

Family Hub Card Sort

Ealing Council

Created by: Invuse

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Family Hub Card Sort

This document presents the findings from a closed card sort study conducted to identify the potential information architecture for the new Ealing Family Hub website. With 48 participants, the study aimed to organise the website information in a logical structure that offers users easy access to the resources they need.

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Card Sort approach

This card sort was conducted to test potential information architecture (IA) for the new Family Hub website. The goal was to ensure the website information is organised in a logical and intuitive manner, making it easy for users to access the information and resources they need.

The closed card sort was completed by 48 participants. Participants were provided with 10 predefined headings and asked to sort a set of 55 cards (representing website content) into these headings. This method also helps us understand how well the headings align with user expectations and mental models.

The responses gathered from this card sort will be instrumental in optimising the structure of the new Family Hub website. By analysing how participants categorise information, we can make informed decisions about the website navigation and layout to provide the best user experience for all Ealing families and communities.

Summary

This card sort study provides valuable insights into the potential information architecture for the new Family Hub website.

The analysis of the card sort data, finds that:

- 4 group headings have a good level of meaning for users and a clearly defined set of cards within:
 - Activities and groups near you
 - Pregnancy and the first two years
 - Help your child develop and learn
 - Keep your family healthy
- 4 other group headings show some level of uncertainty with the study participants:
 - Mental health and family relationships
 - Extra support for your child
 - Support with day to day living
 - Keep your family safe
- 2 group headings caused users the particular confusion:
 - Young people and family hubs
 - Shape how we support local families

Based on the card sort findings, additional involvement with Family users during the development of the new Family Hub website, will be required to identify the final information structure that best meets the needs of all users.

Refinement and clarification should focus on the specific group headings that are unclear, and identifying any missing headings and subheadings. This would involve taking users through an open card sort to explore the deeper structure of the navigation, followed by tree testing to validate new groupings and specific headings.

This approach will ensure the heading groups clearly communicate their content and aligns with the mental model and expectations of as broad a group of Ealing family users as possible.

Card placement analysis

Half of the cards (27) had strong user agreement of the heading placement, with over 70% of participants agreeing on the groupings. We can be confident these cards are categorised correctly, and the corresponding group headings are likely to be easy to understand for the majority of users.

The tables below show the most popular groups for the cards with the percentage of participants who sorted each card into that heading. By examining these scores, we can understand user preferences and the logical organisation of information.

Green highlight - highest percentage for each card is highlighted in green, indicating the most popular group chosen by participants for that card.

Orange highlight - indicates cards that had their highest percentage in another group, however the percentage in this group was only slightly lower.

Activities and groups near you	Participants putting card in the heading
Clubs and activities in libraries	85%
Events at Ealing parks	85%
Local activities for children and your people	81%
Holiday playschemes	77%
Leisure centres	73%
Sports	73%
Parks	65%
Community centres	60%
After school clubs	58%
Libraries	54%
Youth clubs	50%
Holiday Activities and Feed (HAF) programme	46%
SEND activities and events	44%
Children's centres	29%
Support groups	25%
Children and Family Directory	15%

Pregnancy and the first two years	Participants putting card in the heading
Helping your partner prepare for labour	96%
Feeding your baby	92%
Preparing for parenthood	90%
Mental health for parents to be, new parents and new baby	65%
Health visiting	42%
Early Start Ealing	31%

Help your child develop and learn	Participants putting card in the heading
Key stages in your child's education	88%
Schools	71%
Childcare and Early learning	65%
Child speech development support and resources	38%
Children's centres	23%

Mental health and family relationships	Participants putting card in the heading
Mental health support for parents and carers	94%
Looking after your mental health	92%
Mental health support for children and young people	85%
Counselling services	75%
Relationships and family conflict	63%
Reducing parental conflict courses	56%
Support your child's emotional wellbeing	56%
Parenting support	21%
Mental health for parents to be, new parents and new baby	33%
Parenting service	23%

Keep your family healthy	Participants putting card in the heading
Dental health for families	98%
Health support for children and young people	85%
Health centres	83%
Local health services for families	81%
Health and wellbeing	79%
Health tips for families with younger children	75%
Health visiting	42%

Extra support for your child	Participants putting card in the heading
Support for children with SEND in early years	54%
Child speech development support and resources	42%
Advice on managing your child's behaviour	35%
Early intervention services	27%
SEND activities and events	38%
Free school transport	29%

Young people and family hubs	Participants putting card in the heading
Family Hub feedback	48%
Youth clubs	44%

Support with day to day living	Participants putting card in the heading
Cost of living support	85%
Find a food bank	83%
Benefits advice	81%
Housing support	73%
Free school meals	58%

Support with day to day living	Participants putting card in the heading
Free school transport	40%
Find childcare	31%

Keep your family safe	Participants putting card in the heading
Online safety for your family	88%
Domestic abuse support	71%

Shape how we support local families	Participants putting card in the heading
Family support services	31%
Support groups	31%
Children and Family Directory	25%
Parenting service	25%
Family Hub feedback	35%
Parenting support	21%

As shown in the tables above, there were several cards (highlighted orange) where the placement was particularly divided. These cards had more than 19% of participants placing them in a second group, with less than 11% difference with that card's highest placement.

There are 12 of cards that fit this criteria, showing some potential confusion either with the group heading or exactly what information the card represents. This indicates that these cards and group headings would benefit from further refinement to reduce ambiguity and improve clarity.

- Support groups
- Children and family directory
- Child speech development support and resources
- Children's centres
- Mental health for parents to be, new parents and new baby
- Parenting support
- Health visiting
- SEND activities and events
- Free school transport
- Youth clubs
- Family Hub feedback
- Parenting service

Confidence with the group headings

At the end of the card sort, respondents were asked to rate how confident they were about what information would go in each group heading.

How helpful did you find the group headings provided, and were you confident about what information would go in each group?

Respondents rated each group heading with one of the following options:

- I knew what information would go here
- I was not 100% certain about this group heading
- I didn't understand what information would go here.

Group headings	Knew what information goes here	Not 100% certain	Did not understand
Activities and groups near you	79%	21%	0%
Pregnancy and the first two years	90%	10%	0%
Help your child develop and learn	69%	31%	0%
Mental health and family relationships	81%	17%	2%
Keep your family healthy	79%	21%	0%
Extra support for your child	50%	46%	4%
Young people and family hubs	31%	58%	10%
Support with day to day living	67%	25%	8%
Keep your family safe	67%	29%	4%
Shape how we support local families	35%	50%	15%

Participants indicated they were most confusion about the group headings (highlighted red):

- Young people and family hubs
- Shape how we support local families

There also appears to be a level of uncertainty with 4 other group headings (highlighted orange):

- Mental health and family relationships
- Extra support for your child
- Support with day to day living
- Keep your family safe

Additional feedback

Do you have any feedback about the information or groups that you would like to share?

The final question asked of participants, generated 18 responses. These responses have been analysed by themes to identify common patterns and insights.

1. **Headings not intuitive:** 8 participants shared that the headings were not intuitive, indicating that some of the headings do not align well with the user's thoughts and expectations.
2. **Missing headings:** 6 participants felt some important headings were missing or that existing headings were too broad and could benefit from splitting out. Participants mentioned 9 heading areas that are missing.
 - o Education and schools / School Information x3
 - o Financial support / Finance x2
 - o Parenting skills / Improving your parenting skills x2
 - o Family health and wellbeing
 - o Childcare / Childcare for disabled children
 - o Domestic Abuse support
 - o Phase of child's life
 - o Activities and groups
 - o Places / Venues
3. **Multiple headings possible:** 5 participants indicated that some cards could fit under multiple headings. This feedback highlights potential crossover in the heading groups, where users feel that more than one group could be appropriate for certain information.
4. **Confusing headings:** 3 participants shared some confusion about certain headings, as they may not have the same meaning for all users.
 - o Keep your family safe x1
 - o Shape how we support local families x2
 - o Help your child develop and learn x1

◆ Participant Quotes

“Somethings seem to fit into more than one category and it'd be helpful if you could find them in both so that you don't have to try multiple options. A really good search function would be ideal.”

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“The category heading ‘Shape how we support local families’ may not mean the same to all, maybe a different heading could be selected”

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“Thinking about services and trying to normalise asking for support”

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“There are too many broad categories - they should be shorter titles that are clearer, and then broken down into subcategories if necessary. Or just much clearer, shorter titles that don't cross over too much”

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