

# WiM Website Prototype

## Team 4: Final Presentation



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**Allegheny**  
Health Network

# Introduction

- Purpose

- Create a website for the Women in Medicine Group at Allegheny Health Network

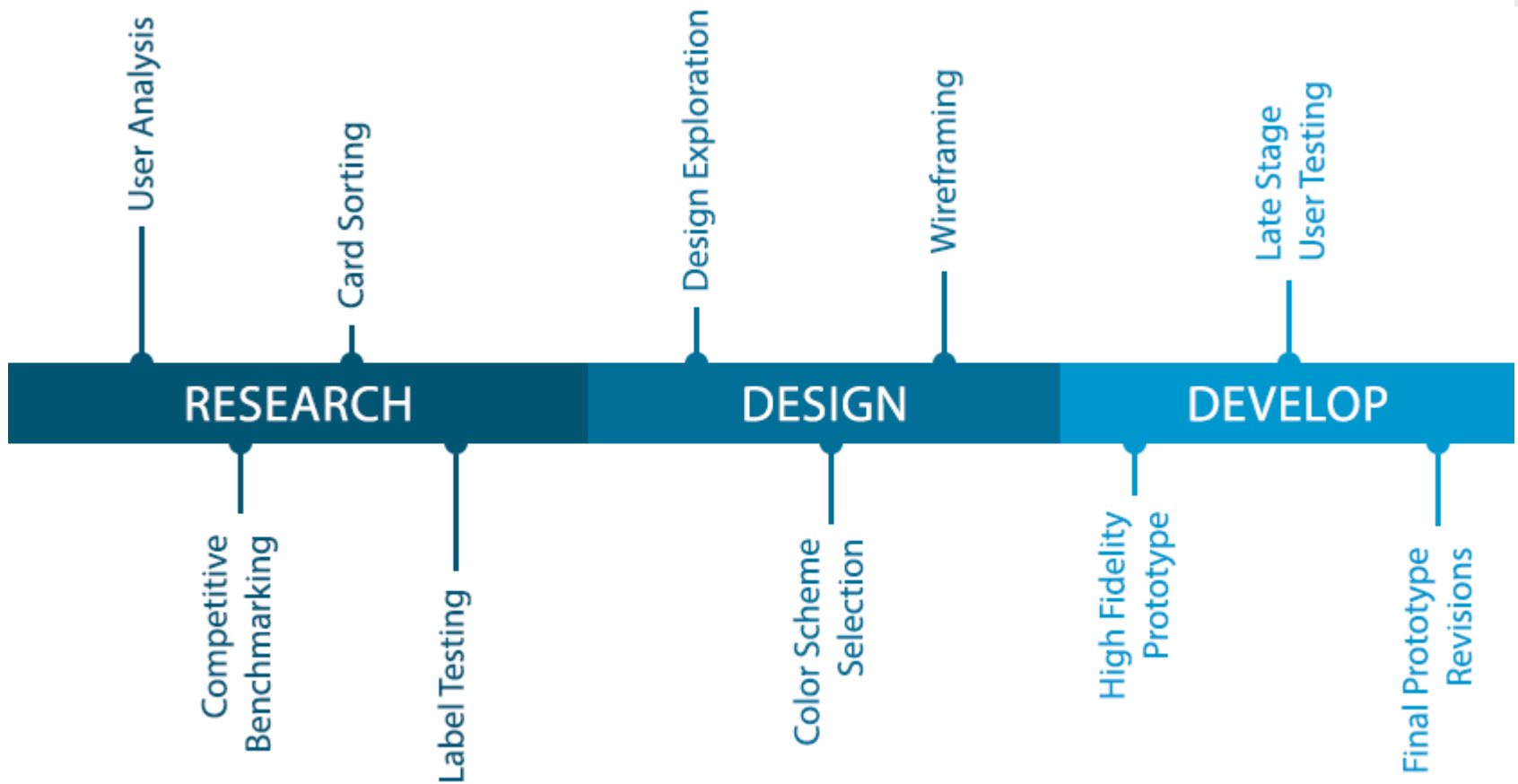
- Client Goals

- Professional Development
- Social Networking
- Personal Support

- User Goals

- Connect with other women physicians in AHN
- Quickly access information about the organization, as well as personal and professional resources

# Process Timeline



# Initial User Testing

- Card Sorting Test

- Organizational Scheme with 5-8 different categories
- Removed “Medical Breakthroughs”, “Journal Articles”, and “Harassment in the Workplace”

- Label Testing

- The changes we made had positive results
- Changed the “Directory” label to “Member Directory” instead.

# Initial Prototype

*Key Features*

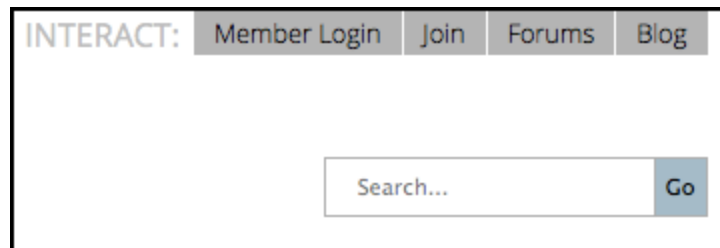
# Navigation

- Seven equally sized tabs of different colors on the navigation bar
- Color of each tab matches color scheme for its pages
  - Gives user sense of context when on sub-pages



# Navigation




- Search bar right above the main navigation
- INTERACT bar: separate navigation for dynamic content






A screenshot of a web navigation bar. At the top left, the word "INTERACT:" is displayed in a light blue font. To its right are four grey rectangular buttons with white text: "Member Login", "Join", "Forums", and "Blog". Below these buttons is a large white rectangular area. In the bottom right corner of this area is a search bar consisting of a white input field with the placeholder text "Search..." and a blue "Go" button.

# Home

- Header with mission statement
- Three column layout
- Columns with previews and links to most recent...
  - Events
  - Blog posts
- Role-based navigation with quick resources for 3 types of users

Upcoming Events		Latest Blog Posts	
DEC 3	Volunteer Day: Jubilee Soup Kitchen 3000 Fifth Ave		Choosing the right doctor for your kids Lorem ipsum dolor sit amet...
DEC 12	Allegheny General Members Luncheon AGH Board Room		The military family life and being a doctor Lorem ipsum dolor sit amet...
DEC 12	Canonsburg Family Dinner The Omni William Penn		What does it mean to be a family? Lorem ipsum dolor sit amet...

Resources For...	
	Physicians
	Residents
	Medical Students



# Events

- Filter for upcoming events by type and date
- Only shows dates with events on them
- Printer-friendly version of page

Calendar Filters

Select a month:  
December 2013

Filter by type:  
☐ All  
☐ Community Service Events  
☐ Meet & Greet  
☐ Networking Lunches  
☐ Speaker Series

December 2013

Tuesday, December 3



Volunteer Day: Jubilee Soup Kitchen


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[Details & Location »](#) | [Register »](#)

Thursday, December 12



Allegheny General Members Luncheon

 [Print](#)

# Blog/Forum

- Divided by blog category
- Blog titles, image, author, date posted and preview
- Posts organized by date from newest to oldest
- Pagination bar for past blog posts

Categories

All Posts »


Professional Life »

Family Life »

Women in the Workplace »

Current Events »

Blog > All Posts

A photograph of a male doctor with a stethoscope around his neck, smiling and talking to a young child. The doctor is wearing a white lab coat over a blue shirt and a red tie. The child is a young girl with blonde hair, wearing a yellow dress, looking up at the doctor. The background is a plain, light-colored wall.

**Choosing the right doctor for your kids**

11/26/2013 | By Jane Doe

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat...

[Continue reading »](#)

# Registration

- Accessible from INTERACT navigation bar and Members tab
- Optional survey questions for the user's profile

### Join Today!

Creating an account is fast and easy. Fill in the form below to begin. Once your account is approved, you will receive an email notification, and will be able to log in to the members area of our site. All fields required unless noted otherwise.

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

#### Survey Questions (optional)

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

# Resources

- Provides information on local activities, groups and facilities
- Links to relevant external web sites
- Grouped by topic

**Community Resources »**  
Recreation & Wellness »  
Family Resources »  
Living in Pittsburgh »  
Personal Support Groups »  
Religious Organizations »

## Recreation & Wellness

### Bend Yoga

The 2,200 square foot studio features a retail store, dressing rooms, and a large, sunlit exercise area where students have access to over 20 yoga and pilates classes per week.  
808 Penn Ave, Pittsburgh, PA 15221  
Pittsburgh, PA 15221  
Phone: (412) 339-9838  
Website: <http://www.bendyoga.com/>

### Gold's Gym


A fitness center in the local Pittsburgh area.  
100 Forbes Avenue, Pittsburgh, PA 15222  
Pittsburgh, PA 15222  
Phone: (412) 201-4653

### Verve Health & Wellness

Fitness center that features a spa and salon.  
142 Sixth Street, 3rd Floor, Pittsburgh, PA 15222  
Pittsburgh, PA 15222  
Phone: (412) 471-1575  
Website: <http://www.theverve360.com/>

### Pilates Sol

Downtown Pittsburgh's Only Private Pilates Studio.  
900 Penn Ave, Pittsburgh, PA 15222  
Pittsburgh, PA 15222  
Phone: (412) 339-9838



# Directory

- Includes alphabetical jump navigation
- Ability to filter by specialty, hospital location, or career level
- Printer-friendly directory

### Member Directory Filters

**Filter by specialty:**

All ▾

**Filter by location:**


All ▾

**Filter by career level:**


☐ All
 ☐ Physicians
 ☐ Residents
 ☐ Medical Students

## Member Directory


[Print](#)

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A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z



**Lisa Abbott**  
 Oncology - Allegheny General

Read Profile...

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**Susan Atkins**  
 Urology - Saint Vincent Hospital

Read Profile...

# Late Stage User Testing

- Four participants
  - Females between ages 30-55
  - Working in a medical related field (including administrative support)
- 3 unique tasks and one common task
- Revisions based on results

# Final Prototype

Questions?