Travel Baby - A baby travel information website

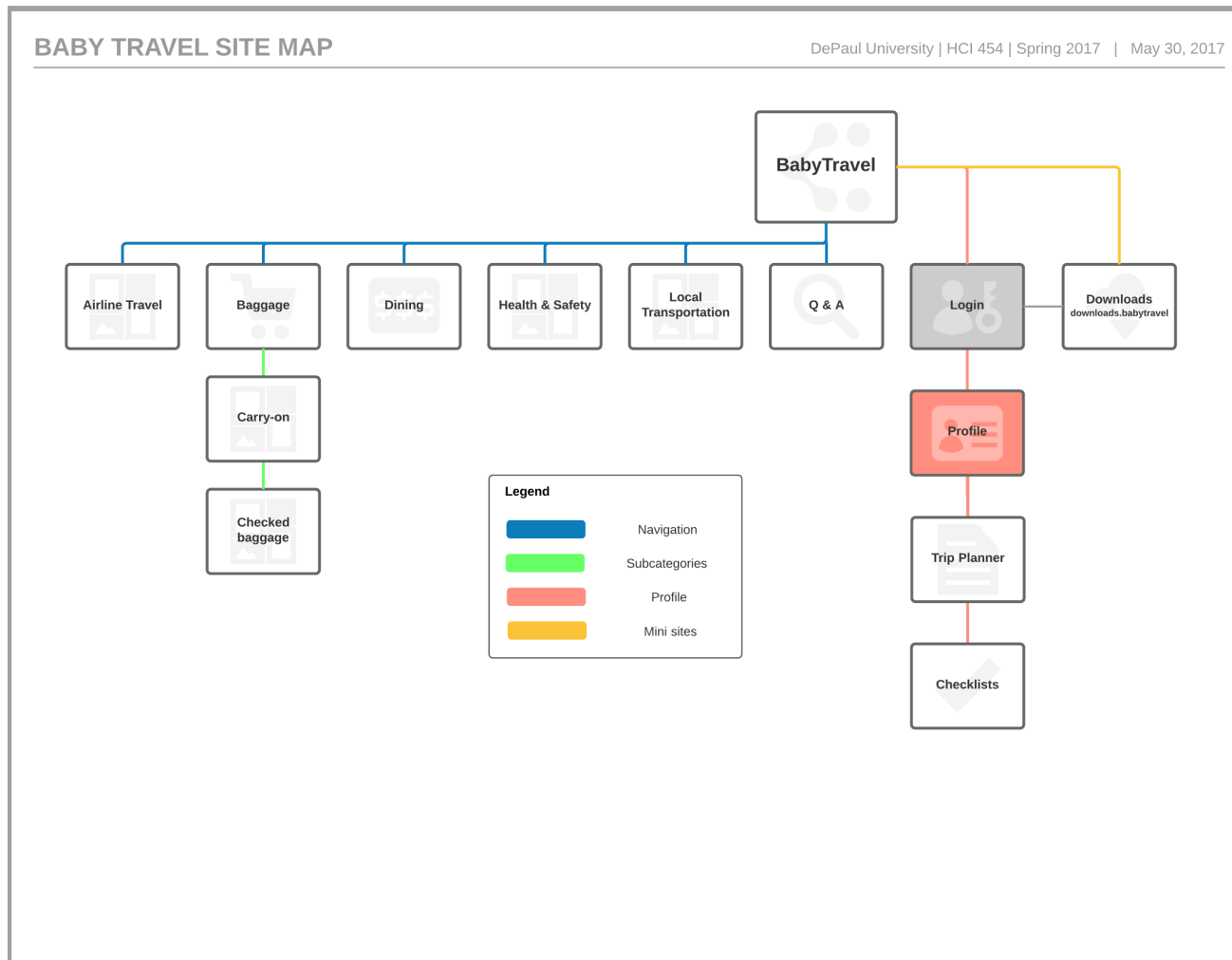Group 3: Sonali Bhurke, Lawrence Lovelace, Louie Primero, MJ Zefeldt

We propose the following information architecture concept for Travel Baby, an information website for parents/ primary caregivers or baby sitters who travel with a baby. We recruited primary caregivers, baby sitters, and individuals who will care for children in the future to better understand how prospective site visitors would forage for information. Our study participants engaged in a card sort activity. They sorted, grouped, organized, and labeled site content words. Our proposed Travel Baby information architecture is based on our analysis of the participants' card sorting results. Travel Baby is intended to be easily navigable for busy, over-tried, and stressed-out baby care-givers. We believe our site architecture plan will help any parent or caregiver plan a great, hassle-free and stress-free trip to focus on having a fun and memorable travel experience with their baby.

BABY TRAVEL SITE MAP

DePaul University | HCI 454 | Spring 2017 | May 30, 2017

Legend

▬ (blue)	Navigation
▬ (green)	Subcategories
▬ (red)	Profile
▬ (yellow)	Mini sites

This site map is a high-level overview of the proposed information architecture for Travel Baby. Six pages represent the global navigation scheme for the site: Airline Travel, Baggage, Dining, Health and Safety, Local Transportation, and Q and A. These six pages are based on the average number of groups created in the card sort. The Baggage navigation includes two possible sub-categories. Navigation labels are tentative. Current labels are based on group name labels provided by our card sort participants, but further content analysis is needed.

The proposed Login scheme shows possible site personalization options. Login personalization might include an account profile, personal checklist, and downloads. Account profiles can also be used to gather information about the user base and a potential source for generating revenue.

The Downloads page is shown as a mini-site and is available from the main page so it can also be accessed without the benefit of logging in.

TRAVELBABY

| Home | Airline Travel | Baggage | Dining | Health & Safety | Local Transportation | Knowledgebase |

Welcome to TravelBaby

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Recomendations

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TRAVELBABY

Home | Airline Travel | **Baggage** | Dining | Health & Safety | Local Transportation | Knowledgebase

Baggage

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TRAVELBABY

Home | Airline Travel | Baggage | Dining | Health & Safety | Local Transportation | Knowledgebase

Health and Safety

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TRAVELBABY

Welcome to TravelBaby

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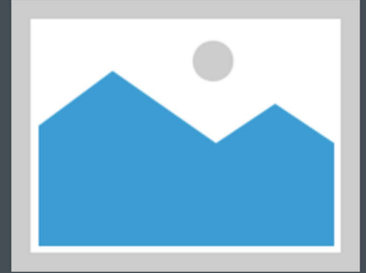
| Home | Baggage | Health & Safety | Logout |

TRAVELBABY

Baggage

| Home | Baggage | Health & Safety | Logout |

TRAVELBABY

Baggage

| Home | Baggage | Health & Safety | Logout |

Travel Baby - A baby travel information website

Design Process: Card Sorting Method Summary

We conducted an Online remote open card sort with representative users through Optimal Workshop. The goal of the card sorting exercise was to better understand how potential site visitors would anticipate information organization on a baby travel information website. The open card sort included 56 content item cards (see appendix Exhibit A) previously brainstormed by our design team. We chose to conduct an open card sort to also investigate what category labels potential users might use to refer to groups of content items. We hoped to develop ideas for how label content on our website in addition to insight into structure.

We snowball recruited 13 participants who had or who were currently caring for a baby/toddler as either primary caregivers or as baby sitters. We included participants who anticipated acting as a primary caregiver or baby sitter in the future. We screened the participants with the following question:

Have you cared for a baby/toddler (primary caregiver or baby sitter) or do you anticipate you will care for a baby/toddler in the future?

Yes - I have cared for a baby/toddler or anticipate I will care for one in the future
No - I have not cared for a baby/toddler and do not anticipate caring for

A post study question was included to gain possible insight into participants thinking about their category groups and their mental model about the domain terms (see appendix Exhibit F for participant responses):

Please describe how you sorted the cards into your categories.

Design Process: Card Sorting Results Analysis and IA Design

Our design team conducted individual card sorting results analysis. These individual analyses were then formulated into four unique design proposals. (see appendix Exhibits: B, C, D, E) The design team then worked to synthesis the individual proposals into one optimal information architecture proposal.

The resulting information architecture (IA) proposal is based on the following areas of agreement/similarity among the individual designs:

➢ Proposed designs contained approximately six (6) global navigation elements. Designers noted participants typically cards into an average of six (6) groups.

➢ Air travel, medical, baggage/packing, and some element of "planning" were integrated into the global navigation across the designs. Most designers gleaned these content groupings from the card sort groupings created by participants are the strength of associative relationships between content items in the card sort results. However, some designers believed these items should be included regardless of card sort results given the domain requirements.

There were some structural/conceptual differences among individual designs that were addressed by the design team; the resulting IA proposal is also based on the following design choices:

➢ Some designs emphasized baggage/packing in terms of the items to be packed while others conceptualized this area as mainly focused on the logistics of baggage itself. The proposed site conceptualizes this content area in terms of the logistics of baggage with additional functionality available to create packing lists as part of login personalization. The participant data showed well defined luggage and packing item groups; but the card sort exercise alone does not define "how" a potential user might plan a trip. User interviews and possible testing with defined tasks may be needed to further understand this area.

➢ Some designs narrowly defined "planning" in a specific baby-centric concept whereas others more broadly conceptualized "planning" in terms of general travel. The proposed design conceptualizes the content involved in planning as part of a knowledge base. This decision is based off of group discussions and the design featured in exhibit B which was inspired by a card sort participant category for this area.

➢ All proposed designs included some consideration for dining and local transportation; however, some designs included these areas within the global navigation while others included these areas as secondary items among other global items. The proposed design includes dining and local transportation as global items based on the design team's determination that the content groups were clearly defined in card sort results enough to be considered global navigational items.

FAA guidelines	Carry-on items
Vacation	Automobile rental
planning	Stroller rental
Child Safety Seat	Mobile downloads for kids
Seat requirements	Destination clothing
Takeoff	Pull-ups or diapers
Taxi	Child-friendly activities
Landing	Toys and books
international flights	Toiletries
tips	Blanket
resorts	Kid Crib Carry-On
consultant	Baby Sitting on Parent's Lap
articles by experts	Carry-On Snacks
safety	Kid Stroller
illness	iPad/iPhone
medicines	Stuff Animals
risks	Kid Shoes
symptoms	Kid Pacifier
airline meals	Baby Shades
request a Bassinet	Earplugs
baby supplies	
aircraft TV	
stroller check-in	
routine	
Baby travel stories	
Q & A forum	
Eating with baby on the road	
Travel vaccine info	
Site-seeing ideas with baby	
Directory of single day daycare by location	
Top 10 baby travel destinations	
Baby travel photo contest	
Vendor coupons	
Kid-friendly dining	
Kids eat free	
Kids fly free age	

Air Travel   Packing   Activities

Travel with a baby

Search for baby travel

By: Sonali Bhurke

Trip Planning
Health & Safety
FAA Guidelines
Rental

Featured Article

About travel with baby

Air Travel **Packing** Activities

Travel with a baby

Search for baby travel

Carry-On items

Snacks

Clothing

Packing related 4

Packing related 5

Packing related 6

Stroller

Ear phones, ear plugs

Baby carrier

Passport, tickets

Ad or Info featuring items related to list

Air Travel   Packing   Activities   *Travel with a baby*   Search for baby travel

Baby Travel Stories

Kids friendly Dining

Single Day Daycare

Photo Booth Contest

Articles

Forum

Photo Contest

Time:

Address:

Ad or Info featuring items related to list

Home

AIR TRAVEL

TRIP PLANNING

HEALTH & SAFETY

FAA

PACKING

CARRY ON

SNACKS

CLOTHING

ACTIVITIES

BABY TRAVEL STORIES

DAY CARE

PHOTO CONTEST

APPENDIX - EXHIBIT: C

TravelBaby

Categories

Downloads

Login

Airline Travel

Baggage

Carry-on

Checked baggage

Dining

Health & Safety

Local Transportation

Knowledgebase

Trip Planner

Checklists

Profile
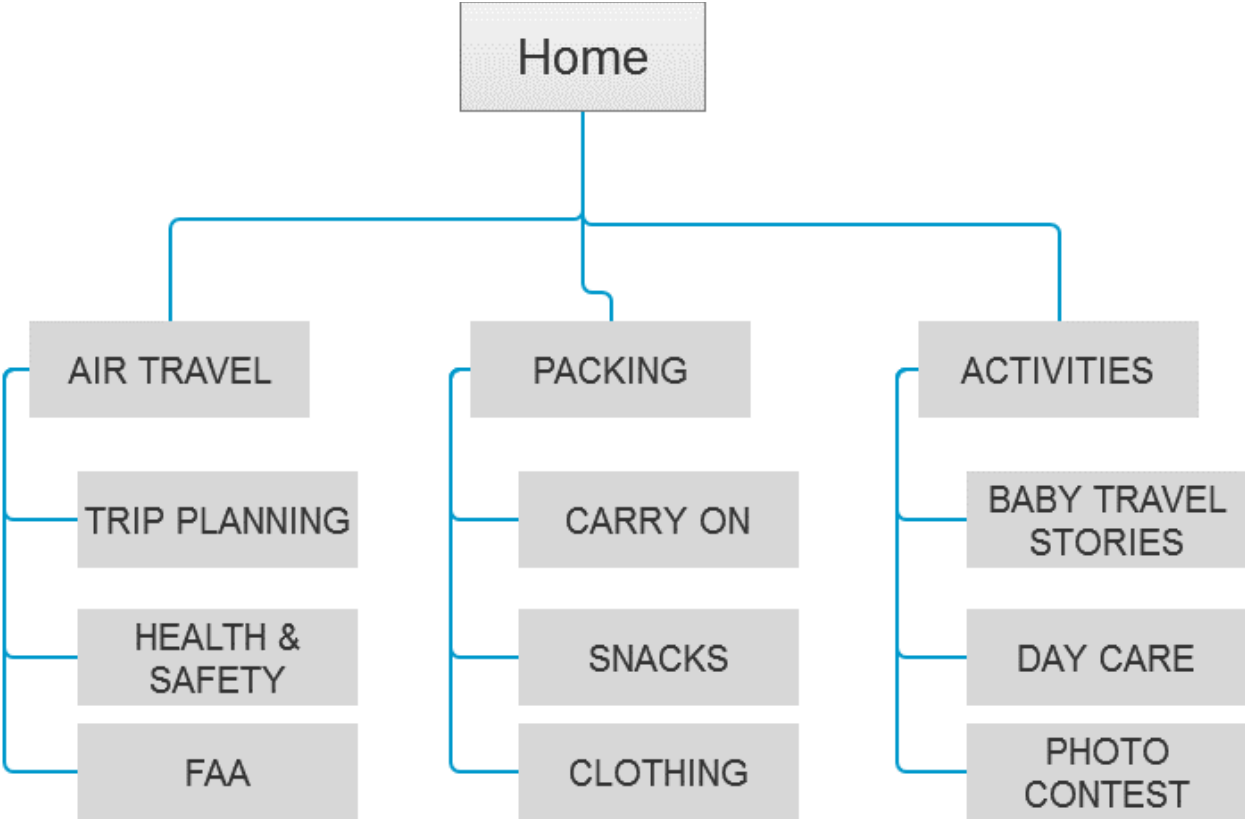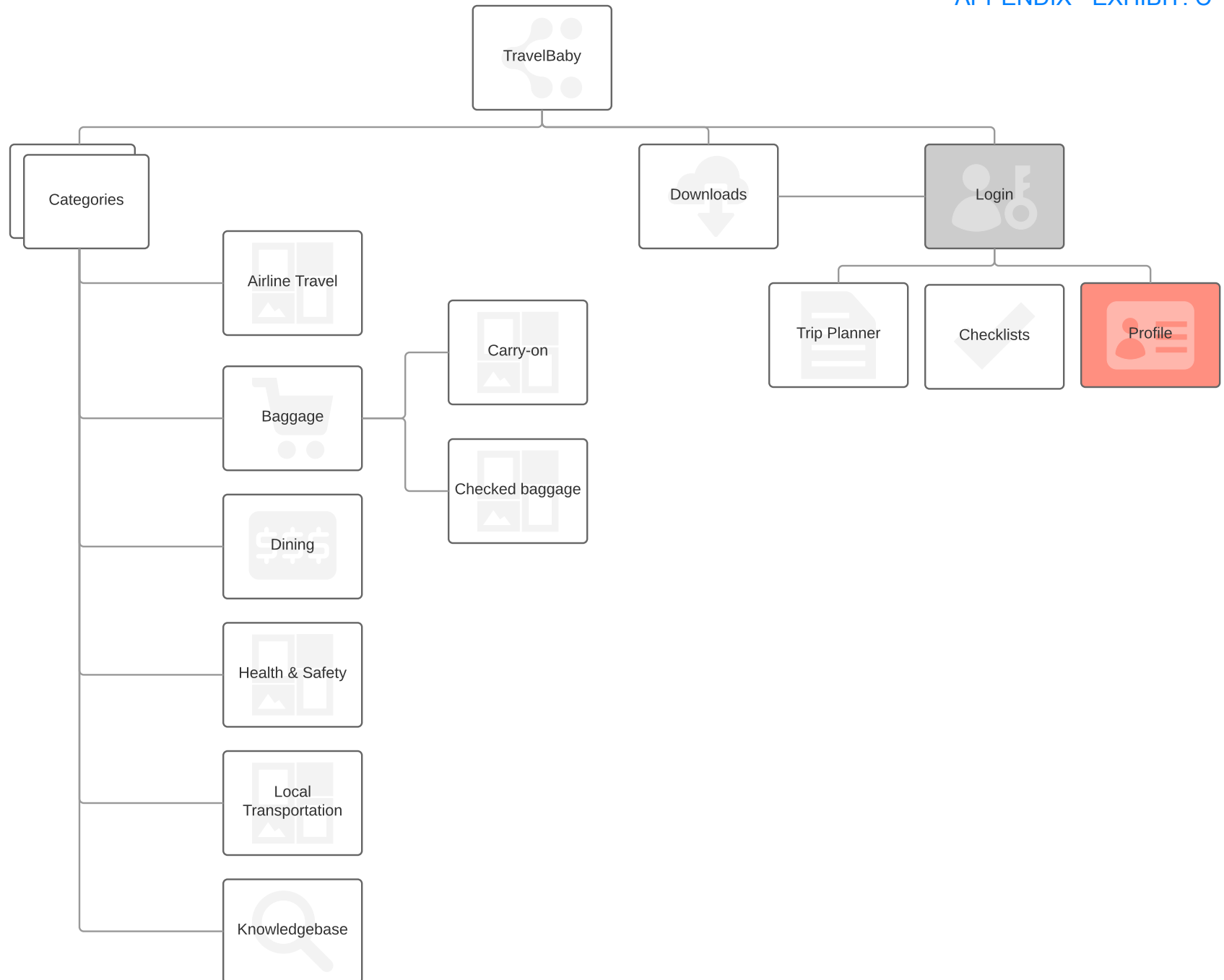
APPENDIX - EXHIBIT: C

dynamic banner
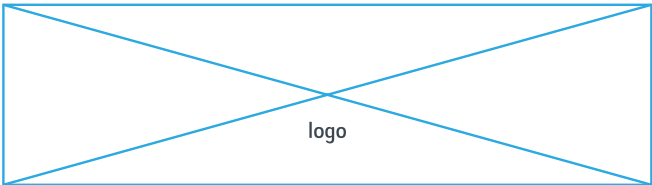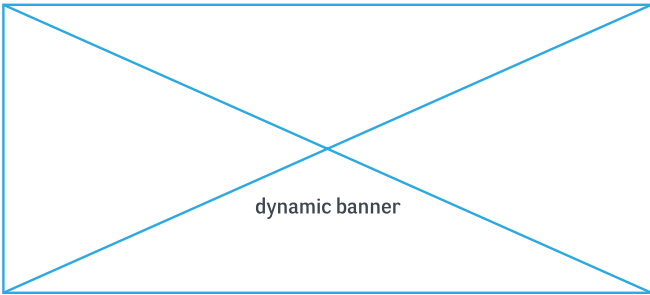
logo

Downloads   Logout

Home   Airline Travel   Dining   Health & Safety   Local Transportation   Baggage   Knowledgebase

My Trip Planner

My Checklists

Chicago
New York
Los Angeles
Birmingham

My Downloads
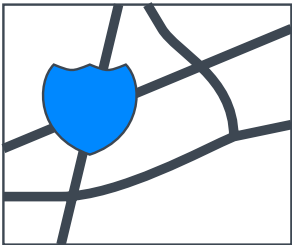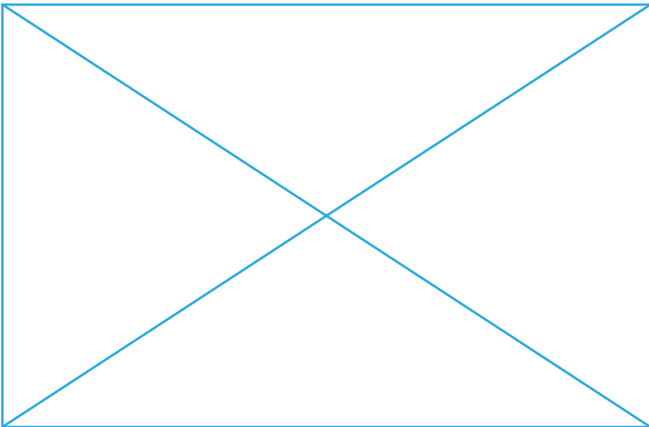
Your upcoming trip to Chicago reminder

Text
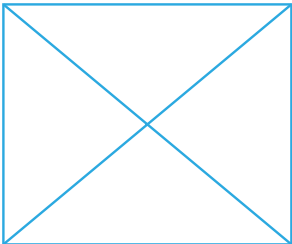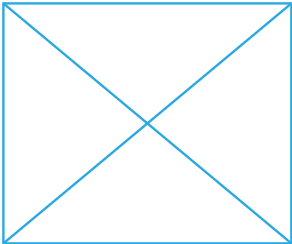
Video Spotlight: Airline Safety

◄ May 2017 ►

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

By: Louie Primero

TRAVELBABY SITEMAP

Signup

Signup WIth

Login

Homepage

Facebook Signup

Twitter Signup

Signup through TravelBaby

Facebook Login

Twitter Login

Create Account/ Password

Travel Preferences

Recommendations

Airline Destination

Find Your Airline

Finished Signup/ Browse

Customized Homepage

Airline Destination

Find Your Airline

Cart

Returns & Refunds

Cancel Items

Travel Baggage

Carry-Ons

Checked Baggages

Airline Database

Airline Dining

Health & Safety

Transportation

Your Info

Travel Preferences

User Profile

Travel Log

Logout

About

Who We Are

TRAVELBABY

- Airline Destination ▼
- Travel Baggage ▼
- Airline Database ▼
- Your Info ▼
- About ▼

Baby Travel Site Wireframes - MJ Zefeldt

The Baby Travel Directory

Search [ ] GO

Packing for Baby | Air Travel | Health | Trip Planning

Packing for Baby
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5

Air Travel
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5

Health
Content Category 1
Content Category 2
Content Category 3
Content Category 4

Trip Planning
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5
Content Category 6
Content Category 7
Content Category 8

Feature Content
Link to the Content Area

1. Header/Branding; Link to home.

2. Site search.

3. Global Navigation; Buttons for content landing pages; Content areas map to user card sort groupings.

4. Secondary Navigation; Links to landing pages with sub categories of links that map to categories of content on each landing page; category links bring user to "that" section of landing page.

The Baby Travel Directory

Search [ ] GO

Packing for Baby | Air Travel | Health | Trip Planning

Packing for Baby
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5

Air Travel
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5

Health
Content Category 1
Content Category 2
Content Category 3
Content Category 4

Trip Planning
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5
Content Category 6
Content Category 7
Content Category 8

Packing for Baby 5

Content Category 1 6

Article Clothing for Baby — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc. 7
Article Clothing for Baby — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.
Article Clothing for Baby — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

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Article Clothing for Baby — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Content Category 2

Article Baby Diapers — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.
Article Baby Diapers — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Content Category 3

Article Toys and Entertainment — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.
Article Toys and Entertainment — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.
Article Toys and Entertainment — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Content Category 4 8

Article Seasonal Packing — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.
Article Seasonal Packing — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.
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Article Seasonal Packing — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Content Category 5

Article Carry-On Snacks — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.
Article Carry-On Snacks — Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

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5. Landing Page setup as menu page for content; consider continually changing volume of content.

6. Content on Landing menu page organized by titled sections, content category for that page.

7. Content organized as article snipit; Content item includes thumbnail image, title, and content text preview. Entire article snipit acts as link to article.

8. Secondary Navigation category links bring users to the category areas of menu landing page.

The Baby Travel Directory

Search [ ] GO

Packing for Baby | Air Travel | Health | Trip Planning

Packing for Baby
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5

Air Travel
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5

Health
Content Category 1
Content Category 2
Content Category 3
Content Category 4

Trip Planning
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5
Content Category 6
Content Category 7
Content Category 8

Article Title: Clothing for Baby 9

X 10

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Previous Article   Next Article 11

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9. Article snipit links to article; article is stand alone content. Flexibility to contain heavy amounts of text, images, lists, etc.

10. Esacpe hatch; User can exit article and return to landing/menu page by clicking close icon.

11. Possible previous/next article preview to allow user to browse content without exiting back to landing/menu page.

Wireframe notes

<u>Overall Design Pattern</u>

- Feature, Search and Browse
  - o support searching and browsing - making assumptions that users will sometimes seek specific info when a trip is imminent and other times browse around when thinking about the possibility of a grip.
  - o Main Feature on home page: baby travel stories with relation to associative/inline navigation for stories that relate to primary content categories: Packing for Baby; Air Travel; Health; Trip Planning
    - ▪ Each primary content area category button leads to landing page set up as menu page for that content area

<u>Navigation Pattern</u>

- Multi-level Model with some elements of fully connected:
  - o Tradeoffs to choosing this over full connected - may be information overload on fully connected; may take two more jumps in multi-level which goes against keeping distances short to minimize cost of navigation.
  - o Include secondary navigation with links to specific content areas of each of the four primary content landing pages. Gives flexibility of fully connected without bogging user down in listing of specific article/content items on each landing page with a navigation; trying to avoid "fat-boy" navigation.
- Global navigation:
  - o navigation mirrors primary content categories identified in card sort: Packing for Baby; Air Travel; Health; Trip Planning
    - ▪ Use this order to map the degree of grouping agreement in card sort
- Landing pages for main content areas are Menu pages:
  - o Show articles with title, thumbnail, summary text; according to Tidwel: "gives the viewer enough of a context to decide whether to invest time in clicking through to the article."
- Secondary navigation:
  - o Include to allow for browsing behavior of content areas included on landing pages. Links in secondary navigation are to content categories on landing pages. Clicking category link brings user to that section of a landing page.
- Escape Hatch
  - o Use escape hatch from article back to landing page

<u>Page Layout Pattern</u>

- Titled sections: define separation between content areas, articles, but enable scanning of menu pages.

The Baby Travel Directory

GO

Packing for Baby   **Air Travel**   **Health**   **Trip Planning**

Packing for Baby
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5

Air Travel
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5

Health
Content Category 1
Content Category 2
Content Category 3
Content Category 4

Trip Planning
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5
Content Category 6
Content Category 7
Content Category 8

Feature Content

Link to the Content Area

The Baby Travel Directory

GO

Packing for Baby | Air Travel | Health | Trip Planning

Packing for Baby
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5

Air Travel
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5
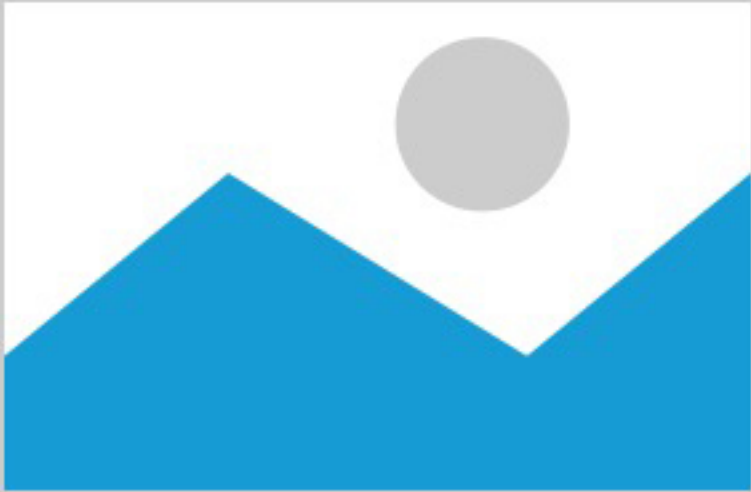
Health
Content Category 1
Content Category 2
Content Category 3
Content Category 4

Trip Planning
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5
Content Category 6
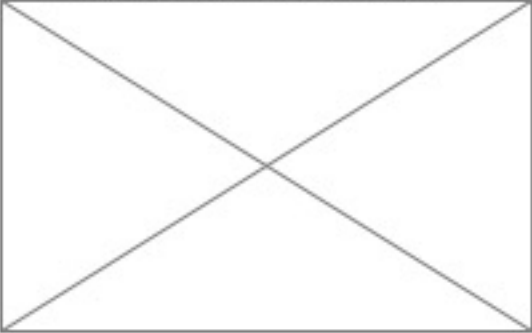Content Category 7
Content Category 8

Packing for Baby

Content Category 1

Article Clothing for Baby
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Article Clothing for Baby
Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Article Clothing for Baby
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Article Clothing for Baby
Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Article Clothing for Baby
Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Content Category 2

Article Baby Diapers
Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Article Baby Diapers
Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Content Category 3

Article Toys and Entertainment
Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Article Toys and Entertainment
Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Article Toys and Entertainment
Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Content Category 4

Article Seasonal Packing
Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Article Seasonal Packing
Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Article Seasonal Packing
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Article Seasonal Packing
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Article Seasonal Packing
Lorem ipsum dolor sit scelerisque. Pellentesque quis dignissim mauris, efficitur commodo nunc.

Content Category 5

Article Carry-On Snacks
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Article Carry-On Snacks
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The Baby Travel Directory

Search [____] GO

| Packing for Baby | Air Travel | Health | Trip Planning |

Packing for Baby
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5

Air Travel
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5

Health
Content Category 1
Content Category 2
Content Category 3
Content Category 4

Trip Planning
Content Category 1
Content Category 2
Content Category 3
Content Category 4
Content Category 5
Content Category 6
Content Category 7
Content Category 8
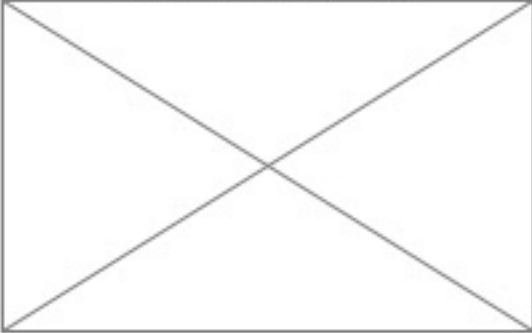
Article Title: Clothing for Baby

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Previous Article   **Next Article**

Card Sorting Method Summary

We conducted a card sort to better understand how potential users would anticipate information grouped on baby travel website. We brainstormed content items and created 56 item cards for the exercise. The card sort was an open card sort as we were interested in what category labels potential users would use to refer to groups of content items. We hoped to develop ideas for how to structure and label content on our website.

We snowball recruited participants who had or who were currently caring for a baby/toddler either primary caregivers or individuals who had babysat. We also included participants who would anticipate acting as a primary caregiver or baby sitter in the future. We screened the participants within the card sorting application with the following question:

> Have you cared for a baby/toddler (primary caregiver or baby sitter) or do you anticipate you will care for a baby/toddler in the future?
>
> Yes - I have cared for a baby/toddler or anticipate I will care for one in the future
> No - I have not cared for a baby/toddler and do not anticipate caring for

If potential participants answered "yes," then they continued onto the card sort. If potential participants answered "no," then they were thanked for their interest but could not proceed to engage in card sort.

We also included an open-ended Post study question to gain possible insight into participants' thinking about their category groups and their mental model about the domain terms:

> Please describe how you sorted the cards into your categories.

Card Sorting Results and Findings

13 participants completed the card sort.

Reviewed ***Similarity Matrix*** to determine clusters of terms that tended to be grouped together:

- Baby items - possible list for packing (category names to be reviewed): Items such as pacifiers, diapers, strollers, shades, toiletries tended to appear together
- Air travel items: international travel, kids fly free stroller check-in, seats, FAA, all things with term "carry on"
  - small related cluster of car travel: car rental/taxi
- Kids eating own cluster:
  - some play between this and 1) baby items (possible list for packing) and 2) air travel (food on plane)
- Medications, sickness and wellness, vaccines, safety, risks (category names to be reviewed)
  - some play between this and air travel via the "carry on" item concept
- General vacation planning - possible two lenses for content delivery with overlap between terms:
  - Information about "vacation" with baby generally: resorts, vacations, planning, site seeing, top 10 lists, child care locations
  - Recommendations for "vacation" with baby: tips, consultant, Q & A, baby stories
  - photo contest associated among this large cluster - interestingly stuffed animals also has some play with photo contest

Reviewed ***Best Merge Method Dendrogram*** as we had 13 participants. Analyzed to see if general clusters perceived in Similarity Matrix held up in this dendrogram method. Limited in reliance on this method as algorithm would make aggressive assumptions.

- At 75% saw evidence that:
  - Medications, sickness and wellness, vaccines, safety, risks items were a cluster.
  - Baby items (list of individual items - kind of a packing list) were a cluster.
  - Air travel items were a cluster.
  - Consider placing these content areas as first items to be foraged in primary navigation scheme.
- At 65% saw evidence that:
  - Kids eating was a cluster.
  - Vacation and resorts are a cluster.

- Car rental and taxi are grouped here at approximately 65%; becomes part of a larger branch that includes are travel at about 55%.
  o Baby travel stories, site seeing ideas, and baby travel photo contest is a cluster.
    - This branch does join up with Vacation and resorts at approximately 58%.

Based on review of Similarity Matrix and Best Merge Method Dendrogram together suggest the following information architecture. Reviewed dendrogram branches for possible category names for groupings based on participant category names:

- Possible master category for: General Vacation planning items (information about vacation and recommendations); probably will include car rental/taxi info here as well - possible link through air travel as well
  o category name ideas:
    - booking
    - engagement, good-to-know, information, other info, travel tips
- Master category for Air Travel Items
  o Seems like participants interpreted most terms as related to air travel according to category names generated, whether items could solely be attributed to airline travel or not. So concept of travel is air travel for this respondent group.
  o category name ideas:
    - in flight entertainment, info needed for flight, kid items/needs (subset captured as stand alone with ipad/mobile downloads that may be related according to category name used by participants)
    - air travel, airline travel, travel
- Baby items stand alone area - possibly conceptualized as "packing list"
  o category name ideas: baby supplies, baby utilities, baby items
- Medications, sickness and wellness, vaccines, safety, risks as stand alone area with a path from air travel/carry-on packing
  o category name ideas: health, health and medical
- Kids eating as either stand alone area or as subset of both air travel and packing for baby (carry-on packing)
  o category name ideas: cuisines, dining, foods

Further reviewed categories in categories tab

- Standardized category names that included terms: air travel, airline, airline travel, in flight, in flight entertainment, info needed for flight, transport, travel
  o Low agreement score: 0.36
  o Looking at Standardization grid:

- High number of card (7-8) instances for aircraft seating, inflight entertainment, specific items for flying such as ear plugs or checking strollers/other items, purchasing of airline tickets, info about take off/landing. This suggests there is a strong airline related category within a majority of participants mental models.
        - Many more cards with low instance numbers (1-2) related to broad terms such as vacation, site-seeing or other items such as pacifier or shoes. Some participants want to create a more broad category beyond airline related items; but no evidence of this mental model existing across majority of 12 participants.
- Standardized category names that included category names: baby items, baby purchases, baby supplies, baby utilities, carry-ons, don't forget, kid items/needs, travel essentials, what to bring, what to pack
    - mid-range agreement score: 0.53; removed "carry-ons"
    - Looking at Standardized grid:
        - High number of cards (7-8) for baby items such as clothing, toiletries, toys, shoes, pacifiers, etc.
            - Suggests strong conceptualization among participants for a list of baby "accessories" for creating a packing/check mark type list.
        - Mid range number of cards (4-6) for items involving child safety seats, snacks, anything with word "carry-on"
            - Reinforces impression that there is some play between packing item list and airline list in terms of "carry-on items" among participants' mental models.
        - Low number card items (1) were typically broad terms such as routine or involved item seen to be associated with air travel group such as ear plugs.

Open ended question responses about how organized terms and generated category labels; Ten (10) participants provided a response:

- 6/10 mentioned considering baby items/need separate from other vacation planning logistics.
    - This supports the concept of a baby item planning list within architecture.
- Medication and Travel considerations seem to be mentioned as individual concepts in 5/10 responses.
    - This supports presenting medical and travel logistics as discrete concepts within architecture.
- Specific planning for food is mentioned by 1/10 participants.
    - Although not mentioned by other responding participants, the grouping of food as own concept by majority of participants suggests this should be a discrete concept within architecture.

PCA - Participant # 10 had 3/12 similar groupings with other participants

- Five categories:
  - Kid Items/Needs
  - Travel Planner
  - Air Travel
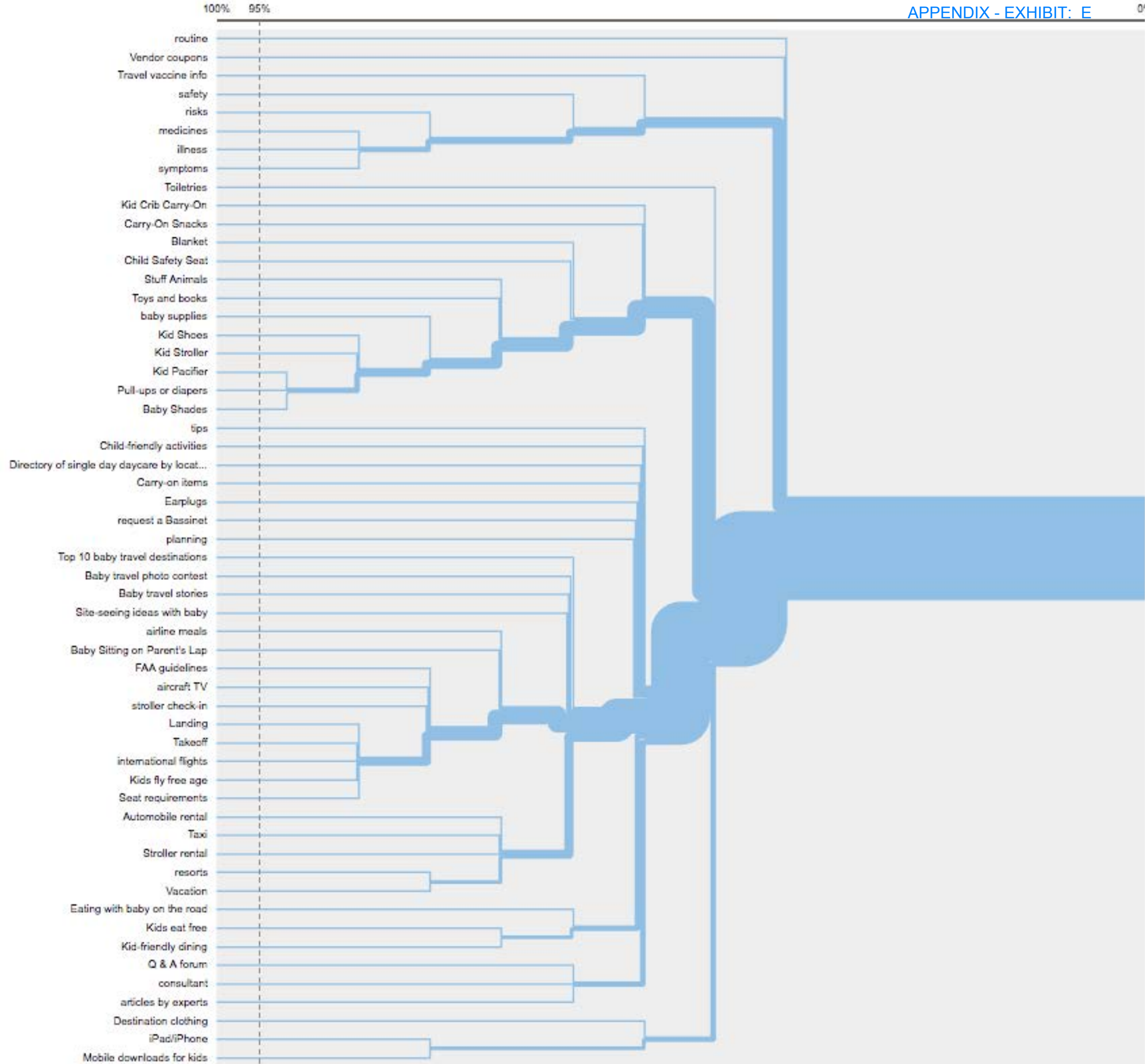 - Kid Activities
  - Other Info

Similarity Matrix ⓘ

Pull-ups or diapers

92	Kid Pacifier

92	84	Baby Shades

84	84	76	Kid Shoes

84	76	76	84	Kid Stroller

76	76	69	69	69	baby supplies

| 53 | 53 | 46 | 53 | 38 | 53 | Blanket |

| 61 | 61 | 69 | 69 | 53 | 46 | 61 | Stuff Animals |

| 46 | 46 | 53 | 53 | 38 | 46 | 61 | 69 | Toys and books |

| 38 | 38 | 38 | 53 | 46 | 46 | 46 | 46 | 46 | Kid Crib Carry-On |

| 53 | 46 | 53 | 53 | 61 | 53 | 23 | 30 | 30 | 53 | Child Safety Seat |

| 15 | 23 | 15 | 23 | 23 | 23 | 7 | 7 | 15 | 46 | 46 | stroller check-in |

| 7 | 15 | 7 | 15 | 15 | 15 | 7 | 7 | 15 | 46 | 30 | 76 | Kids fly free age |

| 0 | 7 | 0 | 7 | 7 | 7 | 15 | 0 | 7 | 38 | 23 | 69 | 84 | international flights |

| 0 | 7 | 0 | 7 | 7 | 7 | 15 | 0 | 7 | 38 | 23 | 69 | 84 | 84 | Takeoff |

| 0 | 7 | 0 | 7 | 7 | 7 | 15 | 0 | 7 | 30 | 30 | 76 | 76 | 76 | 84 | Landing |

| 0 | 7 | 0 | 0 | 0 | 7 | 15 | 7 | 23 | 23 | 23 | 69 | 61 | 69 | 69 | 76 | aircraft TV |

| 7 | 15 | 7 | 7 | 7 | 15 | 15 | 0 | 7 | 30 | 30 | 69 | 61 | 69 | 61 | 69 | 69 | airline meals |

| 0 | 7 | 0 | 7 | 7 | 7 | 15 | 0 | 7 | 30 | 23 | 61 | 76 | 84 | 76 | 69 | 61 | 61 | Seat requirements |

| 7 | 15 | 7 | 0 | 0 | 15 | 23 | 0 | 15 | 23 | 15 | 53 | 61 | 69 | 69 | 61 | 61 | 53 | 76 | FAA guidelines |

| 7 | 15 | 7 | 15 | 15 | 15 | 7 | 7 | 15 | 46 | 30 | 61 | 69 | 61 | 69 | 53 | 46 | 38 | 53 | 46 | Baby Sitting on Parent's Lap |

| 23 | 30 | 23 | 23 | 15 | 23 | 15 | 23 | 30 | 38 | 23 | 46 | 46 | 38 | 46 | 30 | 38 | 38 | 30 | 30 | 53 | Earplugs |

| 23 | 30 | 23 | 30 | 23 | 23 | 46 | 30 | 38 | 46 | 38 | 46 | 38 | 46 | 46 | 53 | 46 | 46 | 38 | 38 | 38 | 46 | Carry-on items |

| 7 | 15 | 7 | 15 | 23 | 0 | 7 | 7 | 0 | 15 | 30 | 46 | 38 | 46 | 46 | 61 | 53 | 38 | 38 | 30 | 30 | 15 | 38 | Taxi |

| 15 | 7 | 15 | 15 | 30 | 0 | 7 | 7 | 0 | 15 | 30 | 30 | 46 | 46 | 46 | 46 | 30 | 30 | 38 | 23 | 23 | 7 | 23 | 69 | Automobile rental |

| 23 | 15 | 23 | 23 | 38 | 7 | 7 | 7 | 0 | 30 | 30 | 30 | 38 | 46 | 38 | 30 | 23 | 30 | 46 | 30 | 23 | 15 | 15 | 53 | 69 | Vacation |

| 15 | 7 | 15 | 7 | 23 | 0 | 7 | 7 | 7 | 15 | 7 | 15 | 30 | 38 | 30 | 23 | 23 | 23 | 38 | 38 | 15 | 15 | 23 | 38 | 53 | 76 | resorts |

| 15 | 7 | 15 | 7 | 23 | 0 | 7 | 7 | 0 | 0 | 7 | 7 | 7 | 15 | 15 | 15 | 23 | 7 | 23 | 30 | 7 | 15 | 15 | 38 | 46 | 38 | 53 | tips |

| 7 | 7 | 7 | 7 | 7 | 0 | 0 | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 0 | 7 | 0 | 23 | 7 | 15 | 15 | 7 | 23 | 53 | consultant |

| 0 | 0 | 0 | 0 | 0 | 7 | 7 | 0 | 7 | 7 | 7 | 30 | 30 | 30 | 30 | 30 | 38 | 23 | 38 | 46 | 15 | 7 | 7 | 23 | 23 | 15 | 23 | 46 | 61 | Q & A forum |

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| 15 | 23 | 15 | 15 | 15 | 7 | 0 | 23 | 15 | 15 | 15 | 23 | 23 | 15 | 15 | 15 | 23 | 7 | 23 | 30 | 30 | 23 | 7 | 30 | 30 | 30 | 23 | 38 | 30 | 38 | 53 | Baby travel stories |

| 23 | 15 | 30 | 15 | 30 | 7 | 0 | 30 | 23 | 15 | 23 | 15 | 15 | 7 | 7 | 7 | 15 | 0 | 7 | 7 | 23 | 15 | 0 | 30 | 38 | 53 | 46 | 30 | 7 | 7 | 23 | 61 | Baby travel photo contest |

| 23 | 15 | 23 | 15 | 30 | 7 | 0 | 23 | 23 | 7 | 23 | 15 | 15 | 7 | 7 | 7 | 15 | 0 | 15 | 23 | 23 | 15 | 7 | 30 | 46 | 38 | 38 | 46 | 23 | 30 | 46 | 61 | 61 | Site-seeing ideas with baby |

| 23 | 15 | 23 | 23 | 38 | 7 | 0 | 15 | 7 | 23 | 30 | 38 | 38 | 30 | 30 | 38 | 23 | 15 | 23 | 15 | 30 | 15 | 15 | 61 | 69 | 53 | 38 | 38 | 15 | 23 | 30 | 38 | 46 | 53 | Stroller rental |

| 23 | 15 | 30 | 23 | 38 | 7 | 0 | 23 | 15 | 23 | 30 | 23 | 30 | 23 | 15 | 15 | 7 | 7 | 15 | 7 | 15 | 15 | 30 | 15 | 30 | 7 | 7 | 38 | 53 | 61 | 46 | 38 | 7 | 15 | 38 | Top 10 baby travel destinations |

| 23 | 15 | 30 | 15 | 30 | 23 | 23 | 38 | 38 | 23 | 38 | 15 | 15 | 7 | 7 | 7 | 15 | 7 | 15 | 15 | 15 | 23 | 15 | 15 | 23 | 23 | 15 | 23 | 0 | 15 | 23 | 30 | 46 | 53 | 38 | 53 | Child-friendly activities |

| 7 | 15 | 7 | 15 | 23 | 15 | 23 | 15 | 23 | 30 | 30 | 38 | 46 | 38 | 38 | 30 | 23 | 15 | 38 | 30 | 46 | 30 | 23 | 38 | 30 | 38 | 23 | 15 | 0 | 15 | 23 | 30 | 30 | 30 | 46 | 46 | 53 | request a Bassinet |

| 38 | 46 | 38 | 38 | 30 | 38 | 46 | 38 | 46 | 53 | 30 | 30 | 30 | 30 | 23 | 23 | 15 | 15 | 38 | 23 | 23 | 30 | 46 | 38 | 7 | 0 | 15 | 7 | 7 | 0 | 7 | 0 | 15 | 7 | 7 | 7 | 7 | 15 | 38 | Carry-On Snacks |

| 23 | 23 | 23 | 23 | 30 | 15 | 7 | 23 | 15 | 15 | 7 | 7 | 7 | 0 | 0 | 0 | 7 | 15 | 0 | 0 | 15 | 7 | 0 | 23 | 23 | 23 | 23 | 38 | 23 | 15 | 15 | 15 | 30 | 38 | 38 | 30 | 23 | 15 | 15 | 38 | Kid-friendly dining |

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| 46 | 53 | 46 | 46 | 38 | 38 | 38 | 46 | Carry-on items |

| 46 | 61 | 53 | 38 | 38 | 30 | 30 | 15 | 38 | Taxi |

| 46 | 46 | 30 | 30 | 38 | 23 | 23 | 7 | 23 | 69 | Automobile rental |

| 38 | 30 | 23 | 30 | 46 | 30 | 23 | 15 | 15 | 53 | 69 | Vacation |

| 30 | 23 | 23 | 23 | 38 | 38 | 15 | 15 | 23 | 38 | 53 | 76 | resorts |

| 15 | 15 | 23 | 7 | 23 | 30 | 7 | 15 | 15 | 38 | 46 | 38 | 53 | tips |

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| 30 | 30 | 38 | 23 | 38 | 46 | 15 | 7 | 7 | 23 | 23 | 15 | 23 | 46 | 61 | Q & A forum |

| 15 | 15 | 7 | 0 | 15 | 23 | 7 | 0 | 0 | 23 | 38 | 23 | 23 | 46 | 53 | 61 | articles by experts |

| 15 | 15 | 23 | 7 | 23 | 30 | 30 | 23 | 7 | 30 | 30 | 30 | 23 | 38 | 30 | 38 | 53 | Baby travel stories |

| 7 | 7 | 15 | 0 | 7 | 7 | 23 | 15 | 0 | 30 | 38 | 53 | 46 | 30 | 7 | 7 | 23 | 61 | Baby travel photo contest |

| 7 | 7 | 15 | 0 | 15 | 23 | 23 | 15 | 7 | 30 | 46 | 38 | 38 | 46 | 23 | 30 | 46 | 61 | 61 | Site-seeing ideas with baby |

| 30 | 38 | 23 | 15 | 23 | 15 | 30 | 15 | 15 | 61 | 69 | 53 | 38 | 38 | 15 | 23 | 30 | 38 | 46 | 53 | Stroller rental |

| 15 | 15 | 7 | 7 | 30 | 15 | 30 | 7 | 7 | 38 | 53 | 61 | 46 | 38 | 7 | 15 | 38 | 46 | 61 | 53 | 53 | Top 10 baby travel destinations |

| 7 | 7 | 15 | 7 | 15 | 15 | 15 | 23 | 15 | 15 | 23 | 23 | 15 | 23 | 0 | 15 | 23 | 30 | 46 | 53 | 38 | 53 | Child-friendly activities |

| 38 | 30 | 23 | 15 | 38 | 30 | 46 | 30 | 23 | 38 | 30 | 38 | 23 | 15 | 0 | 15 | 23 | 30 | 30 | 30 | 46 | 46 | 53 | request a Bassinet |

| 23 | 15 | 15 | 38 | 23 | 23 | 30 | 46 | 38 | 7 | 0 | 15 | 7 | 7 | 0 | 7 | 0 | 15 | 7 | 7 | 7 | 7 | 15 | 38 | Carry-On Snacks |

| 0 | 0 | 7 | 15 | 0 | 0 | 15 | 7 | 0 | 23 | 23 | 23 | 23 | 38 | 23 | 15 | 15 | 30 | 38 | 38 | 30 | 23 | 15 | 15 | 38 | Kid-friendly dining |

| 15 | 15 | 23 | 30 | 23 | 23 | 23 | 7 | 0 | 15 | 15 | 7 | 7 | 38 | 23 | 30 | 23 | 38 | 23 | 46 | 23 | 23 | 23 | 7 | 30 | 69 | Kids eat free |

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| 7 | 7 | 15 | 0 | 15 | 15 | 23 | 7 | 0 | 30 | 23 | 23 | 23 | 38 | 30 | 38 | 46 | 53 | 38 | 46 | 38 | 38 | 30 | 38 | 7 | 30 | 38 | 30 | Directory of single day daycare by location |

| 7 | 7 | 15 | 15 | 15 | 15 | 15 | 30 | 30 | 0 | 7 | 15 | 15 | 23 | 15 | 23 | 15 | 23 | 15 | 23 | 38 | 15 | 30 | 7 | 15 | 23 | 30 | Mobile downloads for kids |

| 15 | 15 | 23 | 23 | 15 | 15 | 7 | 30 | 30 | 7 | 15 | 23 | 23 | 23 | 23 | 15 | 7 | 7 | 7 | 7 | 7 | 15 | 15 | 30 | 0 | 0 | 7 | 15 | 76 | iPad/iPhone |

| 15 | 23 | 7 | 15 | 15 | 7 | 7 | 38 | 30 | 30 | 30 | 46 | 38 | 38 | 30 | 0 | 7 | 15 | 23 | 15 | 30 | 30 | 7 | 15 | 23 | 7 | 7 | 15 | 15 | 30 | 53 | Destination clothing |

| 7 | 15 | 15 | 15 | 7 | 15 | 0 | 15 | 15 | 30 | 30 | 38 | 38 | 46 | 53 | 30 | 46 | 30 | 30 | 30 | 23 | 23 | 15 | 7 | 0 | 15 | 7 | 15 | 30 | 15 | 30 | 38 | planning |

| 7 | 15 | 15 | 15 | 7 | 15 | 7 | 15 | 23 | 15 | 7 | 15 | 23 | 23 | 30 | 15 | 15 | 0 | 7 | 7 | 0 | 7 | 0 | 0 | 0 | 7 | 0 | 0 | 0 | 7 | 15 | 23 | 38 | risks |

| 0 | 7 | 7 | 7 | 0 | 7 | 0 | 15 | 15 | 7 | 0 | 7 | 15 | 15 | 23 | 7 | 15 | 0 | 7 | 0 | 7 | 0 | 0 | 0 | 0 | 7 | 0 | 0 | 0 | 7 | 7 | 15 | 23 | 76 | illness |

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| 15 | 23 | 23 | 15 | 15 | 23 | 23 | 30 | 23 | 23 | 23 | 23 | 30 | 30 | 15 | 15 | 7 | 15 | 30 | 23 | 30 | 23 | 23 | 23 | 15 | 15 | 7 | 23 | 15 | 30 | 23 | 23 | 30 | 53 | 61 | 46 | 46 | safety |

| 23 | 30 | 30 | 30 | 30 | 38 | 7 | 15 | 23 | 30 | 15 | 23 | 23 | 30 | 15 | 15 | 15 | 38 | 23 | 15 | 7 | 23 | 7 | 7 | 7 | 7 | 23 | 15 | 15 | 7 | 7 | 30 | 30 | 53 | 46 | 46 | 38 | 38 | Travel vaccine info |

| 15 | 15 | 15 | 23 | 15 | 23 | 0 | 7 | 15 | 30 | 46 | 46 | 30 | 30 | 15 | 15 | 23 | 23 | 23 | 30 | 38 | 23 | 23 | 15 | 15 | 15 | 23 | 15 | 30 | 38 | 38 | 30 | 23 | 15 | 23 | 15 | 23 | 30 | Toiletries |

| 7 | 7 | 7 | 15 | 15 | 7 | 15 | 23 | 7 | 7 | 23 | 23 | 23 | 23 | 23 | 23 | 30 | 23 | 23 | 23 | 30 | 30 | 30 | 30 | 23 | 38 | 30 | 15 | 23 | 15 | 15 | 7 | 30 | 15 | 23 | 7 | 15 | 38 | 7 | 23 | Vendor coupons |

| 7 | 7 | 0 | 0 | 0 | 15 | 15 | 23 | 0 | 15 | 23 | 23 | 23 | 30 | 30 | 7 | 23 | 23 | 30 | 23 | 23 | 23 | 15 | 15 | 7 | 30 | 15 | 30 | 30 | 23 | 23 | 30 | 38 | 23 | 23 | 15 | 15 | 30 | 23 | 23 | 23 | routine |

The Best Merge Method often performs better than the Actual Agreement Method when your study has fewer participants. It makes assumptions about larger clusters based on individual pair relationships.

100%   95%   0%

- routine
- Vendor coupons
- Travel vaccine info
- safety
- risks
- medicines
- illness
- symptoms
- Toiletries
- Kid Crib Carry-On
- Carry-On Snacks
- Blanket
- Child Safety Seat
- Stuff Animals
- Toys and books
- baby supplies
- Kid Shoes
- Kid Stroller
- Kid Pacifier
- Pull-ups or diapers
- Baby Shades
- tips
- Child-friendly activities
- Directory of single day daycare by locat...
- Carry-on items
- Earplugs
- request a Bassinet
- planning
- Top 10 baby travel destinations
- Baby travel photo contest
- Baby travel stories
- Site-seeing ideas with baby
- airline meals
- Baby Sitting on Parent's Lap
- FAA guidelines
- aircraft TV
- stroller check-in
- Landing
- Takeoff
- international flights
- Kids fly free age
- Seat requirements
- Automobile rental
- Taxi
- Stroller rental
- resorts
- Vacation
- Eating with baby on the road
- Kids eat free
- Kid-friendly dining
- Q & A forum
- consultant
- articles by experts
- Destination clothing
- iPad/iPhone
- Mobile downloads for kids

Your Questionnaire ❓

1   Please describe how you sorted the cards into your categories.

Multi-line text

Search

PARTICIPANT ▲	IDENTIFIER ⬍	ANSWER ⬍
3 🔗		Based on how I think about the information. Also, based on who is providing the information.
4 🔗		The card sorting was divided into five portions. One portion was about the health and medical notes for the baby. The other was categorized to be about travel. Anything food related is separated because majority of the time toddlers would want to eat. The other two were for the babies and parents.
5 🔗		When I saw the cards. I just played it by heart and memory. Usually what goes around with my kids is that we normally have to plan and pack so many things that will keep the children busy. So what I normally do is that I divided up the cards into baby supplies. travelling and other essentials. The priority for me is to routine the baby activities together. Otherwise. it'll be non-stop crying and whining.
7 🔗		Sorted for a child and family traveling.
8 🔗		General vacation list. vacationing with baby, help with questions, and medication list.
9 🔗		based on what I would need as I packed for my child going on a vacation. There were some items I would perform before leaving such as vacation. knowing the regulations etc.
10 🔗		I sorted my cards that I feel would be appropriate for their categories. All of the airport travel related cards are put into that category. The baby needs and routines are their own. The other planning essentials are separated. Any other information had their own category.
11 🔗		Based on the use or motivation for use.
12 🔗		How I would plan for a vacation and what I would need.
13 🔗		I divided into three main categories: pre-flight. in-flight. and post-flight. Then. I divided things further based on the relevance of what could be done simultaneously.

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Showing 1 to 10 of 13 answers   ◀ ▶