



# Card Sorting Research

Organize intranet content so that users will easily find it

Intranets have a way of growing out of control – but a well organized intranet portal gets better and more popular with time. Using intranet card sorting, we give you quantitative feedback on how best to organize intranet content in a way that makes sense to users.

## THIS SERVICE HELPS TO...

Uncover where our users naturally look for information

Determine the best terminology for navigation labels and buttons

Create the most logical categorization of content for our users



## WHAT YOU GET

Gain confidence in how best to categorize and layer intranet portal content. You get:

- ✓ Strong guidance on an improved information architecture (IA) for your intranet portal
- ✓ Clarity on what terminology and labels make the most sense to your users
- ✓ Certainty about task based content, what to include and how to organize it

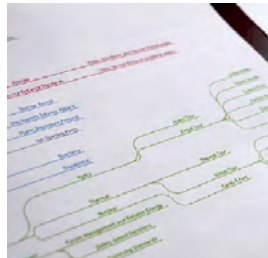


# Card Sorting Research

## HOW WE DO IT

- 1** We start with your stakeholders and audit the existing information architecture (IA) to understand the needs, goals, and challenges for the intranet.
- 2** We develop an intranet card sorting research protocol that captures critical information and defines the relevant terminology, topics, journeys, and content for the card sort.

- 3** We recruit intranet users and conduct the open and/or closed card sorting research. Usually a combination of in-person and remote sessions using an online card sorting web application.
- 4** We analyze the research results and provide clear input for an improved IA for the intranet portal.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

+1.416.855.3367 (CAN)

+1.929.989.3367 (US)

+44 (0)1223 853907 (UK)

[contact@akendi.com](mailto:contact@akendi.com)