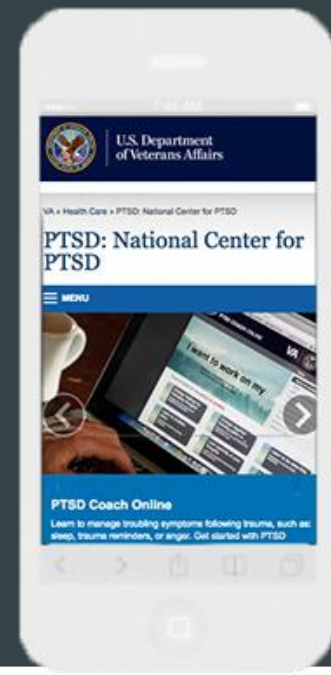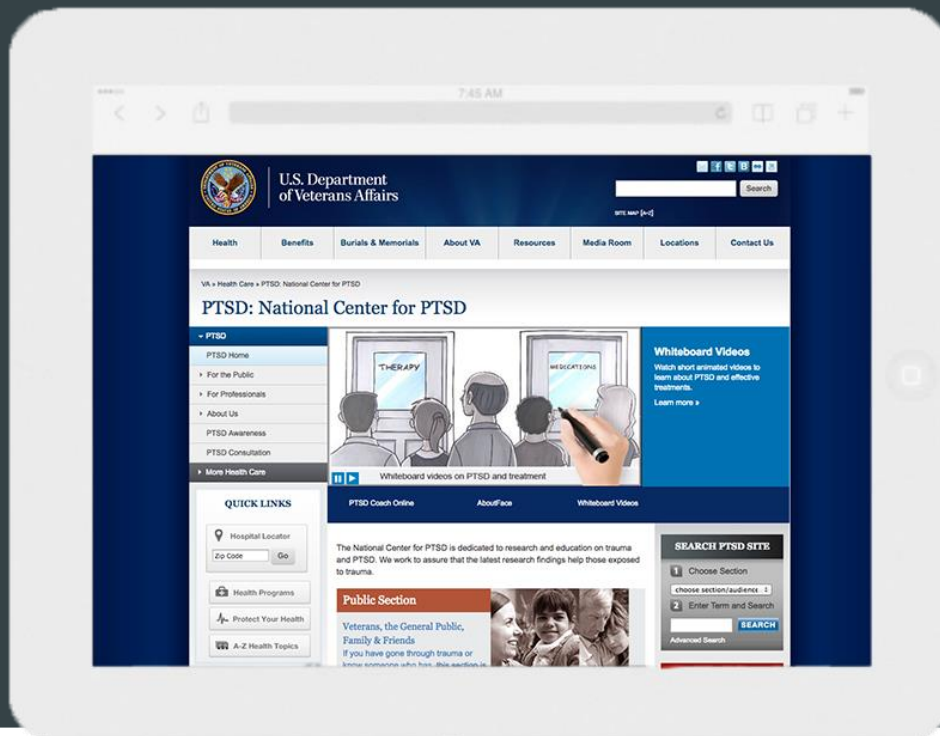# –NCPTSD– INFORMATION ARCHITECTURE & STRATEGY

Mike Satzinger and Emily Salinas

– SUMMARY –
& FINDINGS

NCPTSD GOALS

- Expand audience by making the NCPTSD website appealing to people outside of the VA ecosystem.

- Create endpoint for all users by making the wealth of information on the NCPTSD website easier to find and access.

- **Comprehensive** amount of information about PTSD.

- **Information pertains to a broad scope of people** including military personnel, clinicians, and the general public.

- Information **represents best practices** in the industry and gets updated with the latest research based findings.

- Content devoted to **personalizing the experience** of dealing with PTSD through the aboutFace and whiteboard videos.

- Keyboard reader **accessibility is in good shape** overall, and aligns with the VA's mission.
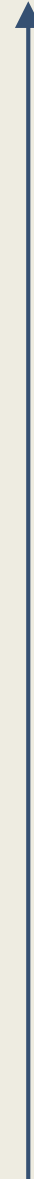
STRENGTHS

- Expansive content makes it **difficult to locate specific pieces** of information.

- Information gets **compartmentalized** into artificial sections (for the public, for professionals, etc.) making it even more difficult for the average.

- Structure causes **redundancy** in the content.

- **Search mechanism** forces artificial categories.

- Navigation menu does not represent all levels of content making it **difficult to see where the user is** and return to the most useful pages.

- **Strong VA branding** deters users outside of the military.

- **Cluttered margins** and overall busyness causes sensory overload.

WEAKNESSES

– CONTENT–
INVENTORY

Content Inventory

- Provides insight into the breadth and depth of information

- First step to understanding the organization of the website

- Findings:

  X Inconsistent design and layout between sections.

  X Content tends to be very text heavy, lacks images.

  X Wayfinding hindered by VA menu and incomplete bread crumbs.

  X Navigation menu items represent different levels of granularity.

  X Excessive duplication between professional and public sections.

  X Massive amount of cross site and external links which hurt navigation.

Eric Thomas

Psychotherapy Clinician

36/ Male/ Married/ Columbus, OH

Chrissy Roskos

Unemployed Volunteer

25/ Female/ Spokane, WA

Ryan Morris

Senior Airman currently stationed in Afghanistan

27/ Male/ Single/ Lakeland, GA

Allen Batz

Vietnam veteran retiring after years of civilian life

67/ Male/ Married/ Norwalk, CT

PERSONAS

Eric Thomas

Psychotherapy Clinician

36/ Male/ Married/ Columbus, OH

Background: Eric has some personal experience with PTSD, after living through Hurricanes in Florida that displaced him and his family when he was a kid. Watching his two younger brothers go this experience is what especially made him want to be a practicing clinician by the time he finished his Bachelor's degree in Psychology. Eric now works at an independent practice, but he finds the that treating PTSD can be vast and complex in a way that his partners don't experience with their patients. Sometimes client experiences can be intense, or even dangerous. Additionally, Eric and his partners have been approached about selling the practice, but they prefer to remain independent and 'do things their own way.'

Goals: Eric believes that for patients with PTSD, **resilience is the key factor in therapy, but sometimes recognizes a limit for what's beyond his skills**.

Eric Thomas

Psychotherapy Clinician

36/ Male/ Married/ Columbus, OH

Scenarios: After a particularly emotionally exhausting session with a client, Eric realizes that he needs to brush up on research that will benefit a diverse range of PTSD sufferers which he encounters on a regular basis. First of all, he wants to get a better handle on how other clinicians specifically diagnose PTSD, along with co-occurring conditions with as head injuries, and how this differentiates from other diagnoses such as phobias. **He begins by comparing screeners for patient evaluations. Further, he wants to make stronger personal connections in the medical community**, so that he know when it is appropriate to refer a patient to a doctor who can provide more specialized treatment.

Chrissy Roskos

Unemployed Volunteer

25/ Female/ Spokane, WA

Background: Growing up as an only child, Chrissy always considered herself to be 'tough', whether she's working on moped maintenance, or letting other people's criticism roll off her back. Eighteen months ago she met and fell in love with her current domestic partner, an Iraq vet. After they moved in together, **she started noticing more recurring patterns of behavior, such as binge drinking, and anger triggered by high stress**. She knows that he is by nature a gentle person, and hasn't had success turning to friends about it because they don't understand.

Goals: Chrissy just wants to help him and get their lives back on track. She has openly discussed her feelings and asked how she can be supportive, and knows that his mental wellness is a process. But she is thinking more seriously about getting professional help, for him and herself.

"We're running up a mountain as hard as we can, and sometimes it's hard to tell if we're making any progress."

Chrissy Roskos

Unemployed Volunteer

25/ Female/ Spokane, WA

Scenarios:

It's Sunday evening after spending dinnertime with her partner's parents and siblings, who live outside of the city. Once he gets home, the high stress from the work week combined with family obligations send him off and he is slamming doors and is in a mood where he does not want to be touched. She knows that deep down he is willing to get the help he needs, and Chrissy uses her mobile phone to find the VA crisis hotline number. **It's critical for her to quickly pull up information during moments when she needs it the most.**

On 'good days' when her partner is not suffering from panic attacks, Chrissy still needs to access information, and has the ability to take more time looking up specifics such as co-pay costs, local clinics, and which SSRI's which might be helpful for therapy. She also wants to browse resources specifically for family members and advocacy.

Ryan Morris

Senior Airman currently stationed in Afghanistan

27/ Male/ Single/ Lakeland, GA

Background:

Grew up the eldest of three. He wanted to be in the Air Force as long as he can remember growing up just outside of Moody Air Force Base. He enlisted as soon as he could and became a drone pilot to help stop terrorism. He thought using drones would minimize the number of casualties and only kill the real "bad guys".

Goals:

He has now seen so many people die on a screen he feels numb throughout the whole process and drinks a bottle of whiskey after every successful mission. He wants to know if his feelings are normal and **how he will be able to go back to "normal life" after his deployment is over**. He knows a little about PTSD but assumes that only people on the combat field can get it.

"Is it possible to get PTSD just from operating drones?"

Ryan Morris

Senior Airman currently stationed in Afghanistan

27/ Male/ Single/ Lakeland, GA

Scenarios:

Ryan searches the internet during some free time to find out if his general state of mind is normal; something that is never talked about among his squad members. He looks on forums for service members and finds people who talk about similar feelings and the difficulties they have when they come home. Some of them talk about PTSD and he goes to the national PTSD website looking to see what people with PTSD are like.

After finding out about the symptoms of PTSD and thinking he might have it, he has even more questions about how to get diagnosed and go through treatment. **Should he just talk to a regular doctor or does he need to go to a psychologist?** What will he be like when he gets home? He wants to have a better picture in his mind about what PTSD looks like before he starts wasting anyone's time talking about it.

Allen Batz

Vietnam veteran retiring after years of civilian life

67/ Male/ Married/ Norwalk, CT

Background: Allen grew up in Connecticut and served in the Marines as a helicopter gunner in Vietnam. After his deployment, he struggled with alcohol and substance abuse. The VA helped him transition to civilian life with counseling and Psychological therapy. He retired recently after 20 years at his job at UPS and has had difficulty adjusting to the change in pace. The additional free time has allowed memories from his service to come back. His wife has been awoken to bouts of shouting and clenching his pillow while he is sleeping. He has started isolating himself from his friends and family with long rides on his boat. **He doesn't consider himself tech savvy and only browses the web on a desktop computer.**

Goals: Allen seeks to find ways to cope with his new lifestyle. He would like to get stop the memories from coming back or at least be able to deal with the anxiety they produce.

"The memories started coming back after so many years"

Allen Batz

Vietnam veteran retiring after years of civilian life

67/ Male/ Married/ Norwalk, CT

Scenarios:

Allen has received help from the VA before so he looks into going back for help. He looks for stories of other vets dealing with retirement and resources to cope with lifestyle changes. He looks at some aboutFace videos and then more into PTSD. It wasn't called PTSD when he was getting help previously but he thinks that it probably would be today.

He looks for more information about how to tell if he has PTSD and all of the symptoms. **He wants to schedule an appointment** to get assessed and started down a better path.

COMPETITIVE
–ANALYSIS–

Summary

	ptsd.va.gov	nimh.nih.gov	mayoclinic.org	webmd.com
Mission	**Assist people dealing with PTSD**	**Assist people with mental illness**	**Provide care and education in all areas of healthcare.**	**Be the reliable source for healthcare information.**
Funding	Government	Government	Hospital/school activities and contributions	Advertisers, paid services, and sponsors
Audience	Anyone involved with all aspects of PTSD	General public	General public, some specific to those affected by PTSD	General public, more specific material with search
Navigation	Inconsistent categories, up to 4 levels deep	Simple, easy to understand categories very broad	vertical & horizontal navigation, too many options	Sticky PTSD navigation gets lost in clutter
Search	3 search mechanism hard to filter refine	1 search for whole NIMH domain	1 search uses google results	1 search can be filtered
Mobile	Good, responsive design.	Good, responsive design.	Good, responsive for mobile.	Separate mobile site, does not maintain navigation menus.

ACCESSIBILITY

Checklist

✓ **Uses good tagging and semantic markup**.

✓ **Keyboard accessible**.

✓ Most videos provide a pdf description.

X **Each item in the navigation and margins adds to the amount of time it takes the user to get to what they need on the page**.

X Some videos do not have audio descriptions.

X Some html errors.

X **Most forms/search box requires data entry do not have form labels**.

X Homepage buttons have redundant linking.

X Needs better visual contrast on the page (sometimes blue text looks like links).

X Pop up exit survey is not predictable behavior and appears to be too long.

SEARCH ENGINE OPTIMIZATION

(different from classmates' search engine research)

SEO Checklist

✓ Consistent keywords on the homepage.

✓ **Large number of webpages contribute to many keywords**.

✓ **Uses descriptive tags for visually impaired people, uses heading and <title> tags**.

✓ Excellent level of trust and authority.

✓ **Has robots.txt file -> http://www.ptsd.va.gov/robots.txt**

✓ URLs are clean, and not just a string of letters and numbers.

✓ Is responsive and mobile-friendly, mobile font is legible.

✓ Has their own 404 page.

✓ Multiple variations of a URL resolve to the same page.

✓ Uses cache for faster display.

SEO Checklist

X **Missing XML sitemap for search bot**, though there is a sitemap for users.

X **Site is not SSL secure** - HTTP pages are not as secure as HTTPS.

X 322 in-page links on the homepage. **Unnecessary links can dilute content**, and may risk being viewed as spam.

X Load time is relatively slow due to inline styles, has too many CSS and JavaScript files

X **Better navigation and a flattened hierarchy will keep content from being buried**.

X Too many broken links can hurt your reputation (108 broken links).

X Orphaned pages can't be indexed by search crawlers.

X No structured markup. This is what google uses to create '**rich snippets**'.

X The small links on the mobile site may be difficult to click with touch screen devices.

SEO Keywords

ptsd	47	veterans	25
health	23	trauma	15
care	15	research	15
center	14	benefits	14
search	14	national	11

Current top keywords for the ptsd.va.gov homepage. ⟹
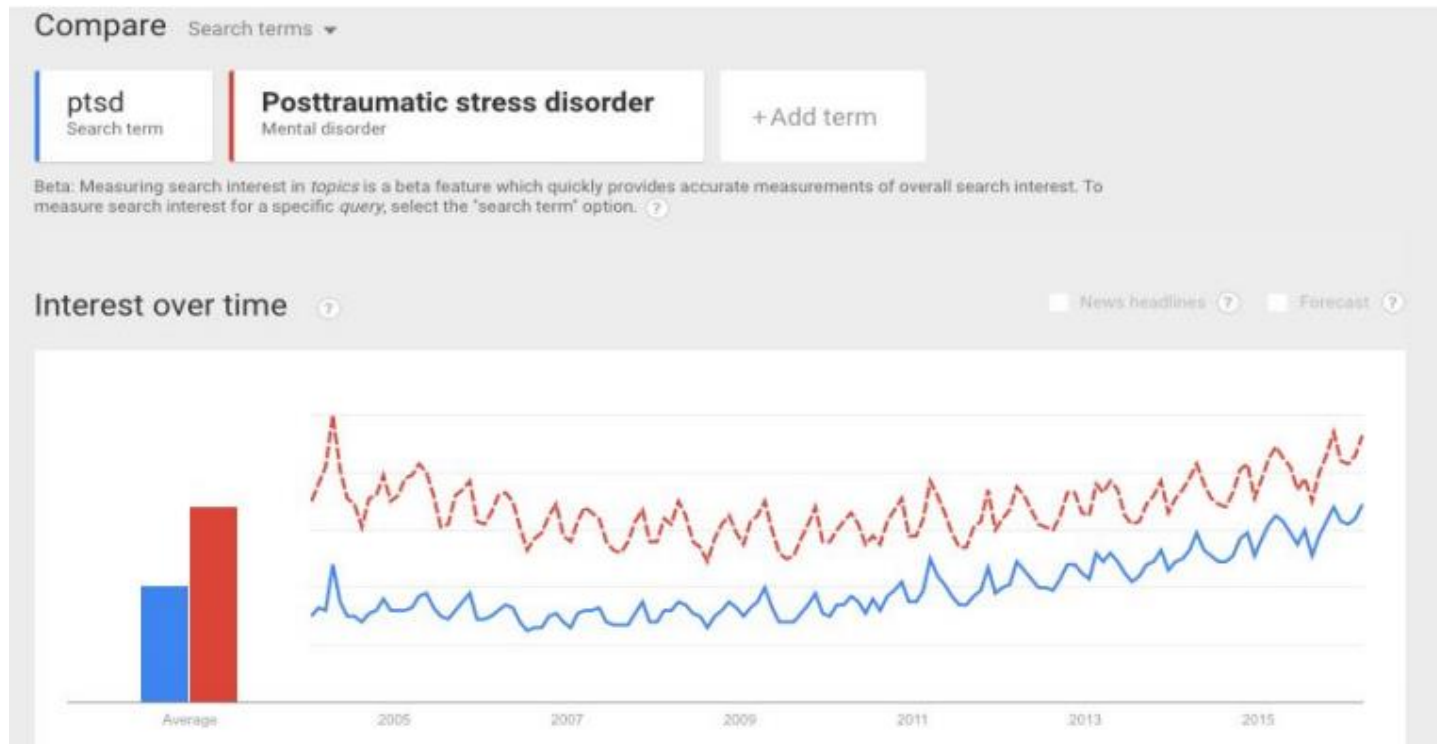
Google Trends shows that the homepage could benefit from including the keywords 'posttraumatic stress disorder'.

– CARD– SORTING RESULTS

Goals

- Normalizing the menu categories across user groups through a wide array of participants

- Develop categories at same level of granularity, sorting the content by topic/purpose

- Create navigation titles that makes sense to all users

Method

- Attempt to **flatten hierarchy** by removing 'Public' and 'Professionals' categories

- Develop stage one IA card sort using **simple natural language**

- Conduct hybrid card sort where users could use proposed categories or create their own

- Do internal sort and revise IA (stage 1)

- Analyze results and revise categories (stage 2)

- Conduct second closed card sort

- Make final revisions

Stage I: IA

What is PTSD?
- PTSD Basics
- Criteria for professionals

Who has PTSD?
- The faces of PTSD
- PTSD in Women
- PTSD in Seniors
- PTSD in Children

How do you get PTSD?
- Types of trauma

How do you know it's PTSD?
- Symptoms
- Assessment for professionals

How might PTSD affect you?
- Effects of PTSD
- Other reactions
- Sleep problems
- Substance abuse
- Mental health issues
- Suicide and self-harm
- Physical problems

How do you get help?
- Treatment
- Self help
- Where to get help

Who else is affected by PTSD?
- In the Community
- Relief workers
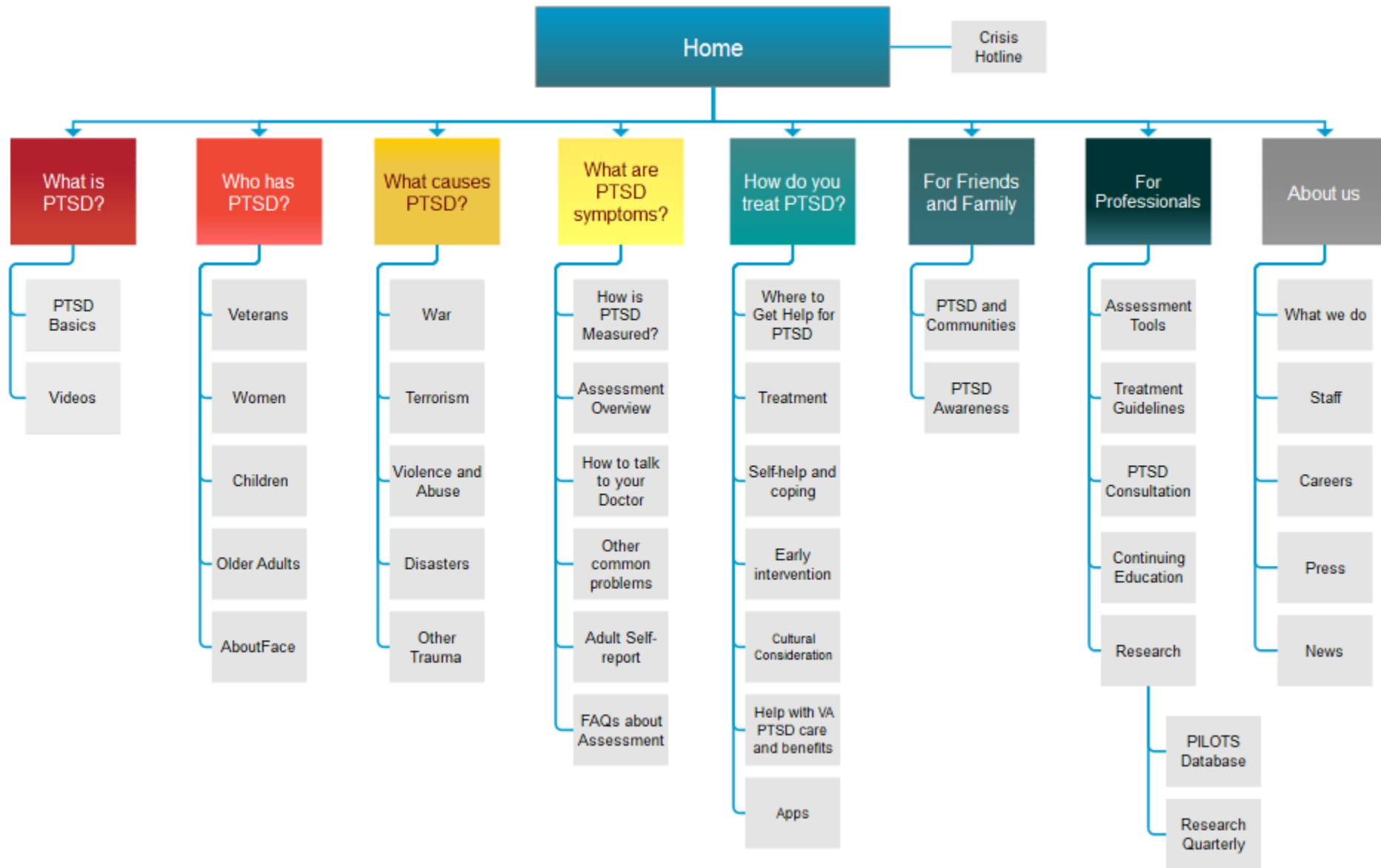
How else can I get involved with PTSD?
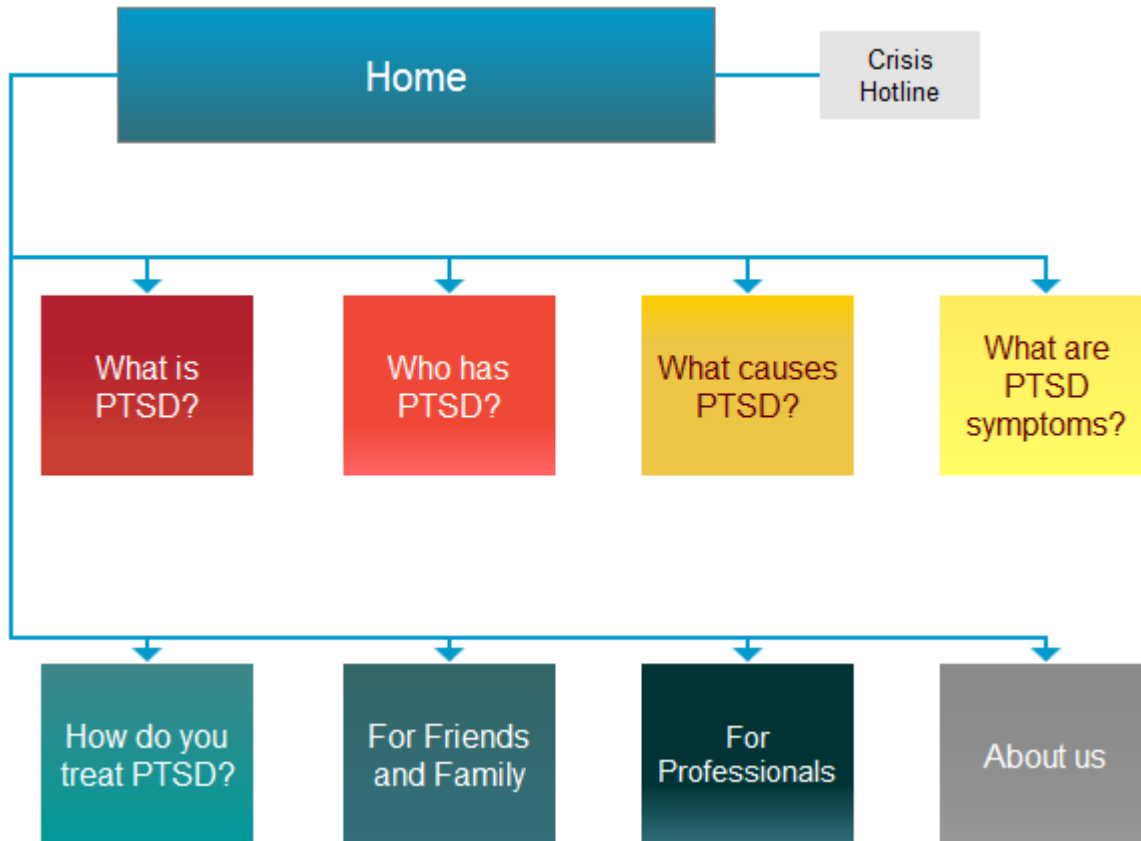- PTSD Awareness

Research and resources

About us

Main Objectives:
-Integrating Professional/Public sections
-Reducing need for cross-referencing
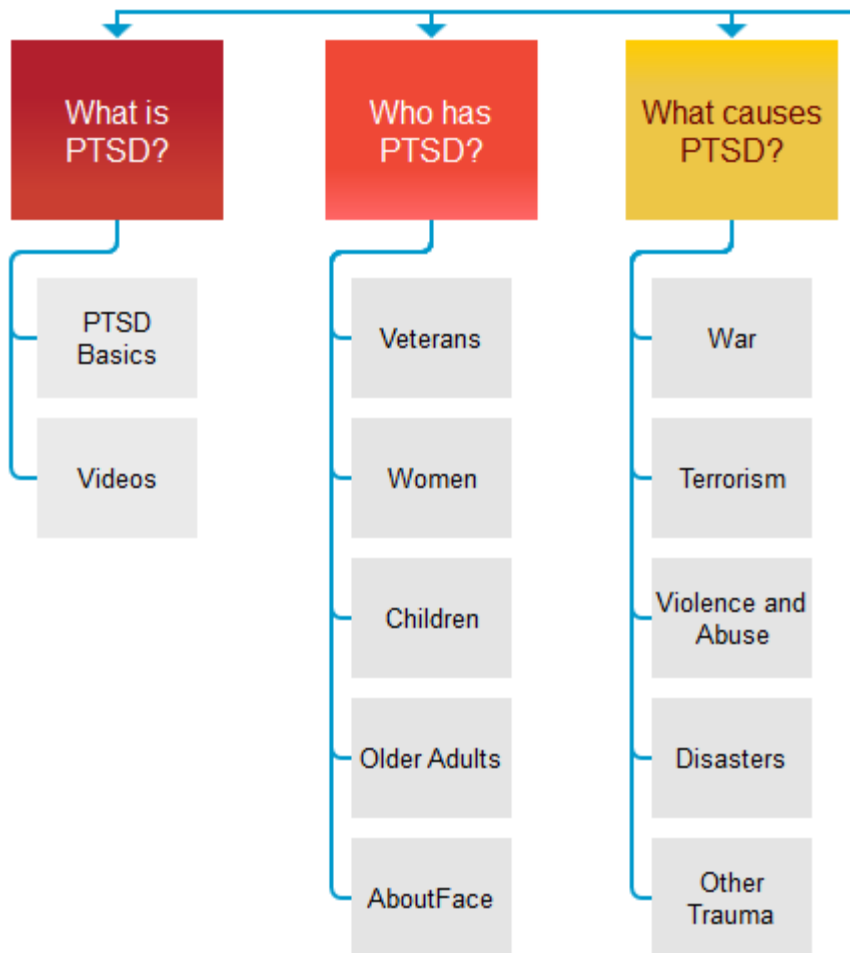-Creating a flow of deeper information
 down the hierarchy

Final IA

```
                                    Home ─────────── Crisis
                                                      Hotline
```

What is PTSD?
- PTSD Basics
- Videos

Who has PTSD?
- Veterans
- Women
- Children
- Older Adults
- AboutFace

What causes PTSD?
- War
- Terrorism
- Violence and Abuse
- Disasters
- Other Trauma

What are PTSD symptoms?
- How is PTSD Measured?
- Assessment Overview
- How to talk to your Doctor
- Other common problems
- Adult Self-report
- FAQs about Assessment

How do you treat PTSD?
- Where to Get Help for PTSD
- Treatment
- Self-help and coping
- Early intervention
- Cultural Consideration
- Help with VA PTSD care and benefits
- Apps

For Friends and Family
- PTSD and Communities
- PTSD Awareness

For Professionals
- Assessment Tools
- Treatment Guidelines
- PTSD Consultation
- Continuing Education
- Research
  - PILOTS Database
  - Research Quarterly

About us
- What we do
- Staff
- Careers
- Press
- News

```
                    │              │
                    ▼              ▼
        ┌──────────────┐  ┌──────────────┐
        │ What are     │  │ How do you   │
        │ PTSD         │  │ treat PTSD?  │
        │ symptoms?    │  │              │
        └──────────────┘  └──────────────┘
              │                 │
        ┌──────────────┐  ┌──────────────┐
        │ How is       │  │ Where to     │
        │ PTSD         │  │ Get Help for │
        │ Measured?    │  │ PTSD         │
        └──────────────┘  └──────────────┘
        ┌──────────────┐  ┌──────────────┐
        │ Assessment   │  │ Treatment    │
        │ Overview     │  │              │
        └──────────────┘  └──────────────┘
        ┌──────────────┐  ┌──────────────┐
        │ How to talk  │  │ Self-help and│
        │ to your      │  │ coping       │
        │ Doctor       │  │              │
        └──────────────┘  └──────────────┘
        ┌──────────────┐  ┌──────────────┐
        │ Other        │  │ Early        │
        │ common       │  │ intervention │
        │ problems     │  │              │
        └──────────────┘  └──────────────┘
        ┌──────────────┐  ┌──────────────┐
        │ Adult Self-  │  │ Cultural     │
        │ report       │  │ Consideration│
        └──────────────┘  └──────────────┘
        ┌──────────────┐  ┌──────────────┐
        │ FAQs about   │  │ Help with VA │
        │ Assessment   │  │ PTSD care    │
        │              │  │ and benefits │
        └──────────────┘  └──────────────┘
                          ┌──────────────┐
                          │ Apps         │
                          └──────────────┘
```

FINAL IA

–USER–

JOURNEY

Eric Thomas

Psychotherapy Clinician

36/ Male/ Columbus, OH

How can I compare different assessment tools?

What if I want more detailed info?

How can i help my client find PTSD specialists?

Home

Crisis Hotline

What is PTSD?
- PTSD Basics
- Videos

Who has PTSD?
- Veterans
- Women
- Children
- Older Adults
- AboutFace

What causes PTSD?
- War
- Terrorism
- Violence and Abuse
- Disasters
- Other Trauma

What are PTSD symptoms?
- How is PTSD measured?
- Assessment Overview
- How to talk to your Doctor
- Other common problems
- Adult Self-report
- FAQs about Assessment

How do you treat PTSD?
- Where to Get Help for PTSD
- Treatment
- Self-help and coping
- Early intervention
- Cultural Consideration
- Help with VA PTSD care and benefits
- Apps

For Friends and Family
- PTSD and Communities
- PTSD Awareness

For Professionals
- Assessment Tools
- Treatment Guidelines
- PTSD Consultation
- Continuing Education
- Research
  - PILOTS Database
  - Research Quarterly

About us
- What we do
- Staff
- Careers
- Press
- News

Chrissy Roskos

Unemployed Volunteer

25/ Female/ Spokane, WA

Where is information just for family?

What if my partner needs help?

What if I need help right away?

What tools can I use?

Home

Crisis Hotline

What is PTSD?	Who has PTSD?	What causes PTSD?	What are PTSD symptoms?	How do you treat PTSD?	For Friends and Family	For Professionals	About us
PTSD Basics	Veterans	War	How is PTSD measured?	Where to Get Help for PTSD	PTSD and Communities	Assessment Tools	What we do
Videos	Women	Terrorism	Assessment Overview	Treatment	PTSD Awareness	Treatment Guideslines	Staff
	Children	Violence and Abuse	How to talk to your Doctor	Self-help and coping		PTSD Consultation	Careers
	Older Adults	Disasters	Other common problems	Early intervention		Continuing Education	Press
	AboutFace	Other Trauma	Adult Self-report	Cultural Consideration		Research	News
			FAQs about Assessment	Help with VA PTSD care and benefits			
				Apps		PILOTS Database	
						Research Quarterly	

Ryan Morris

Senior Airman in Afghanistan

27/ Male/ Single/ Lakeland, GA

- Could I have PTSD?
- Can you get PTSD from piloting drones?
- Maybe I do have it.
- What will treatment be like?
- What will it be like when I get home?

Home

Crisis Hotline

- **What is PTSD?**
  - PTSD Basics
  - Videos
- **Who has PTSD?**
  - Veterans
  - Women
  - Children
  - Older Adults
  - AboutFace
- **What causes PTSD?**
  - War
  - Terrorism
  - Violence and Abuse
  - Disasters
  - Other Trauma
- **What are PTSD symptoms?**
  - How is PTSD measured?
  - Assessment Overview
  - How to talk to your Doctor
  - Other common problems
  - Adult Self-report
  - FAQs about Assessment
- **How do you treat PTSD?**
  - Where to Get Help for PTSD
  - Treatment
  - Self-help and coping
  - Early intervention
  - Cultural Consideration
  - Help with VA PTSD care and benefits
  - Apps
- **For Friends and Family**
  - PTSD and Communities
  - PTSD Awareness
- **For Professionals**
  - Assessment Tools
  - Treatment Guidelines
  - PTSD Consultation
  - Continuing Education
  - Research
    - PILOTS Database
    - Research Quarterly
- **About us**
  - What we do
  - Staff
  - Careers
  - Press
  - News

Allen Batz

Retiring Vietnam veteran

67/ Male/ Married/ Norwalk, CT

Could I have PTSD?

Are my disruptive sleeping patterns a serious problem?

Where can I go for help?

Can I get support as an ex-vet?

Home

Crisis Hotline

What is PTSD?
- PTSD Basics
- Videos

Who has PTSD?
- Veterans
- Women
- Children
- Older Adults
- AboutFace

What causes PTSD?
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For Friends and Family
- PTSD and Communities
- PTSD Awareness

For Professionals
- Assessment Tools
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About us
- What we do
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- Careers
- Press
- News

WIREFRAMES

- **Simplify** language

- **Reduce** clutter

- **Flatten** hierarchy

- Push more content **above the fold**

- Provide **clear click locations**

BIG PICTURE

Problem

VA branding and menus draw attention away from PTSD navigation.
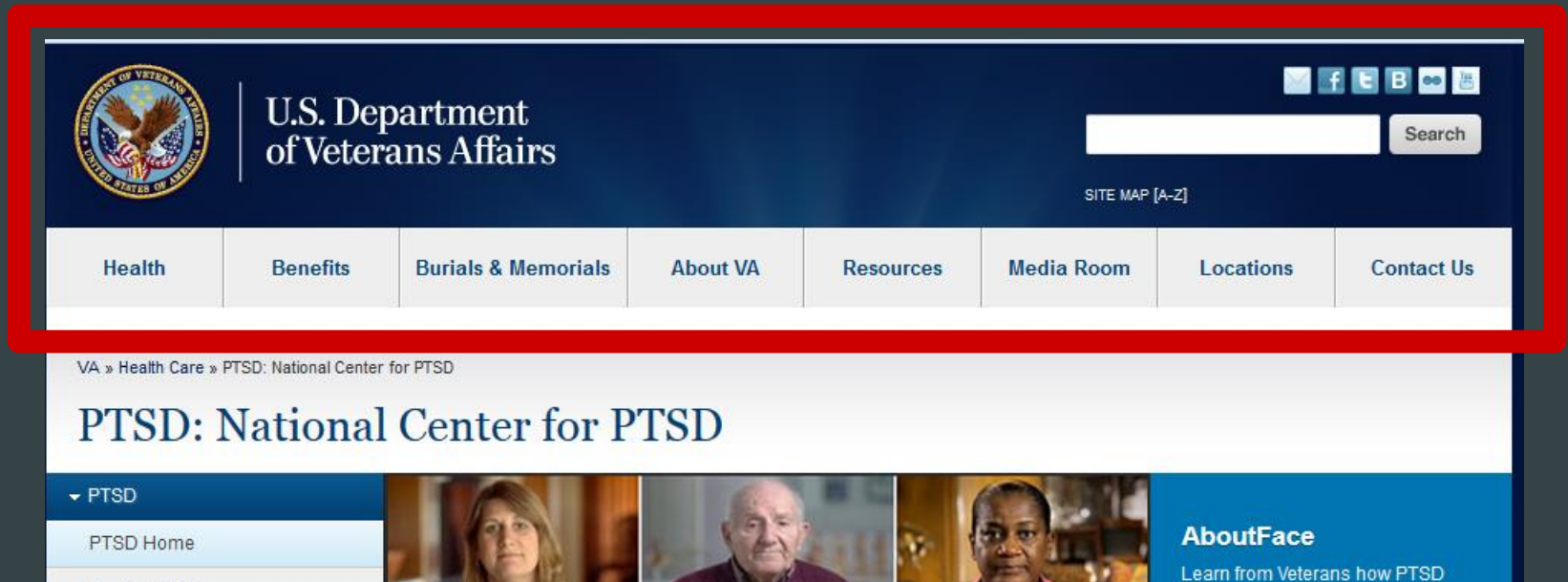
Solution

Used collapsed VA header as seen with responsive website.
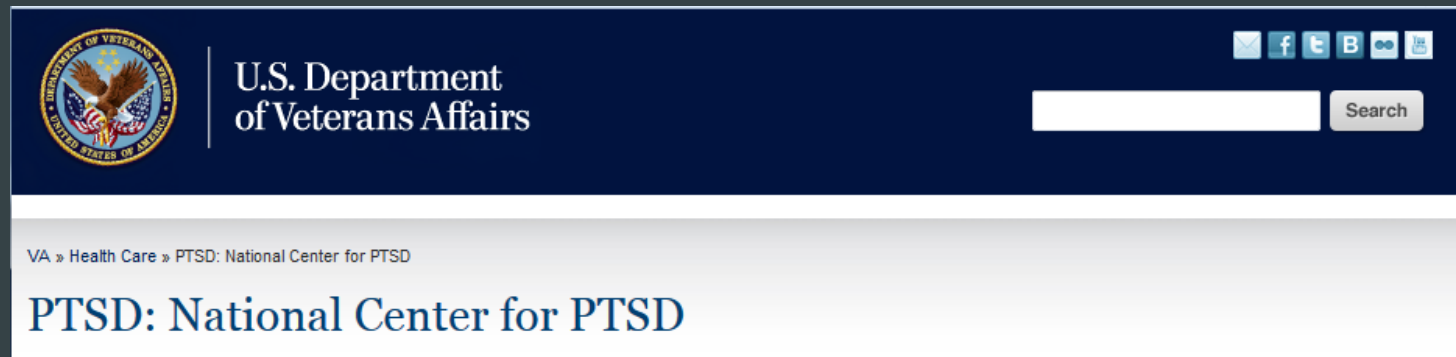
This layout already seen in responsive design.
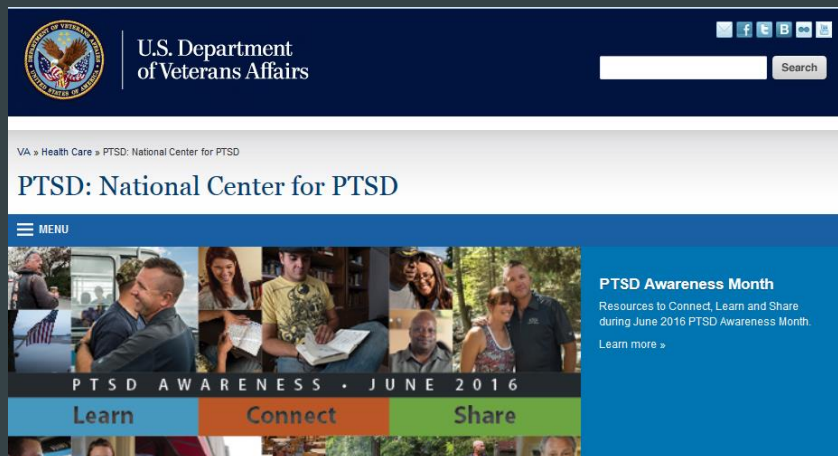
VA branding completely lost in aboutFace.
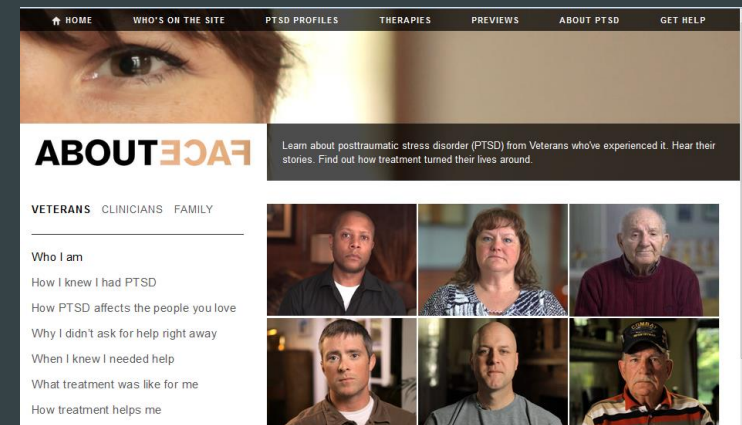
Problem

Margins are busy, too many options, takes up vital screen space, hurts accessibility.

Solution

Cut down excessive options. Eliminate right margin. Keep Crisis hotline.

⊞ What is PTSD?
⊞ Who has PTSD?
⊞ What causes PTSD?
⊞ What are PTSD symptoms?
⊞ How do you treat PTSD?
⊞ For Friends and Family
⊞ For Professionals
⊞ About Us
More Health Care

CRISIS HOTLINE
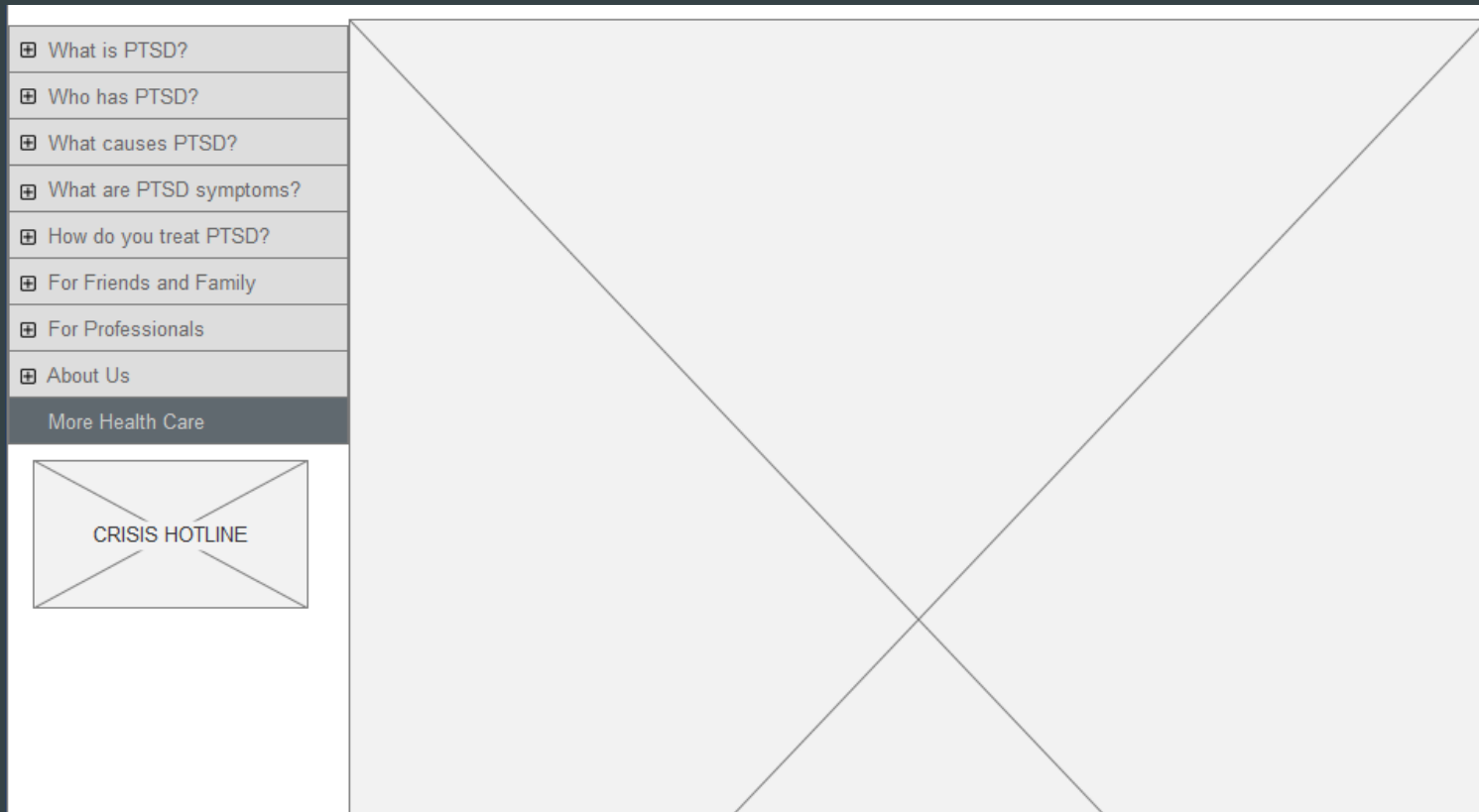
Increasing overall ease of use will make anything removed still readily available.

Problem

Highlight banner too big, pushes content off screen.

Solution

Redesign to reduce height of banner.

Problem

Landing pages too text heavy, images are not links.

Solution

Revise for new IA using simple, more actionable language with clickable images.
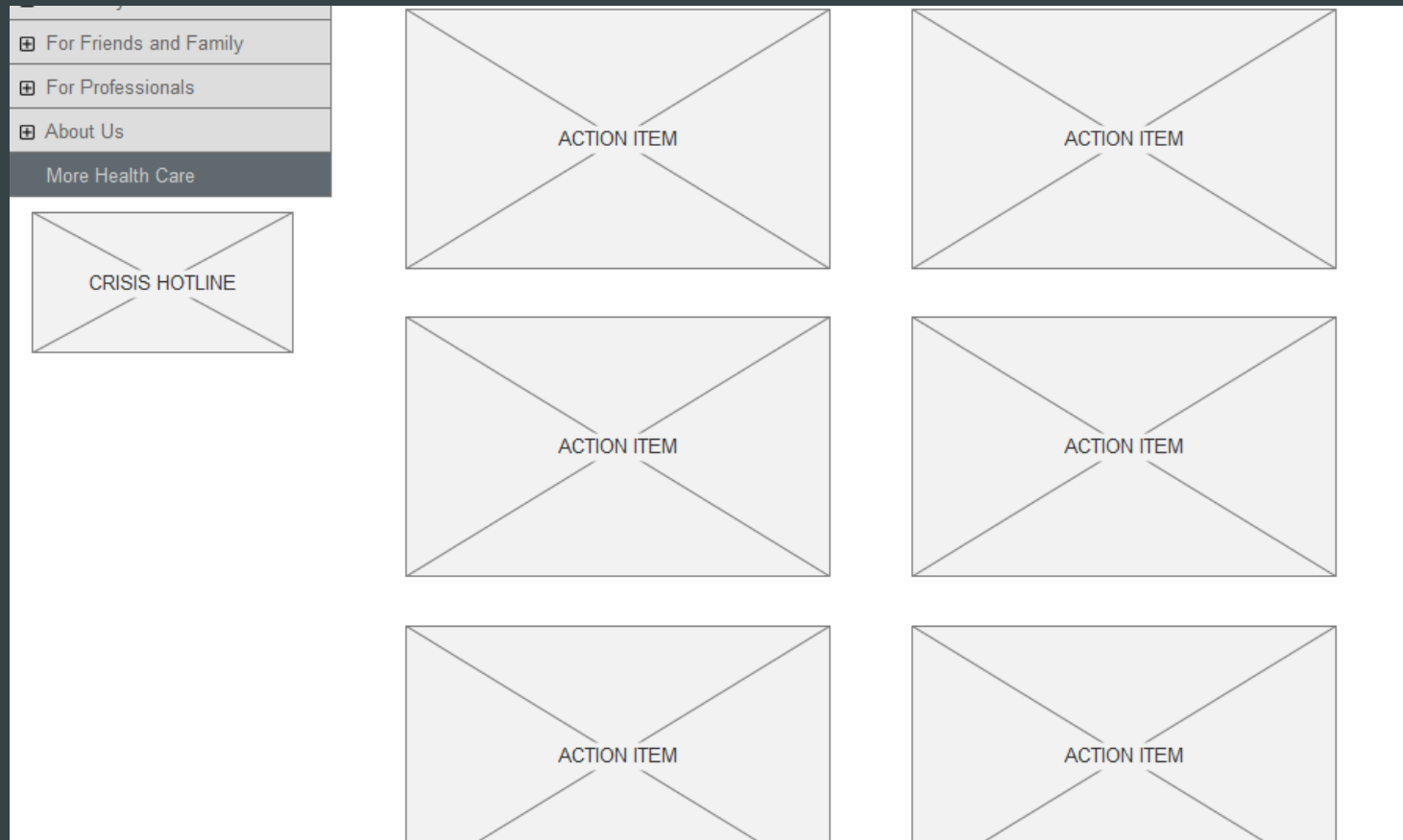
Problem

Too many search options, VA search has limited functionality.

Solution

Use only VA search at top of screen, advocate for improvements and modernization in functionality.

Final Layout

Content Page

PTSD: National Center for PTSD

- ⊞ What is PTSD?
- ⊞ Who has PTSD?
- ⊟ What causes PTSD?
  - War
  - Terrorism
  - Violence and Abuse
  - Disasters
  - Other Trauma
- ⊞ What are PTSD symptoms?
- ⊞ How do you treat PTSD?
- ⊞ For Friends and Family
- ⊞ For Professionals
- ⊞ About Us

More Health Care

CRISIS HOTLINE

| < PREVIOUS PAGE | CURRENT PAGE | NEXT PAGE > |

CONTENT PAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget.

PHOTO

U.S. Department of Veterans Affairs

Search

SITE MAP [A-Z]

NEXT STEPS

- Do prototyping to **test IA**.
- Use **SSL** security.
- Create a **sitemap** for search crawlers.
- Include the terms **'Posttraumatic Stress Disorder'** in your page content and description.
- **Analyze search logs** to test common user language.

IMMEDIATELY

- **Eliminate duplicate content** and streamline pages.
- Eliminate the **exit survey** pop-up.
- Reduce load times: **use web compression**, reduce number of CSS/Javascript references.
- **Consolidate the description tags** on all pages to 160 characters.
- Check content for accessibility problem areas such as **video descriptions** and **form entry tagging**.
- **Revise search behavior** allow filtering, suggestions on no results.
- Incorporate **natural language** into search functionality.

MID TERM

- **Avoid compartmentalization** of categories in the future.
- Integrate new content areas into existing structure.
- Keep **flattened hierarchy**.
- Reduce redundant linking within the site, instead **focus on natural and relevant links**.
- **Refine content** (with keyword density in mind).
- Build and maintain **social network presence**.
- Periodically check **search ranking**
- Adjust for current best **SEO practices**, such as using an application to check broken links and using a code validator to check for HTML errors.
- Work on **adding relevant tags** to AboutFace.

LONG TERM

– Q & A –

(Thank you from emily.salinas@ubalt.edu
and michael.satzinger@ubalt.edu)

–APPENDIX–

Initial IA

What is PTSD?
- PTSD Basics
- Criteria for professionals

Who has PTSD?
- The faces of PTSD
- PTSD in Women
- PTSD in Seniors
- PTSD in Children

How do you get PTSD?
- Types of trauma

How do you know it's PTSD?
- Symptoms
- Assessment for professionals

How might PTSD affect you?
- Effects of PTSD
- Other reactions
- Sleep problems
- Substance abuse
- Mental health issues
- Suicide and self-harm
- Physical problems

How do you get help?
- Treatment
- Self help
- Where to get help

Who else is affected by PTSD?
- In the Community
- Relief workers

How else can I get involved with PTSD?
- PTSD Awareness

Research and resources
About us

Main Objectives:
-Integrating Professional/Public sections
-Reducing need for cross-referencing
-Creating a flow of deeper information
 down the hierarchy

SURVEY DATA: STAGE 1

Participants: 14

Gender

35.7 %
64.3 %

■ female ■ male

Age

21.4 %   21.4 %
57.1 %

■ 18-30 ■ 31-45 ■ 46-65

Education

7.7 %
23.1 %
69.2 %
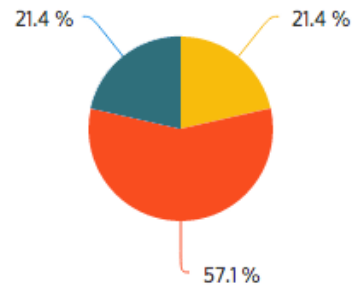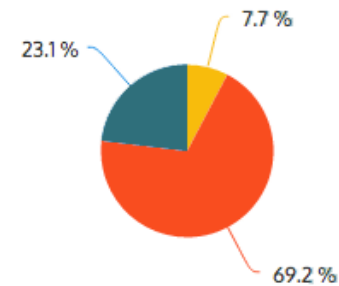
■ Associate's ■ Bachelor's ■ Graudate

Medical Background

28.6% stated that they work in Psychology or another medical field

Knowledge of PTSD

I have been diagnosed with PTSD
I know someone with PTSD
I have treated people with PTSD
I have read about PTSD
I have heard of PTSD
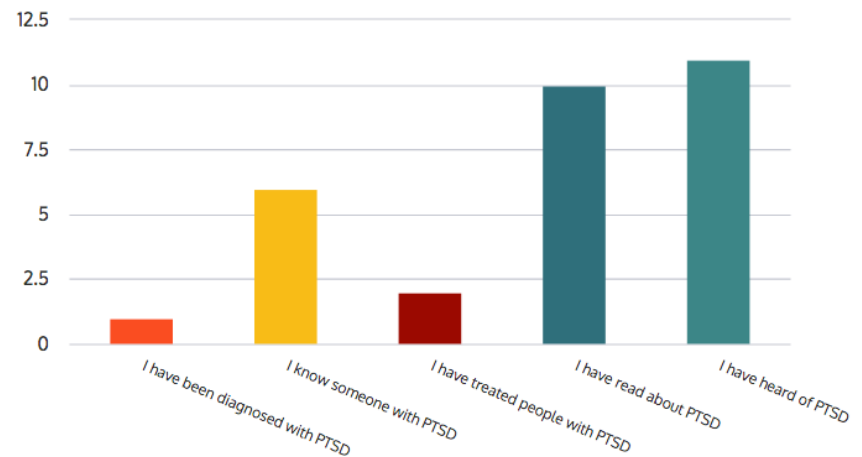
SURVEY DATA: STAGE 1

Participants: 14

Cards added in:

| How can you help? |
| Provider Education |
| Healthcare provider resources |
| For health care providers |
| Resources for physicians and providers |
| Information for Clinicians |
| Treatment |
| Treatment for PTSD |
| What we offer |
| Link on home page |
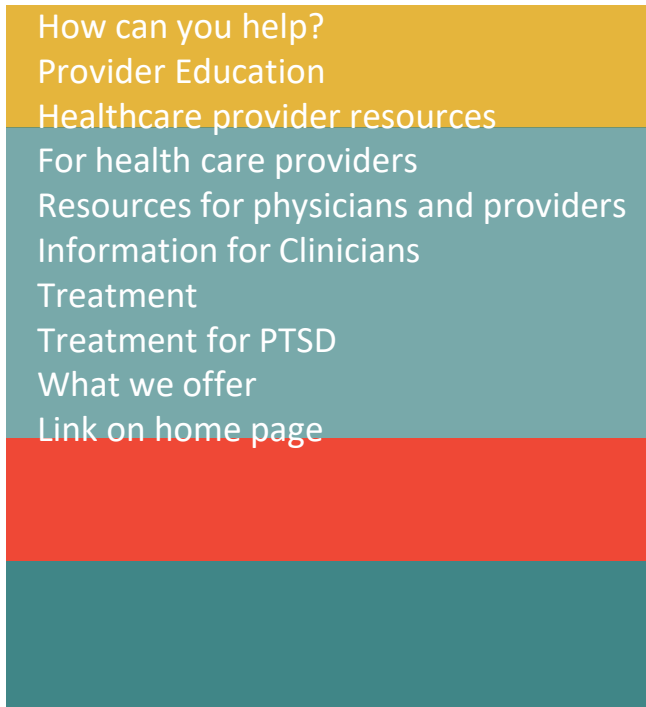
Any difficulties with the card sorting?
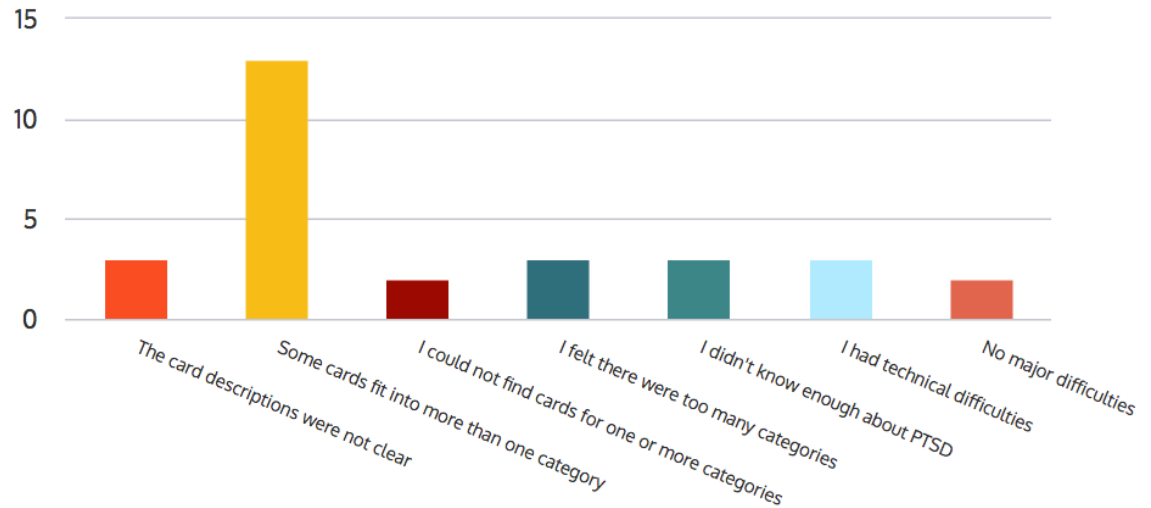
Similarity Matrix

PTSD Basics

Values	Label
86	PTSD History and Overview
13 13	PTSD 101 course: Aging and PTSD
13 13 73	PTSD 101 course: Traumatic Brain Injury
6 6 66 60	PTSD 101 course: Hispanic Veterans
0 0 40 26 66	PTSD in Children and Adolescents
0 0 33 26 46 66	PTSD in Refugees
0 0 33 33 40 66 66	Traumatic Stress in Female Veterans
0 0 40 46 40 40 60 46	Journalists and PTSD
0 0 40 33 33 33 53 40 66	Aging Veterans and Posttraumatic Stress Symptoms
0 0 40 40 46 40 33 33 53 66	War on Many Fronts: African American Veterans with PTSD: for Veterans and Family (video)
0 0 40 33 53 46 26 20 33 13 33	Very Young Trauma Survivors: The Role of Attachment
0 0 20 13 26 20 20 6 33 20 26 40	Community Violence: Effects on Children and Teens
0 6 6 13 13 13 13 13 13 33 26 20	Effects of Disasters: Risk and Resilience Factors
0 0 13 26 20 6 13 20 20 20 26 26 6 46	The September 1999 Earthquake in Taiwan and Posttraumatic Stress
6 6 13 26 13 20 20 33 20 13 13 20 40 46	Military Sexual Trauma
0 6 20 20 20 26 26 26 13 20 33 13 13 46 26 40	Deployment Factors: Aftermath of Battle
6 6 13 13 6 20 20 26 13 6 6 20 6 46 20 40 40	Effects of Traumatic Stress after Mass Violence, Terror, or Disaster
6 6 13 6 6 6 0 13 0 6 6 20 13 6 26 6 0 20	The Relationship Between PTSD and Suicide
0 0 13 13 13 20 6 13 6 13 0 6 6 0 13 6 6 6 53	Sleep and PTSD
6 6 26 20 33 33 20 33 13 20 33 26 6 20 46 33 26 13 33 13	Mental Health Effects of Serving in Afghanistan and Iraq
6 6 6 20 13 13 20 13 13 26 33 13 0 6 26 20 0 13 0 33	Treatment of the Returning Iraq War Veteran
0 0 6 6 6 6 13 6 6 13 13 20 6 33 20 6 20 20 6 6 6 33	Self-Care After Disasters
0 0 0 0 6 6 0 0 0 6 6 0 0 13 6 0 6 0 0 6 0 13 20	How does the Program help providers who have treated PTSD?
6 6 0 0 0 0 0 0 0 0 0 0 0 0 6 6 0 0 0 0 6 6 0 40	Mission and Overview
0 0 0 0 0 0 0 6 6 6 0 0 0 13 6 0 0 0 0 6 6 0 40 80	About The National Center for PTSD
0 0 6 6 6 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 6 26 73 66	Accessibility and our Website
0 0 6 6 0 0 0 6 0 0 0 0 0 0 0 0 6 6 0 0 0 26 60 60 60	Contacts for the Media

Annotations:
- What is PTSD?
- Who has PTSD?
- How do you get PTSD?
- About us

Similarity Matrix

PILOTS Database: Published International Literature on PTSD
86 | Media Coverage of Traumatic Events: Research on Effects
80 73 | Treatment of Comorbid Traumatic Brain Injury and PTSD: What Have We Learned From Recent Studies? (lecture)
73 66 66 | Partners of Veterans with PTSD: Research Findings
73 66 60 66 | PTSD Research Quarterly (RQ) Newsletter
46 40 40 46 60 | Why PTSD Research Is Important
60 53 66 46 40 40 | Resources for Survivors and the Public
66 60 60 60 46 26 53 | Research Findings on PTSD and Violence
46 40 40 53 46 33 33 66 | Help Raise PTSD Awareness (PDF)
60 53 53 46 46 26 46 46 40 | Provider Education
46 46 46 40 33 13 40 40 33 86 | Clinician's Guide to Medications for PTSD
33 33 40 26 26 13 33 26 20 73 80 | Sexual Trauma: Information for Women's Medical Providers
53 53 46 53 40 13 40 46 40 73 73 60 | Clinician's Guide to Medications for PTSD
46 46 33 33 40 20 26 40 40 73 66 60 66 | Working with Trauma Survivors: What Workers Need to Know
26 26 26 13 20 13 13 13 6 53 46 53 40 53 | PTSD Screening and Referral: For Health Care Providers
33 33 40 26 26 20 20 20 13 40 40 46 46 46 53 | Psychological First Aid: Field Operations Guide
33 26 40 33 33 20 40 26 26 33 26 33 33 26 40 40 | Early Mental Health Intervention for Disasters
6 0 13 6 13 6 20 13 6 13 6 13 13 6 13 20 40 | Prolonged Exposure Therapy
6 6 0 13 13 0 20 13 13 20 20 20 26 13 13 13 26 66 | Finding a Therapist
0 0 6 6 6 0 20 6 6 13 13 20 20 6 13 20 20 66 86 | How to Talk to Your Doctor about Trauma and PTSD
6 6 13 0 0 0 26 6 0 20 20 26 20 13 20 33 26 66 80 80 | What treatment can do for you (video)
33 33 20 20 26 13 40 26 20 33 26 13 26 20 13 6 13 53 73 66 60 | VA Health Benefits
33 33 26 33 33 6 26 40 33 33 40 40 33 26 20 20 26 40 60 53 40 60 | VA PTSD Consultation Program (PDF)
46 46 33 53 46 26 33 40 33 33 33 33 26 33 20 20 26 6 13 6 6 20 46 | Handouts for Survivors (PDF)
40 40 33 40 33 26 40 40 26 26 26 26 33 26 33 33 33 20 46 40 40 33 33 40 | PTSD Coach: Mobile Self-help App
0 0 0 6 0 0 6 6 6 0 0 13 6 0 20 26 20 40 60 66 53 40 33 6 46 | Why I didn't ask for help right away (video)
6 6 0 0 6 0 0 0 0 6 0 0 0 6 26 13 13 0 0 0 0 6 0 13 6 26 | Short Form of the PTSD Checklist - Civilian Version
6 6 6 0 0 0 6 6 0 6 13 20 6 6 40 26 26 13 6 6 13 0 13 20 26 20 66 | Assessment Chart - Adult PTSD Self-Report Measures
0 0 0 0 0 0 0 0 0 0 0 0 0 6 0 26 20 26 0 0 0 6 0 0 6 13 13 53 60 | Symptoms of PTSD

Research

Research (clinical)

How can I get help?

How do you know it's PTSD?

Stage I: IA

What is PTSD?
  Who has PTSD?
   How do you get PTSD?
   How do you know it's PTSD?
   How might PTSD affect you?
How do you get help?
Who else is affected by PTSD?
How else can I get involved with PTSD?
Research and resources
About us

Major Findings:
- Too much possible overlap and similarity
- People used "Research and resources" as a catch all
- Some wording needed revision for clarity
- Clinical research should have it's own place, it was very popular as a written in category
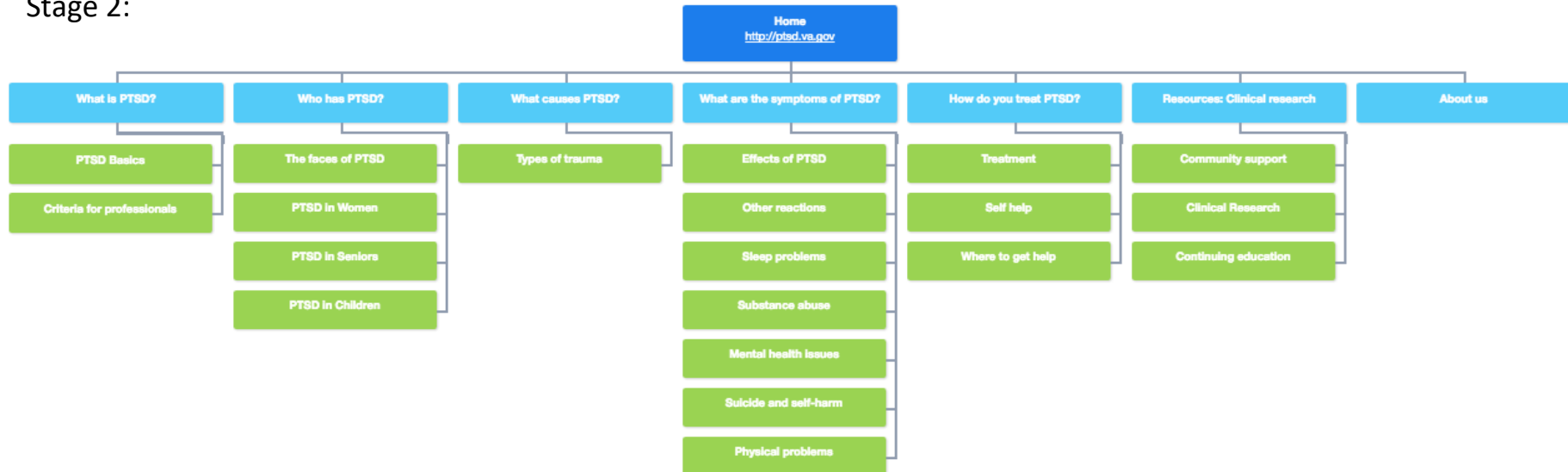
Decisions:
- Reduce number of categories
- Eliminate "Who else", this caused confusion
- Break out "Research and Resources" into different categories to be more specific
- All PTSD 101 Courses should be grouped together
- Change "How might you be affected?" to "what are the symptoms?"
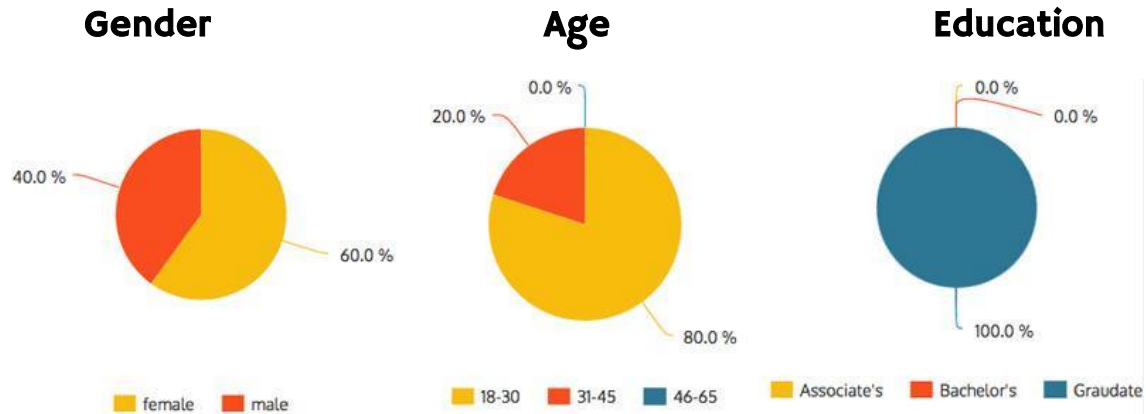
Sitemap Revisions

Stage 1:

Home
http://ptsd.va.gov

- What is PTSD?
  - PTSD Basics
  - Criteria for professionals
- Who has PTSD?
  - The faces of PTSD
  - PTSD in Women
  - PTSD in Seniors
  - PTSD in Children
- How do you get PTSD?
  - Types of trauma
- How do you know it's PTSD?
  - Symptoms
  - Assessment for professionals
- How might PTSD affect you?
  - Effects of PTSD
  - Other reactions
  - Sleep problems
  - Substance abuse
  - Mental health issues
  - Suicide and self-harm
  - Physical problems
- How do you get help?
  - Treatment
  - Self help
  - Where to get help
- Who else is affected by PTSD?
  - In the Community
  - Relief workers
- How else can I get involved with PTSD?
  - PTSD Awareness
- Research and Resources
- About us

Stage 2:

Home
http://ptsd.va.gov

- What is PTSD?
  - PTSD Basics
  - Criteria for professionals
- Who has PTSD?
  - The faces of PTSD
  - PTSD in Women
  - PTSD in Seniors
  - PTSD in Children
- What causes PTSD?
  - Types of trauma
- What are the symptoms of PTSD?
  - Effects of PTSD
  - Other reactions
  - Sleep problems
  - Substance abuse
  - Mental health issues
  - Suicide and self-harm
  - Physical problems
- How do you treat PTSD?
  - Treatment
  - Self help
  - Where to get help
- Resources: Clinical research
  - Community support
  - Clinical Research
  - Continuing education
- About us

SURVEY DATA: STAGE 2

Participants: 5

Gender

40.0 %
60.0 %

□ female □ male

Age

0.0 %
20.0 %
80.0 %

□ 18-30 □ 31-45 □ 46-65

Education

0.0 %
0.0 %
100.0 %

□ Associate's □ Bachelor's □ Graudate

Any difficulties with the card sorting?

The card descriptions were not clear · Some cards fit into more than one category · I felt that there were not enough categories · No major difficulties
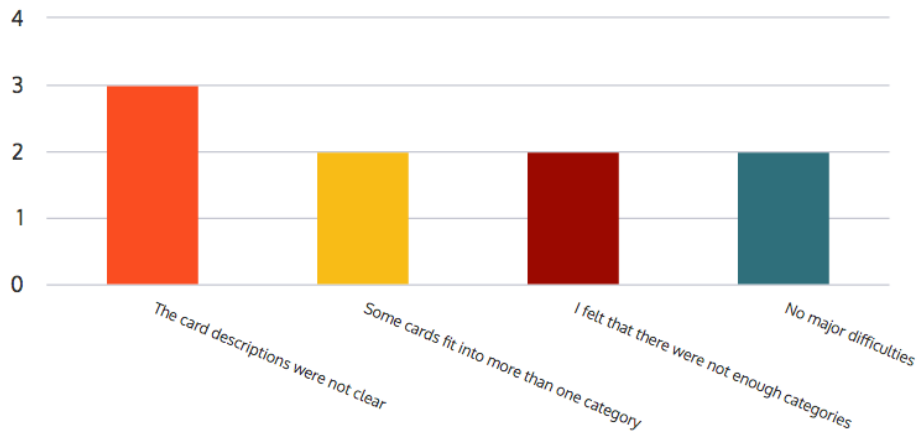
Popular Placements Matrix

Participants: 5

	What is PTSD?	What causes PTS...	What are the sym...	Who has PTSD?	How do you treat...	Resources - clinic...	Resources - com...	About us	unsorted
PTSD Basics	100%								
PTSD History and Overview	100%								
Why I didn't ask for help right awa...	40%				20%		40%		
Military Sexual Trauma		80%		20%					
Mental Health Effects of Serving in...		60%				40%			
Effects of Traumatic Stress after M...		40%				40%	20%		
Very Young Trauma Survivors: The...		40%		20%		40%			
Community Violence: Effects on C...		40%		20%		20%	20%		
Symptoms of PTSD			100%						
Short Form of the PTSD Checklist ...			80%				20%		
Sleep and PTSD		20%	60%			20%			
The Relationship Between PTSD a...	20%	20%	60%						
Assessment Chart - Adult PTSD Se...			40%	20%			40%		
PTSD Screening and Referral: For ...			40%			40%	20%		
Journalists and PTSD				100%					
PTSD in Refugees				100%					
PTSD in Children and Adolescents				100%					
War on Many Fronts: African Amer...				60%		20%	20%		
Aging Veterans and Posttraumatic...			40%	40%			20%		
Traumatic Stress in Female Vetera...		40%	20%	40%					
What treatment can do for you (vid...					100%				
Early Mental Health Intervention fo...					80%	20%			
Treatment of the Returning Iraq W...				20%	80%				
Prolonged Exposure Therapy					80%	20%			
How to Talk to Your Doctor about ...					60%		40%		
Partners of Veterans with PTSD: R...						100%			
PILOTS Database: Published Inter...						100%			

Popular Placements Matrix

Participants: 5

Placement	1	2	3	4	5	6	7	8	9
Research Findings on PTSD and V...						100%			
The September 1999 Earthquake ...					20%	80%			
Why PTSD Research Is Important	20%					80%			
Treatment of Comorbid Traumatic ...					20%	80%			
PTSD Research Quarterly (RQ) Ne...						80%	20%		
Clinician's Guide to Medications fo...					20%	80%			
Clinician's Guide to Medications fo...					40%	60%			
Media Coverage of Traumatic Eve...		20%				60%		20%	
Sexual Trauma: Information for Wo...					20%	60%	20%		
Working with Trauma Survivors: W...					20%	60%	20%		
Provider Education					20%	40%	20%	20%	
Effects of Disasters: Risk and Resil...		20%	20%	20%		40%			
Psychological First Aid: Field Oper...					20%	40%	40%		
Deployment Factors: Aftermath of ...		20%	20%	20%		40%			
Resources for Survivors and the P...							100%		
Handouts for Survivors (PDF)					20%		80%		
Help Raise PTSD Awareness (PDF)					20%		80%		
VA PTSD Consultation Program (P...						20%	80%		
VA Health Benefits					20%		80%		
Finding a Therapist					20%		80%		
Self-Care After Disasters					20%		80%		
PTSD Coach: Mobile Self-help App					40%		60%		
Accessibility and our Website								100%	
About The National Center for PTS...								100%	
Contacts for the Media								100%	
Mission and Overview								100%	
How does the Program help provi...					20%			80%	

Stage 2: IA

What is PTSD?
  Who has PTSD?
  What causes PTSD?
  What are the symptoms of PTSD?
  How do you treat PTSD?
Resources
  Clinical Research
  Continuing Education
  Community Support
About us

Major Findings:
- Overall, more of a consensus
- Less categories works better
- Continuing Education doesn't belong with the others
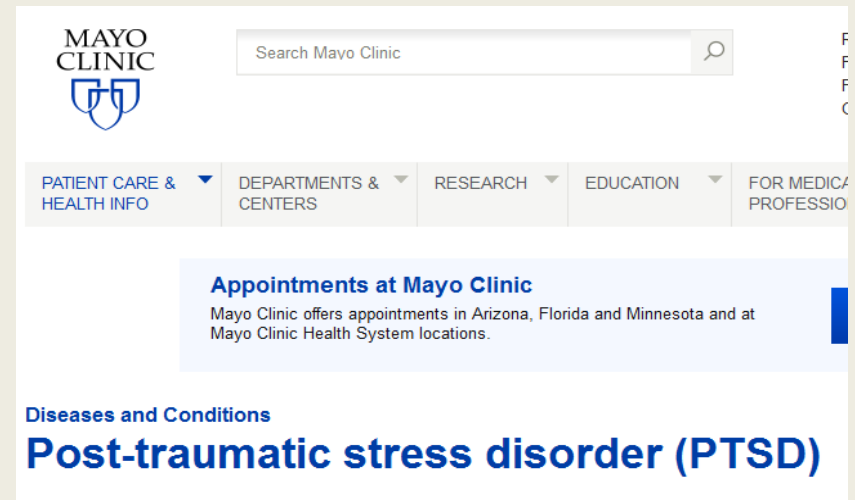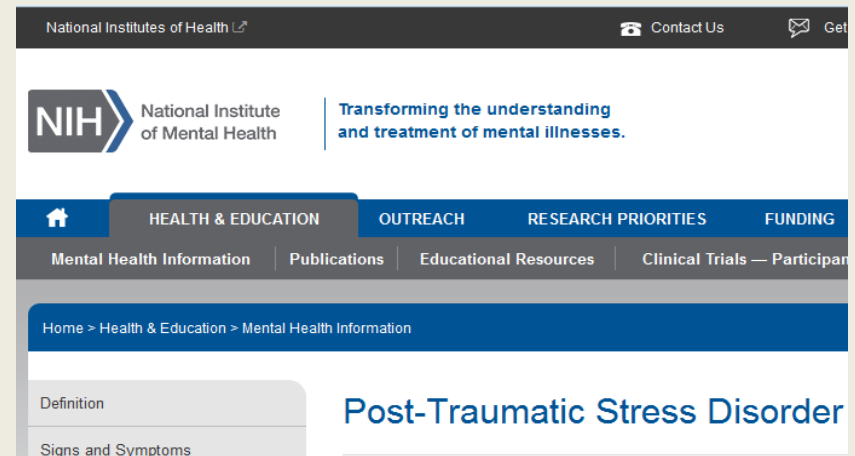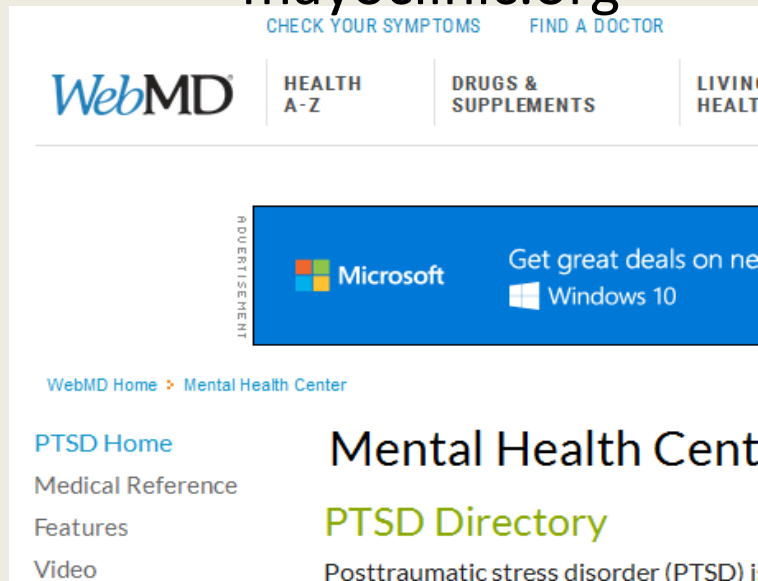- Resources may not be a descriptive title

Decisions:
- Bring back the 'For Professionals' section
- Create a section for Friends and Family

ptsd.va.gov

nimh.nih.gov

webmd.com

mayoclinic.org

Business Strategy

	ptsd.va.gov	nimh.nih.gov	mayoclinic.org	webmd.com
Mission	The mission of the National Center for PTSD is to **advance the clinical care and social welfare of America's Veterans and others** who have experienced trauma, or who suffer from PTSD, through research, education, and training in the science, diagnosis, and treatment of PTSD and stress-related disorders.	The mission of NIMH is to **transform the understanding and treatment of mental illnesses** through basic and clinical research, paving the way for prevention, recovery, and cure.	To inspire hope and contribute to health and well-being by **providing the best care to every patient** through integrated clinical practice, education and research.	WebMD has created an organization that we believe fulfills the promise of health information on the Internet. **We provide credible information, supportive communities, and in-depth reference material about health subjects that matter to you.** We are a source for original and timely health information as well as material from well known content providers.
Funding	Government funded	Government funded	Funded by hospital and school activities as well as contributions	Funded by advertisers, paid services, third-party contribution, and sponsors

Audience

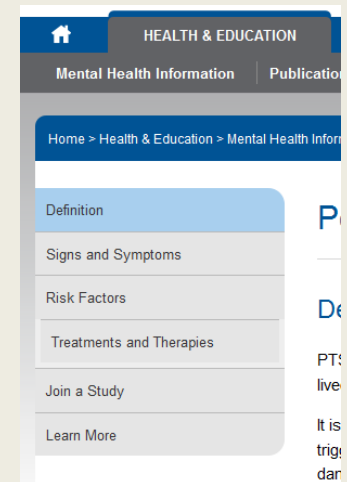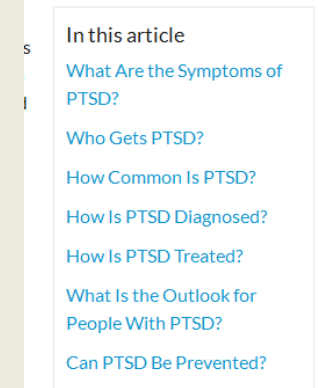|	ptsd.va.gov	nimh.nih.gov	mayoclinic.org	webmd.com
Has pages for general public	Yes	Yes	Yes	Yes
Has pages for people with PTSD	Yes	No has off site links	Yes	Only accessible through search
Has pages for professionals treating PTSD	Yes	No has off site links	No	Only accessible through search
Has pages for people supporting others with PTSD	Yes	Yes	Yes	Only accessible through search
Has pages for military personnel	Yes	No	One blog post	Only accessible through search

Information Architecture

ptsd.va.gov
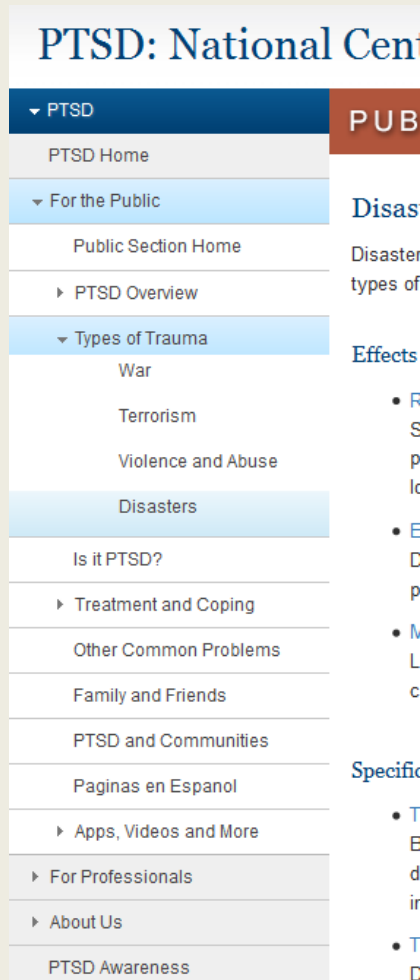
mayoclinic.org
nimh.nih.gov

webmd.com

Information Architecture

Highest levels of hierarchy	ptsd.va.gov	nimh.nih.gov	mayoclinic.org	webmd.com
	PTSD Home For the Public For Professionals About Us PTSD Awareness PTSD Consultation More Health Care	Definition Signs and Symptoms Risk Factors Treatments and Therapies Join a Study Learn More	Definition Symptoms Causes Risk factors Complications Preparing for your appointment Tests and diagnosis Treatments and drugs Coping and support Prevention	What Is Post-Traumatic Stress Disorder? Causes of Post-Traumatic Stress Disorder Symptoms of Post-Traumatic Stress Disorder When to Seek Medical Care for PTSD Children and PTSD Medical Care for PTSD Prevention of PTSD For More Information
Notes	Navigation is simple but lacks a consistent categorization.	Simple categories Very broad	Medical-focused, treats PTSD like any medical illness or condition.	Seems redundant to have 2 'Medical Care' labels

Navigation

	ptsd.va.gov	nimh.nih.gov	mayoclinic.org	webmd.com
Levels of content	Up to 4 levels of hierarchy	Simple, one page scroll represents limited content.	Dual navigation. Secondary tabs offer limited content.	Sticky navigation for PTSD section located in non-typical area of web page. Gets lost in clutter.
Breadcrumbs?	Yes	Incomplete, but uses 'sticky' navigation	Incomplete, uses anchor links for sections	Incomplete, shows general category
Clarity and user friendliness	Categories are not consistent groupings. Overshadowed by main VA navigation.	Clear consistent categories, but uses external links for content beyond a basic synopsis.	Main navigation clear, represents specific order for viewing content. Secondary navigation gets lost to main navigation.	Confusing. Does have extra targeted links at the bottom of the page, yet links are missing from PTSD link directory. Uses ads.

Features

	ptsd.va.gov	nimh.nih.gov	mayoclinic.org	webmd.com
Internal Search	Two for NCPTSD One for VA domain NCPTSD forces sectional search Has advanced search	One search for entire NIMH domain Has advanced search	One search for entire mayo clinic domain No advanced search	One search for entire webMD domain No advanced search
Search results	Single list of results for selected category.	Single list of all results.	Search results in google format.	Search results can be filtered by topic.
Mobile Responsiveness	Good, responsive design.	Good, responsive design.	Good, responsive for mobile.	Separate mobile site, does not maintain navigation menus.