

Card Sorting Study Script Template

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Here's a template of card-sorting instructions to use in your next study. Modify it to fit your needs.

Introduction Script

Thank you for agreeing to participate in our research. The session should take [insert time] to complete.

In this session, you will complete an activity where you arrange a set of cards into groups based on similarities. We encourage you to think out loud and explain your thought process as you sort cards. Your insights will help us understand how to better structure the content on our [website/application]. The activity includes a few steps.

[Note: Share cards at this point] -----

Step 1: You have a set of cards in front of you. Each card represents a [insert card representation e.g. feature, page, etc] on our website. Look over the full set of cards.

Step 2: Next, sort the cards into groups that make sense to you. There are no right or wrong ways of grouping cards. The purpose of this activity is to understand how you interpret each card and group them with the other cards.

There are a few considerations to keep in mind as you group cards:

- Card group sizes can vary.
- Create as many or as few groups as you'd like.
- You can rearrange cards if you change your mind at any point.
- If you don't know what a card means, leave it off to the side and we'll come back to it later.

Step 3: After sorting cards into groups, label each group of cards based on what they have in common.

Let me know once you are done with the activity.

Do you have any questions before we begin?

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Continued

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Follow-up Questions

(Post Card Sorting)

After participants group the set of cards and label each category, you might ask the following questions:

- Were any items especially easy to place?
- Were any items especially difficult to place?
- Did any items seem to belong in two or more groups?
- What are your thoughts on the unsorted items? *[if the participant left a few cards to the side, acknowledge this, and ask them the following question]*
- Did you feel any important cards were missing from the provided set?
- Were there any cards that you didn't understand? What do you think each card represents?

Follow-up questions about specific groupings:

- I noticed you placed **Card X** in **Group Z**. Can you tell me more?
- What is a more typical example of **Group Z**?
- What is a less typical example of **Group Z**?