

Assignment 1 of Planning Phase

CIS 320

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The attached spreadsheet contains websites that will be used to compare processes to our client, the Louisville based Kids Center for Pediatric Therapy. The objective of the Kids Center is to provide a website where clients can interact with the organization to receive relevant and effective therapy services for their kids with an adaptable schedule to get as many available time slots used as possible. Twelve websites from organizations with a similar objective were examined. Through their examination, seven processes were identified and are presented below.

Healthcare is a very large industry in the United States and even in smaller parts of it such as Child Therapy like our client is a part of, there is noticeable competition between organizations to get clients in. The factor of ease of use which is fundamentally rooted in the accessibility of needed functions can be the deciding factor for someone choosing one business over another. Thus, it is important that three main factors be met in this regard: **Ease of use, Feasibility and Usefulness.**

The most used function found within the sample of 12 was the **Information Hot Bar** (Process that shows clients panels of information on what care and other services are provided by the organization and of which have links to other libraries therein the site). The information hot bar was only one of seven which all websites had an implementation of. The information hot bar allows quick navigation and can make the website feel intuitive, thereby increasing accessibility. However, this function does not work well if the implementation of linked libraries within the hot bar are intuitive and cater to a specific audience, one that you may be trying to reach.

To make sense of the information hot bar, we look at the other most used functions of our list to see the feasibility and usefulness of implementing these into the hot bar for better intuitiveness and accessibility for communication with potential clients.

Of the seven that we looked for only 4 scored in the top 25 percentile with those being: **Information Hot Bar, Patient Portal, Pay Bill, Language Accessibility.**

Pay Bill: Process that allows clients pay their balances due on the website for the care provided or to be provided.

Patient Portal: Process that gives clients secure access to their personal health information and communicate with the care provider.

Language Accessibility: Process that allows for clients who speak different languages to still be provided care and services through use of interpreters for communication.

Telehealth: Process that allows care and services to be provided remotely which is important for when clients are unable to visit the office or there is no available office time slot.

Search Function: Process that allows clients to more quickly find what they are looking for on a website in order to get the right care as soon as possible.

Newsletter: Process that allows clients to sign up to receive a News Letter from the organization that contains health relevant information and related activities.

Pay Bill is important, so clients can pay any outstanding balances which increases the websites accessibility. but may not be best for our client due to it being a nonprofit organization therefore relying on donations. It may increase the ease of use to have a donation tab take the place of a Pay Bill function.

Language accessibility Is another function that allows the website to cater to more people and makes the website easier to use. Due to Louisville being home to many foreign nationals with limited English proficiency, this function should be looked at when looking to increase ease of use of the website.

Patient Portal is a function that could potentially be implemented to deal with the major problem that our client currently faces. A patient portal can allow patients to schedule an appointment, cancel or change an appointment. We have identified this as an important component that will increase compatibility within the already existing infrastructure of the website.

The less commonly seen processes were a Search Function, Telehealth, and a Newsletter. The Search Function was only present within large corporate healthcare that can make use of the search function. the search function requires a large-scale site for it to be any use. The cost is also high and would not make sense in the current environment that our client operates.

Newsletters were the least popular of all functions that we looked for. The problem with newsletters is that they are only useful for large healthcare facilities that operate on a corporate shareholder financial structure. The use case for newsletters are to increase interest

from investors and to create brand awareness. A nonprofit center like our client would not have a good use case for this facility as it likely will cost more to implement than the returns generated.

The websites that we discovered and researched that represented best practice were Norton's Children Foundation and the Family Health Center. We would consider these two, of which are based in Louisville, as representative of best practice. Both feature all seven of the processes which give possible clients many options when it comes to Ease of use, Feasibility and Usefulness. They both are able to provide for and communicate with a large number of clients who speak different languages with options for remote and in person therapy. Their sites offer easily accessible information that is obtained through good design principles. This is due in part to easy navigation of the vast array of information available. The use of their Search Function is crucial in this case. Bill Pay is available to pay for balances outside of their offices and clients can also sign up for their Newsletter if they want to know more or be more involved in the organization.

While both Norton's Healthcare and Family Health Center are noticeably larger organizations than the Kids Center, their processes can still be effective if implemented right. A Newsletter would provide benefits but the cost of maintaining it will very likely outweigh those benefits for a smaller organization like the Kids Center. A Search Function would be useful for clients who might find the UI difficult to navigate but may be outside the budget. Bill Pay is already present but could be better, if there was a way to do so without the Patient Portal like other organizations provide. The patient portal could be better equipped to deal with our clients difficulty of scheduling appointments. Language Accessibility is present, but a client might not be aware it is just by looking at the site. Telehealth could also be improved upon to more effectively fill in available time slots on a schedule that could change quickly with clients changing their mind. The Informational Hot Bar is also present but could be redesigned so clients can see more useful information. In summary, the processes that should be focused on for improving the Kids Center website are Telehealth, patient portal, and Language Accessibility with a lesser focus on the informational hot bar. A Newsletter would likely not work well for the Kids Center due to the nature of this process.