

1) Are you currently or have you ever been involved in research that involves card sorting?

If answered "Yes" in #1, go to #2. Otherwise, go to #5.

2) What percentage of your job responsibilities involve(d) user research?

Less than 10% | 10 - 24% | 25 - 49% | 50 - 74% | 75 - 90% | Over 90%

3) How many times have you conducted a card sorting exercise or analysis?

Never | 1-5 times | 6-10 times | 11-15 times | 16-20 times | More than 20 times

4) How often do you conduct a card sorting exercise or analysis?

If answered "Never" in #4, go to #5. Otherwise, go to #8.

5) Have you ever considered using card sorting as an analysis tool? Why or why not? [text box for free-form entry]

6) If software or related tools to support card sorting were available, would you be more likely to use it as an analysis tool?

Yes | No | Not sure

7) What types of tools that could be provided that would make card sorting a more useful and/or feasible analysis tool for you to use? [text box for free-form entry]

[end survey for these participants]

8) In performing a card sorting analysis, what was the underlying purpose? [check all that apply]

Internally (within the company) conducted exercise to determine Web site structure or navigation
Externally conducted exercise (with potential users) to determine Web site structure or navigation
Internally (within the company) conducted exercise to group or prioritize product features
Externally conducted exercise (with potential users) to group or prioritize product features
Other [with space to fill in an answer]

9) In your experience, how effective is card sorting as a tool for determining effective Web site navigation schemes?

Extremely effective | Somewhat effective | Somewhat ineffective | Extremely ineffective | N/A
have not used this way

9a) Why is it or why is it not? [text box for free-form entry]

10) In your experience, how effective is card sorting as a tool for grouping or prioritizing product features?

Extremely effective | Somewhat effective | Somewhat ineffective | Extremely ineffective | N/A
have not used this way

10a) Why is it or why is it not? [text box for free-form entry]

11) What types of tools (online or offline) would make performing a card sort analysis easier or more effective? [text box for free-form entry]

12) Of the tools you mention in #11, which one would be most important? Why [text box for free-form entry]

13) What type of interface would these tools require in order to be effective for you? [text box for free-form entry]

14) Do you have any other comments regarding card sorting that you'd like to share? [text box for free-form entry]