

# Closed Card Sort Analysis

## Participant-centric Analysis



**Appendix C: Card Sort Analysis**

Legend	
Blue	Participant A
Green	Participant B
Yellow	Participant C

<b>Pricing</b>	Fare Finder	Rates	Student Discount	Senior Discount	Refunds and Exchanges	Commuter Passes	
<b>Fares and Pricing</b>	Senior Discount	Student Discount	Specials	Summer Packages	Rates	Refunds and Exchanges	Fare Finder
<b>Fares</b>	Fare Finder	Rates	Commuter Passes				
<b>Special Rates</b>	Priority Boarding	Student Discount	Senior Discount	Specials			
<b>Special Offers</b>	Summer Packages	Whistler Mountain Route	Toronto Pearson Airport Route	Specials	Charters		
<b>Routes and Schedules</b>	Schedules	Stations	Routes and Stops	Express Routes	Map	Bus Tracker	
<b>Routes and Maps</b>	Schedules	Routes and Stops	Map	Whistler Mountain Route	Express Routes	Stations	Toronto Pearson Airport Route
<b>Locations</b>	Map	Stations	Routes and Stops	Express Routes	Whistler Mountain Route	Bus Tracker	Toronto Pearson Airport Route
<b>Services</b>	Greyhound Bus Experience	Priority Boarding	Commuter Passes	Charters			
<b>Careers</b>	Career Opportunities	Driving Career	Executive Bios				
<b>Corporate</b>	Greyhound Bus Experience	Executive Bios	Driving Career	News Releases	Career Opportunities		

<b>About Us</b>	Executive Bios	Career Opportunities	Driving Career	Help	Facts and Figures		
<b>Accessibility</b>	Priority Boarding	Baggage Information	Children Traveling				
<b>Information</b>	FAQs	Help	Facts and Figures	Refunds and Exchanges	Children Traveling	Greyhound Bus Experience	Baggage Information
<b>Information and News</b>	What's New	News Releases	Commuter Updates	Baggage Information	FAQs	Bus Tracker	Children Traveling
<b>News</b>	Facts and Figures	What's New	Commuter Updates				
<b>Updates</b>	Commuter Updates	What's New	News Releases				
<b>Help</b>	FAQs	Help					

## Similarity Matrix

### Baggage Information

100	Children Traveling																											
66	66	FAQs																										
33	33	66	Help																									
33	33	33	66	Facts and Figures																								
0	0	0	33	33	Career Opportunities																							
0	0	0	33	33	100	Driving Career																						
0	0	0	33	33	100	100	Executive Bios																					
33	33	33	0	0	33	33	33	News Releases																				
33	33	33	0	33	0	0	0	66	Commuter Updates																			
33	33	33	0	33	0	0	0	66	100	What's New																		
33	33	33	0	0	0	0	0	33	33	33	Bus Tracker																	
0	0	0	0	0	0	0	0	0	0	0	66	Express Routes																
0	0	0	0	0	0	0	0	0	0	0	66	100	Map															
0	0	0	0	0	0	0	0	0	0	0	66	100	100	Routes and Stops														
0	0	0	0	0	0	0	0	0	0	0	66	100	100	100	Stations													
0	0	0	0	0	0	0	0	0	0	0	33	66	66	66	66	Toronto Pearson Airport Route												
0	0	0	0	0	0	0	0	0	0	0	33	66	66	66	66	100	Whistler Mountain Route											
0	0	0	0	0	0	0	0	0	0	0	33	33	33	33	33	66	66	Summer Packages										
0	0	0	0	0	0	0	0	0	0	0	33	33	33	33	33	66	66	66	Charters									
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	33	66	33	Specials								
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	0	66	Senior Discount								
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	0	66	100	Student Discount							
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	0	33	66	66	Fare Finder						
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	0	33	66	66	100	Rates					
33	33	33	33	33	0	0	0	0	0	0	0	0	0	0	0	0	33	0	33	66	66	66	66	Refunds and Exchanges				
33	33	33	33	33	0	0	0	0	0	0	33	66	66	66	66	33	33	0	0	0	0	0	0	33	Schedules			
33	33	33	33	33	33	33	33	33	0	0	0	0	0	0	0	0	0	33	0	0	0	0	0	33	33	Greyhound Bus Experience		
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	0	33	33	66	66	33	0	Commuter Passes		
33	33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	33	33	33	0	0	0	33	33	Priority Boarding	