Proposal Rough Draft

The interface of the NSHN.care website is a very large and multi-faceted site that serves the network of three hospitals in the North Shore area and serves three main purposes for their community. The site serves the community by providing information for the program and services available across the network, promoting and allowing community members to donate to the network’s foundation and provides current healthcare related community news. Currently, the site is functional, somewhat responsive and basically covers those three purposes. However, the interface is not focused as it could be on providing easy access to the network’s three primary functions. One of the main issues is that without an intuitive and responsive interface, many members of the community will not have the incentive to take advantage of the website and may rely on word of mouth for their medical information, which may be out of date not be accurate. Conversely, they might call in or sit in the waiting room to ask simple questions that may have been otherwise easily accessible online, which takes up a lot of the network’s staff’s time, and waiting room space. Once the interface has been re-done, the community will have better access to the considerable number of medical programs available to them, have better incentive to donate and learn more about the network’s foundation and have more active community engagement with their local health network staff.

The way we will structure the interface section of the proposal will be, first and foremost, to communicate the organizational benefits of a landing or splash page. By nature, a landing page is goal oriented which will allow community members to be able to see exactly which three purposes the site serves.[[1]](#footnote-1) Splash landing pages also allow for better analytics returned for the NSHN so they can get to know their community needs more based on where the traffic naturally flows.[[2]](#footnote-2) The tone will be complementary since much of the content on the site and their current offerings are quite in-depth and impressive for a heath network in their area. We will call attention that because of the general user’s attention span approaching a website, that having their site separated into four distinct sections immediately will give more incentive for lower attention span users to explore more of their site. The angle we will pitch in the proposal will be that it is a shame that their community might not be aware of all their services and offerings. The network itself is only a few years old and while most of their community would be aware of its existence, word of mouth might not cover all the new benefits of having a consolidated health network in their area.

Currently, the programs and services section of the website is the largest and the most bloated. They are currently listed in alphabetical order in a dropdown menu, which does help organize at a glance, but re-organizing the interface by visit purpose will make it even quicker to find which program or service a community member is looking for. For example, the emergency room service is listed under Community Support Services; this offers practical logical positioning or sequencing for that information. Instead, the interface will have a welcome page that will determine what the community member is visiting the page for, and provide them the information page they are seeking within two clicks. For the example of the emergency service program, that will be featured prominently on the first splash page which will direct the user to call 911 in an actual emergency before providing the description of the service below and navigation bar to the rest of the site below that. We will communicate that dropdown menus are inefficient because users move their eyes faster than they move their mouse.[[3]](#footnote-3) If they press the new program and services button on the splash landing page, they will be greeted with a page with a grid of graphical representations of each service with a subheading for each. This creates a purposeful flow to each visit.

Donation is very important to the NSHN organization, which is unfortunately not reflected in the main page. While the foundation page looks good, the pathways towards it will be made much more streamlined. This will allow the entire site to adhere to the philosophy that users will click around a website as long as they feel that they have made progress towards finding the information they are looking for.[[4]](#footnote-4) The donate button will be prominently featured on the welcome splash page. We will communicate with the network showing them that a consolidated site for their foundation and hospital network would drive more traffic to both facets of their organization. We will give them the example that a community member who is looking for a simple ultrasound service, and finds it easy to navigate to from the opening splash page, might take some time to also take a look at their donation foundation afterwards, since they noticed it on the way in. We will also point out that, similarly a community member looking to donate might take an extra few minutes and take a look at the community news section and check their calendar.

Community news may be one of the most frequently visited page on the site. Currently, the posts are very out of date and quite sparse. The traffic is low now, because there isn’t the interface to bring it forward to the front. Our proposal will also sell them the value that a website can have in a local community with an active news section. Like we will mention earlier on in our proposal, donors can have a better view of the community they are donating to, we will also talk about how an active community news section is great advertisement for their donation foundation. The NSHN is a very new organization and has the potential to be an excellent asset to a community that is further away from larger hospitals. As a smaller community, an advantage to their size is that community news can be more personal and a well interfaced webpage can be the essential tool to creating a tighter knit community that has one of the most efficient healthcare offerings in the area. We understand the value of what an improved interface can bring the NSHN, our biggest hope that we can put this together in a package that will be professionally well received.

Bibliography

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