

Project Charter: Hartford Healthcare Web Experience Enhancement

Case for change / Problem Statement

- Rising costs are tightening budgets, making underutilized web resources unsustainable, which leads to wasted spending and inefficiencies.
- Patients increasingly start their healthcare journey online, with 77% of patients using online searches before booking a healthcare appointment and a confusing experience leads to frustration, lost appointments and higher administrative costs.
- Competitors are advancing their digital offerings and Hartford Healthcare must adapt or risk falling behind in delivering patient friendly experiences.
- Poorly optimized website creates barriers for patients seeking care, resulting in missed appointments, higher administrative costs, and reduced patient engagement

Business Case

- By providing insights to optimize website interactions, we increase user engagement, improving patient experience and appointment bookings.
- By using data to enhance high-traffic pages, we optimize web traffic value, ensuring more meaningful user interactions.
- By offering recommendations for patient-friendly digital services, we maintain Hartford HealthCare's digital competitiveness.

Objectives / Goal statements

- Segment users based on engagement data to tailor content strategies that reduce inefficiencies and improve patient experience.
- Identify high-interest health topics based on user interaction patterns to prioritize content that engages patients effectively.
- Recommend website improvements that streamline navigation and enhance the overall user experience, reducing barriers to patient engagement.
- Evaluate and optimize CTAs to increase conversion rates, ensuring users take desired actions like booking appointments or engaging with services.

Assumptions

- Data accurately represents user behaviour on Hartford HealthCare's websites
- The data provided through the Looker Studio will be sufficient to generate meaningful insights without requiring additional data sources.
- The current website setup will remain stable during the analysis period.
- Stakeholders at Hartford HealthCare will remain aligned with the project goals and provide timely feedback when required

Top Risks

1. Data sampling may lead to incomplete or biased insights.
2. Limited data history may hinder long-term trend analysis.
3. Actionable Implementation Challenges: Technical and resource constraints may delay implementation.
4. Key Team members or resources might become unavailable due to illness, turnover or competing priorities, impacting project progress.
5. Failure to ensure data privacy and HIPAA compliance may lead to legal consequences and reputational damage.

In Scope

Cluster website pages by engagement, event count, and views to provide insights for improving user experience.

Analyze underperforming pages and recommend content or CTA adjustments to boost engagement.

Suggest A/B testing strategies to measure the impact of layout or content changes on user engagement.

Out of Scope

Backend Infrastructure Changes are out of scope.

Complete Website Redesign or full UI/UX redesigns are excluded unless tied to insights.

Cross-Platform Integrations with external platforms (e.g., CRM, social media, mobile apps) are not included

Constraint Matrix

	MOST	SOME	LEAST
SCOPE			x
TIME	x		
COST		x	

Project Benefits

NPV:

IRR:

Break Even:

Indirect Benefits:

Increased brand loyalty

Improved Operational Efficiency

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Deliverables & Milestones (High Level Milestone Plan)		
Project Start Date: September 2, 2024		Project End Date: November 30, 2024
Key Deliverable	Milestone Name (MN)	Planned MS Date
Intro to Project, NDA Due	Kick-off	26-Aug-24
Charter Draft Preparation	Team Charter Discussions	2-Sep-24
Final Charter	Charter Submission	9-Sep-24
Activity Report, Working with Instructor and Refining	Ongoing Work & Review	16-Sep-24
Initial Analysis Report	Data Analysis Submission	14-Oct-24
Creating Interactive Dashboard Visualizations	Interactive Dashboards Development	14-Oct-24
Recommendations Report	Actionable Insights from Analysis	14-Oct-24
Mid-Term Presentations	Mid-Term	21-Oct-24
Team Presentations (Dry Runs)	Final Preparation for Presentations	1-Dec-24
Final Presentation to Hartford HealthCare	Final Presentation	2-Dec-24
Final White Paper	Project Finalizations	9-Dec-24
Incoming Dependency		Outgoing Dependency
Data Access and Setup		
Initial Data Review and Stakeholder Input		
Stakeholder Feedback on Goals		

Project Organization		
Sponsor	Daniel Small, VP, Digital Services, Hartford HealthCare	
Steering Board Members (PSB)	John Wilson, Professor (Project Guide)	
Project Manager	Hemanth Bommina	
Workstream Leaders	Ritika - Data Analysis Harikrupa Vedere - Event Tracking and Visualization Aasrith Dara- Reporting and Recommendations	
Team Members	Harikrupa Vedere, Ritika Ghosh, Hemanth Bommina, Raghavendra Aasrith Dara	
Signoff		
Role	Signature	Date
Sponsor		
PSB Member		
PSB Member		
PSB Member		
PSB Member		
PSB Member		
PSB Member		
Beneficiary		
Beneficiary		