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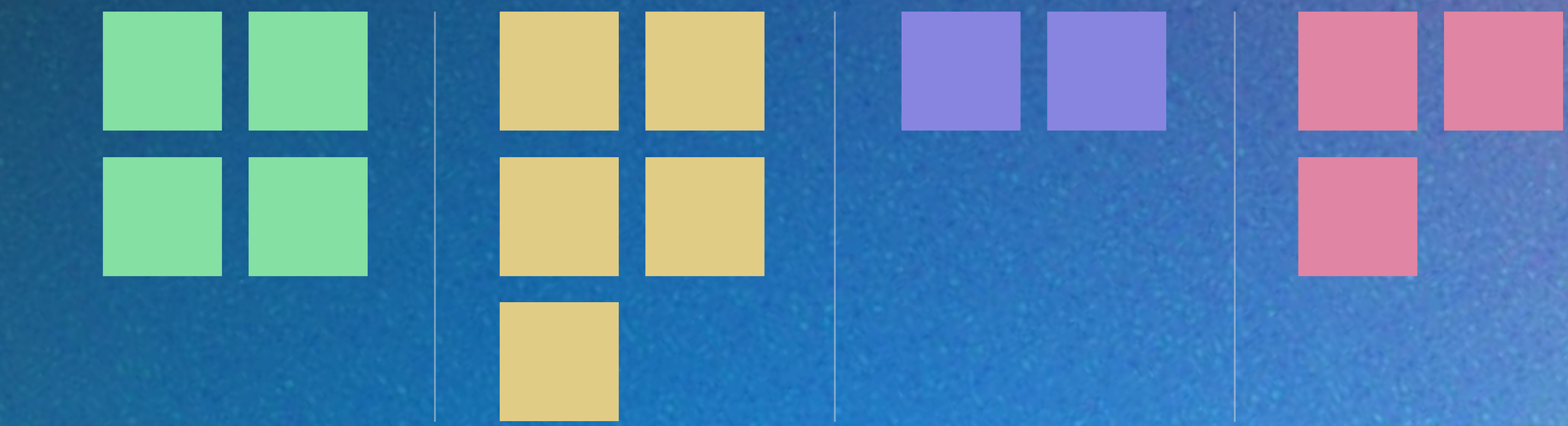
Card Sorting in UX Design

Card sorting is a popular UX research method used to understand how users categorize and organize information. It helps design intuitive information architectures by giving insights into how users group concepts or topics in a particular system or interface.





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Types of Card Sorting

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Open Card Sorting:

- Users are given a set of cards with topics or items and asked to group them in any way they prefer. They also name each group.
- This helps uncover natural groupings of information from the user's perspective.

Closed Card Sorting:

- Users are given predefined categories and asked to sort the cards into these groups.
- This is useful when you already have specific categories and want to see how well users understand them.

Hybrid Card Sorting:

- A combination of both open and closed card sorting, where users can sort cards into existing categories and also create new ones.

Steps in Card Sorting

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Preparation:

- Prepare a list of concepts or topics relevant to your product or website. These will be the "cards" to sort.

Recruit Participants:

- Ideally, select a group of users who represent your target audience. The sample size could range from 5 to 15 participants for insights.

Conduct Sorting:

- Have participants group the cards based on their understanding. If using open card sorting, they can create their own categories and label them.

Analyze the Results:

- Look for patterns in how participants have grouped the cards. This will give insights into common perceptions of how content should be organized.

Implement Findings:

- Use the insights from the card sorting to inform your information architecture and design decisions.

Benefits of Card Sorting

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User-Centered Design:

- Helps to understand user expectations and behaviors.

Organized Content:

- Ensures content is grouped in a way that makes sense to users, leading to better navigation.

Improves Usability:

- By reflecting users' mental models, it leads to easier and more intuitive interfaces.

Tools for Card Sorting

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Figma

OptimalSort

UserTesting

UsabilityHub

miro

Mural

Usability Hub

Miro

Mural

*Logos Are Used for Representation Purposes Only

Common Use Cases

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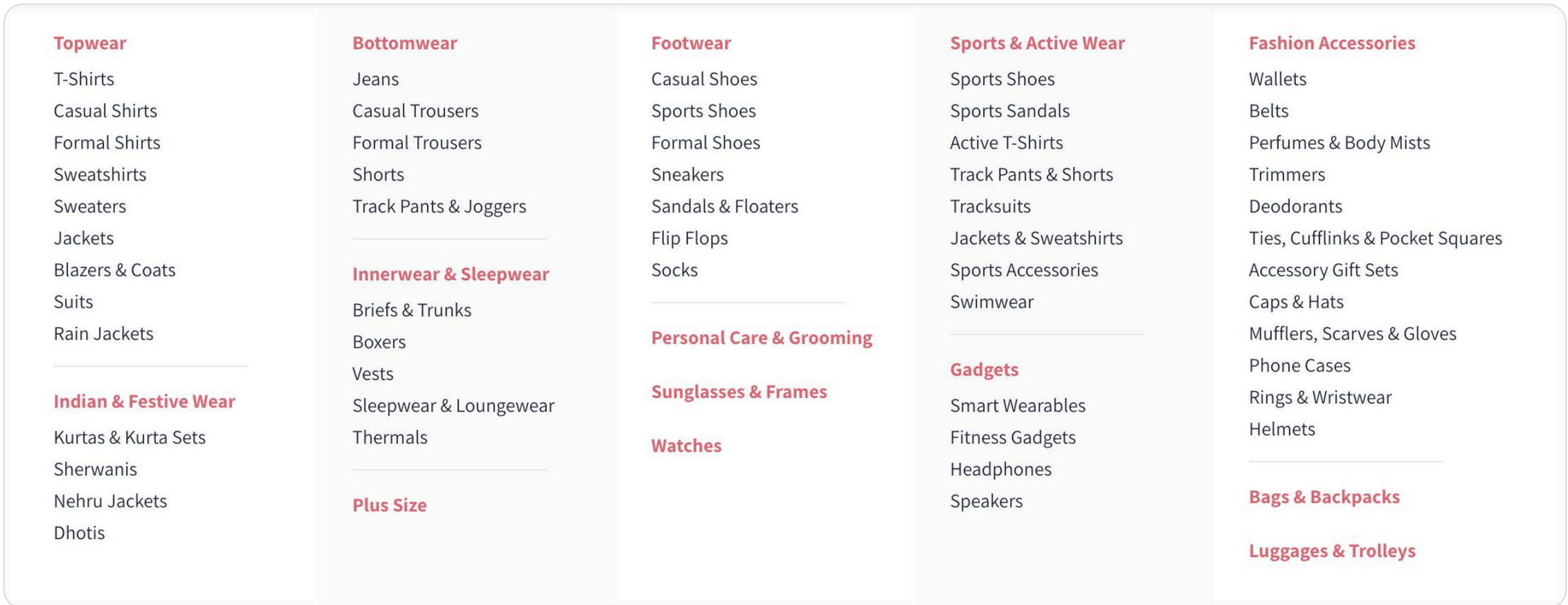

- Website Navigation Design
- Mobile App Menu Organisation
- Knowledge Base Structure
- SaaS Dashboards
- E-Learning Platforms
- Product Categories
- Content Management Systems (CMS)
- Onboarding Flows
- Internal Systems