

Card Sorting Report

NationalAmusements.com

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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