ISYS 3356 – User-Centred Design

Project Stage 1 Overview

# Due: 5:30 pm, 21st April 2023

**It is worth 30% of your total mark**

# Analysis and Design of part of a website for a hospital

The focus of this Project Stage 1 is on using User-Centred Design techniques for designing an IT product (a website).

You have been tasked for designing part of a fictional website for a hospital. Your teacher will provide a list of approved hospitals. This assignment may be done in groups of two, or individually. All sections should be completed.

First you will **Analyse** information from user survey to determine the main information that site visitors require.

Then you will need to **Design** part of a website based on your analysis.

Later in the semester you will **Implement** this design as a Google site in Project Stage 2 and have several fellow students **Evaluate** it for usefulness and overall user experience. Details of these implementation and evaluation phases will be given in Project Stage 2.

Your website will have 15 pages. The first page will be a *home* page, with the remaining 14 pages chosen from the following list.

**Possible Page List:**

* Page giving maps of the hospital
* How to pay hospital bill
* Visiting rules (bringing food/flowers, hygiene, smoking, behaviour etc)
* Hospital admissions information
* Baby change room/ Parenting room
* Information Desk details (location/hours etc)
* Maternity Services
* Cardiology Services
* Medical Imaging Services
* Mental Health Services
* Visiting Hours
* Shops
* Transport links
* Parking options
* Spiritual Care
* WiFi connection
* Support/Donations
* GP patient referral resources
* Events/News
* Research
* Career information
* COVID-19 information/processes
* Cafes/food sites

## Task 1: Analyse User Survey to determine Top Tasks

Results from a user survey are provided **by your teacher**. The survey asked users to indicate how strongly they wanted access to pages from the above possible page list.

Analyse the survey results provided by your teacher and list below the 7 Top Task pages (based on average rating).

The list should be in order of rating, with the most highly rated factor at the top.

| Tasks | Average Rating |
| --- | --- |
| Visiting Hours | 3.63 |
| Information Desk details (location/hours etc) | 3.52 |
| Parking options | 3.41 |
| Cafes/food sites | 3.23 |
| Transport links | 3.17 |
| How to pay hospital bill | 3.02 |
| WiFi connection | 3.00 |

The above 7 top task pages (plus the home page) form a *compulsory page list* that your website must include. We will describe the ‘left over’ pages as forming the *non-compulsory page list.* (7 marks)

## Task 2: Select a hospital

Choose an existing hospital **from the list provided by your teacher**.

* Write the name of your selection below (0.5 mark)
* **Monash Medical Centre**
* Provide the link to this site (0.5 mark)
* [**https://monashhealth.org/contact/monash-medical-centre/**](https://monashhealth.org/contact/monash-medical-centre/)
* Examine the local area around the hospital. What features might be used in your site (as information), and on which pages could this information appear? (4 marks)
* I will include a piece of information dedicated to transportation, and it will appear on the Transportation Information page
* I will include a piece of information regarding nearby clinics. This information will appear on the Information Page

## Task 3: Create five Personas

(5 \* 7 = 35 marks)

If working as a team, each team member must create at least **one** persona individually. You should indicate who produced which persona.

Pick 5 personas from the following list:

1. **Pregnant Woman**
2. **Elder person**
3. **Young person**
4. **Business person (stressed)**
5. Father with young kid
6. Nurse
7. **General Practitioner**
8. Wealthy Retiree
9. Postgraduate Medical Researcher
10. Reporter

You will need to create 5 different persona documents, one for each persona.

Personas should have the following elements:

##### Name, Age, and Image

Give your persona.

| 1. Pregnant Woman - Janak | Name: Brittany Smith Age: 29  Characteristic:   * First time in labor * Expecting her first child * Married and living with her husband in a suburban area   Goals:   * To find information about the hospital's maternity services and facilities * To find and book an appointment.   Motivation:   * Brittany aims for positive childbirth. * Confident care. * Informed parenting.   Pain points:   * Website information overload may overwhelm Brittany's navigation. * Unsure of what to prioritize when researching maternity services on the website. |  |
| --- | --- | --- |
| 1. Elder Person - Vu | Name: Edward Harte  Age: 70  Characteristic:   * Cognitive function decline * Poor eyesight * Is a christian * Is addcited to smoking   Goals:   * Hospital admissions information * Following the visiting rules of the hospital in the website   Motivation: Health Checkup  Pain points: Hospital website layout maybe too confusing |  |
| 1. Young person - Vu | Name: Charles Keller Age: 14  Characteristic:   * Low Attention span   Goals:   * Accessing Hospital Map * wifi password   Motivation: Hospital Visit  Pain points: Gave up easily if the map is hard to access |  |
| 1. Stressed Business person - Vu | Name: Meng Qiu Age: 29  Characteristic:   * High Income * Bachelor's Degree in Business * Hard worker * Reliable   Goals:   * Hospital Mental Checkup * hospital bill information   Motivation: Meng Qiu is stressed about her workload and would like to receive some help to reduce some stress in her life  Pain points: Hospital website might be too jumbled and unorganized, which lead to more stress and discouraging her from continuing |  |
| 1. General Practitioner - Janak | Name: Isabella Gonzalez  Age: 28  Characteristic:   * Is a registered General Practitioner working at a large urban hospital. * Tech-savvy and experienced in healthcare software.   Goals:   * Quickly access patient records and medical info on hospital website. * Schedule patient appointments and manage own schedule via website.   Motivation:   * She needs the patients health care information which is easier to access from the website.   Pain points:   * Slow or confusing websites may affect Isabella's work and patient care. |  |
|  |  |  |

##### Identifying Characteristics

For each persona’s identifying characteristics, you must include the following information:

* Persona identifier taken from the list (e.g. Elder person)
* An appropriate name and age
* An appropriate photo (For an image of the persona, go to [www.pixabay.com](http://www.pixabay.com) or another royalty free site)
* Where they live
* Computer/Internet experience
* Job/Income stream
* Financial position
* Level of education
* Hobbies
* Primary source of information (useful for marketing purposes)
* Other characteristics typical for this persona (if appropriate)

##### Goals

To complete this section, answer the question:

* What will they use the hospital website for? (e.g. to find public transport information). Each persona should have two unique goals.

Note: No more than two of the personas can have a goal derived from being a patient, and no more than one persona can have a goal related to visiting a patient.

Out of the total of 10 goals (i.e. **2 goals per persona** \* 5 personas), 7 of the goals must require a page from your *non-compulsory pages list*.

##### Motivations

In the motivations section, you need to explain what motivated the persona’s goal.

##### Website Use Pain Points related to Persona Characteristics

Is there anything about the persona (i.e. their typical characteristics) that could, if not taken into account, make it difficult for the persona to use the hospital website? If there is no obvious pain point related to the persona characteristics, then explain why there isn’t one.

## Task 4: Select and label your 7 chosen non-compulsory pages

**(7 marks)**

List the non-compulsory pages required by your personas from task 3.

Non-compulsory page 1: **Maps of the hospital**

Charles Keller: Keller is an impatient young boy. If anything is remotely time-consuming or hard to get, he will give up. And because of that, a page that’s dedicated to the hospital map will help solve the problem

Non-compulsory page 2: **Mental Health Service**

Meng Qiu: Qiu is a stressful businesswoman and wants to receive some help from the hospital. Because of that, the last thing she would want is to navigate the hospital and having a Mental Health service on the front page would be a huge benefit for her.

Non-compulsory page 3: **GP patient referral resources**

Isabella Gonzalez: Isabella needs the information of her patients from the

To find the resources from the website and the referral in the website. This will solve her problem and that's why we have included it on the website.

**Non-compulsory page 4:** **Spiritual Care**

Edward Harte: Edward who is a man of god and is a faithful Christianity needs to have his spiritual care and it will help him connect to his spiritual self while in the hospital. We included the spiritual care for all those who love god.

**Non-compulsory page 5: Maternity Service**

Brittany Smith: Even tho it is Smith's first time giving birth she will need the maternity service on the hospital website so it's easier of her water breaking and her husband needed help.

**Non-compulsory page 6: Shops**

Brittany Smith: Brittany who is a first-time mother probably needs to buy products for her newborn child and needs to know where she can purchase these products for her child. This is the reason why we included shops on the website so It would be easier for her to find out where the shops are.

**Non-compulsory page 7: Visiting Rules**

Edward Harte: Edward who has a cognitive disability and as degrading mental capacity needs to have the visiting rules on the website so he knows not to smoke there and the hygiene process you have to follow in the hospital.

Task 5: create 5 storyboards

(5 \* 8 = 40 marks)

You have to create storyboards for each task 3 Persona based on **one** of their goals, requiring a page from the task 4 chosen non-compulsory pages.

Each storyboard should have the following:

##### Title Page

**Created By:** Add your name to the storyboard you created. Note: if working as a team, each team member must create at least **one** storyboard individually.

##### Persona Information

* **Persona Name**: Name of the persona you have selected
* **Persona Type**: (e.g. Elder person)
* **Persona Characteristics**: Copy the characteristics you wrote in your chosen persona.
* **Persona Goal and Motivation**: One of the goals and its motivation from your persona. Make sure the goal requires one of your chosen non-compulsory pages from task 4.

Each storyboard must contain a ***minimum of 5 panels*** as demonstrated in the ISYS3356 lectures (one panel setting up the initial context, three panels giving a high-level illustration of *how* the site is used, and a final panel showing the success context). The storyboards should be neat and ‘professional’ in appearance (e.g. not hand-drawn stick figures)

| **Storyboard 1** | |
| --- | --- |
| **Pregnant Woman - Janak** Name: Brittany Smith Age: 29  Characteristic:   * First time in labour * Expecting her first child * Married and living with her husband in a suburban area   Goals:   * To find information about the hospital's maternity services and facilities   Motivation:   * Brittany aims for positive childbirth. * Confident care. * Informed parenting.   Pain points:   * Website information overload may overwhelm Brittany's navigation. * Unsure of what to prioritise when researching maternity services on the website. | |
| Panel 1: | We see Brittany sitting at home, holding her phone and looking overwhelmed. She is trying to find information about the hospital's maternity services but doesn't know where to start. |
| Panel 2: | We zoom in on the website and see Brittany's eyes moving around the page. We see different sections on the site, such as "Patient Information," "Facilities," and "Services." |
| Panel 3: | In this panel, we see Brittany clicking on the "Services" section of the website. She looks more focused and interested as she explores the different options available |
| Panel 4: | Brittany's husband walks into the room and asks what she's doing. She explains that she's trying to find information about the hospital's maternity services. They both start looking at the website together, trying to find the information they need. |
| Panel 5: | Finally, they see a tab at the top of the website that says "Maternity Services." They click on it and are taken to a page with information about the hospital's labor and delivery, postpartum care, and breastfeeding support services. Brittany looks relieved and excited to have found the information she was looking for.  . |

| **Storyboard 2** | |
| --- | --- |
| **Elder Person - Vu**  Name: Edward Harte  Age: 70  Characteristic:   * Cognitive function decline * Poor eyesight * Is a christian * Is addicted to smoking   Goals: Following the visiting rules of the hospital in the website  Motivation: Health Checkup  Pain points: Hospital website layout maybe too confusing | |
| Panel 1: | Edward Harte is sitting at his desk, looking at his laptop with a worried expression. He's struggling to navigate the hospital website and find the information he needs. |
| Panel 2: | Edward squints at the screen, trying to read the small text. He adjusts his glasses, but it doesn't seem to help much. |
| Panel 3: | Edward takes a deep breath and decides to use the zoom feature on his browser to enlarge the text. He scrolls down the website until he finds the Visiting Hours section. |
| Panel 4: | Edward reads through the information carefully, making sure he understands the visiting hours and any special rules or requirements. He takes his time to absorb the information on the website. |
| Panel 5: | Edward feels relieved and satisfied, knowing that he now has the information he needs to plan a visit to the hospital. He smiles to himself, feeling proud of his ability to navigate the website despite his poor eyesight and cognitive function decline. |

| **Storyboard 3** | |
| --- | --- |
| **General Practitioner - Janak**  Name: Isabella Gonzalez  Age: 28  Characteristic:   * Is a registered GP working at a large urban hospital. * Tech-savvy and experienced in healthcare software.   Goals:   * Quickly access patient records and medical info on hospital website.   Motivation:   * She needs the patients health care information which is easier to access from the website.   Pain points:   * Slow or confusing websites may affect Isabella's work and patient care. | |
| Panel 1: | Panel 1:  Isabella is shown sitting at her desk with a concerned look on her face. She is surrounded by piles of paperwork and has a computer open in front of her. |
| Panel 2: | The camera zooms in on the computer screen, where Isabella is trying to navigate a slow and confusing hospital website to access patient records. |
| Panel 3: | Isabella looks frustrated as she struggles to find the information she needs. She sighs and runs a hand through her hair. |
| Panel 4: | Isabella's face brightens as she discovers a new feature on the hospital website that allows her to schedule patient appointments and manage her own schedule more efficiently. |
| Panel 5: | Isabella is now smiling and feeling relieved. She is shown working on her computer with ease, using the hospital website's new features to quickly access patient records and manage her schedule. The piles of paperwork have been cleared away, and the atmosphere is more relaxed. |

| **Storyboard 4** | |
| --- | --- |
| **Young Person - Vu**Name: Charles Keller Age: 14  Characteristic:   * Low Attention span   Goals: Accessing Hospital Map  Motivation: Hospital Visit  Pain points: Gave up easily if the map is hard to access | |
| Panel 1: | We see Charles standing inside the hospital, looking confused and lost. He is trying to find his way to the emergency room but has no idea where to go. |
| Panel 2: | In this panel, we see Charles taking out his smartphone and trying to search for the hospital map on the hospital's website. He quickly loses interest as the website is overloaded with information and difficult to navigate. |
| Panel 3: | Charles almost gives up, but then he notices a section on the website labeled "Hospital Map." The button is prominent and easy to spot, which encourages Charles to keep trying. |
| Panel 4: | Charles clicks on the "Hospital Map" button and is taken to a page with a detailed map of the hospital's layout. The map is easy to read and navigate, with clear labels and directions. Charles is able to quickly find his way to the emergency room. |
| Panel 5: | Finally, we see Charles smiling as he confidently walks through the hospital, following the map he found on the website. He feels relieved and grateful that the hospital's website was easy for him to access and helped him find his way. The ease of access of the website has enabled Charles to navigate the hospital with confidence and ease. |

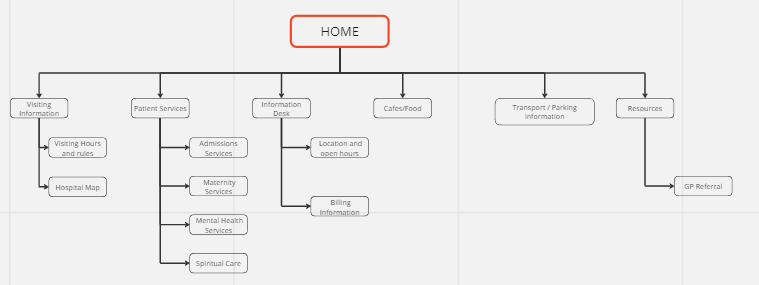
| **Storyboard 5** | |
| --- | --- |
| **Stressed Business person - Vu** Name: Meng Qiu Age: 29  Characteristic:   * High Income * Bachelor Degree in Business * Hard worker * Reliable   Goals: Hospital Mental Checkup  Motivation: Meng Qiu is stressed about her workload and would like to receive some help to reduce some stress in her life  Pain points: Hospital website might be too jumbled and unorganized, which lead to more stress and discouraging her from continuing | |
| Panel 1: | We see Meng Qiu at her desk, feeling stressed and overwhelmed. She has been working long hours and needs to find a way to manage her stress levels. She decides to look for mental health services at the hospital. |
| Panel 2: | Meng Qiu visits the hospital's website and is impressed by its clean and organized layout. The website's main menu has a dropdown bar system that hides unnecessary information and makes it easy for her to find what she's looking for. |
| Panel 3: | Meng Qiu clicks on the "Mental Health Services" dropdown bar and is taken to a new page that provides information on the various mental health services offered by the hospital. The information is clearly organized and easy to navigate. |
| Panel 4: | Meng Qiu finds the information she needs and is able to make an appointment for a mental health checkup. She is impressed by how informative and efficient the website was in delivering the information she needed without overwhelming her. |
| Panel 5: | Meng Qiu is grateful for the website's well-designed interface that made it easy for her to find the mental health services she needed. The website's dropdown bar system and clear organization made it possible for her to access important information without getting lost in unnecessary details. The website helped to alleviate her stress and made it possible for her to take control of her mental well-being. |

## Task 6: Sitemap

(6 marks)

Create a sitemap showing how navigation will work between your site pages.

You will need to have 3 tiers in your sitemap design.



**Submission:**

If working in a group, only one group member needs to submit.

Submit to the *Project Stage 1: Analysis and Design* link in Canvas a *zip* file containing solutions to each of the 6 tasks.