

# Card Sorting Report

*NationalAmusements.com*

John Green  
Information Architect  
October 27, 2009

## Table of Contents

Executive Summary.....	3
Description of Card Sort .....	4
Findings and Recommendations .....	5
Alternative Interpretation of Labels .....	5
Content Difficult to Categorize (Potential Labeling Concerns).....	5
Content Expansion .....	6
Content Integration and Cross-Linking.....	6
Groupings Established for Content (Potential Global Navigation) .....	6
Separate (Non-Grouped) High-Level Pages (Potential Global Navigation).....	6
Card Sorting Data .....	7
Conventions .....	7
Card Sort 1 .....	7
Card Sort 2 .....	9
Card Sort 3 .....	11
Card Sort 4 .....	13
Card Sort 5 .....	15
Card Sort 6 .....	17
List of Cards.....	19

## Executive Summary

An exploratory card sorting exercise was conducted as part of the NationalAmusements.com website redesign. The primary goals of the card sort were to understand how users 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 labels need to be revised in order to reduce ambiguity.
- *Content Difficult to Categorize (Potential Labeling Concerns)*  
These items generally need to have a different label assigned, in order to reduce user confusion as to the pages' content.
- *Content Expansion*  
Users sometimes suggest additional content during the card sort, such as pages they expected to find but did not see.
- *Content Integration and Cross-Linking*  
Building links between related areas is essential to site navigation; card sorts are especially good at identifying these relationships.
- *Groupings Established for Content (Potential Global Navigation)*  
These group labels are quite useful as candidates for the site architecture.
- *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. Typically they serve a utility function.

The card sorting identified "Comedy Zone at Warwick", "Lux Level", "RWC/DVS", "Studio 3", and "The Bridge" as having the most significant labeling concerns. Making changes to these labels is recommended in order to clarify their nature.

Interpretations of the "Baby Pictures" and "Popcorn Club" labels also varied from user to user, suggesting that labeling changes would again be beneficial.

Analysis of the recommended categories suggests content groupings for both auditorium and building amenities, concessions, events, gifts, informational pages, locations, services, and special programs. Additional groupings targeting frequent movie-goers and educators are also suggested.

The Findings and Recommendations section provides additional details and suggested labels, as well as options for standalone global navigation pages such as "Contact Us" and "Privacy Policy".

## Description of Card Sort

Card sorting conducted:	October 2-11, 2009
Testing occurred at:	Users' homes
Number of tests:	Six
Participants per test:	One user per card sort
Test duration:	Ranged from 25 to 60 minutes
Number of cards:	51
Type of card sort:	Exploratory (users created groupings of related cards and assigned labels to those groupings)

## Findings and Recommendations

### *Alternative Interpretation of Labels*

- “Baby Pictures” was interpreted as a service that took photos of infants by two users. One user recalled later on in the card sort that this card referred to the movie program for parents and their newborns. The other user grouped it into a category called “Things that Cost More Money”. Changing the label to “Baby Pictures Features” might help to clarify the purpose of this page for users.
- “Popcorn Club” was interpreted as being something food-related by two users, being put into groups called “Things to do with Food” and “Food with Your Entertainment”. Changing the label to “Popcorn Club for Kids” or similar might help to clarify the purpose of this page for users.
- Based on their groupings, no user associated “Educators Calendar” / “Educators Connection” / “Educators Program” with IMAX films specifically. Adding “IMAX” to the beginning of the label will help clarify this for users.

### *Content Difficult to Categorize (Potential Labeling Concerns)*

- Comedy Zone at Warwick (in six card sorts)
- Studio 3 (in five card sorts)
- Lux Level (in four card sorts)
- RWC/DVS (in four card sorts)
- The Bridge (in four card sorts)
- Cinema de Lux (in three card sorts)
- Educators Connection (in three card sorts)
- Business Meetings (in two card sorts)
- Digital Cinemas (in two card sorts)
- Screecher Feature Series (in two card sorts)
- StarPass (in two card sorts)
- Baby Pictures (in one card sort)
- Bookworm Wednesdays (in one card sort)
- Corporate (in one card sort)
- Corporate Discount Tickets (in one card sort)
- Educators Calendar (in one card sort)
- Educators Program (in one card sort)
- Food Court (in one card sort)
- IMAX Group Sales (in one card sort)
- In-Seat Dining (in one card sort)
- Met Opera in HD (in one card sort)
- Movie Party (in one card sort)
- Press Releases (in one card sort)

### *Content Expansion*

- During one card sort, the user commented that they expected to see additional cards for more-specific FAQ pages (i.e. along the same lines as “Theatre Rental FAQs”) in addition to the general “FAQ” card.

### *Content Integration and Cross-Linking*

- Provide cross-links between *Events* and *Movies*, or integrate into one section
- Provide cross-links between *Events* (specifically, “Current Events”) and current seasonal programs found under *Programs* (e.g. “Screecher Feature Series”)
- Break *Theatres* into two sections – one handling building types and one handling auditorium amenities

### *Groupings Established for Content (Potential Global Navigation)*

- Additional Services / Group Sales / Rentals
- Areas of Interest / Entertainment Options / Fun Stuff
- Attractions for Educators / Education / For Teachers / Schools / Teachers
- Cinemas / National Amusements Family / Names of Buildings / Owned and Operated / Theaters / Theater Sections / Theater Types
- Alternative Ways to Enjoy Your Feature / Cinema Experience / Projection
- Concessions / Food / Food and Drink / Food with Your Entertainment
- Daily Attractions / Promotions / Special Events / Special Features
- Discounts / Group Sales / Groups
- Events / Happenings / Now Playing
- Frequent Visitors / Memberships / Rewards Programs
- Gifts / Gift Options / Presents / Sales
- IMAX / The IMAX Experience
- Information / Informational Links
- Promotions / Special Offerings / Things That Cost More Money

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

- Contact Us
- Privacy Policy

## Card Sorting Data

### *Conventions*

Boldface, left-aligned text indicates a potential global navigation area; italicized, right-aligned text indicates a potential local navigation area.

### *Card Sort 1*

#### *Suggested Label*

#### *Cards in Group*

#### **Alternative Ways to Enjoy Your Feature**

Digital Cinemas  
REAL D Digital 3D  
RWC/DVS  
The IMAX Experience

#### **Areas of Interest**

Comedy Zone at Warwick  
Lux Level  
Studio 3

#### *Food and Drink*

Chatters Bar & Grill  
Food Court  
Main Concessions

#### **Events**

Coming Soon  
Current Events  
IMAX Films  
Now Playing  
Past Events

#### **FAQs**

FAQs  
Theatre Rental FAQs

#### **Gift Options**

Gift Cards  
Gift Certificates

#### **Groups**

Group Sales  
IMAX Group Sales  
Private Movie Screenings

#### **Information**

Advertise With Us  
Business Meetings  
Contact Us  
Corporate  
Corporate Discount Tickets  
Employment  
Locations  
Press Releases  
Privacy Policy

#### **Memberships**

Popcorn Club  
StarPass

#### **Owned and Operated**

Cinema de Lux  
Multiplex Cinemas  
Showcase Cinemas  
The Bridge

**Schools**

Educators Calendar  
Educators Connection  
Educators Program

**Special Events**

Bargain Tuesdays  
Dinner & A Movie  
In-Seat Dining  
Met Opera in HD  
Screecher Feature Series  
Senior Wednesdays  
Silver Screen Classics

*Kids*

Baby Pictures  
Bookworm Wednesdays  
Kidtoon Films  
Movie Party

User Comments:

- User was not sure what “Business Meetings”, “Comedy Zone at Warwick”, “Corporate”, “Corporate Discount Tickets”, “Digital Cinemas”, “Educators Calendar”, “Educators Connection”, “Educators Program”, “IMAX Group Sales”, and “Studio 3” referred to.
- User was not sure whether “IMAX Films” referred to the IMAX film medium itself or a list of films available in the IMAX format.
- User questioned the purpose/usefulness of having a page on “Past Events”.



*Card Sort 2*

Suggested Label

**Corporate**

**General**

**IMAX**

**News**

**Sales**

**Schools**

**Special Features**

**Special Offerings**

**Theater**

**Theater Sections**

Cards in Group

Business Meetings  
Corporate  
Corporate Discount Tickets

Advertise With Us  
Coming Soon  
Contact Us  
Employment  
FAQs  
Locations  
Now Playing  
Press Releases  
Privacy Policy  
Theatre Rental FAQs

IMAX Films  
IMAX Group Sales  
The IMAX Experience

Current Events  
Past Events

Gift Cards  
Gift Certificates  
Group Sales

Educators Calendar  
Educators Connection  
Educators Program

Baby Pictures  
Bargain Tuesdays  
Bookworm Wednesdays  
Kidtoon Films  
Met Opera in HD  
Screecher Feature Series  
Senior Wednesdays  
Silver Screen Classics

Dinner & A Movie  
In-Seat Dining  
Movie Party  
Popcorn Club  
Private Movie Screenings  
StarPass

Showcase Cinemas

Chatters Bar & Grill  
Comedy Zone at Warwick  
Food Court  
Lux Level  
Main Concessions  
Studio 3

**Theater Types**

Cinema de Lux  
Multiplex Cinemas  
The Bridge

*Extras*

Digital Cinemas  
REAL D Digital 3D  
RWC/DVS

User Comments:

- User was not sure what “Cinema de Lux”, “Comedy Zone at Warwick”, “Lux Level”, “RWC/DVS”, “StarPass”, and “The Bridge” referred to.
- User first thought “Baby Pictures” referred to infant photos before recalling it was a program for newborns and their parents.

*Card Sort 3*

Suggested Label

**Cinemas**

Cards in Group

Cinema de Lux  
Multiplex Cinemas  
Showcase Cinemas  
The Bridge

**Concessions**

Chatters Bar & Grill  
Food Court  
In-Seat Dining  
Lux Level  
Main Concessions

**Corporate**

Advertise With Us  
Business Meetings  
Corporate Discount Tickets

**Events**

Current Events  
Past Events

**FAQs**

Theatre Rental FAQs

**Fun Stuff**

Comedy Zone at Warwick  
Studio 3

**Gifts**

Gift Cards  
Gift Certificates

**Groups**

Group Sales  
Movie Party  
Private Movie Screenings

**The IMAX Experience**

IMAX Films  
IMAX Group Sales

**Main**

Coming Soon  
Contact Us  
Corporate  
Employment  
FAQs  
Locations  
Now Playing  
Press Releases  
Privacy Policy

**Projection**

Digital Cinemas  
REAL D Digital 3D  
RWC/DVS  
The IMAX Experience

**Promotions**

Baby Pictures  
Bargain Tuesdays  
Bookworm Wednesdays  
Dinner & A Movie  
Kidtoon Films  
Met Opera in HD  
Screecher Feature Series  
Senior Wednesdays  
Silver Screen Classics

**Rewards Programs**

Popcorn Club  
StarPass

**Teachers**

Educators Calendar  
Educators Connection  
Educators Program

User Comments:

- User was not sure what “Bookworm Wednesdays”, “Comedy Zone at Warwick”, “Digital Cinemas”, “Lux Level”, “RWC/DVS”, “Studio 3”, and “The Bridge” referred to.
- User was not sure what “Educators Calendar”, “Educators Connection”, and “Educators Program” referred to, but had already grouped them together prior to noting it.

*Card Sort 4*

Suggested Label

Cards in Group

**Accommodations for Disabilities**

RWC/DVS

**Branches**

Comedy Zone at Warwick  
 Digital Cinemas  
 REAL D Digital 3D  
 Studio 3  
 The IMAX Experience

*Names of Buildings*

Cinema de Lux  
 Multiplex Cinemas  
 Showcase Cinemas  
 The Bridge

**Business Opportunities**

Advertise With Us  
 Business Meetings  
 Corporate  
 Press Releases

**Daily Attractions**

Bargain Tuesdays  
 Bookworm Wednesdays  
 Kidtoon Films  
 Screecher Feature Series  
 Senior Wednesdays  
 Silver Screen Classics

**Discounts**

Corporate Discount Tickets  
 Employment  
 Group Sales  
 IMAX Group Sales  
 StarPass

*Presents*

Gift Cards  
 Gift Certificates

**Happenings**

Coming Soon  
 Current Events  
 Now Playing  
 Past Events

*For Teachers*

Educators Calendar  
 Educators Connection  
 Educators Program

**Things that Cost More Money**

Baby Pictures  
 Dinner & A Movie  
 IMAX Films  
 Met Opera in HD  
 Movie Party  
 Private Movie Screenings  
 Theatre Rental FAQs

**Things to do with Food**

Chatters Bar & Grill  
Food Court  
In-Seat Dining  
Lux Level  
Main Concessions  
Popcorn Club

**Ways to Learn About National Amusements**

Contact Us  
FAQs  
Locations  
Privacy Policy

User Comments:

- User was not sure what “Business Meetings”, “Cinema de Lux”, “Comedy Zone at Warwick”, “Educators Connection”, “Lux Level”, “Met Opera in HD”, “Press Releases”, “RWC/DVS”, “Studio 3”, and “The Bridge” referred to.
- User asked for clarification as to what “Educators Calendar”, “Kidtoon Films”, “Screecher Features Series”, and “StarPass” referred to.
- User asked for clarification between “IMAX Films” vs. “The IMAX Experience”.
- User struggled for a place to put “RWC/DVS” before settling on placing it in its own group.

*Card Sort 5*

Suggested Label

**Additional Services**

**Attractions for Educators**

**FAQs**

**Food with Your Entertainment**

**National Amusements Family**

*Featured Destinations*

**Now Playing**

Cards in Group

Advertise With Us  
Business Meetings  
Corporate Discount Tickets  
Group Sales  
IMAX Group Sales  
Movie Party  
Private Movie Screenings  
RWC/DVS  
Theatre Rental FAQs

Educators Calendar  
Educators Connection  
Educators Program

Contact Us  
Employment  
FAQs  
Press Releases  
Privacy Policy

Dinner & A Movie  
Food Court  
Gift Cards  
Gift Certificates  
In-Seat Dining  
Main Concessions  
Popcorn Club  
StarPass

Cinema de Lux  
Corporate  
Locations  
Lux Level  
Multiplex Cinemas  
Showcase Cinemas  
The Bridge

Chatters Bar & Grill  
Comedy Zone at Warwick  
Studio 3

Coming Soon  
Current Events  
Digital Cinemas  
IMAX Films  
Now Playing  
REAL D Digital 3D  
Screecher Feature Series  
The IMAX Experience

**Special Features**

Baby Pictures  
Bookworm Wednesdays  
Kidtoon Films  
Met Opera in HD  
Past Events  
Silver Screen Classics

*Daily Features* Bargain Tuesdays  
Senior Wednesdays

User Comments:

- User was not sure what “Baby Pictures”, “Cinema de Lux”, “Comedy Zone at Warwick”, “Educators Connection”, “Food Court”, “Lux Level”, “RWC/DVS”, “Screecher Feature Series”, “StarPass”, “Studio 3”, and “The Bridge” referred to.
- User expected to see additional cards for more-specific FAQ pages (i.e. along the same lines as “Theatre Rental FAQs”)
- User wanted cross-links that would connect their “Additional Services”, “FAQs”, “Food with Your Entertainment”, “Now Playing”, and “Special Features” sections.



*Card Sort 6*

Suggested Label

**Cinema Experience**

Cards in Group

Digital Cinemas  
IMAX Films  
REAL D Digital 3D  
RWC/DVS  
The IMAX Experience

**Education**

Educators Calendar  
Educators Connection  
Educators Program

**Entertainment Options**

Chatters Bar & Grill  
Comedy Zone at Warwick  
In-Seat Dining  
Lux Level  
Studio 3

**Events**

Current Events  
Past Events

**Food**

Food Court  
Main Concessions

**Frequent Visitors**

Popcorn Club  
StarPass

**Gifts**

Dinner & A Movie  
Gift Cards  
Gift Certificates

**Group Sales**

Corporate Discount Tickets  
Group Sales  
IMAX Group Sales

**Informational Links**

Advertise With Us  
Contact Us  
Corporate  
Employment  
FAQs  
Press Releases  
Privacy Policy

**Kids' Specials**

Bookworm Wednesdays  
Kidtoon Films

**Movie Info**

Coming Soon  
Now Playing

**Rentals**

Business Meetings  
Movie Party  
Private Movie Screenings  
Theatre Rental FAQs

**Senior/Bargain**

Bargain Tuesdays  
Senior Wednesdays  
Silver Screen Classics

**Special Features**

Baby Pictures  
Met Opera in HD  
Screecher Feature Series

**Theaters**

Cinema de Lux  
Locations  
Multiplex Cinemas  
Showcase Cinemas  
The Bridge

User Comments:

- User was not sure what “Comedy Zone at Warwick”, “In-Seat Dining”, “Movie Party”, “Screecher Feature Series”, and “Studio 3” referred to.
- User asked for clarification as to what “Locations” and “Private Movie Screenings” referred to.

## List of Cards

1. Advertise With Us
2. Baby Pictures
3. Bargain Tuesdays
4. Bookworm Wednesdays
5. Business Meetings
6. Chatters Bar & Grill
7. Cinema de Lux
8. Comedy Zone at Warwick
9. Coming Soon
10. Contact Us
11. Corporate
12. Corporate Discount Tickets
13. Current Events
14. Digital Cinemas
15. Dinner & A Movie
16. Educators Calendar
17. Educators Connection
18. Educators Program
19. Employment
20. FAQs
21. Food Court
22. Gift Cards
23. Gift Certificates
24. Group Sales
25. IMAX Films
26. IMAX Group Sales
27. In-Seat Dining
28. Kidtoon Films
29. Locations
30. Lux Level
31. Main Concessions
32. Met Opera in HD
33. Movie Party
34. Multiplex Cinemas
35. Now Playing
36. Past Events
37. Popcorn Club
38. Press Releases
39. Privacy Policy
40. Private Movie Screenings
41. REAL D Digital 3D
42. RWC/DVS
43. Screecher Feature Series
44. Senior Wednesdays
45. Showcase Cinemas
46. Silver Screen Classics
47. StarPass
48. Studio 3
49. The Bridge
50. The IMAX Experience
51. Theatre Rental FAQs