

Card Sorting Report

The United Methodist Church

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Executive Summary

An exploratory card sorting exercise was conducted as part of The United Methodist Church (www.umc.org) website redesign. The primary goals of this sort were twofold: to better understand how users intuitively grouped content into a hierarchical structure, and to gain insight into how labels were interpreted.

The findings of the card sort are organized based on:

- *Alternate Interpretations of Labels*
These alternate viewpoints normally identify labels that need to be revised and/or content that needs to be located elsewhere in the website.
- *Multiple Interpretations of the Same Label*
Items in this area indicate labels were interpreted in multiple ways, indicating the need to design labels that are intuitively clearer to the user.
- *Confusing Labels*
Short labels can sometimes be misleading, and users do not always know exactly where they lead. The pages in this group indicate different type of content that could be represented by those labels.
- *Content Difficult to Categorize; Potential Labeling Concerns*
Items falling into this area generally need to have a different label assigned in order to reduce user confusion.
- *Groupings Established for Content; Potential Global Navigation*
The labels chosen by the users for these groupings can be very useful, as they provide candidates for the hierarchical structure of the website.
- *Separate (Non-Grouped) High-Level Pages; Potential Global Navigation*
These pages are located at the top of the site architecture and are not grouped together or with other content. Often, they function as utility navigation.

Major Recommendations

- Change 'Jobs' label to 'Available Jobs'
- Put 'General Conference' label in double quotes
- Change 'Spiritual Gifts' label to 'Learning About Spiritual Gifts'
- Much of the labeling uses terminology that is specific to The United Methodist Church. However, most non-United Methodists are unfamiliar with and, consequently, misinterpret many of the labels. In the redesign, it will be of utmost importance to design labels that are intuitively understandable by those outside of The United Methodist Church. This task is further challenged by the fact that some of the terminology is specific to a Christian audience, and may be confusing to those not professing the Christian faith.
- The results of this card sort indicate a need for further testing, as there were very few pages that the users grouped in similar categories. Likewise, many of the pages received multiple interpretations of meaning. Expanding the content would give the existing pages a more thorough context. It is further suggested that a confirmatory card sort be used to determine how different site architecture options ultimately perform.

Description of Card Sort

Card sorting conducted:	October 5 – 12, 2007
Testing occurred at:	Marble Memorial United Methodist Church User's home Researcher's home
Number of tests:	6
Participants per test:	One user per card sort
Test duration:	Ranged from 45 to 60 minutes
Number of cards:	56
Type of card sort:	Exploratory (users created groupings of related cards and assigned labels to those groupings)

Findings and Recommendations

Alternate Interpretations of Labels

- One user perceived 'Jobs' to indicate available *resources* that will help an individual locate and find a job within The United Methodist Church rather than a listing of available jobs. Changing it to "Available Jobs" would make it clearer to users.
- Three users interpreted "General" in 'General Conference' as an adjective that modifies "conference," a type of colloquium or seminar. Labeling "General Conference" in quotes might signify to the non-United Methodist that this is a term that has a specific meaning.
- One user understood "Gifts" in 'Spiritual Gifts' as having to do with financial gifting. It will be important to group this page with similarly categorized pages to give it good context. In addition, it might be helpful to expand the label for the sake of clarity, possibly "Learning About Spiritual Gifts."

Multiple Interpretations of the Same Label

- 'Discipleship':
 - part of the organizational structure of The United Methodist Church
 - a ministry of the local church
 - conceptually, as a belief system
 - one in a series of videos
- 'Camp & Retreat Centers':
 - a means of outreach
 - part of the organizational structure of The United Methodist Church
 - a place to become involved
- 'Worship':
 - beliefs
 - part of the organizational structure of The United Methodist Church
 - an expression of faith
- 'Council of Bishops':
 - part of the organizational structure of The United Methodist Church
 - news
 - administrative resources
- 'We Rely on the Bible':
 - foundational beliefs
 - what The United Methodist Church is doing
 - one in a series of videos
- 'Funding & Giving':
 - a ministry of the local church
 - beliefs
 - distribution of monies
 - overview of The United Methodist Church
- 'Hospital':
 - something The United Methodist Church supports financially
 - a means of outreach
 - a means of distributing funds
- 'Prayer Request':
 - a ministry of the local church
 - the business of The United Methodist Church

Confusing Labels

- A user was unclear if the 'Beliefs' had to do with the stated doctrines of The United Methodist Church or personal beliefs.
- A user was unclear if 'Leader' included lay leaders, or whether it targeted clergy.
- One user was unclear if 'Churches' meant *about local churches* or *how to locate a local church*.
- All users were confused by two seemingly identical cards: 'Church & Society' and 'Church and Society.'

Content Difficult to Categorize; Potential Labeling Concerns

- Church and Society (in six card sorts)
- Church & Society (in four card sorts)
- Prayer Request (in four card sorts)
- Leader Resources (in three card sorts)
- Beliefs (in two card sorts)
- Spiritual Gifts (in two card sorts)
- General Conference (in one card sort)
- Churches (in one card sort)
- Community (in one card sort)

Groupings Established for Content; Potential Global Navigation

- Structure and Organization
- Organization of the UMC
- Resources
- Foundations
- Foundational Beliefs
- Press Center
- Jobs
- The Global Church
- The Church at Home
- News
- General News and Archives
- UMC History
- Outreach & Mission
- Relief, Funding, & Giving
- General Resources
- General Conference
- Giving
- Community
- Videos
- General Information

Separate (Non-Grouped) High-Level Pages; Potential Global Navigation

- Jobs
- Terms of Service
- Contact Us
- Prayer Request
- Prayer
- Community

Card Sort Data

Conventions

Boldface text indicates a potential navigation area; italicized text indicates a potential local navigation area. Text in the 'Cards in Group' column represent a deeper division/category of content, quite possibly a web page.

Card Sort 1

Suggested Label	Cards in Group
National Structure & Organization	Structure & Organization Governance Council of Bishops Boards & Agencies Finance & Administration Districts Judicial Council Churches
Commitments	
<i>Organizations and Commitments</i>	Hospitals Camp & Retreat Centers United Methodist Women United Methodist Committee on Relief
<i>UMC in Action</i>	Conferences General Conference 2008 General Conference News General Conference Resources
The Foundations of The United Methodist Church	Our Story Our Christians Roots We Rely on the Bible We Believe in God Ways We Give History Faith & Culture
Resources & Archives	
<i>Mixed Media</i>	Book Review Archive Movie Review Archive Music Review Archive
<i>Our Community in Action</i>	Video Archive Historical Video
<i>Leadership</i>	Leader Resources Leader Resource Archive

Press Center*Current Events*

Press Center
 Press Releases
 Recent Headlines

Faith in the News

News
 News Resources
 News Archive

Video Outreach

Video Stories
 How do I subscribe to the Video Stories Podcast?

The Global Church

Church and Society
 Mission & Ministry
 News - Mission & Outreach
 Malaria Initiative
 Malaria Awareness Day

The Church at Home

Church & Society
 Community
 Discipleship
 Worship
 Spiritual Gifts
 Prayer Request
 Beliefs
 Funding & Giving

umc.org

About umc.org
 umc.org Community Code of Conduct

Jobs

Jobs

Terms of Service

Terms of Service

Contact Us

Contact Us

User Comments

- Subdivided news category based on perception of how often the articles are updated, i.e., often, from time-to-time, seldom
- "Commitments" category indicates the ministries that The United Methodist Church has committed itself to supporting

*Card Sort 2***Suggested Label****Jobs****Cards in Group**

Contact Us
 Terms of Service
 Leader Resources
 Leader Resource Archive
 Jobs

Prayer Request

Prayer Request

General News & Archives

General Council, Boards & Agencies

Judicial Council
 Council of Bishops
 Conferences
 Boards & Agencies
 General Conference Resources
 General Conference News
 General Conference 2008

Miscellaneous Archives

News Archive
 Book Review Archive
 Movie Review Archive
 Music Review Archive

Current News

News Resources
 News
 Recent Headlines
 Press Releases
 Press Center

**History with Video of
The United Methodist Church**

Video Stories
 How do I subscribe to the Video Stories Podcast?
 Our Story
 Our Christians Roots
 Video Archive
 Historical Video
 About umc.org
 History

Beliefs (Faith & Culture)

Spiritual Gifts
 Faith & Culture
 Beliefs
 We Rely on the Bible
 We Believe in God

Community Outreach

Hospitals
 Mission & Ministry
 Camp & Retreat Centers
 News - Mission & Outreach
 umc.org Community Code of Conduct

Community

**United Methodist Relief,
Funding, & Giving**

Malaria Initiative
Malaria Awareness Day
Funding & Giving
United Methodist Committee on Relief

Organization of the Church

Churches
Finance & Administration
Worship
Governance
Discipleship
Church & Society
Structure & Organization
Church and Society
Ways We Give
United Methodist Women
Districts

User Comments

- Did not know the meaning of “General Conference”; simply grouped those cards together because they shared a common term

*Card Sort 3**Suggested Label***What The United Methodist Church Is***What the UMC Is Doing in 2008**Cards in Group*

General Conference 2008
 Contact Us
 General Conference Resources
 We Believe in God
 umc.org Community Code of Conduct
 We Rely on the Bible
 History

UMC Weekly Reader

Recent Headlines
 Press Center
 News
 Press Releases
 Our Story

Governing Body

Governance
 Council of Bishops
 Church & Society

Distribution of Monies*You Can Bank on the UMC*

News Archive
 News - Mission & Outreach

What the UMC Has to Give

Spiritual Gifts
 Ways We Give
 Hospitals
 Funding & Giving

Historical

Video Archive
 News Resources
 General Conference News
 Video Stories
 How do I subscribe to the Video Stories Podcast?

Beliefs

Faith & Culture
 Worship
 Our Christians Roots
 Discipleship

Education

Music Review Archive
 Movie Review Archive
 Book Review Archive

Organization*Women's UMC Leadership*

Community
 Districts

United Methodist Women
 Leader Resources
 Leader Resource Archive
 Conferences

UMC Meeting Places

Churches
 Beliefs
 Camp & Retreat Centers

Decrees

Judicial Council
 Terms of Service
 Mission & Ministry
 Boards & Agencies
 About umc.org
 Historical Video

Major Ongoing Projects

Malaria Initiative
 Malaria Awareness Day

Business of UMC

United Methodist Committee on Relief
 Jobs
 Finance & Administration
 Structure & Organization
 Church and Society
 Prayer Request

User Comments:

- “Decrees” category means rules, laws
- “Business of the UMC” category means work that is accomplished through The United Methodist Church

*Card Sort 4***Suggested Label Resources***Leader Materials***Cards in Group**

Leader Resources
Leader Resource Archive

General Resources

News Resources
Music Review Archive
Movie Review Archive
Book Review Archive

Our Foundational Beliefs*The Foundations*

Beliefs
We Rely on the Bible
We Believe in God
Spiritual Gifts

Faith Expression

Faith & Culture
Discipleship
Worship
Ways We Give

From the Beginning

Our Story
Our Christians Roots
Historical Video
History

UMC – Get Involved*Within the UMC*

About umc.org
Churches
Camp & Retreat Centers
Conferences
Jobs

Outside Programs

Community
umc.org Community Code of Conduct

Outreach & Mission*Overview*

Mission & Ministry
News - Mission & Outreach

Health Care

Hospitals
Malaria Initiative
Malaria Awareness Day

Organizations

United Methodist Committee on Relief
United Methodist Women

General Conference

General Conference Resources
 General Conference News
 General Conference 2008

Overview of the UMC*Principles*

Governance
 Funding & Giving

UMC Bodies

Council of Bishops
 Judicial Council
 Boards & Agencies
 Finance & Administration
 Districts
 Structure & Organization

In the News*Latest Updates*

News
 Recent Headlines
 Press Center
 Press Releases

Archives

Video Archive
 News Archive

Video Access

How do I subscribe to the Video Stories Podcast?
 Video Stories

?

Church & Society
 Church and Society

Terms of Service

Terms of Service

Contact Us

Contact Us

Prayer Request

Prayer Request

User Comments:

- Not sure of meaning of the word “Service” in *Terms of Service*. Wondered if it has to with helping others.
- Did not know what to do with two cards that seemed very similar: “Church & Society” and “Church and Society”
- “News – Mission & Outreach” not included in News category because it seems too specific
- Grouped “Governance” and “Funding & Giving” because they’re both ‘conceptual’

*Card Sort 5**Suggested Label***News***Cards in Group*

News Resources
 News
 Recent Headlines
 Press Center
 News Archive
 Press Releases

Media Archives

Music Review Archive
 Movie Review Archive
 Book Review Archive
 Historical Video

Administrative Resources*Administrative*

Governance
 Structure & Organization
 Finance & Administration
 Boards & Agencies
 Judicial Council
 Terms of Service
 Council of Bishops
 Jobs
 Districts

Conference Information

General Conference News
 General Conference 2008
 General Conference Resources

Leadership

Leader Resource Archive
 Leader Resources

Community Service*Malaria*

Malaria Initiative
 Malaria Awareness Day

Community

Hospitals
 United Methodist Committee on Relief
 Church and Society
 Church & Society
 umc.org Community Code of Conduct
 Community

Videos*Videos*

How do I subscribe to the Video Stories Podcast?
 Video Archive
 Video Stories

Church Beliefs Our Christians Roots
We Rely on the Bible
We Believe in God
Our Story

Spiritual Growth Faith & Culture
Discipleship
Beliefs
Spiritual Gifts
History

General Information

Contact Us
Ways We Give
News - Mission & Outreach
Mission & Ministry
Funding & Giving
United Methodist Women
Prayer Request
Conferences
Camp & Retreat Centers
Worship
Churches
About umc.org

*Card Sort 6**Suggested Label***Contact Us***Cards in Group*

Contact Us

Jobs

Terms of Service

Leader Resource Archive

How do I subscribe to the Video Stories Podcast?

Video Stories

Video Archive

Historical Video

News

News

Recent Headlines

News Resources

News Archive

Press Releases

Book Review Archive

Movie Review Archive

Music Review Archive

Press Center

Beliefs

Beliefs

We Believe in God

We Rely on the Bible

History

Our Christians Roots

Our Story

About umc.org

Spiritual Gifts

Prayer

Prayer Request

Missions

News - Mission & Outreach

Hospitals

Mission & Ministry

United Methodist Committee on Relief

Malaria Initiative

Malaria Awareness Day

Giving

Ways We Give

Funding & Giving

Leader Resources

Who Are We?*Structure*

Structure & Organization

Governance

Council of Bishops

Judicial Council

Conferences
Districts
Churches
umc.org Community Code of Conduct

Boards & Agencies

Boards & Agencies
Camp & Retreat Centers
Church and Society
Church & Society
Discipleship
Faith & Culture
Finance & Administration
United Methodist Women
Worship

General Conference

General Conference 2008
General Conference News
General Conference Resources

Community

Community

List of Cards

1. Conferences
2. Jobs
3. Discipleship
4. Camp & Retreat Centers
5. Terms of Service
6. General Conference Resources
7. How do I subscribe to the Video Stories Podcast?
8. Historical Video
9. Church and Society
10. Malaria Initiatives
11. Music review Archive
12. General Conference 2008
13. Worship
14. Churches
15. Press Center
16. Movie Review Archive
17. Council of Bishops
18. Book Review Archive
19. umc.org Community Code of Conduct
20. Our Christian Roots
21. We Rely on the Bible
22. We Believe in God
23. Judicial Council
24. Recent Headlines
25. Funding & Giving
26. Video Archive
27. Spiritual Gifts
28. News Resources
29. News Archive
30. Press Releases
31. Our Story
32. Leader Resources
33. History
34. Ways We Give
35. About umc.org
36. News – Mission & Outreach
37. United Methodist Committee on Relief
38. Beliefs
39. Video Stories
40. Hospitals
41. Districts
42. United Methodist Women
43. Governance
44. Community
45. Prayer Request
46. Contact Us
47. Structure & Organization
48. Malaria Awareness Day

49. Mission & Ministry
50. Church & Society
51. News
52. Boards/Agencies
53. Finance & Administration
54. Leader Resource Archive
55. Faith & Culture
56. General Conference News