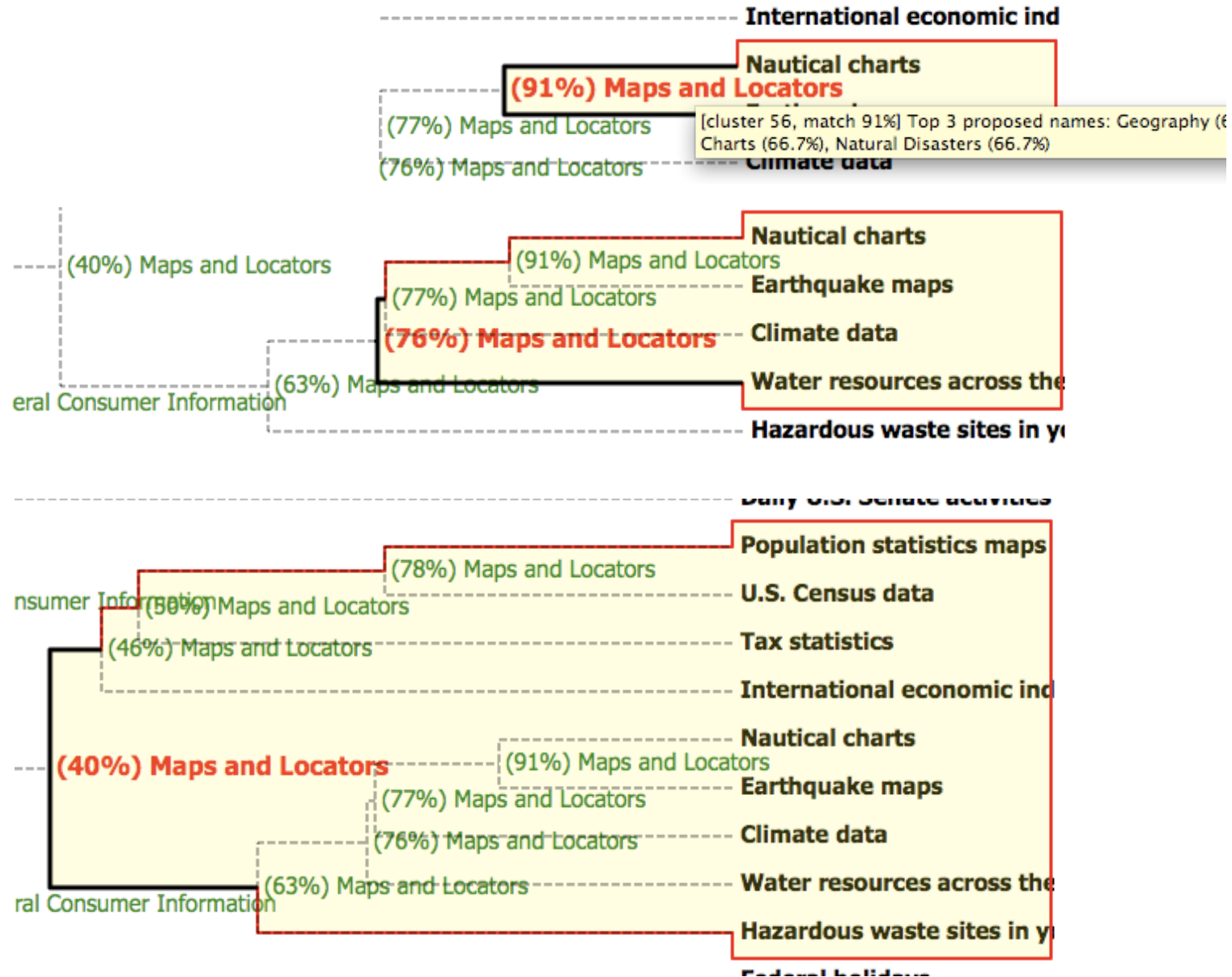
	Online communication? Photos	Legal guides and handbooks? History & archives?	Statistics & maps?	Online government services	Library & museum resources?
<b>5 clusters</b>					
<b>Cluster ID</b>	100	99	97	101	96
<b>Suggested names</b>	US Government Online (91,7%) Media (87,0%) Talk to Us / Listen to Us Web 2.0 & online services (87,0%)	Government - Documents (96,0%) US Government Documents and Records (92,3%) Guide to U.S. Government (91,7%)	Data and maps (100,0%) Government Data and Information (91,7%) Resources for the World Around Us (90,9%)	Government Services (84,2%) Services and Action (84,2%) Services (73,7%)	Congress (88,9%) Voting and Contact Information (88,9%) Elections (75,0%)
<b>Match within cluster</b>	20%	21%	21%	18%	27%
<b>Contains cards</b>	(49) Foreign news services (47) Federal news radio (14) You Tube channel of U.S. Government (9) USA.gov on Facebook (13) U.S. Government podcasts (11) Web Chat with U.S Government (7) Blog of tips and information from the Federal Government (48) Government RSS Library (10) Help with finding U.S. government services online (8) Online tools providing U.S. Government services and information (15) Virtual tours of U.S. Government services (53) Photos of U.S. States (12) U.S. Government public photos	(33) Federal register (25) Citizens guide to federal records (51) United States Government handbook (39) Indian affairs laws and treaties (32) Disability Rights Laws (26) Freedom of Information Act (31) Constitution of United States (28) Declaration of Independence (27) U.S Bill of Rights (52) Learn about the U.S. flag (3) History of U.S. House and Senate Bills (30) Historic American newspapers (29) Presidential archives	(44) Population statistics maps (18) U.S. Census data (19) Tax statistics (21) International economic indicators (46) Nautical charts (42) Earthquake maps (45) Climate data (43) Water resources across the U.S. (41) Hazardous waste sites in your community (2) Federal holidays (1) National holidays (5) Daylight saving times	(36) Business continuity and emergency planning resources (24) Application for a business loan (23) Tax Forms (34) Legal services for low income Americans (20) Information on veterans affairs (50) Consumer action handbook (38) Library statistics program (35) Librarian services (37) Funding for museum and libraries services (22) U.S. Government Budget	(17) Telephone and email directories (16) Elected officials contact details (40) Identify your voting district (6) Voter registration deadlines (4) Daily U.S. Senate activities



	Statistics & maps?		Online government services Library & museum resources?		Online communication?	Photos	Legal guides and handbooks?	History & archives?
<b>Cluster ID</b>	97	96	98	22	91	71	94	83
<b>Suggested names</b>	Data and maps (100,0%) Government Data and Information (91,7%) Resources for the World Around Us (90,9%)	Congress (88,9%) Voting and Contact Information (88,9%) Elections (75,0%)	Services and Action (88,9%) Government Services (88,9%) Services (77,8%)	US Government Budget (100,0%) Budget and Funding Information (100,0%) U.S. Government Budget (66,7%)	Online with the Government (95,2%) Talk to Us / Listen to Us Web 2.0 & online services (95,2%) US Government Online (90,9%)	Photos (100,0%) Photographs and Images (100,0%) Photos (100,0%)	Laws (80,0%) Laws and Regulations (80,0%) Laws (80,0%)	Historic Documents (100,0%) Historical (100,0%) Learn about the history of the US (93,3%)
<b>Match within cluster</b>	21%	27%	21%	100%	39%	65%	33%	48%
<b>Contains cards</b>	(44) Population statistics maps (18) U.S. Census data (19) Tax statistics (21) International economic indicators (46) Nautical charts (42) Earthquake maps (45) Climate data (43) Water resources across the U.S. (41) Hazardous waste sites in your community (2) Federal holidays (1) National holidays (5) Daylight saving times	(17) Telephone and email directories (16) Elected officials contact details (40) Identify your voting district (6) Voter registration deadlines (4) Daily U.S. Senate activities	(36) Business continuity and emergency planning resources (24) Application for a business loan (23) Tax Forms (34) Legal services for low income Americans (20) Information on veterans affairs (50) Consumer action handbook (38) Library statistics program (35) Librarian services (37) Funding for museum and libraries services	(22) U.S. Government Budget	(49) Foreign news services (47) Federal news radio (14) You Tube channel of U.S. Government (9) USA.gov on Facebook (13) U.S. Government podcasts (11) Web Chat with U.S. Government (7) Blog of tips and information from the Federal Government (48) Government RSS Library (10) Help with finding U.S. government services online (8) Online tools providing U.S. Government services and information (15) Virtual tours of U.S. Government services	(53) Photos of U.S. States (12) U.S. Government public photos	(33) Federal register (25) Citizens guide to federal records (51) United States Government handbook (39) Indian affairs laws and treaties (32) Disability Rights Laws (26) Freedom of Information Act	(31) Constitution of United States (28) Declaration of Independence (27) U.S Bill of Rights (52) Learn about the U.S. flag (3) History of U.S. House and Senate Bills (30) Historic American newspapers (29) Presidential archives



# 3. Dendrogram view



# 4. Populate spreadsheet



This sheet can be used to automatically import an OptimalSort results file into this spreadsheet. Specify the results file you want to use below and then click the 'Load OptimalSort Results' button.

Results File to load:

Load how many user's results? (blank = import all)

Actions:

- \* Load list of cards used in the sort Done. (53 cards)
- \* Load list of all categories (distinct for each user) named in the sort Done. (554 categories)
- \* Load a separate tab for each user's results Done. (54 users)

Things to note:

- \* If you cannot click on the buttons in this worksheet, try changing your security settings in Excel to allow macros.
- \* This import has currently only been tested to 20 sorts - if going over this then you may need to alter the formulas in this workbook to accommodate.
- \* When you click this button any current results in this spreadsheet will be overwritten!

When you click the button any current results in this spreadsheet will be overwritten!

This import has currently only been tested to 20 sorts - if going over this then you may need to alter the formulas in this workbook to accommodate.

If you cannot click on the buttons in this worksheet, try changing your security settings in Excel to allow macros.

# 5. View raw categories



◇	A	B
1	<b>Sorter</b>	<b>Original category</b>
2	Sort 1 - irvingh@	Access to Federal Information / Freedom of In
3		Business and Community Services
4		Congress
5		Data and Statistics
6		General Consumer Information
7		Information for Consumers with Specific Conco
8		Maps and Locators
9		Media
10		National Treasures
11		Photos
12		U.S. Government Budget
13	Sort 2 - cdwyer@	About Us/Contacts
14		Data and Statistics
15		How Do I?
16		Laws and Regulations
17		News and Photos
18		Social Media Resources
19	Sort 3 - mollie.he	Assistance
20		Calendar
21		Contact Us
22		Documents that Shaped Our Nation
23		Geographic Data
24		How Laws Are Made
25		Information from Uncle Sam
26		Know Your Nation
27		Library
28		Participate
29		Talk with Us
30		Taxes
31		We Prepare
32		U.S. Government
33		Dates & Times
34		Calendar

◇	A	B
1	<b>Sorter</b>	<b>Original category</b>
3		About the U.S. Government
4	Sort 21 - debra.harris@dfa	About the U.S. Government
5		About the U.S. Government
6	Sort 43 - linda.eckrich@fsis	About the U.S. Government
7	Sort 19 - janet.varan@doh	About Us
8	Sort 2 - cdwyer@usbr.gov	About Us/Contacts
9		Access to Federal Information / Freedom of In
10		Access to Public Information
11	Sort 54 - linda.morrell@sta	Administration
12		American Disability Act
13		American Government
14		American History
15		America's Founding Documents
16		Archives
17		Archives & History
18		Archives & Records
19		As seen from Abroad
20		Assistance
21	Sort 7 - susan.schulken@h	Basics About the U.S.
22		Budget
23		Budget
24		Budget & Mission
25		Budget and Data
26		Budget and Funding Information
27		Budget; Economics; Funding; and Business R
28		Budgetary Information
29		Business
30		Business and Community Services
31		Business Matters
32		Business Resources
33		Business Resources
34		Business Services and Resources
35		Business support and forms
36		Businesses
37	Sort 4 - ctylick@tceq.state	Calendar
38	Sort 27 - lisa@wilderness.r	Calendar
39	Sort 32 - wendy.littman@hk	Calendar
40	Sort 39 - lisa.jahn@dol.staf	Calendar
41		Calendar
42	Sort 36 - leeann.feiertag@i	Calendar & Important Date
43	Sort 15 - mmalamud@nih.g	Calendars & Holidays
44		Census
45		Census Information
46		Charts
47		Charts and Maps
48		Citizen Services
49		Citizen's Rights

Sort from A – Z



# 6. Standardise

	A	B	C
1	<b>Sorter</b>	<b>Original category</b>	<b>Standardised</b>
3		About the U.S. Government	About the U.S. Government
4	Sort 21 - debra.harris@dfa	About the U.S. Government	About the U.S. Government
5		About the U.S. Government	About the U.S. Government
6	Sort 43 - linda.eckrich@fsis	About the U.S. Government	About the U.S. Government
7	Sort 19 - janet.varan@doh	About Us	About the U.S. Government
8	Sort 2 - cdwyer@usbr.gov	About Us/Contacts	About the U.S. Government
9		Access to Federal Information / Freedom of Information Act	
10		Access to Public Information	
11	Sort 54 - linda.morrell@sta	Administration	
12		American Disability Act	
13		American Government	
14		American History	
15		America's Founding Documents	
16		Archives	Archives
17		Archives & History	Archives
18		Archives & Records	Archives
19		As seen from Abroad	
20		Assistance	
21	Sort 7 - susan.schulken@h	Basics About the U.S.	
22		Budget	Budget
23		Budget	Budget
24		Budget & Mission	Budget
25		Budget and Data	Budget
26		Budget and Funding Information	Budget
27		Budget; Economics; Funding; and Business R	Budget
28		Budgetary Information	Budget
29		Business	Business Services and Resources
30		Business and Community Services	Business Services and Resources
31		Business Matters	Business Services and Resources
32		Business Resources	Business Services and Resources
33		Business Resources	Business Services and Resources
34		Business Services and Resources	Business Services and Resources
35		Business support and forms	Business Services and Resources
36		Businesses	Business Services and Resources
37	Sort 4 - ctylick@tceq.state	Calendar	Calendar
38	Sort 27 - lisa@wilderness.r	Calendar	Calendar
39	Sort 32 - wendy.littman@h	Calendar	Calendar
40	Sort 39 - lisa.jahn@dol.sta	Calendar	Calendar
41		Calendar	Calendar
42	Sort 36 - leeann.feiertag@	Calendar & Important Date	Calendar
43	Sort 15 - mmalamud@nih.g	Calendars & Holidays	Calendar
44		Census	
45		Census Information	

Form third column of labels that are common & popular across participants

Most used label

Close variations

Essentially the same

Federal Records	Federal Services
Federal Records	Federal Services
Federal Records	Federal Services
Federal Records/Archives	Federal Services
Federal Services	Federal Services
Historic America	Historic Documents
Historic Documents	Historic Documents
Historic Documents	Historic Documents
Historic Documents	Historic Documents
Historic Documents	Historic Documents
Historical	Historic Documents
Historical	Historic Documents
Historical Documents	Historic Documents
Historical Documents	Historic Documents
Historical Documents	Historic Documents
Historical Information	Historic Documents
History	Historic Documents
History	Historic Documents
History	Historic Documents
History 101	Historic Documents
History of the U.S.	Historic Documents
Our Past	Historic Documents
U.S. History	Historic Documents
U.S. History	Historic Documents
U.S. History	Historic Documents
US History	Historic Documents
US History	Historic Documents
US History	Historic Documents
US History	Historic Documents
US History	Historic Documents
US History	Historic Documents
US History and Archives	Historic Documents
Laws	Laws and Regulations
Laws	Laws and Regulations
Laws	Laws and Regulations
Laws	Laws and Regulations
Laws	Laws and Regulations
Laws	Laws and Regulations
Laws	Laws and Regulations
Laws	Laws and Regulations
Laws	Laws and Regulations
Laws & Legal Information	Laws and Regulations
Laws and Legislation	Laws and Regulations
Laws and legislation	Laws and Regulations
Laws and Regulations	Laws and Regulations
Laws and Regulations	Laws and Regulations
Laws and Regulations	Laws and Regulations
Laws that Affect You and Your Rights	Laws and Regulations
Laws; Legal and Veterans Affairs	Laws and Regulations
Laws; Regulations & Records	Laws and Regulations
Rules & Laws	Laws and Regulations
Libraries	Library Resources
Libraries	Library Resources
Libraries	Library Resources

Collective trend

If low, bias?

If high, split?

If low, combine

Higher = better

	A	B	C	D	E
		Sorters who used this	Total cards in this category	Unique cards	Agreement
1	<b>Standardised category</b>				
2	About the U.S. Government	6	31	22	0.23
3	Archives	3	9	6	0.50
4	Budget	7	23	11	0.30
5	Business Services and Resources	8	22	7	0.39
6	Calendar	18	57	5	0.63
7	Congress	7	27	9	0.43
8	Contact Information	21	68	23	0.14
9	Data and Statistics	16	66	22	0.19
10	Environment & Natural Resources	10	1	8	0.01
11	Historic Documents	26	133	18	0.28
12	Laws and Regulations	18	87	18	0.27
13	Library Resources	14	54	16	0.24
14	Maps & Charts	10	29	23	0.13
15	Media & Communications	9	46	14	0.37
16	News	16	52	23	0.14
17	Online Services	4	29	21	0.35
18	Photos	14	20	8	0.18
19	Resources for US Residents	7	58	45	0.18
20	Services	8	46	22	0.26
21	Social Media Resources	7	40	12	0.48
22	Statistics	6	19	13	0.24
23	Tax Information	10	18	2	0.90
24	unnamed	64	143	53	0.04
25	US Government Information	17	101	51	0.12
26	Voting Information	9	22	6	0.41

Card name	About the U.S. Government	Archives	Budget	Business Services and Resou	Calendar	Congress	Contact Information	Data and Statistics	Environment & Natural Resou	Historic Documents	Laws and Regulations	Library Resources	Maps & Charts	Media & Communications	News	Online Services	Photos	Resources for US Residents	Services	Social Media Resources	Statistics	Tax Information	unnamed	US Government Information	Voting Information
National holidays	4				16		1	2		1			1					2					4	2	
Federal holidays	4				17		1	2		1			1					2					4	2	
History of U.S. House and Senate Bills	1	2				5				18	2		1										3	2	
Daily U.S. Senate activities	1					7					1	1				5		1		1			4	6	
Daylight saving times	2				16			4					2					2	2		2		4	1	
Voter registration deadlines					7	3	1										1	1					5	1	
Blog of tips and information from the Federal Government							1							7	4	1	1	1	1	7			3	4	
Online tools providing U.S. Government services and information				1			3							3	2	4		2	1	1			4	4	
USA.gov on Facebook							1							7	4	1	1	1		7			3	3	
Help with finding U.S. government services online				2			6							2	3			2	3				3	4	
Web Chat with U.S Government							4					1		6	4	1	1	1		6			3	3	
U.S. Government public photos												1	2	4	4		13	1		2			4	3	
U.S. Government podcasts							1							8	5	1	1	1		7			3	4	
You Tube channel of U.S. Government							1							7	5	1	1	1		7			4	3	
Virtual tours of U.S. Government services	1						1							1	3	2	2	1	2				3	6	
Elected officials contact details	1					5	16				2				1			1					3	2	
Telephone and email directories	2						21					1	1		2	1		2					3	1	
U.S. Census data			1					15					5					1			4		4	3	
Tax statistics			2					12			1		2					1			4	9	4	2	
Information on veterans affairs							2				3							3	5				4	3	
International economic indicators			3	2				10			1		2		1				2		2		3	2	
U.S. Government Budget	2		7			1					1	1						1			1		6	5	
Tax Forms			1	2							1							3				9	3		
Application for a business loan			2	8							1							2					2	1	
Citizens guide to federal records	1	1									1		1		1			2	3	2			4	3	
Freedom of Information Act	1						1					1						3					3	2	
U.S Bill of Rights	2										5							1					4	3	
Declaration of Independence	2										3							1					3	3	
Presidential archives	1	3									1	3	1	1	2						1		3	2	
Historic American newspapers		1									1												3	3	
Constitution of United States	2										4												3	3	
Disability Rights Laws	1										18	1						4	1				4	1	
Federal register	1	1				3	1	1			10	1	1		1			1	2				4	2	
Legal services for low income Americans							1				4					2		4	6				4	1	
Librarian services							2	2			1	14	1			1		1	5				3	1	
Business continuity and emergency planning resources	1		1	7			1		1		1		1			2		3	3				3	3	
Funding for museum and libraries services			5				2					12				1		1	3				4	2	
Library statistics program			1					8			1	14	5						3		5		3	2	
Indian affairs laws and treaties	1	1								4	16							2	1				4	2	
Identify your voting district					1	3	3	1					2			1		2	1				5	1	



# Your deliverables



List key trends - how people organise information

*For example*

*Topical schema mostly*

*Some audience preferences for “residents”*

*Evidence for geographical filtering*

*Social media seems to be understood*

*People are unsure of government structure*

Suggest top level categories & ideas for 2nd level.

*Statistics & maps*

*Government services*

*Libraries & museums*

*Contact & communication*

*Congress*

*Government budget*

*Dates & times*

*Photos*

Create a map of all content to suggested top level categories.



# Recommendations

Do it in manageable chunks.

Iterate - do as many small card sorts as you can.

Consider tree testing first to validate a bad IA.

Do some in person card sorts first.

More people does not equal greater validity.

Put a lot of effort into creating the right cards.

Don't over analyse. Treat results as an indicator.



# Questions?

Ask about the New Media Talk discount  
and/or consulting help.

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