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>> Please stand by for real time captioned text.

>> Hello, everyone. I am the special projects coordinator for Web Manager University and went to thank you all for being here today for the card sorting webinar with Sam Ng. A few items, if you are having problems accessing the webinar, please call Darryl Diamond at 202-208-0668 or e-mail lead manager University at tsa@gov. If you would like to minimize the control panel, there is a small arrow in the upper left-hand corner of the control panel and by clicking on it, it will minimize it to the bottom of the screen. Today's webinar will be recorded. The transcript from today the webinar and the electronic version of the Powerpoint slide will be available after the webinar. I would like to welcome Sam Ng, the director at Optimal Usability. As you probably read, his background is in product development and leading Optimal Usability's Product Development. He is joining us today from New Zealand where does not only early in the morning, but also Tuesday. Thank you, Sam, for joining us.

>> No problem. Hello, everyone. Hello from the future, I suppose. I hope that bodes well for everyone. Should we get started now?

>> Yes. That is great.

>> Okay. Great. First of all, this is my first experience presenting over a webinar. If you excuse me if there are a few little glitches. We will be talking about OptimalSort [ indiscernible ] the new media team. There or a the people who have used OptimalSort and were interested in card sorting. I will do a demo of OptimalSort and, also, talk a little bit about card sorting. Hopefully after the next hour or so, you will have a pretty good handle on where you can and cannot do with OptimalSort as it pertains to Information architecture and will also have a few demonstrations that we can look at. I have a bunch of handouts that you should have. I understand some of you might not be able to join us from the Go To Meeting. You should be able to follow along with those handouts. I want us to be relatively interactive as it can be. I will pause to in certain sections and ask if there are any questions. I do not like talking all the time. It will be a welcome relief to have a few questions. Before we start, it does not make quick background, we are from Optimal workshop, a Group of Cos. First and foremost we are a user [ indiscernible ] Company in New Zealand. We did them lot of card sorting. A lot of people wanted to use that. We have started this separate venture called Optical workshop and have built three tools. All right. Let's get started. Here is the agenda. I want to cover a bunch of things today. We will talk about card sorting and what is important and what is not. I understand that most of you have a [ indiscernible ] card sorting and hopefully, some of you have done it before it. On the right you will see a couple of different pictures. The one on the top is an online card sorting interface. That is OptimalSort. The one in the bottom is what some of you might be more familiar with is the card sorting than the more traditional way [ indiscernible ]. They are both really good for different fixes, and I will talk about that soon, as well.

>> With the OptimalSort overview we will go over what it is like to take part in the Optional card . Some of you will have a handle on some of this. When we talk about how we are going to do the sorts, it is the more engaging [ indiscernible ] the reference center on USA.gov as the a useful place to illustrate what OptimalSort can do. As we go through this, we will talk about how we can do card sorting and use USA.gov as an example and how we came up with some of these cards and the industry and an interesting stuff I will go over and see how we can analyze the results using the card sorting and Hugh [ indiscernible ]. We will get to that part and talk about recommendations, as well and what you should and should not do in terms of the checks and that sort of stuff.

>> Well, in the first place, I want to start by talking a bit about card sorting. Here our a couple of interesting images to, hopefully, get you thinking that. The very first thing I will say and start this presentation with, this is,, obviously, no silver bullet. We have been doing this for get quite a while. I do not know how many card the sixes we have done and have observed hundreds of thousands of card sort. The universal truth is it does not give you the magical answer that you might

expect it to do. As we all know, information is expanding at a phenomenal rate. We keep up and many of you would agree there are tens of thousands of pages to [ indiscernible ] it gives us this wonderful looking [ indiscernible ] on the right. You plug it in, push the button and it gives you the answers. Unfortunately, of course, in real-life, it is never really liked that, much like how really good designs does not come from a cookie cutters solution. Design Information architecture is equally complex, and at times, equally frustrating. I want to manage it and let you know that card sorting will not transform your site to the fantastic Information architecture where everyone will be able to find what they are looking for. It will get you a long way there, but does not produce [ indiscernible ].

>> It is a couple of things to summarize, the purpose of card sorting is really to do that, understand how people think about information and also to help you understand how they classified, organize and what the [ indiscernible ] models are for information so you can structure it accordingly. There is a lot of [ indiscernible ] required and for you to interpret the contents of your business. You will see it later on when we get to the [ indiscernible ] of the USA.gov card sorts, they depend on your expertise. It might be a bit of a disappointment to some, but, hopefully, it is no real big surprise. By doing some of this, having the expectation up front, you might get the definitive answer, but you will, actually, get a lot more than she will save them lot more time in the long run. Let's get right into it.

>> So, when we first talked about this, USA.gov was a candidate for as to create [ indiscernible ]. We will bring it to the referencing of this particular page here to look at. We were not having information underneath these categories here. [ indiscernible ] we can find a better way to structure it. We took the content that is underneath some of these and created a card sort that many of you participated in. I will jump straight into showing you what it is like for those that did not take part in the card sort, what is it like to take part in card sort. I want to pause. I have taught a little bit, but I want to see if there are any questions? Alicia?

>> There are not any questions yet but want to remind people that they can type them into the chat box on their control panel.

>> Great. Hopefully that means I have been making perfect sense or you have logged off, one or the other. We will go on. I will play this video, and it might be easier to show you what it is like with a card sort. This is the link that you all got, the first page that people get. We have where you type in the e-mail address. There our a couple of things you can do this because you can bring it how you want, with logos and also exclude e-mail addresses. You can make it anonymous. You can specify any kind of label you want here. Maybe you can put in the employee ID. That is how it begins. Here is the instruction page and you can tailor this with a video, if you wanted to make it quite clear on how to do the card sort.

>> Now, the card sort is loading and we are seeing a whole list of cards, that we can drag and drop into the [ indiscernible ] and we can pick different items from the list and scroll down. It is useful to get a good look that the entire list of cards. These are things you would normally have on a physical piece of card, if you were to do get. You can save it and a description appears.

>> It pays to it sometimes have more detailed information for a particular card. You can do that. We would drag our items are around and [ indiscernible ] a label or some description.

>> You can see you have as many people as you want and invite people to take part in this. There are about 50 [ indiscernible ] in the card sort, which is about right. If you do more than that, it is getting really cumbersome for the participants. Typically, you can drag things in and out of less. I am not sure completely what to call things [ indiscernible ] once you have enough cards that are similar. You can take a look that all of the different items and move them between groups.

>> When you are done, you can hit the done button, which is reminding you [ indiscernible ] this is the very last screen and you can tailor this [ indiscernible ] you can always contact people again after the card sort. That is what it is like to take part as a participant. We will skip on egghead. Any questions about that?

>> There is a question. It wants to know what is a good number of participants that you should have for a card sort?

>> That is a good question, a common questions. There was a study done them while ago dynamic couple of professors that showed once you hit about 30, you are getting

the bulk of the findings from participants. That is a good number to AIM for. When you are doing a card sort, physical card sort when people are coming in, that can take quite a while. With OptimalSort there is no limit on how you do that is because we have seen people get into the thousands, which is the complete opposite end of the spectrum. We found from experience that [ indiscernible ] works well from a relatively homogenous group. If you suspect there are distinct differences on the way people see and use information, sometimes it pays to have more [ indiscernible ]. We have seen once you hit 80 people, there is very little additional finding that you will get from [ indiscernible ]. Sometimes it might be fabulous to have a thousand or more responses. 80 or 30 will give you about 60 or 70% of [ indiscernible ] that you might otherwise get. I hope that helps. And other related question, which is a reasonable range of for the number of cards to sort in one session?

>> Again, like I mentioned briefly before, from about 40 to 70, it really depends on your participants, how familiar they might be with the content. The second thing is the type of content you are getting people to sort. If the content is quite demanding, and that is related to how familiar people are with the content, it pays to err on the side of [ indiscernible ], may be doing two or three card sorts instead of one back big one. If the information is quite straightforward you can put in more content. The answer is, it generally depends. We have seen people run very effective card sorts that had 200 cards in it. That becomes challenging--[ indiscernible ] so, it will depend on the context, but generally speaking around the 50 to 60 range is good. We find that it is are to boil it down to 50 cards [ indiscernible ] probably something out of the question for many of you listening, how in the world [ indiscernible ] which is a real challenge and is important to have goals as to what you are trying to find out.

>> Did you want to take additional questions?

>> Yeah, sure.

>> There our a few more. One of the people attending would like to know if a purchase of thing can move cards from one category to another? How easy is it to make changes once the sorting is done?

>> Right. If we can look back to another screen to hear that, you can see that you can drag cards in and out between categories before you hit the button down here. Once you do hit the done button and, again, what do to make sure you are sure that that is what you want to do, then we have recorded your answer. There are now made couple of good reasons why that is dug. Generally, what we are trying to do is [ indiscernible ] sometimes if they are thinking about things too much, they need to engineer the actual sort, which is not something, of course, they do and when they are looking for information [ indiscernible ] so, we find by getting the first time impression, that gives the result, as well.

>> Okay. A second part to that question is, it is the limited space on the screen and issue?

>> It can be. If you had 200 cards, it can be a real challenge to see where you are starting [ indiscernible ], which is another reason we suggest [ indiscernible ]. Again, it comes down to how motivated people are and whether or not they understand [ indiscernible ] well. It is generally not an issue and most people work around that quite well and quite easily. Yeah, we are thinking about ways in ways we can improve it where you can fit in more in the long run is.

>> Another question. What is the organizing principle you should ask to use, as are the content to have stakeholders' my group them or some other way?

>> Definitely just however it makes sense to the whole group [ indiscernible ] to try to solicit to what makes sense to that particular person. What this touches on an a little bit is the idea of how we can [ indiscernible ]. Be careful of introducing any bias that you do not want. You might want people to think about it from a couple of perspectives, maybe you decided to organize it by topic, you want to try to understand how people might do that. Generally speaking, let them run free-form and see what concepts come through. The whole purpose of card sorting is to try to get us to understand how people think about information and how they might classify it [ indiscernible ] get the essence of that from the 30, 40, 50 people. That, generally, would be how the masses think about it spigots' is important that we do not lead the witness--that is important that we do not lead the witness.

>> [ Audio/Speaker not clear].

>> It comes down to us having observed many, many card sorts. Generally speaking

when people are forced to choose they will go with something that is more with instinct. Ultimately if you had 50 people who want to choose between A and B and 40-point in A that tells us and 25 put it in [ indiscernible ] you will find that, generally speaking, this works pretty well. There are some situations where it would be quite useful to split that. That is something to think about in future versions. What we have seen so far, it pays to force people to choose.

>> Okay. I think this is good to move on, and then we will come back later.  
 >> There are a funds of slides [ indiscernible ] that recreate it what you just got to see before. You can add comments. They are sometimes quite valuable for people to provide additional information about the experience and how you think about the content. Now, I am going to show you what it is like to [ indiscernible ] as an administrator in creating an actual card sort. Here we go. We have locked into OptimalSort and there are a bunch of different projects that we have created and I will show you the results quite briefly. There are people who got on in the card sort early. There are quite a few more responses now and click into the individual participants. That is you are on the screen of. You can see that this is how this particular person, group, led to the content, as well and we have a list of all the different people that have done. This is me doing a test. I have a bunch of them sorted and you can go back and delete me if you think it is [ indiscernible ]. Here we have a category label from A to Z. Here our comments that people have entered using the box I just showed you. You can download this data [ indiscernible ] running it through a bunch of different tools. This is how you would create an actual card sort. You can create a welcome message. Let me show you how that works, briefly it. We can create a new Product Team and called it webinar demo card sort. We have the logo and can do between an open and closed card sort. The open is what you have just seen where we do not force people to put the cards into any particular group. We disagree put things and what they create an in be closed, we pre felt it with a bunch of different categories and you can put it into the different categories. We think we will have these categories and want to see if people would put content in the same categories. We can specify the categories. We think [ indiscernible ] did a much better job of that. If you are interested in that [ indiscernible ]. We can specify a number of responses. We do not need anything more than 80. We can change the date, close it on Christmas day. Here are different ways in which we can control how people take part to make it anonymous. E-mail is what we used before, but we can use the a particular label, an a couple of other options. One option that is here is the pre activity questionnaire. I will show you that. In this case, this is optional. You can, up from the the slide deck you can see how this is useful, as we have talked about before. There are groups that you suspected things differently, you can ask these children questions at the start. Do you work in the purpose of lack of this or do not? Maybe there are different ways on how people perceive the informations. If that is the case, you can filter that. You can copy questions also from other card sorts. You can just use the radio button. You would just say yes, no. Those messages you saw at the start, you can tailor them here. There our a budget of HTML that we can do to make that more interesting or just copy something from what you just did. We can go through these different categories before we launch the card sort. We copy this and save it. The interesting part comes from cards. This is where I will probably go back to the actual presentation. Choosing cards, you go into Excel and finder different cards--The descriptions you want those cards to actually have. You can import it or just type it in manually. We are copying that from the last Project. You can see where a bunch of different cards-this character the case the difference between the card and description. You can paste all of those in and say that, as well as. The finished message is what you see right at the end. We have the option to see if people want to give us more details, if they want to [ indiscernible ] that, as well, and have the option to be contacted. Once we do that we can [ indiscernible ]. The data does not get recorded. We have the questionnaire that we set up before. Here is the default instructions [ indiscernible ] start to load the actual card sort. We have the same kind of cards over in this area. When you are done with that, the [ indiscernible ] is an important part. Make sure you do that a few times over, just to make sure that you have the cards right. I think that covers how we would set up the card sort. Are there any questions, so far?

>> There are some questions. To web says she knows you can use OptimalSort to easily conduct open and closed card sorts. Do you know anyone who has used for a modify [

indiscernible ] or is the tool not design for?

>> It is not. Keep your eye on the delphi the sixes, we are interested more in the method than anything else. So far, it is inconclusive. If Joanne has some experience around delphi, that is great and she can get in touch with me. It would not take a lot to modify it, but is a substantial change to how things would be done and understand things. At the moment, no. , another computer's web sort, there is a version of a product that might do that. You are welcome to seek them out, as well.

>> Okay, is it possible to conduct [ indiscernible ] to have more topics?

>> Yes, absolutely. If we went back to it the USA.gov example, there were quite a few content categories there. You can imagine trying to do all of that with one card sort, that can be tricky. We might decide that mimic couple of sections here, even on the [ indiscernible ], we can do a high level sort, which is what we have done and then go down onto specific areas [ indiscernible ].

>> Can you do a reverse card sort with e software?

>> Yes. That is where [ indiscernible ]. A lot of people have been asking about that. What we end up doing is end up allowing you to find them particular category by giving them specific task you can [ indiscernible ] of using a closed card sort. That allows you to understand [ indiscernible ] given a said of tasks.

>> Sam, is is the tool you mentioned earlier as being the better tool for closed card sorting?

>> Yes, it is.

>> I realize we are behind time, but Treejack is from us having done this a lot, a useful supplement. If you are forced to choose, we would have you Tuz Treejack, as well. That would be a quit catalyst to expedite things, somewhat.

>> Okay.

>> I might just keep skipping through. There will be quite a few more things. I realize that there that are some points to end, as well as. Around creating cards, this is very important. It is important to go through quickly. I want to talk about how you might create these cards and reduce bias. Card sorting has to be as good as [ indiscernible ]. That will be a function of how well you can sample of your content, or at least pick the content you want with the sort. This is just the screen shot of an example of what we had with creating cards on USA.gov. [ indiscernible ] about the content [ indiscernible ] in terms of the process, rather than the actual results. We kind of have three or four [ indiscernible ] here. We've looked that all of the content and picked out [ indiscernible ] that has similar content and created a list of those and we have four things along the top. One is ambiguity. Is the content ambiguous? If you had nothing else to go by? Are there enough types of [ indiscernible ] content groups? It will be really hard to classify that and you will be introducing buys into your card sort. The way that word cards are important, down to capitalization [ indiscernible ] stuff like that, obviously, [ indiscernible ] we get lazy, all you want to do best people will this be finding patterns and will not be getting the best results, unless [ indiscernible ] blindingly obvious area that you missed out on. If you want to e-mail me and give me some tips on how you can create cards, as well. I am as going through some of this kind of stuff. I want to skip through to the [ indiscernible ] analysis and cover it. The first part is using [ indiscernible ] analysis to get a helicopter view and see how things have fallen out. I will go through that soon as. The second part is to use other aspects of [ indiscernible ] analysis to look that the groups and what labels were given to those groups. That one aspect will be [ indiscernible ]. The third part is the idea of the exploratory analysis and dive into the in more detail--dive into the detail in more detailed [ indiscernible ] the last part is more of how we move forward from here and talk about that and what happens once you have done the hard work of the analysis. I wanted to show you here the cost analysis. This is a separate script. What we do is you export the [ indiscernible ] you Karen get into the particular site [ indiscernible ] we intend to integrate this. You can see all of the comments that people have made, the actual type of cards that have been used. This is where it gets interesting. [ indiscernible ] there were 54 people that did this. The way this works is 30 people put the business continuity and emergency plan resources in the same group as the card applications. That is more than half. You can see at a plans [ indiscernible ] a stronger correlation. Again, [ indiscernible ] it is a strong group. Overall it is a loose connection and a strong cluster of cards there. It is another pretty strong cluster. That is pretty good. It pays to look around and look this at a high level. Done here

we have the [ indiscernible ] which is a more direct [ indiscernible ]. That shows us for the three cards, those two there, how often they were grouped together and held those were described. That gives you an a good overview as to where the cards are aligned before you dig into the detail. Here, again, we get the idea that 33% of the time people grouped all of these six cards and the kind of labels [ indiscernible ] but we can dig into the data and find useful Bebel's for them.

>> Testers find it useful labels for em. We are looking that the cluster of our cards and how often they were grouped together. If we were forced to choose and there were only two groups, they would be the two group's. They are not high in terms of confidence. If we had three groups, it picks up more. It has to be the labels of those three groups of. This is not the silver bullet. The point year is we look facts that to see how things will fall out and a quick way of uploading the file and getting some sense of what is going on and digging in as necessary. If we scroll down to something like the [ indiscernible ] clusters [ indiscernible ] some suggestions, photos, data and maps, documents and the actual types of cards that fall within those percentages and indicate how often the cards in ` great work given. You can see somewhere pretty low and some much higher. So, we want to see if we can go to the bottom here and go up to 8 and 9 categories this because some of the smaller ones you can have subgroups. The government budget one is a good example of. It might fit quite nicely.

>> Well, so, just to touch on this, we would name the clusters. This is an example of how we might do that. Be looking the cluster, the first cluster and these two boxes in green, [ indiscernible ] and might call that-we would give it a and aim to have some sense of what that might be, communication or technology tools. Another cluster has to do with use, a bunch of documents about the archives, founding documents and [ indiscernible ] this is how we normally do it. We go through and make some notes for each got one of these clusters and the more complex example is the very first quarter in the top left. If we look [ indiscernible ] we would say business continuity and emergency planning resources has a connection with the citizens [ indiscernible ] those two cards would be grouped 12 times. There if a debt of a connection there and you will see in the second box that there is more of a connection. We might put that as another group and we might call it legal guide and handbooks. You can have a Good luck at some of the Met tracks and look at what you think that is telling you, give you a bunch of primers if you want to start with that. This is an example. We are running out of time to. This is the idea of looking that the group's in percentages. What I have done before is along the top you will see a bunch of different labels that I have created the sub oh I have a but different class is that the software is telling me that it can be grouped into and have highlighted the ones that might work and use some of those labels and how that Mary's to the labels that I created by looking that the similarity matrix.

>> If we look back something with a few more clusters, that will give us more [ indiscernible ] some of these clusters can be used in some other ways or the labels can be used with other clusters and I have mapped my initial [ indiscernible ] as to what the groups might be onto some of these as well. This really helps to help build a picture. You will build than the more definitive picture of what is telling you for a visual approach to what I just talked about in the group's. After that you can populate the spreadsheet, if you want to speak we have a team [ indiscernible ] that allows you to explore the actual fact. The cornerstone here are the different participants. What we want to do is sort all of those original categories. We have been going on from A to C. We have a but about the U.S. governments. We can always stays that back to the actual cards that they used and so on. We actually have in yellow a bunch of those groups. This image here, the second column is what participants called things and the additional column is what we call it the standardized categories. If you look at the yellow, it suggests that historic documents is that one of the most used labels in history. The purple color is [ indiscernible ] we look at the other stuff here with history. These things in green are, essentially, the same and we can put those into one and call them historical documents. Using the spreadsheet, this helps us get some sort of idea of what is happening in that area, as well this is the main list of all of the different categories and we have a lot of different columns here and using particular label, how many out of 54 actually used this? [ indiscernible ] it might be biased. If there are two back many cards, maybe we need to exploit that out, it is too much content. Conversely, if there are not many you need cards, those would be good

candidates for smaller groups or subgroups of something else. The very last is [ indiscernible ] and is similar to what we saw earlier with the [ indiscernible ] accounts. The spreadsheet does give you a visual of the key groupings across the top speed of these are the standard or manageable set that you created or categories that represent the entire population [ indiscernible ]. You can play with that and go back and change the standard categories and see how it affects the correlation. Just very briefly, the deliverable, what are you actually producing in the report [ indiscernible ] talk to someone about defining York card sorting? This is what we suggest. The key goal is to understand how people [ indiscernible ] information that's because this is one of the more important ones, you're finding around the [ indiscernible ]. People organize it by topics. People also saw it from an audience perspective and in this particular example, the evidence is the geographical filtering. We use the USA.gov example that most of you took part in. Some other findings, social media [ indiscernible ] many of you might be in web serving and would be aware of that as well as. [ indiscernible ] how the government sits together. All of this stuff can come from looking at in a bunch of different ways. [ indiscernible ] will conform and validate some of that stuff. The other key deliverable [ indiscernible ] labels and structures to begin a conversation on how you want to structure it. This last bit is quite important. Those categories seem to make sense. Quite often it is useful that [ indiscernible ] look at the hundred thousand pages and make sure that [ indiscernible ] to what we are proposing. It pays for get you to have that conversation earlier rather than later.

>> I will start off with some recommendations. You want to do it in trunks. We covered the Optimal. Do not do one massive card sort in. If you do more small card sorts, it works better. We have talked about Treejack to get some solid data. It helps a lot to do some [ indiscernible ] card sorts first, in terms of what people are thinking does not come through. Having more people is greater validity [ indiscernible ] putting a lot of different [ indiscernible ] is really important. Last of all [ indiscernible ] the results really are an indicator as to what people are thinking. Our consultants here have spent one or two days looking at the analysis to get the bulk of the results. Okay, I think that is mostly it. There are probably quite a you questions. Alicia, I do not know how you want to run this, whether we handed over to Joanne or try to answer a few questions.

>> Thank you, Sam. I think we will hold on to the questions for a few minutes and would like to invite Joanne McGovern who is the web content Manager for USA.gov and Nicole who is our usability specialist to discuss their experiences using OptimalSort on lead content for the upcoming architecture redesign that we are going through. They are currently in the analytic phase of the sort. I am sure that information was helpful for them. Joanne?

>> Hi, as Alicia said this all we were using OptimalSort for the web content [ indiscernible ]. Many of you out there that public participated, and the thank you for. Furs, we did an open sort and after that we did a closed sort to validate the results of our open sort. Sam did not say this, but I would say that OptimalSort is a very easy told to use. I was very surprised on how quick and easy it was to set up the sort and we got a lot of good comments about how easy it was for them to use. That is just to be said. Be very careful developing a card. We went through many iterations of cards before we came up with the ones that we really wanted. But one lesson we learned is that descriptions can be very useful. Sometimes we found that average two labels were confusing to our participants and labels would have been useful to them. I would encourage you to do that. Also, would take the number of cards. As Sam said, the tool recommends 50 to 70. We have somewhere in the neighborhood of 104 our open card sorts. I felt it was to back many. We got some complaints about it being difficult for our participants to sort them and you the screen because the categories were to have long for them. A lesson we learned is to try to limit them a little bit better. In the end, the real key is the analysis. That has been the most difficult part for us. There is an a lot of thinking required and he's was not kidding when he said [ indiscernible ]. I would recommend the web Manager University class in the card sorting Analysis. Any costs I have taken anywhere has always focused on how to conduct a sort, but the analysis on the back and is so important, that that would be a nice thing to offer, I think. Another lesson we learned is not to have too many participants. As Sam said we also read the same reasons that about 30 people participating is a good number, and we had well over 50 for our sort. Rather than giving us better results, it just gave us more

data to analyze and was a bit of a and Bergen in that respect. I would say to stick to your 30. Also, give careful consideration to how you are going to go about doing your analysis before you start. I think when Sam said that analysts take 1 to 2 days to analyze the data, I believe it takes that long. We did not plan for that and were a little bit surprised when all of this data came out us and we had so much to look back. Just have that in your mind that you will have to set aside time for that and give yourself plenty of time for get your analysis. That is about all of the lessons I had. To do want to add anything, Nicole?

>> Not too much. For us, we are still in the analysis stage. It was great to watch you, Sam, working through that spreadsheet, because we also found that and have been using that. I got some more insight into that listening to you and watching you talk about the different aspects of it. I think that one of our lessons learned is [ indiscernible ], we had several other projects going on that the same time, and I would say, if you can, carved out the time and devote it to working through the analysis, rather than stopping and starting. We have had to stop and start a few other times [ indiscernible ] and picking up the analysis is challenging when you put it down [ indiscernible ]. I do not know if Japan fails the same way but instead of trying to do the card sort for the whole site, the whole home page, it would have been useful to look at a couple of different areas [ indiscernible ].

>> I agree with that.

>> We certainly could have tried that to see whether or not that would work.

>> I think it would have been easier on our practice of them perhaps, as well. I think we overwhelm them a little bit.

>> [ Audio/Speaker not clear].

>> Yes.

>> Great. Did you have anything else, no clout and technical?

>> No. Thank you, very much.

>> I know we have about a minutes left, but Sam, I wanted to verify with you that the card sort is still open, correct?

>> Yes, it is. You can go through the link that was sent and do it to know what it's like to take part.

>> We have had some people ask about whether the tool is 508 compliant and readable by a and screen reader and? Can you speak to that a little bit?

>> Sure. I forgot to mention that earlier. [ indiscernible ] it was not accessible when we first did it. We are trying to make it accessible [ indiscernible ] having dynamic and moving objects interact with the screen reader. We are working on that, but currently, no, it is not.

>> Great. Thank you. Does two more questions. If you copy of someone's intro, you mentioned copying someone's intro, can you edit it once you have copied it?

>> Yes. Absolutely. It is a shortcut way to borrow from previous text. You can do it however you want.

>> How would you choose participants?

>> That is an a Good question.

>> It might pay to have some idea of who is taking part, perhaps who is struggling with the content the most and the selective that way. That can help you identify those groups upfront. Just be sure you get people who are [ indiscernible ] [ indiscernible ] work in your Organization, it might pay for you to go out and get the people [ indiscernible ].

>> Great. Thank you, so much, Sam. It has been a great webinar and a pleasure to work with you. There or a if you outstanding questions. I would like to invite everyone to e-mail Sam at his e-mail address that is on the screen right now I would like to thank you Joanne and the cold for accusing their experience. Thank you, very much. I want to remind everyone that you will be receiving a follow-up e-mail with our evaluation link. Please fill out the evaluation and provide as with your feedback. It is very useful. You will be receiving an electronic version of the slides, the transcript and a link to Today's presentation, which we have recorded and wanted to quickly mention that we have or will soon be, by close of business today launching our spring semester schedules because you can fly that on Web content. gov under university. You can reach me at 202-219-1487 or wed manager University at USA.gov. Thank you Sam.

>> No problem. It was a pleasure. Thank you for attending.

>> Great.

>> [Event concluded ]