

Zeit

Card Sorting Exercise

Results

																				Watch the Berlin Wall fall November 9, 1989									
100																				Nelson Mandela's release from prison									
71	71																			Cooking class with Julia Child, 1963									
28	28	57																		Disneyland's opening day									
28	28	42	71																	Watch Babe Ruth play in a baseball game, 1923									
57	57	28	57	71																Martin Luther King Jr.'s "I Have a Dream" speech, August 28, 1963									
57	57	28	42	57	85															1776 American declaration of independence from Britain (Philadelphia)									
14	14	28	42	71	42	57														Prohibition era speakeasy									
0	0	0	14	42	28	42	71													Roaring 20's USA									
0	0	0	14	28	28	42	42	71												Wild West (Tombstone, AZ, 1880)									
0	0	0	14	28	28	42	57	71	71											California Gold Rush									
0	0	0	14	14	14	28	28	57	71	42										Utah, Late Triassic									
14	14	14	0	0	0	0	0	28	42	14	57									Ancient China									
14	14	14	0	0	0	0	0	28	42	14	57	85								Cleopatra's Egypt, 50 BC									
14	14	14	0	0	0	0	0	28	42	14	57	85	85							Plato's Greece, 368 BC									
28	28	28	0	0	0	0	0	28	42	14	57	71	71	71						Southern Sweden, age of Beowulf									
28	28	28	0	0	0	0	0	28	42	14	42	57	57	57	71					Mozart's Vienna									
42	42	42	0	0	0	0	0	28	42	14	42	57	57	57	71	85				Vincent van Gogh's France									
28	28	42	14	14	0	0	14	0	14	0	14	28	28	28	42	71	57			Nietzsche at the Opera, 1870s Germany									
14	14	14	14	14	14	14	14	14	28	28	28	14	14	14	28	28	28	42		Beatlemania, 1963									
14	14	14	42	42	42	28	14	14	14	28	14	0	0	0	0	0	0	14	71	Woodstock experience, 1969									
14	14	28	57	57	42	28	28	14	14	14	14	0	0	0	0	0	0	28	57	85	Watch Chuck Berry, live								
57	57	57	71	42	57	57	28	14	14	14	14	0	0	0	14	14	14	28	28	28	Witness Apple iPhone unveiling, 2007								
14	14	28	71	42	42	28	42	28	14	28	14	0	0	0	0	0	0	14	28	28	57	Filming Star Wars							
14	14	14	0	0	0	0	14	14	0	14	14	42	57	42	28	14	14	14	0	0	0	28	Building the Great Pyramid, Egypt						
14	14	14	0	0	0	0	14	14	0	14	14	57	42	42	28	14	14	14	0	0	0	28	85	Building the Great Wall of China					
14	14	14	0	0	0	0	14	42	28	28	42	71	71	71	57	42	42	14	0	0	0	14	57	57	Incan Peru, c. 1450				
14	14	14	0	0	0	0	14	14	0	14	0	28	28	42	14	14	14	14	0	0	0	14	42	42	42	Explore the lost city of Atlantis			
42	42	42	14	14	14	14	0	0	0	0	0	14	14	14	28	42	42	42	14	14	14	28	0	14	14	14	57	Loch Ness monster's birth	
42	42	42	0	0	0	0	14	14	0	14	0	14	14	14	28	42	57	42	14	0	0	14	28	57	57	28	28	42	Building the Eiffel Tower

Summary

In total, 7 participants completed the card sorting exercise. 3 of the 7 also completed the earlier research interviews. The ages of the card sorting exercise participants ranged between 28-67.

30 cards in total were given to the users, based off of DesignLab's suggested cards. On average, between 2 and 7 categories were created, with an outlier of 12 categories being created by one participant. Some of the common groupings were:

- US History/Cultural US History
- Music wave
- Ancient civilizations
- International times/places
- Specific dates/activities
- Fantasy

7/7 participants grouped the following items together:

- Watching the Berlin Wall fall / Nelson Mandela's release from prison

6/7 participants grouped the following items together:

- Martin Luther King's "I Have a Dream" speech / 1776 American declaration of independence from Britain (Philadelphia)
- Ancient China / Cleopatra's Egypt, 50 BC
- Cleopatra's Egypt, 50 BC / Plato's Greece, 368 BC
- Mozart's Vienna / Vincent Van Gogh's France
- Woodstock experience, 1969 / Watch Chuck Berry, live
- Building the Great Pyramid, Egypt / Building the Great Wall of China

Takeaways

- The way that cards are titled (e.g. "Building the Great Wall of China," "Building the Great Pyramid," etc) can lead to a user grouping the cards together due to the naming convention of the cards ("Building..")
- I expected users to group these more by cultural experience (music, culinary, architectural, etc), but they were more often grouped by geographical region and chronology