

Children's Healthcare of Atlanta

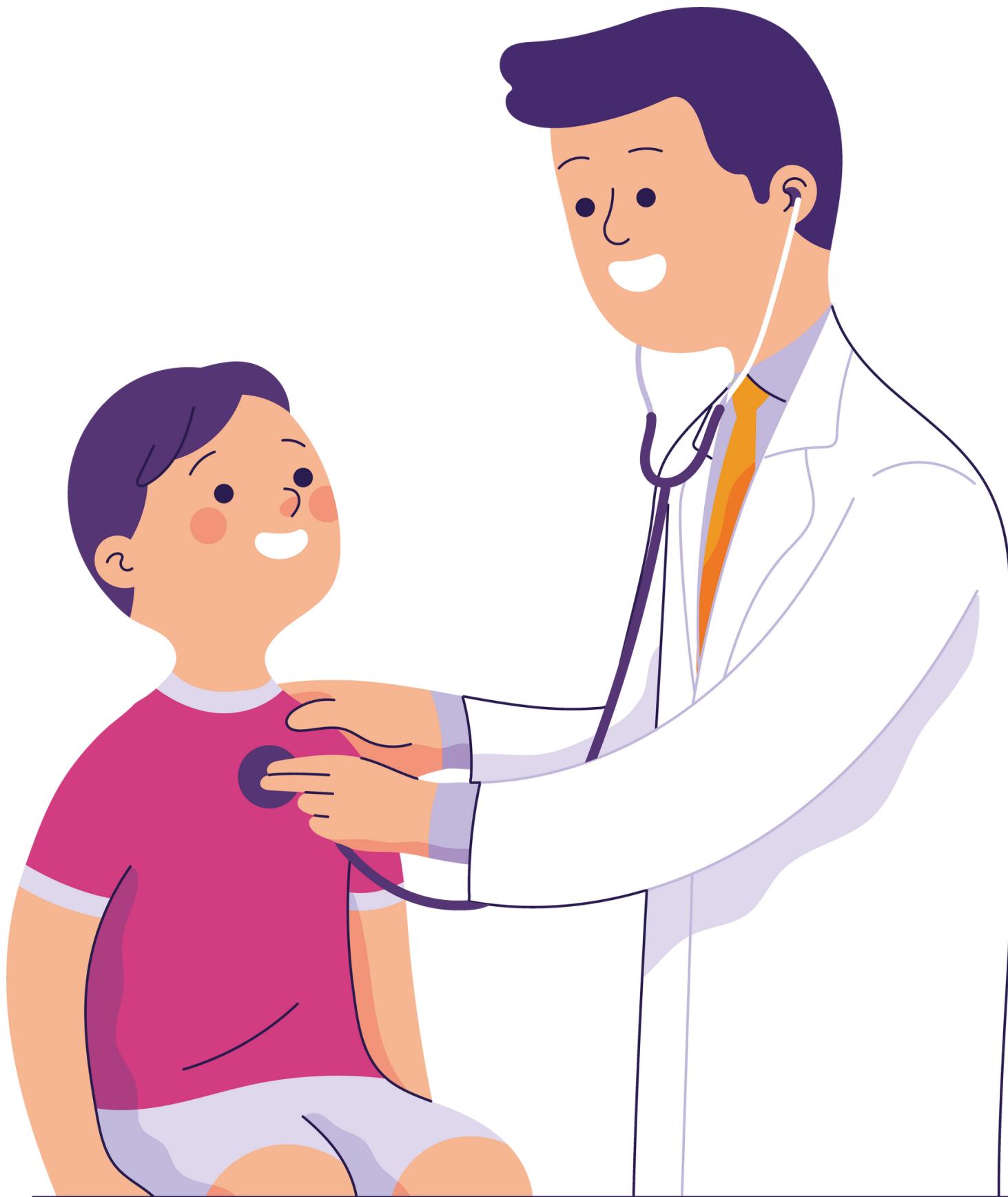
Website Redesign

UX/UI Team Jair Oballe | Haniya Mabsim | Paige Williams | Molly Rosenthal

SEI Team Alexandra Grimes | Amanda Putney | David Korbin | Lucas Richards | Grant Terdoslavich

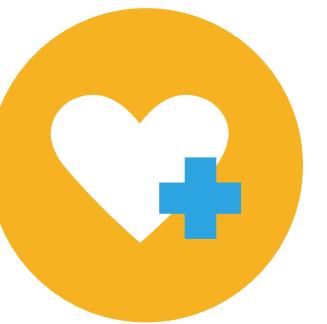
Agenda

- 1 Introduction
- 2 About CHOA
- 3 Discover
- 4 Define
- 5 Develop
- 6 SEI
- 7 Next Steps



What is CHOA?

Children's Healthcare of Atlanta is a non-profit organization that has been providing nationally-ranked pediatric care for over 100 years.



Discover

Heuristic Evaluation

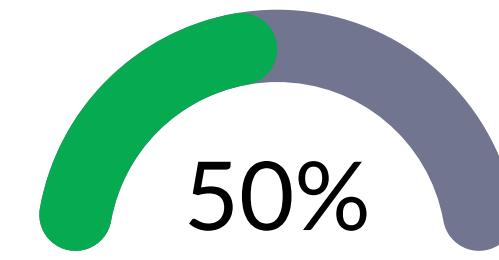
- | | | | |
|---|---|--|---|
| 1. Visibility of Systems | 2 | 6. Recognition rather than recall | 3 |
| 2. Match Between systems and the real world | 2 | 7. Flexibility and Efficiency of use | 3 |
| 3. User Control and Freedom | 2 | 8. Aesthetic and Minimalist Design | 3 |
| 4. Consistency and Standards | 2 | 9. Help users recognize, diagnose, and recover from errors | 0 |
| 5. Error Prevention | 3 | 10. Help and Documentation | 2 |

C & C Analysis

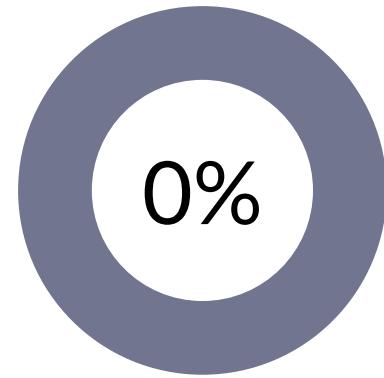
7 Sites Analyzed



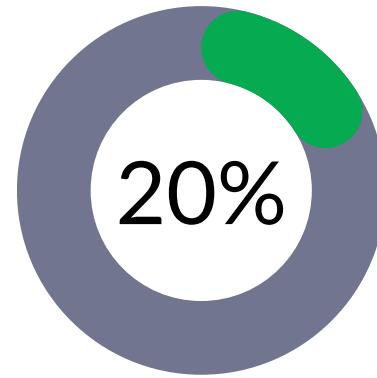
Featured schedule an appointment, Find a Doctor, and find a location **on homepage**



Also had these in their navigation!



Featured media, news, and parent education on their home page

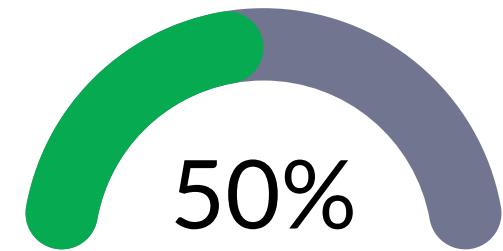


had a visitors page in their navigation

Takeaways



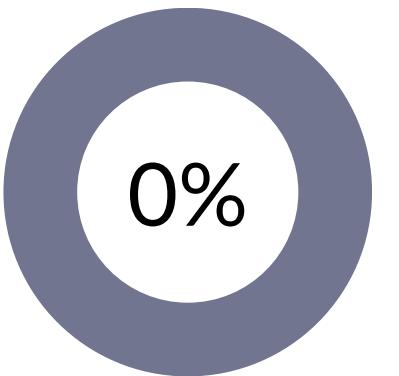
Featured schedule an appointment,
Find a Doctor, and find a location **on
homepage**



Also had these in their navigation!

Competitive Advantage

- Functional Wait Times Feature



Featured media, news, and
parent education on their
home page



User Interviews

3 Interviews Conducted

Goal: Determine why caregivers go onto healthcare sites to understand if CHOA is meeting potential user's needs

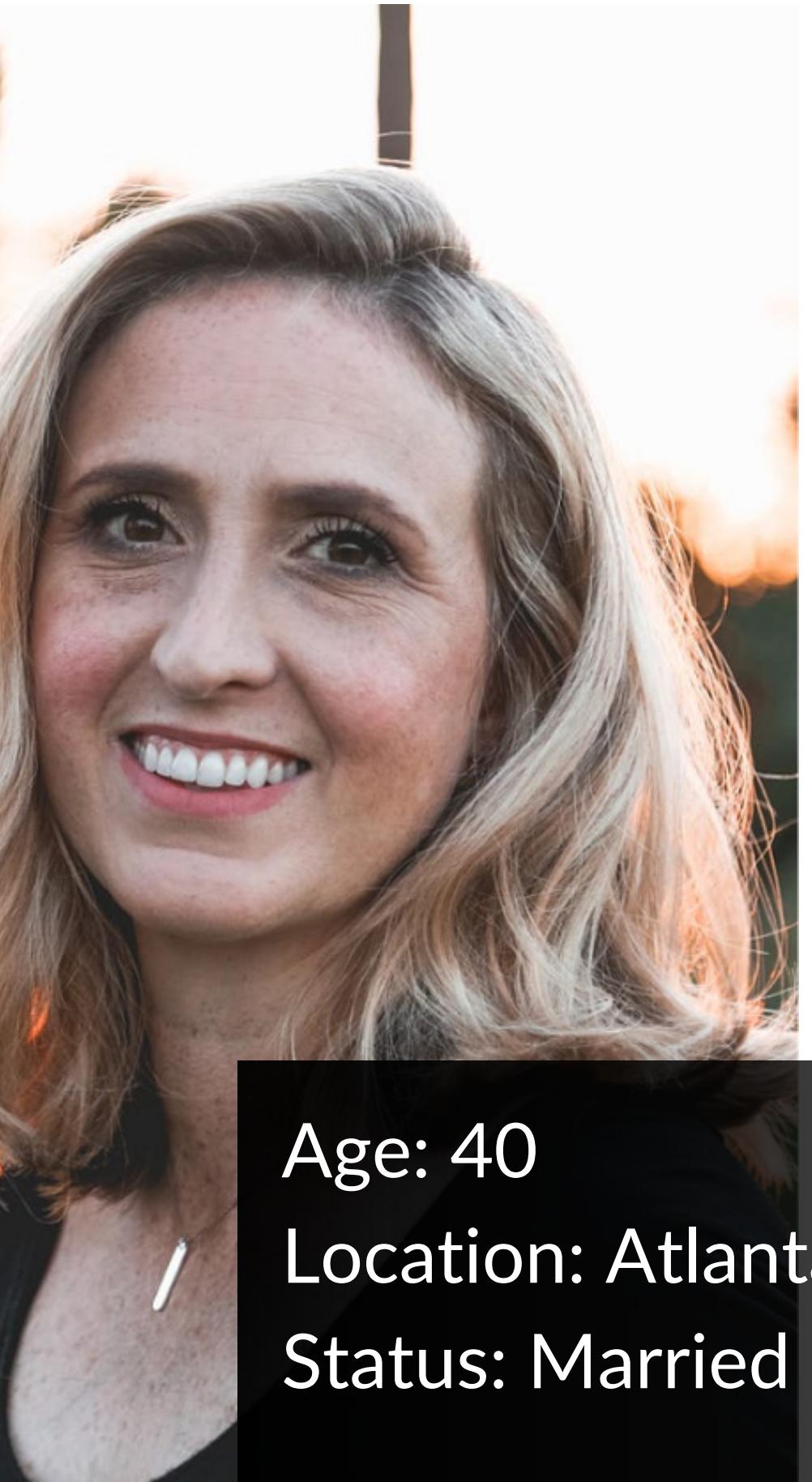
Key takeaways

- Users have **different priorities** for emergency and non-emergency situations (ex proximity of hospital vs paying bills).
- Users are more likely to use site for **recurring visits/appointments** over single-instance emergencies.
- **User fatigue is high** due to dense text on each page
- Users want **key info/actions** at the top of their webpage.



Define

Meet Sarah



Age: 40

Location: Atlanta

Status: Married

Needs:

Ability to access quality online medical resources to make informed decisions about her child's health.

Frustrations

It's difficult navigating to find quick information about pediatric services on CHOA's website.

Behaviors:

Often checks online to book child's appointments and check wait times for Urgent Care.

Problem

User Needs

- Quick access to resources, scheduling, and wait time

Why?

- To make **informed decisions** about their child's treatment.

Problem

The current CHOA site doesn't provide **clear, accessible, and user-friendly pathways** to complete these tasks.

Leading to confusion, anxiety, and lapses in her child's health care.



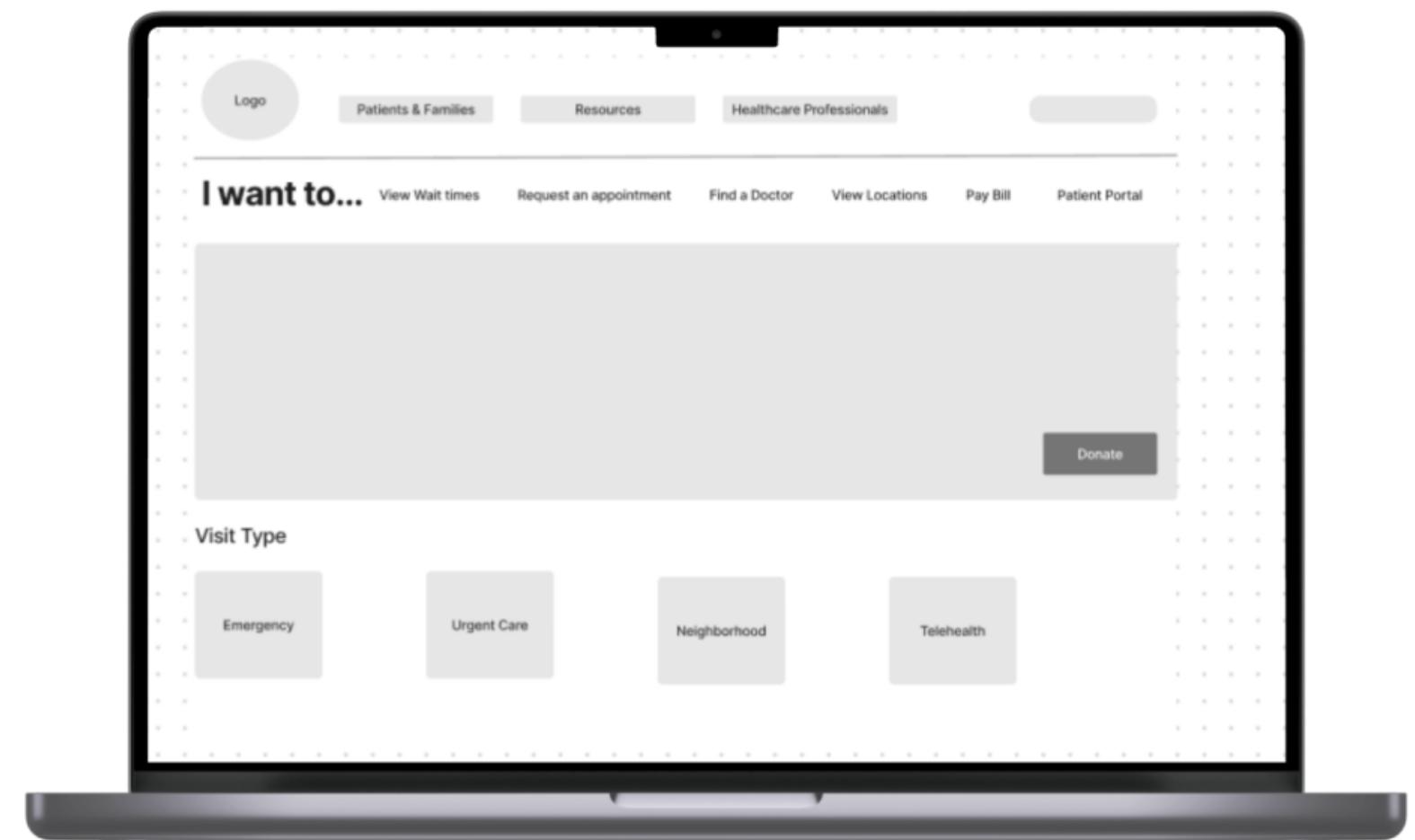
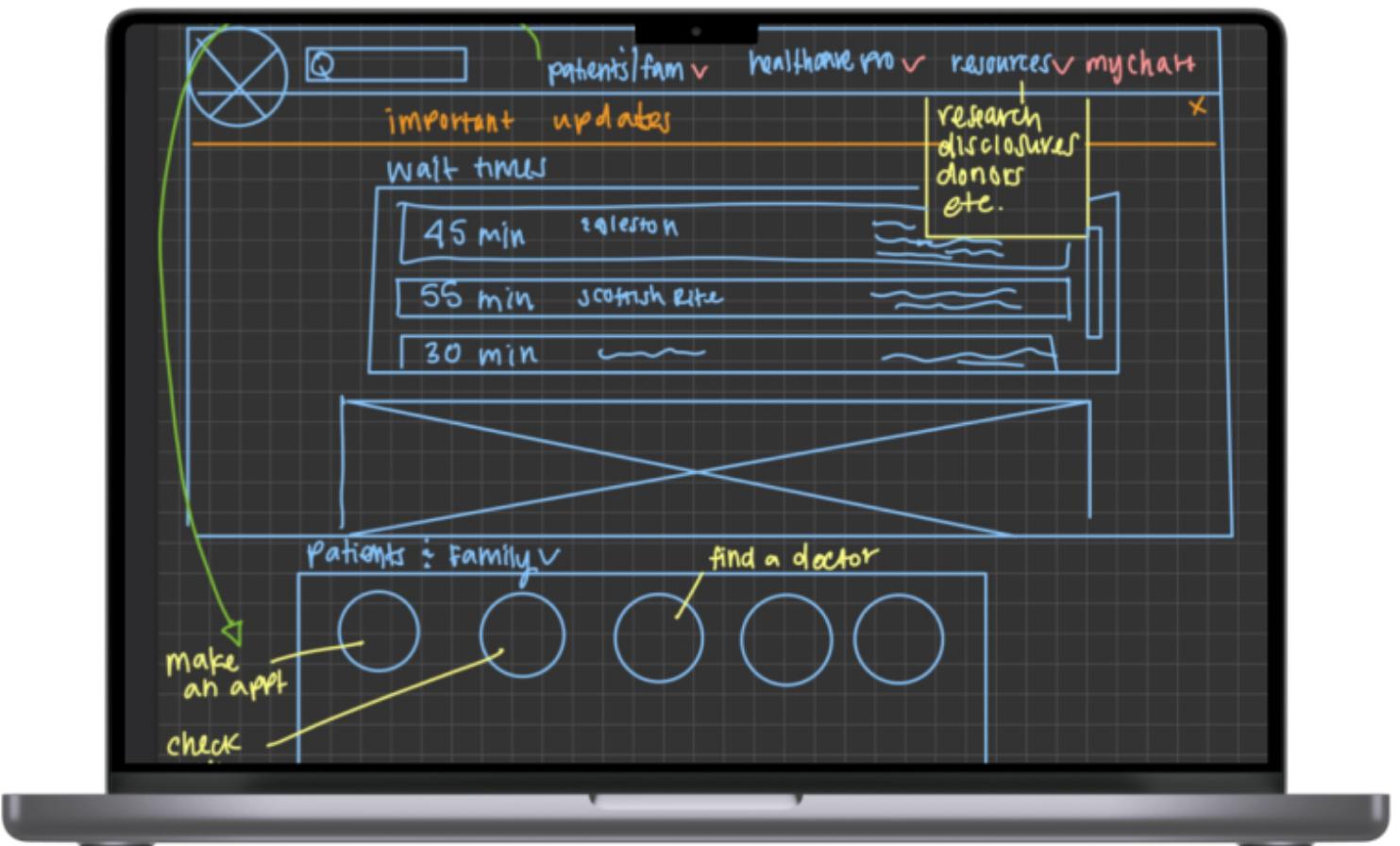
How Might We...

How might we optimize the user interface and experience on the CHOA website to ensure caretakers can efficiently complete their child's healthcare tasks, minimizing the risk of lapses in care?



Develop

Sketches



Our Goals

- Consolidate number of navigation items
- Streamline user flows with 4 visits types
- Push most relevant information to tops of pages

Hi-Fi

Wireframes



Before

IMPORTANT UPDATES

WHAT TIMES
We are seeing an increase in very sick kids and teens during this cold and flu season, which has led to longer wait times in our Emergency Departments and Urgent Care Centers. Thank you for your patience.

[MAKE AN APPOINTMENT](#) | [FIND A DOCTOR](#) | [FIND A LOCATION](#) | [CHECK WAIT TIMES](#) | [SIGN IN TO MTCART](#) | [RESEARCH](#) | [DISCLOSURES](#)

 **Children's**
Healthcare of Atlanta

MEDICAL SERVICES

PATIENTS

VISITORS

DONORS & VOLUNTEERS

HEALTHCARE PROFESSIONALS

CAREERS

CONTACTS

SEARCH

Home ▶ Medical Services ▶ Telemedicine

Contact Us

Learn more about the ways you can contact Children's.

Medical Services

Learn more about the medical services we offer at Children's.

Pay a Bill

Pay your child's hospital bill using your MyChart account.

MyChart

Access your child's personal health information by logging into MyChart.

1

On This Page:

- Our Telemedicine Program
- Virtual Visits
- Before a Virtual Visit

What Is Telemedicine?

Telemedicine allows clinicians to provide remote care to patients using audio and video technology. Being able to deliver care remotely means patients can have access to the expertise of our pediatric specialists without coming to a Children's Healthcare of Atlanta location.

NEXT STEPS

[Sign In to MyChart](#)

[Pay a Bill](#)

[Get Medical Records](#)

RELATED SERVICES

[Children's Physician Group](#)

[Urgent Care](#)

[Check Wait Times](#)

Contact Us
**404-785-KIDS
(5437)**

Does Children's Offer Virtual Appointments?

Yes—we know seeing your child's doctor is important. The Telemedicine Program at Children's enables pediatric specialists to virtually see patients as a convenient alternative to in-person clinic appointments when it is clinically safe.

What is a virtual visit?

A virtual visit allows you to connect with your child's doctor in real time using video through a computer, smartphone or tablet. This is sometimes called a telemedicine visit.

How can I get a virtual visit?

Your child's doctor will determine whether the appointment can be done online through a virtual visit. A telemedicine visit is a secure way to communicate and explain the necessary steps to begin. If you're interested in a virtual visit, contact your child's doctor.

You must have a MyChart account in order to have a virtual visit with a Children's provider. Our schedulers will need to help you start this process by sending you an activation email.

[Learn more about MyChart](#)

[Download a tip sheet on how to set up a MyChart account \(en Español\)](#)

What Must Be Completed Before Your Child's Virtual Visit

Before beginning your child's virtual visit, you must login to MyChart and complete the following:

Confirm your child's personal information.

Once you've completed this step, you will only need to do this for your child's first visit. For other visits, you will just confirm your child's information is still correct.

Complete a health history questionnaire for your child.

Sign e-consent forms.

Complete a Children's Physician Practice Consent Telephone.

MFC Proxy Authorization Form (en Español): This form allows us to confirm your identity as the child's legal guardian in order to gain access to MyChart.
When you sign this form, you will be asked to log out of MyChart.

If not previously completed, we will need to confirm your identity as the child's legal guardian. You will receive an email directing you to log in to MyChart.

3

Before

● Redundant

Information is repeated several times on the screen making it feel crowded and overwhelming.

● Extra White Space

There is a lot of unutilized space going to waste on the page. This leads to endless scrolling.

● Paragraphs

Information is presented in a lengthy form that users are unlikely to read.

Questions About Virtual Visits

ABOUT YOUR CHILD'S VIRTUAL VISIT

+

HOW CAN I PREPARE FOR THE VISIT?

+

DURING YOUR CHILD'S VIRTUAL VISIT

+

Download a tip sheet on completing the virtual visit eCheck-in

MyChart eCheck-in tip sheet

MyChart desktop eCheck-in tip sheet (en Español)

MyChart app eCheck-in tip sheet (en Español)

 **Children's**
Healthcare of Atlanta

ABOUT US

SEARCH JOBS

CORPORATE COMPLIANCE

LATEST NEWS

STATEMENT OF NONDISCRIMINATION

BEST
DR. DR.
HOSPITAL
2019
LIS-NURS
AWARD

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

2019

<div data-bbox="303 31

After

Children's Healthcare of Atlanta

PATIENTS & FAMILIES ▾

RESOURCES ▾

HEALTHCARE PROFESSIONALS ▾

I WANT TO... VIEW WAIT TIMES MAKE AN APPOINTMENT FIND A DOCTOR FIND A LOCATION MYCHART LOG IN

Telemedicine

Our Telemedicine Program allows patients to connect with Children's specialists from the comfort of their home through our virtual telemedicine visits.



Home ▶ Telemedicine

Starting Your Virtual Visit

MAKE YOUR VIRTUAL APPOINTMENT +

PREPARE YOUR SPACE FOR A VIRTUAL APPOINTMENT +

FAQ +

What Is Telemedicine?

Telemedicine allows clinicians to provide remote care to patients using audio and video technology. A virtual visit allows you to connect with your child's doctor in real time using video through a computer, smartphone or tablet. This is sometimes called a telemedicine visit.

Your child's doctor will determine whether the appointment can be done online through a virtual visit. A scheduler will contact you to discuss your options and explain the necessary steps to begin. If you're interested in a virtual visit, contact your child's doctor.

You must have a Mychart account in order to have a virtual visit with a Children's provider. Our schedulers will need to help you start this process by sending you an activation email.

[Learn more about Mychart.](#)
[Download a tip sheet on how to set up a Mychart account \(en Español\).](#)

Virtual Appointment Checklist

- Confirm your child's personal information.
- Upload your child's insurance information. (You will only need to do this for your child's first visit.)
- Complete a health history questionnaire for your child.

Sign e-consent forms:
Consent to Treat-Physician Practice
Consent Telehealth
MYC Proxy Authorization Form (en Español): This form allows us to confirm your identity as the child's legal guardian in order to gain access to Mychart.

If not previously completed, we will need to confirm your identity as the child's legal guardian. You will receive an email directing you to login to Mychart.

Download a tip sheet on completing the virtual visit eCheck-in



MYchart eCheck-in tip sheet

MYchart app eCheck-in tip sheet (en Español)

MYchart desktop eCheck-in tip sheet (en Español)

After

1 Reorganization
Reorganized information on the page so the most important info is presented first.

2 Drop Down
utilized more drop down menus so that info can be tucked away and only accessed when necessary.

3 Scaled Down
took away many of the redundant information and links to make everything

After

1 Reorganization

Reorganized information on the page so the most important info is presented first.

2 Drop Down

utilized more drop down menus so that info can be tucked away and only accessed when necessary.

3 Scaled Down

took away many of the redundant information and links to make everything clear and concise.

[MEDICAL SERVICES >](#)[Featured Services](#)

Asthma
Cancer & Blood Disorders
Concussion
Diabetes
Heart
Neurosciences
Orthopedics
Sports Medicine
Surgery
Urgent Care

[Medical Services & Departments](#)

Adolescent Medicine
Behavioral & Mental Health
Aerodigestive
Allergy & Immunology
Autism Spectrum Disorder
Cerebral Palsy
Child Protection
Children's Physician Group
Craniofacial Disorders
Critical Care
Cystic Fibrosis
Emergency Care
Endocrinology
Gastroenterology
Genetics
Gynecology
Infectious Diseases
Lab Services
Liver Diseases
Neonatology
Nephrology
Ophthalmology
Otolaryngology (ENT)
Pain Relief
Palliative Care Services
Primary Care
Pulmonology
Radiology
Rehabilitation
Rheumatology
Sleep Disorders & Habits
Strong4Life
Telemedicine
Thyroid Program
Transplant
Urology

Before

After

The screenshot shows the Children's Healthcare of Atlanta website. At the top, there is a green header bar with the logo 'Children's Healthcare of Atlanta' and navigation links for 'PATIENTS & FAMILIES', 'RESOURCES', and 'HEALTHCARE PROFESSIONALS'. A search bar is also present. A large, semi-transparent white overlay is centered over the page, containing a sidebar titled 'PATIENT & FAMILIES' with a dropdown arrow. The sidebar includes icons and links for 'Request an appointment', 'Find a location', 'Find a doctor', 'Patient Portal', 'Services' (Medical Services, Departments, Conditions & Treatments, Programs), 'Visit Types' (Emergency, Urgent Care, Primary Care, Telemed), and 'Resources' (Health Education, What to Expect, Medical Records, Finance & Billing, Visitor Info, Volunteering & Fundraising). In the background, a photograph of a young child being examined by a doctor is visible.

VISIT TYPE

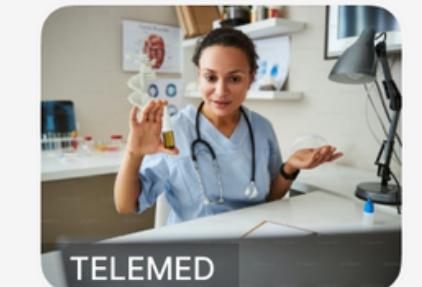
EMERGENCY



URGENT CARE



PRIMARY CARE



TELEMED

Key Changes

- *Reduced Screen Length* of 5 different pages between **50%-70%!**
- Only feature the most pertinent info determined by UX research
- *Consolidated 12 navigation tabs to 7* to streamline website flows and tighten IA
- Navigation and the landing page are now *action-oriented based on the most critical user flows* on CHOA's website



Hi Fi Test Results

“If I’m with a child and I’m panicked, I don’t want to read everything. I want to see the times!”

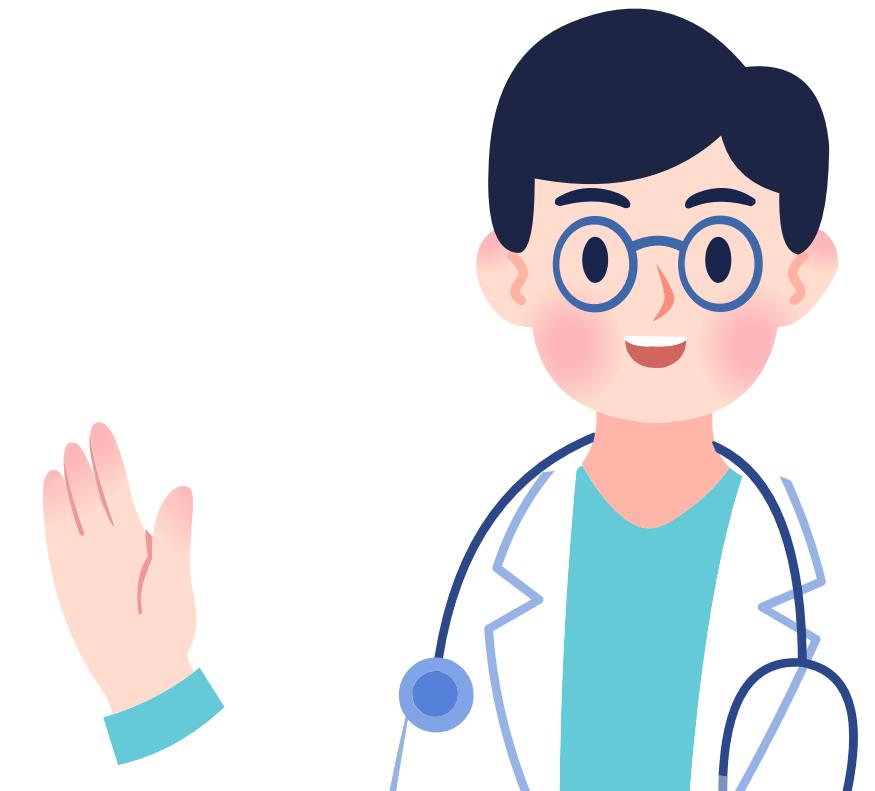
“I was surprised it was so easy!
It’s so rare in this context!”

2 Usability Tests

3 Tasks

100%

Direct Success



Next Steps

- 1 Apply feedback from testing to improve usability.
- 2 Continued testing of site features and accessibility
- 3 Build out back end to include integration of MyChart and additional CHOA site features

