

Card Sorting Report

British Museum

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Executive Summary

An exploratory card sorting exercise was conducted as part of the *British Museum* website redesign. The primary goals of the card sort were to understand how users grouped content into a hierarchical structure, as well as 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 and/or content needs to be relocated, 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.
- *Content Expansion*
Users sometimes suggest additional content during the card sort, such as pages they expected to find but did not see. Sometimes this can be traced back to confusion about the page label in use (the page is there but the user does not recognize it), while other times the content has simply not been included.
- *Cross-Linking / Content Integration* 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.

Analysis of the recommended categories suggests some wanted to organize exhibits by the world geographical location, while some wanted to organize by the museums geography for planning a trip.

For most participants the exclusive digital content such as games was secondary to the physical holdings. Quite often this content was misinterpreted as an on-site hands-on activity, suggesting that labeling changes would be beneficial.

The Findings and Recommendations section provides additional details and suggested labels.

Description of Card Sort

Card sorting conducted:	3/3/2013 - 3/17/2013
Testing occurred at:	Home office
Number of tests:	6
Participants per test:	One user per card sort
Test duration:	Ranged from 25-35 minutes
Number of cards:	50
Type of card sort:	Exploratory (users created groupings of related cards and assigned labels to those groupings)

Findings and Recommendations

Alternate Interpretations of Labels

- “Registered addresses and details” was often interpreted as Contact information. This suggests that an alternative label, such as “Non-profit Licenses” or “Business Registration” should be used.

Content Difficult to Categorize: Potential Labeling Concerns

- Some content was not obvious digital versus physical. For example, “Little or Large Game” and “Play the Great Dig”. Clarification was needed whether that was an on-site hands-on activity or exclusively digital activity.
- Half-term activity Amazing China (in two card sorts)
- Registered addresses and details (in two card sorts)
- “Studying colourants: methodological approach” and “Studying colourants: fieldwork in Peru and Bolivia” seemed a bit too specialized or academic for the general public. Most participants had difficulty categorizing. In one card sort the British English spelling was distracting.

Content Expansion

- No findings suggested.

Cross-Linking / Content Integration

- Provide cross-linking between a specific exhibit and the museums map location

Groupings Established for Content; Potential Global Navigation

- Special Gallery Events
- Supporting the Museum/Membership Information/Membership and Giving
- Museum Business/About
- Gallery Maps/Exhibit Maps/ Planning Your Trip
- About/About the Museum/Museum Business/Contact and Press
- Become a Volunteer
- Families and Kids/Family and Kids Activities/Youth Activities/Family and Young Visitors
- Visitor Information/Maps and Visitor Information/General Museum Information/Information Desk
- Exhibits/The Exhibits Area/Museum Exhibits/Early History Exhibits/Special Exhibits and Activities
- Global Exhibits/Traveling Exhibits
- Main Exhibits
- British Artifacts
- Rome and the West
- Greece and the East
- Special Programs/Special Exhibit/Activities and Talks
- Activities and Education/Activities at the Museum/Planning your visit
Online Activities

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

- There were no outliers suggested.

Card Sorting Data

Conventions

Boldface text indicates a potential global navigation area; italicized text indicates a potential local navigation area. Within the 'Cards in Group' column, text with items indented on the lines below represents an even deeper division/category of content.

Card Sort 1

<i>Suggested Label</i>	<i>Cards in Group</i>
Special Gallery Events	Galleries open late on Fridays Gallery closures Gallery talk Life in Egypt in the Pyramid Age Gallery Talk A History of hoards: Roman Britain Gallery Talk Kings and queens in the Hellenistic World
Supporting the Museum	Online communities Membership Volunteers Giving vital support to the work of the Museum Sponsorship Make a donation Legacies Leave a lasting gift to the world
Museum Business	Future Curators Museum traineeships Application for commercial use of the British Museum logo Application for non-commercial use of the British Museum Logo
Gallery Maps	Lower floor Ground floor Upper floor
About the Museum	Contact Registered addresses and details Global Partners Management and governance
Families and Kids	Facilities for Families Play the Great Dig Young friends Learn, discover and explore Play the Museum Run Little or Large Game Digital workshop Reshuffling the deck: card game workshop
Visitor Information	Admission and opening times

1 hour at the British Museum
3 hours at the British Museum
Court Restaurant
Free activity trails
Sculpture of William Shakespeare
The Rosetta Stone
Frequently asked questions about membership

The Exhibits Area

A loan of Palaeolithic art from the British Museum
Sikh fortress turban Birmingham Museum and Art Gallery
Winning at the ancient Games
Digital workshop Passport to the afterlife
Britain's secret treasures
Ice Age art arrival of the modern mind
Legacies Leave a lasting gift to the world
In search of Classical Greece, travel drawing of E Dodwell
Africa Programme Sustainable and dynamic initiatives for exchange and skills sharing
Egyptian Treasures at Kelvingrove
Life and death Pompeii and Herculaneum
Didcot Hoard, Ashmolean Museum

Special Exhibit

Studying colourants: fieldwork in Peru and Bolivia
Studying colourants: methodological approach

User Comments:

The colorants exhibit looks like a special sub-set to the regular gallery exhibits; maybe separate it.

Card Sort 2

<i>Suggested Label</i>	<i>Cards in Group</i>
Maps and Visitor Information	Free activity trails Galleries open late on Fridays Ground floor Lower floor Upper floor Court Restaurant
Activities and Education	3 hours at the British Museum Young friends Learn, discover and explore Play the Great Dig Play the Museum Run Digital workshop Reshuffling the deck: card game workshop Gallery talk Life in Egypt in the Pyramid Age Gallery Talk A History of hoards: Roman Britain Gallery Talk Kings and queens in the Hellenistic World Digital workshop Passport to the afterlife Studying colourants: methodological approach Studying colourants: fieldwork in Peru and Bolivia
Museum Exhibits	The Rosetta Stone A loan of Palaeolithic art from the British Museum Half-term activity Amazing China Sikh fortress turban Birmingham Museum and Art Gallery Sculpture of William Shakespeare Little or Large Game Britain's secret treasures Winning at the ancient Games Africa Programme Sustainable and dynamic initiatives for exchange and skills sharing Legacies Leave a lasting gift to the world Didcot Hoard, Ashmolean Museum 1 hour at the British Museum Life and death Pompeii and Herculaneum Ice Age art arrival of the modern mind In search of Classical Greece, travel drawing of E Dodwell Egyptian Treasures at Kelvingrove
Museum Business	Volunteers Giving vital support to the work of the Museum Gallery closures Membership

- Future Curators Museum traineeships
- Make a donation
- Online communities
- Contact
- Application for non-commercial use of the British Museum Logo
- Facilities for Families
- Admission and opening times
- Sponsorship
- Management and governance
- The British Museum Trustees
- Application for commercial use of the British Museum logo
- Global Partners
- Registered addresses and details
- Frequently asked questions about membership

User Comments:

Keep the global navigation simple.

Card Sort 3

<i>Suggested Label</i>	<i>Cards in Group</i>
General Museum Information	Sponsorship Galleries open late on Fridays Court Restaurant Legacies Leave a lasting gift to the world Future Curators Museum traineeships Global Partners Free activity trails Membership Play the Museum Run Young friends Learn, discover and explore Volunteers Giving vital support to the work of the Museum Ground floor Admission and opening times Facilities for Families Gallery closures Make a donation 1 hour at the British Museum Sculpture of William Shakespeare 3 hours at the British Museum Frequently asked questions about membership Contact Online communities The British Museum Trustees
Early History Exhibits	Upper floor A loan of Palaeolithic art from the British Museum Digital workshop Passport to the afterlife Gallery talk Life in Egypt in the Pyramid Age The Rosetta Stone Winning at the ancient Games Gallery Talk Kings and queens in the Hellenistic World In search of Classical Greece, travel drawing of E Dodwell Life and death Pompeii and Herculaneum Britain's secret treasures Play the Great Dig Studying colourants: methodological approach Gallery Talk A History of hoards: Roman Britain Egyptian Treasures at Kelvingrove
Special Exhibits and Activities	Lower floor Sikh fortress turban Birmingham Museum and Art Gallery

Didcot Hoard, Ashmolean Museum

Little or Large Game

Digital workshop Reshuffling the deck: card game workshop

Registered addresses and details

Management and governance

Application for non-commercial use of the British Museum

Logo

Application for commercial use of the British Museum logo

Global Exhibits

Africa Programme Sustainable and dynamic initiatives for exchange and skills sharing

Studying colourants: fieldwork in Peru and Bolivia

Half-term activity Amazing China

Ice Age art arrival of the modern mind

User Comments:

Would like to see exhibits organized geographically according to the location in the museum. Have digital content separate.

Card Sort 4

<i>Suggested Label</i>	<i>Cards in Group</i>
Information Desk	<ul style="list-style-type: none"> Court Restaurant Galleries open late on Fridays Legacies Leave a lasting gift to the world Sponsorship Online communities Membership Management and governance Future Curators Museum traineeships Application for non-commercial use of the British Museum Logo A loan of Palaeolithic art from the British Museum Admission and opening times Gallery closures Contact Make a donation Registered addresses and details Frequently asked questions about membership The British Museum Trustees Volunteers Giving vital support to the work of the Museum Application for commercial use of the British Museum logo Africa Programme Sustainable and dynamic initiatives for exchange and skills sharing
Activities at the Museum	<ul style="list-style-type: none"> 1 hour at the British Museum 3 hours at the British Museum Gallery Talk Kings and queens in the Hellenistic World Gallery talk Life in Egypt in the Pyramid Age
Traveling Exhibits	<ul style="list-style-type: none"> Global Partners In search of Classical Greece, travel drawing of E Dodwell Didcot Hoard, Ashmolean Museum Sikh fortress turban Birmingham Museum and Art Gallery Digital workshop Passport to the afterlife Studying colourants: methodological approach Studying colourants: fieldwork in Peru and Bolivia
Family and Kids Activities	<ul style="list-style-type: none"> Facilities for Families Young friends Learn, discover and explore Free activity trails Play the Museum Run Little or Large Game Play the Great Dig

Digital workshop Reshuffling the deck: card game workshop

Exhibit Maps

Ground floor
Lower floor
Upper floor

Main Exhibits

Ice Age art arrival of the modern mind
Life and death Pompeii and Herculaneum
Winning at the ancient Games
Egyptian Treasures at Kelvingrove
The Rosetta Stone
Half-term activity Amazing China
Gallery Talk A History of hoards: Roman Britain
Britain's secret treasures
Sculpture of William Shakespeare

User Comments:

Keep digital content separate.

Emphasize the museums physical holdings and help the visitors navigate the exhibits. Maps can be separate in the navigation but close to the main exhibits or perhaps the exhibits should be organized by location.

Card Sort 5

<i>Suggested Label</i>	<i>Cards in Group</i>
About	Legacies Leave a lasting gift to the world Sponsorship Management and governance Global Partners Online communities
Membership Information	Membership Frequently asked questions about membership Registered addresses and details
Contact and Press	The British Museum Trustees Contact Make a donation Application for commercial use of the British Museum logo Application for non-commercial use of the British Museum Logo
Youth Activities	Free activity trails Play the Museum Run Young friends Learn, discover and explore Little or Large Game Half-term activity Amazing China Play the Great Dig Digital workshop Reshuffling the deck: card game workshop
Become a Volunteer	Volunteers Giving vital support to the work of the Museum Future Curators Museum traineeships
British Artifacts	The Rosetta Stone Didcot Hoard, Ashmolean Museum Sikh fortress turban Birmingham Museum and Art Gallery Britain's secret treasures Sculpture of William Shakespeare
Rome and the West	Life and death Pompeii and Herculaneum Gallery Talk A History of hoards: Roman Britain
Greece and the East	Gallery Talk Kings and queens in the Hellenistic World In search of Classical Greece, travel drawing of E Dodwell Winning at the ancient Games Gallery talk Life in Egypt in the Pyramid Age Egyptian Treasures at Kelvingrove

Digital workshop Passport to the afterlife

Visitor Information

Admission and opening times
Galleries open late on Fridays
Facilities for Families
Gallery closures
Court Restaurant
Ice Age art arrival of the modern mind
A loan of Palaeolithic art from the British Museum

Planning Your Trip

Lower floor
Ground floor
Upper floor
1 hour at the British Museum
3 hours at the British Museum

Special Programs

Studying colourants: fieldwork in Peru and Bolivia
Studying colourants: methodological approach
Africa Programme Sustainable and dynamic initiatives for exchange and skills sharing

User Comments:

Volunteers are important; make sure that's well noticed.

Card Sort 6

<i>Suggested Label</i>	<i>Cards in Group</i>
Online Activities	Digital workshop Passport to the afterlife
	Digital workshop Reshuffling the deck: card game workshop
	Online communities
About	Future Curators Museum traineeships
	Application for commercial use of the British Museum logo
	Application for non-commercial use of the British Museum Logo
	Contact
	Registered addresses and details
	Management and governance
	Global Partners
	The British Museum Trustees
Planning your visit	Court Restaurant
	Lower floor
	Ground floor
	Upper floor
	3 hours at the British Museum
	1 hour at the British Museum
	Free activity trails
	Admission and opening times
	Galleries open late on Fridays
	Gallery closures
Membership and Giving	Frequently asked questions about membership
	Legacies Leave a lasting gift to the world
	Volunteers Giving vital support to the work of the Museum
	Sponsorship
	Make a donation
	Membership
Family and Young Visitors	Facilities for Families
	Young friends Learn, discover and explore
Exhibits	Egyptian Treasures at Kelvingrove
	Sculpture of William Shakespeare
	A loan of Palaeolithic art from the British Museum Ice Age art arrival of the modern mind
	Didcot Hoard, Ashmolean Museum

	Winning at the ancient Games
	The Rosetta Stone
	In search of Classical Greece, travel drawing of E Dodwell
	Britain's secret treasures
	Sikh fortress turban Birmingham Museum and Art Gallery
	Life and death Pompeii and Herculaneum
Activities and Talks	Gallery Talk Kings and queens in the Hellenistic World
	Gallery talk Life in Egypt in the Pyramid Age
	Gallery Talk A History of hoards: Roman Britain
	Half-term activity Amazing China
	Play the Great Dig
	Studying colourants: fieldwork in Peru and Bolivia
	Africa Programme Sustainable and dynamic initiatives for exchange and skills sharing
	Play the Museum Run
	Little or Large Game
	Studying colourants: methodological approach

User Comments:

I can see some subsets within categories, but I would want the global navigation to be kept simple. For example the maps of the museum can be separate from the activity trails and suggested itinerary, but they are related.

List of Cards

1. Admission and opening times
2. Management and governance
3. Play the Great Dig
4. Ground floor
5. Britain's secret treasures
6. Court Restaurant
7. 3 hours at the British Museum
8. Gallery Talk Kings and queens in the Hellenistic World
9. Winning at the ancient Games
10. Half-term activity Amazing China
11. Ice Age art arrival of the modern mind
12. Gallery talk Life in Egypt in the Pyramid Age
13. Facilities for Families
14. Little or Large Game
15. Digital workshop Passport to the afterlife
16. Africa Programme Sustainable and dynamic initiatives for exchange and skills sharing
17. Didcot Hoard, Ashmolean Museum
18. Global Partners
19. Gallery Talk A History of hoards: Roman Britain
20. Legacies Leave a lasting gift to the world
21. Frequently asked questions about membership
22. Registered addresses and details
23. Application for non-commercial use of the British Museum Logo
24. Online communities
25. Future Curators Museum traineeships
26. Membership
27. The British Museum Trustees
28. Galleries open late on Fridays
29. The Rosetta Stone
30. Free activity trails
31. Studying colourants: methodological approach
32. Lower floor
33. Gallery closures

34. Sculpture of William Shakespeare
35. Studying colourants: fieldwork in Peru and Bolivia
36. 1 hour at the British Museum
37. Play the Museum Run
38. In search of Classical Greece, travel drawing of E Dodwell
39. Young friends Learn, discover and explore
40. Upper floor
41. Life and death Pompeii and Herculaneum
42. Sikh fortress turban Birmingham Museum and Art Gallery
43. A loan of Palaeolithic art from the British Museum
44. Sponsorship
45. Digital workshop Reshuffling the deck: card game workshop
46. Make a donation
47. Volunteers Giving vital support to the work of the Museum
48. Application for commercial use of the British Museum logo
49. Contact
50. Egyptian Treasures at Kelvingrov