

Nestrasil Lab Website Design

INFORMATION ARCHITECTURE CARD SORT STUDY

Dr. Igor Nestrasil's laboratory is affiliated with the the University of Minnesota's Medical School, Department of Pediatrics. This phase of UX research was crucial for gleaning insight for design decisions to create a website for this lab that would fit in and appeal to prospective students and the overall university research community.

We welcome you to get a glimpse into what the comparable laboratories are doing with their websites' homepage highlights and information architecture. We appreciated considering common patterns, strengths and weaknesses of each to inform our design.

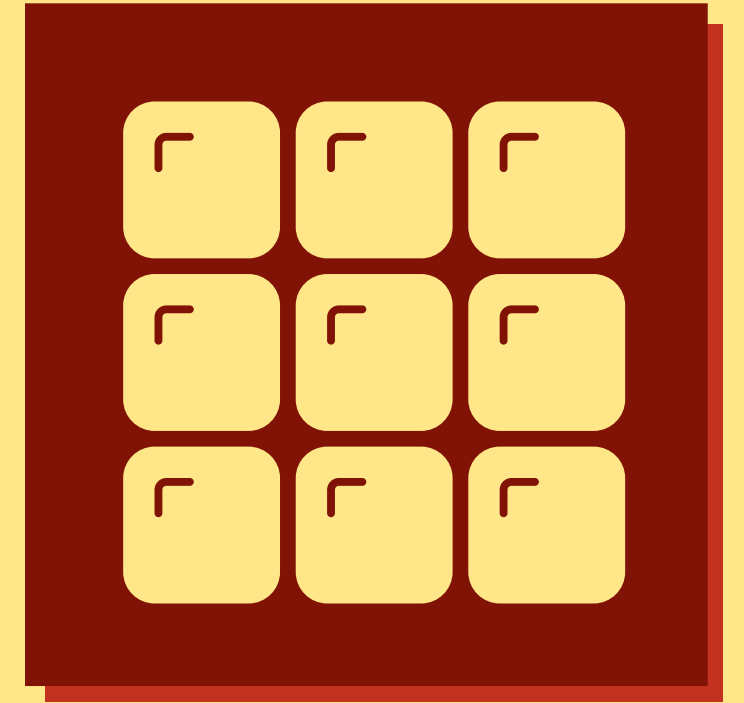
Study Overview



- Optimal Workshop facilitated the categorization of content
- Open card sort study conducted with 20 items
- 2 post-study questions used to gauge difficulty of sort and missing items



- 9 participants total
- 8 based in the US and 1 based in China
- 3 were ages 18-20; 3 were ages 21-24; and 2 were ages 25-28; and 1 was age 29+
- about 44.4% were undergraduate students



- Total of 44 categories created
- Median of 5 categories each
- participants created 3-7 categories; with 33% creating 4 categories (highest percentage)

Cards

Analysis methodologies in lab projects

How to get involved information

Open position descriptions

RA bio description

Collaboration information

Lab members LinkedIn link

Past lab members bio description

Recent accomplishments

Current projects descriptions

Lab staff bio description

Past projects descriptions

Technologies used in lab projects

Frequently asked questions and answers

Locations

PI/director bio description

Updates on active projects

Future directions/goals description

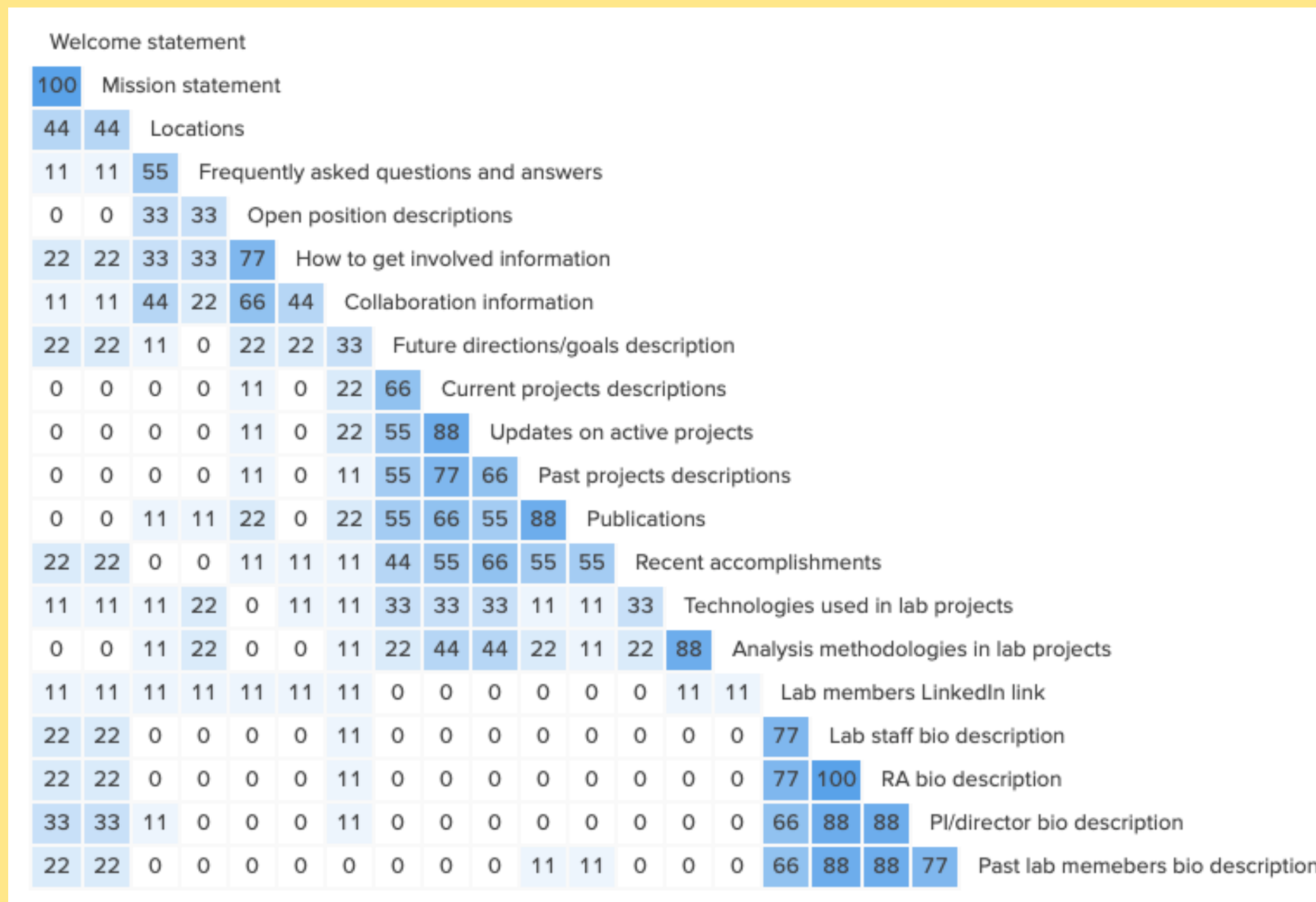
Mission Statement

Publications

Welcome Statement

Similarity Matrix

Shows the proportion (in percent) of participants grouping any 2 cards in the same category, Most closely related pairings are shown on the right edge with the darker clusters being helpful for potential groupings



Difficult to sort:

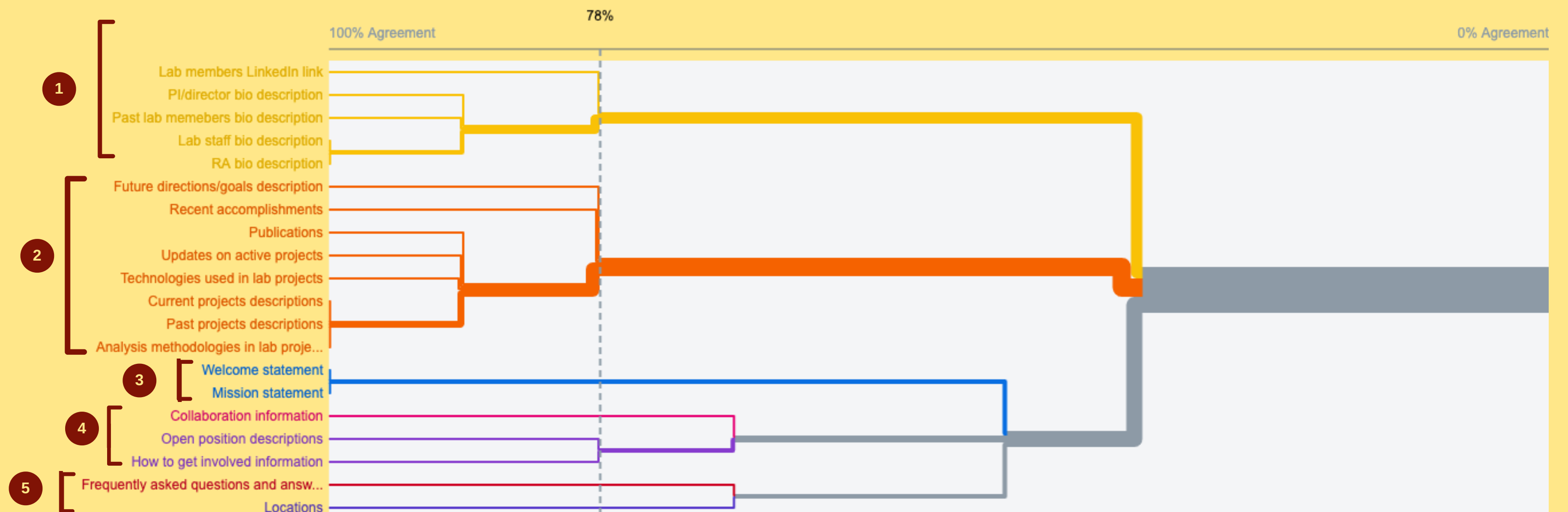
- Frequently asked questions and answers
- Collaboration information
- Recent accomplishments
- Technologies used in lab projects
- Analysis methodologies in lab projects

Dendrograms

Shows proportion of participants grouping any 2 cards in the same category agreeing with particular card groupings. Level of agreement is measure in percentage along the top axis. Clusters on the left indicate more participants agreed with the grouping

Best Merge Method

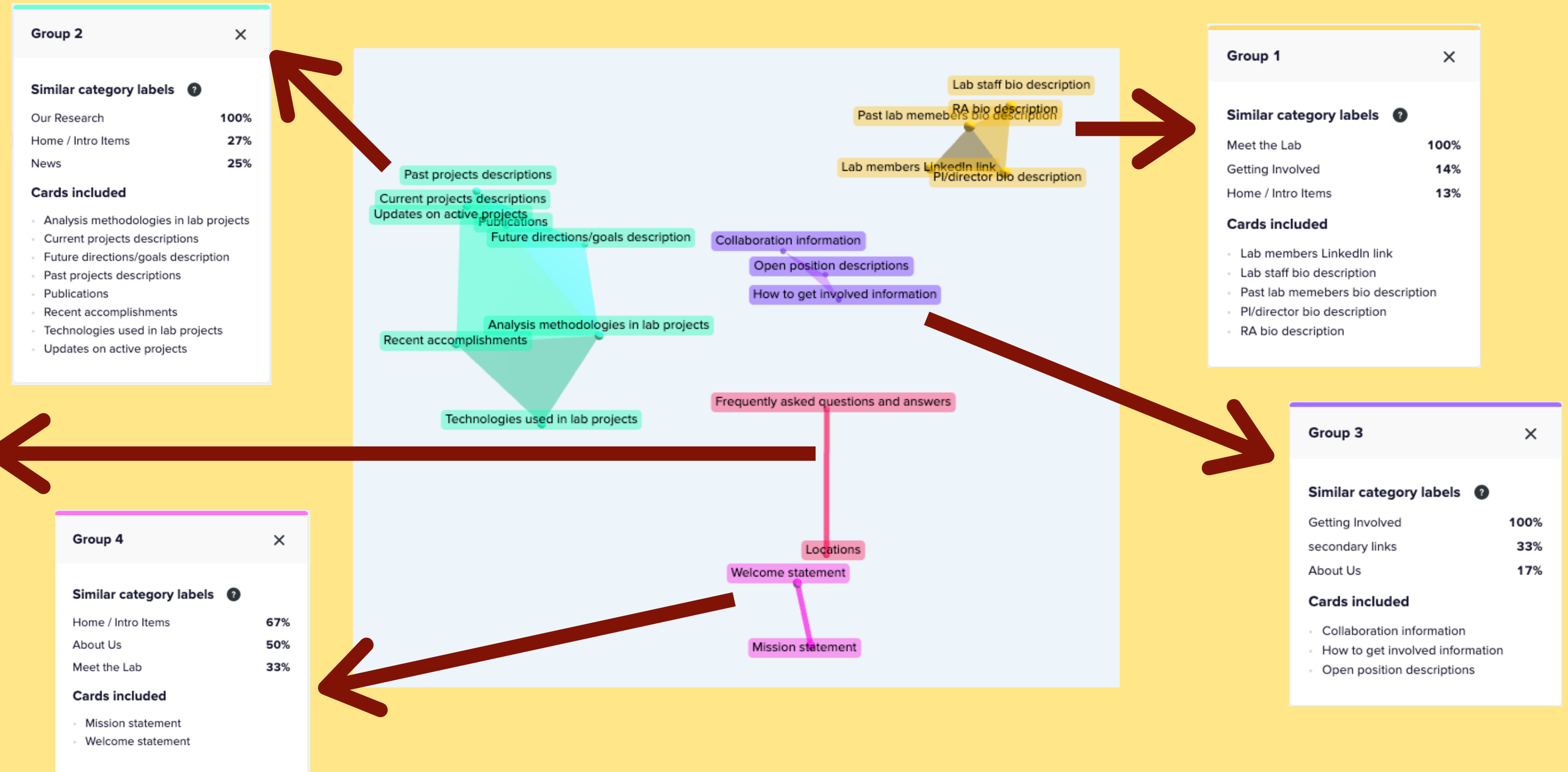
- 5 major groupings: (1) Meet the Lab; (2) Our Research; (3) Welcome/Intro; (4) Getting Involved; (5) About Us
- Groupings 3-5 were the most challenging to find agreements with other cards



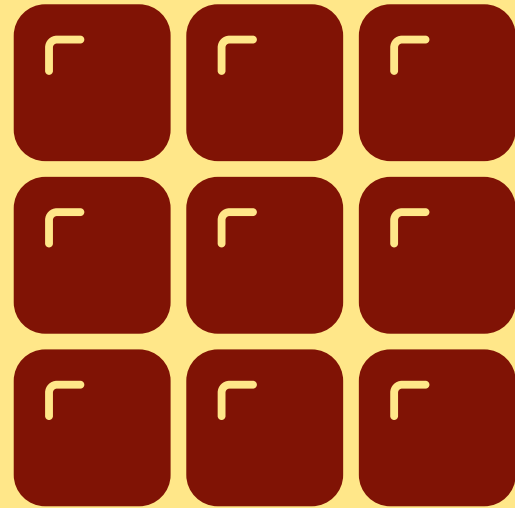
Findings

3D Cluster Views

Shows the similarity between cards as 3 dimensional spatial relationships; each point represents an individual card. Cards closer together were more frequently sorted into the same category. Also provides suggested labels for each.



Post-Card Sort Questions



(1) How easy or difficult was it to organize the options into categories?

- 5 participants reported that it was very or moderately easy
- 2 reported neutral
- 2 reported moderately difficult
 - those who said this mentioned that there were some options that seem similar or contain one another such as past projects and publications



(2) Are there any options you didn't see that you wanted to see?

(3) If yes, please share your suggestions.

- 7 participants answered no
- 2 answered yes and provided suggestions:
 - to include "Lab life" like pictures of the lab hanging out together and warm relationships
 - facilities/devices in the lab