



WRITING PIECE: INTERNAL SITE REVIEW SAMPLE

CONTACT APPOINTMENTS - Section 2

Current Appointment Contact Method- 2.1

Currently, customers looking to set up an appointment follow a 4 step process as listed below:

1. The user navigates to the 'Contact Us' tab in the top navigation by either clicking that tab directly or by accessing it by the 'Make an Appointment' Button on the site's homepage
2. Prospective patients contact the clinic by phone, email, or traditional post-mail
3. Clinic staff reaches back out to the prospective patient with the appropriate service's form
4. The patient fills out the form and brings it to the clinic, finalizing the appointment date

Areas For Improvement: Step 2, Contacting the Clinic - 2.2

The current method of contacting the clinic puts a relatively high barrier to entry for potential patients in comparison to local competitors, such as Bloomington Normal Audiology (BNA) and AccuQuest Hearing Center (AQHC). In an ideal scenario, it would be great to make the Appointment Contact method shorter in length. Unfortunately, due to legal and technical limitations, it is difficult to reduce this process further beyond its current state. However, after overviewing the current appointment procedure, we did note that step 2, in particular, poses a significantly higher barrier to setting up an appointment than might be required. Though contacting the clinic does not seem like a notable barrier, having users leave the clinic website to then set up an appointment opens up the opportunity for outside interruption or distraction before the step is completed. Step 2 then, is a notable area for improvement, with the aim to rework its process to still give the same patient information without risk of distraction.

CONTEXT

- [1] Delivered to CAS-IT as an internal document reviewing the Communication Sciences & Disorders (CSD) Hearing Clinic's client-facing website.
- [2] Part of a 5 section report written by agent Mason Bates in order to identify future changes to the current site.
- [3] This report's use of structure, rhetoric, and format would later be used to model documentation and technical pieces for common use at CAS-IT.