

Card Sort: Glidden Paint Company

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Executive Summary

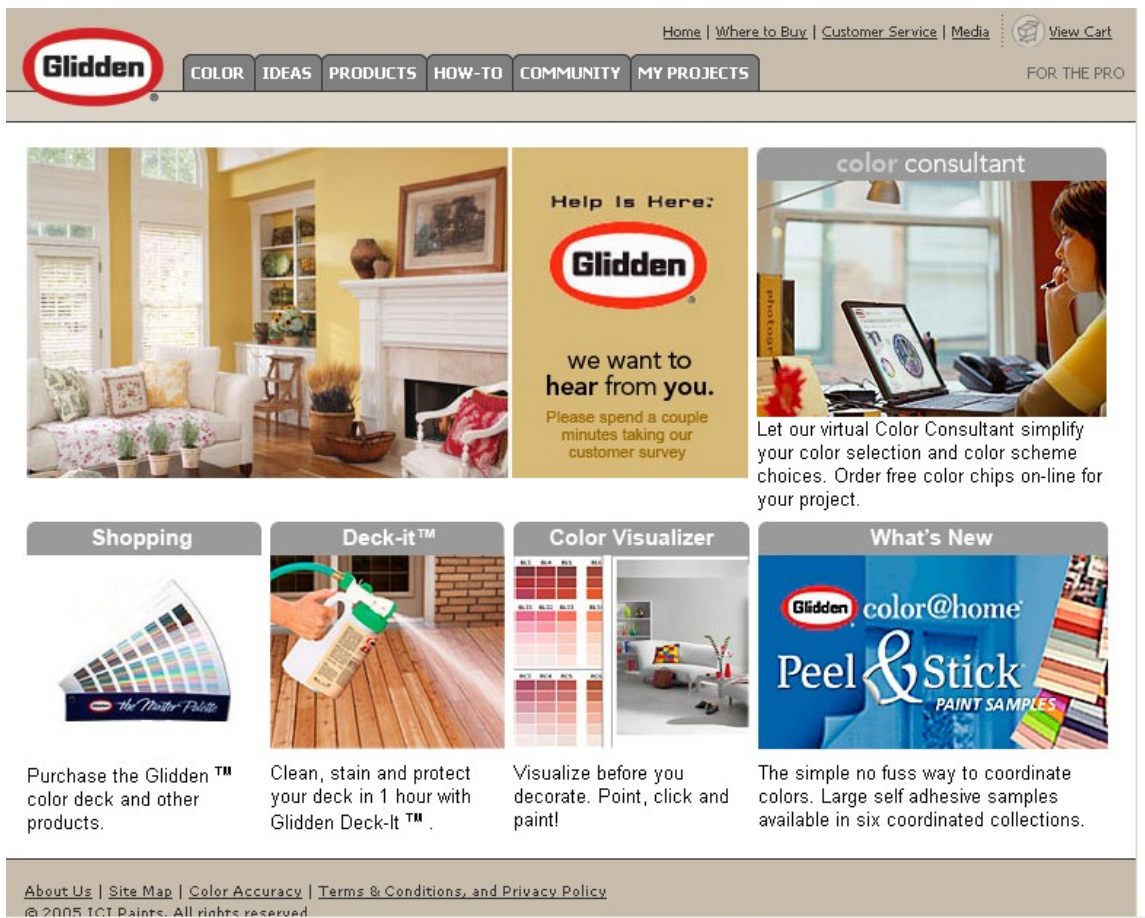
The Glidden Paint Company is doing a website redesign; therefore an exploratory card sort was conducted to aid in this task. In conducting this card sort, many issues were discovered that caused the users some confusion along the way. The most important discovery was the unclear labeling of both the global and local navigation. In order to improve these problems, some suggestions were given:

- Clarify the global navigation category “Community”. This needs to be better defined so the users know what to expect. The suggested label change is to call it “In your community” or “Ideas for your community” so as to make it clear that it relates to their physical home-town. Also, because there is only one item under this category (colorful classrooms), another option would be to leave out the global tab entirely, and advertise this item on the home page, or another sub-page.
- Eliminate the “MSDS” title, and call it “Safety Information” instead, as MSDS does not give the users any information.
- Change the label “Exterior” to something that separates it more from the label “Exterior Guides.” Possible renames include “Home Exterior Projects” or “Home Exterior Ideas”
- Clarify that Color@Home is software. This could be done by changing the label to “Color@Home Software,” or creating a new global navigation category called “Software”
- The global navigation title “Color” has an introductory page when clicked, however none of the other categories have this. Because most of the users felt that the one word categories were somewhat vague, it would be recommended that an introductory page to all of the headings be added, to better explain what the categories mean.
- All users felt unsure as to what “Faux Finishes” meant. The best solution would be to add a clearer description on both the introductory page that this title is under, as well as on the “Faux Finishes” page itself.
- Because of the confusion over the label “My Projects,” this needs to be renamed. Since the actual area that the users log into is called “My Project Planner” it is recommended that the global navigation label be named that as well.
- “Colorful Classrooms” was frequently misinterpreted. When the user clicks on the page itself, it refers to this area as the “Colorful Classrooms Campaign.” Thus, it would be more consistent, as well as add clarity, to name the local navigation title this as well.

Glidden Paint Company (<http://www.glidden.com>)

Overview of Current Site:

The structure of Glidden’s current website appears to be mainly full mesh due to the cross-linking throughout. Also, the order of the top-tabbed global navigation appears to be somewhat random, but is perhaps listed in level of importance. The majority of the global navigation labels employ the topical scheme, however this isn’t completely consistent throughout. The labels such as “How-to” and “My Projects” indicate a different scheme, such as question based and role/audience based. The local navigation also mainly employs the topical scheme, but didn’t quite stay consistent either. In terms of the breadth of the site, it appears to be much more broad then deep, as the majority of the site only extends three levels down.



(index page, 10/11/05)

Current Site Content List:

The Current Groupings are as follows (global navigation is in bold; local navigation is in italic):

- **Color:** *Color Palette; Color Consultant; Color Visualizer; Color Test*
- **Ideas:** *Color Basics, Design Yips, Small Projects, Exterior*
- **Products:** *What's New; Product Finder; Our Brands; Color@Home; Paint Calculator; Sheen Guide; MSDS*
- **How-To:** *Interior Guides; Exterior Guides, Faux Finishes; Paint Calculator; FAQ*
- **Community:** *Colorful Classrooms*
- **My Projects:** *Login; Register*

Task Summary

An exploratory card sort was conducted to aid the Glidden Paint Company's website redesign. This card sort was conducted using the website's global and local navigation (see Current Site Content List above), and took place over a period of two weeks, testing a total of four users. For this task the card method was employed, in order for the test-giver to see the immediate impressions of the users, as well as receiving aural and visual feedback.

Most Important Items

The most interesting detail found in the card sort was the way the users interpreted the global navigation titles. Nearly all of them were confused by the single word descriptions, and did not find it easy to decipher the meanings of each area. This would cause discussion of what the global titles could have been called to make it less confusing to them.

One of the most obvious problems that were shown through the card sort was the unclear label "Community". Almost none of the users felt comfortable placing even a single card underneath it. Another label that somewhat confused the users was "My Projects." Most did not realize that this was an area to save their work. Also, it became clear that the users did not feel the need for two paint calculators, and would prefer to have the simplicity of only one. This was proven by the 50% of users that simply left out the second calculator from the sort altogether.

Outlying Cards

The cards that caused the most problems and were most often placed differently was the local navigation MSDS, Faux Finishes, Exterior, Color@Home, Colorful Classrooms, and (the second) Paint Calculator, as well as the global navigation headings Community and My Projects.

MSDS was hard to place due to its complete lack of information, and Exterior had a similar problem. Though it specified exterior, it could have been concerning many different things all to do with exterior. In addition, some of the users were confused by the separate category "Exterior Guides" and how the two related to one another. Color@Home was basically misinterpreted. Most thought it would be instructions (or something along those lines) for painting their home, while one even thought it could be an email address. Colorful Classrooms confused the users, as they did not know what the subject matter under that title would relate to. And finally, the second Paint Calculator was seen by most of the users as redundant and unnecessary.

The global categories were also quite confusing to the users. None of them realized that "Community" related to their physical home-town community. Most interpreted it as the community of the website, meaning those people that used the Glidden site; therefore they did not understand what to place under it. My Projects wasn't as confusing, but the users still did not realize what it would do for them. That caused a variety of things to end up under the category.

Trends and Patterns

One of the most recurring trends that were discovered in the user testing was the habit of the users to put most of the labels with “color” in the title, under the global heading “Color.” Of the seven local navigation headings with the word color in them, all of the users put at least five of them under the global heading “Color.”

When sorting the local navigation, some of the cards were placed identically by all users. Those results are as follows:

Products: *Product Finder, Our Brands*

How-to: *FAQ, Paint Calculator*

Color: *Color Basics, Color Consultant, Color Test, and Color Palette*

The cards that were sorted identically by 75% of the users are as follows:

Products: *What’s New*

Ideas: *Design tips, Sheen Guide, Interior Guides, Exterior Guides*

Color: *Color Visualizer*

My Projects: *Register, Small Projects*

And finally, the cards that were sorted differently by the majority of the users are as follows:

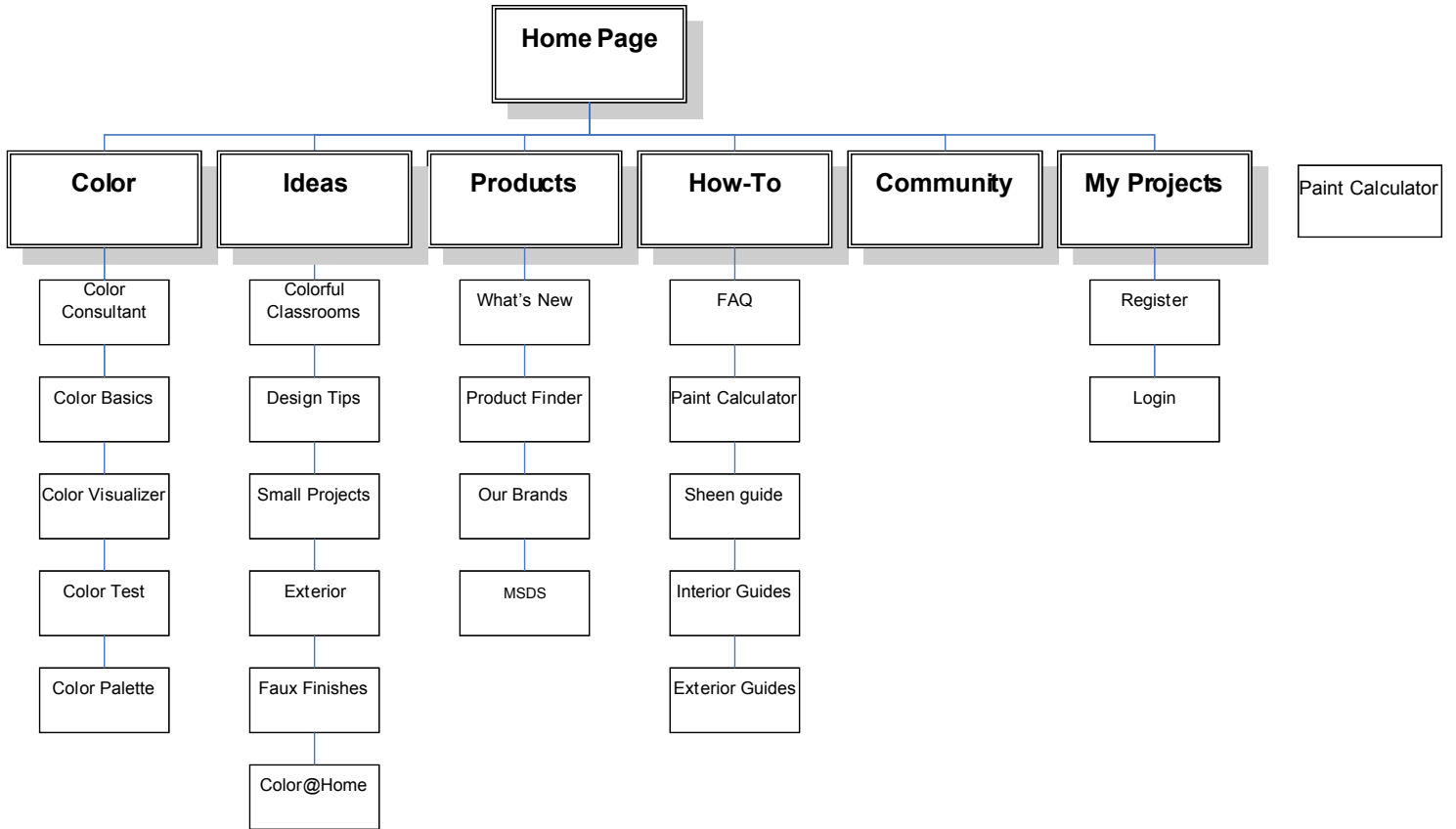
MSDS, Faux Finishes, Exterior, Color@Home, Colorful Classrooms, and (the second) Paint Calculator

Suggested Changes

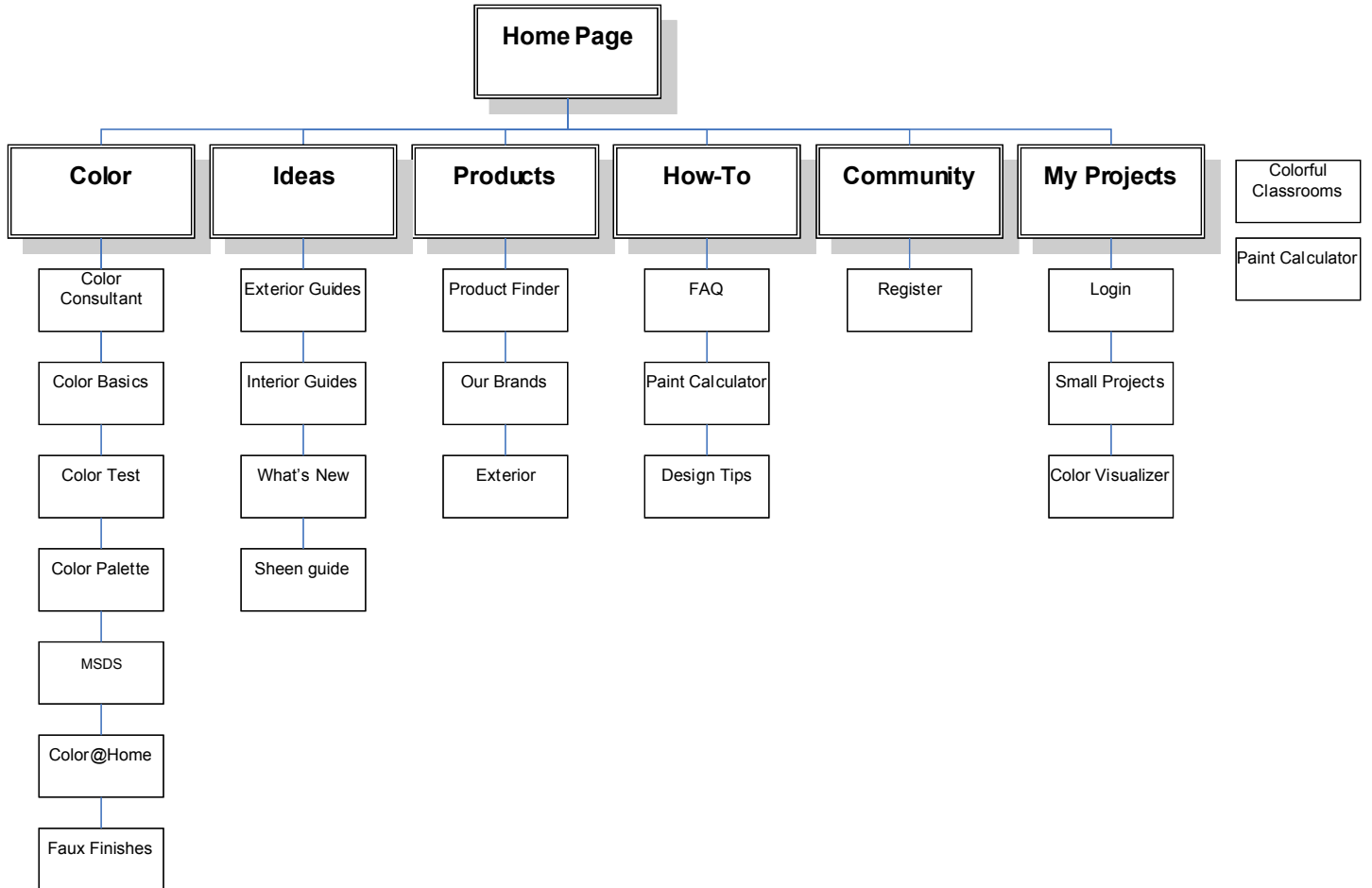
1. Clarify the global navigation category “Community”. This needs to be better defined so the users know what to expect. The suggested label change is to call it “In your community” or “Ideas for your community” so as to make it clear that it relates to their physical home-town. Also, because there is only one item under this category (colorful classrooms), another option would be to leave out the global tab entirely, and advertise this item on the home page, or another sub-page.
2. Eliminate the “MSDS” title, and call it “Safety Information” instead, as MSDS does not give the users any information.
3. Eliminate the second Paint Calculator, as most of the users saw no need for the second one.
4. Consider changing the label “Exterior” to something that separates it more from the label “Exterior Guides.” Possible renames include “Home Exterior Projects” or “Home Exterior Ideas”

5. Clarify that “Color@Home” is software. This could be done by changing the label to “Color@Home Software,” or creating a new global navigation category called “Software”
6. The global navigation title “Color” has an introductory page when clicked, however none of the other categories have this. Because most of the users felt that the one word categories were somewhat vague, it would be recommended that an introductory page to all of the headings be added, to better explain what the categories mean.
7. All users felt unsure as to what “Faux Finishes” meant. The best solution would be to add a clearer description on both the introductory page that this title is under, as well as on the “Faux Finishes” page itself.
8. Because of the confusion over the label “My Projects,” this needs to be renamed. Since the actual area that the users log into is called “My Project Planner” it is recommended that the global navigation label be named that as well.
9. “Colorful Classrooms” was frequently misinterpreted. When the user clicks on the page itself, it refers to this area as the “Colorful Classrooms Campaign.” Thus, it would be more consistent, as well as add clarity, to name the local navigation title this as well.

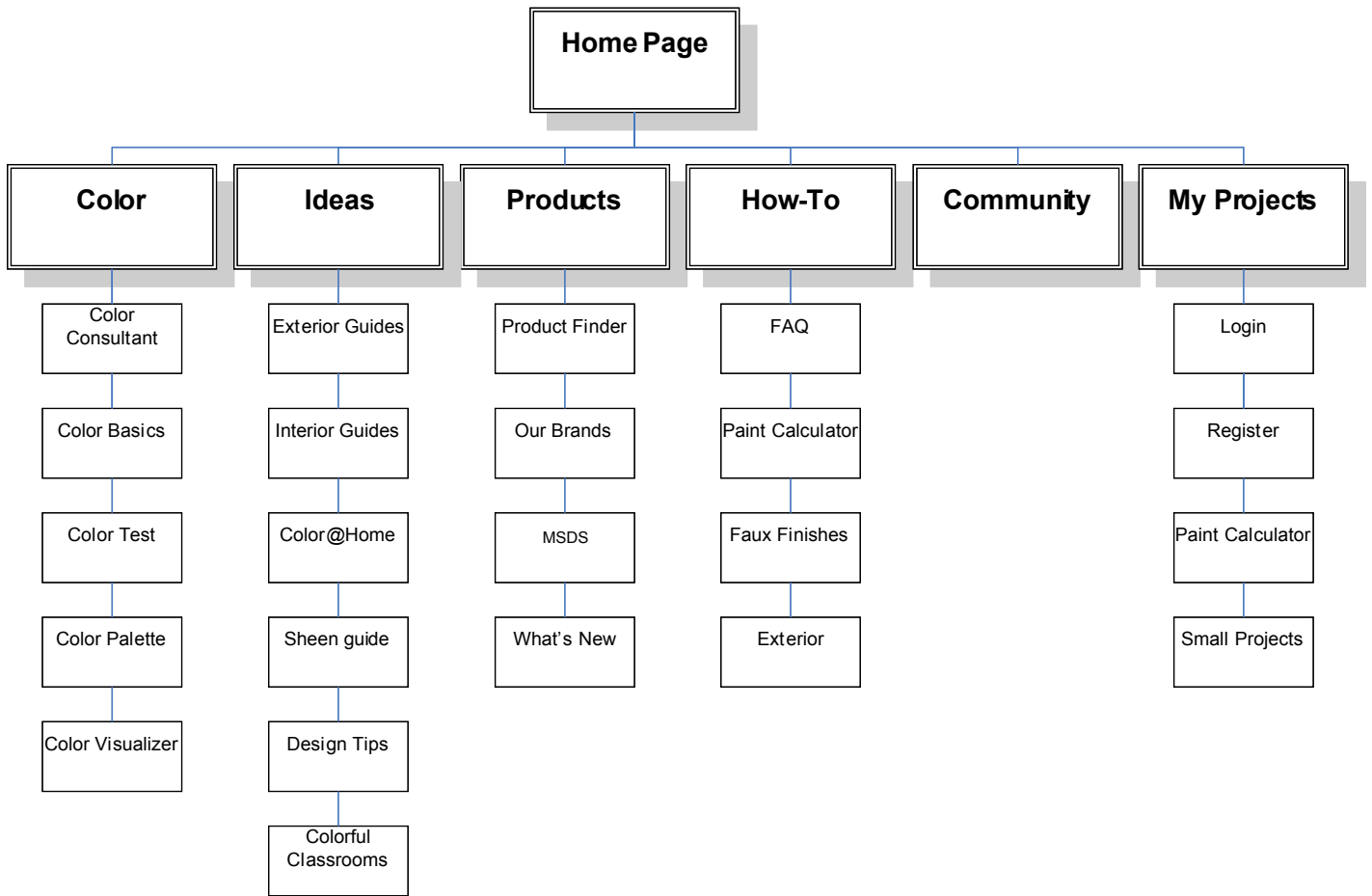
User 1 Card Sort:



User 2 Card Sort:



User 3 Card Sort:



User 4 Card Sort:

