

Massey Cancer Center

Enhancement Proposal

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Executive Summary

The Massey Cancer Center site has been blessed with outstanding development. Like all sites that employ continuous change, the leveraging of strengths and overcoming of weakness are two notions that should be kept close to heart. During my review of the site, I was able to develop a small pocket of improvements that are relatively easy to implement and put in place. Changes to the mobile experience, information display and search features are just a few items that, when added, will enhance the user experience. New functions will also enhance the site, such as a user submitted video blog and chat system. These items will not only serve as an expression of what the site can become but also who we are, a constantly developing center with the ability to adapt to new challenges and bring forth a new era of web development and design.

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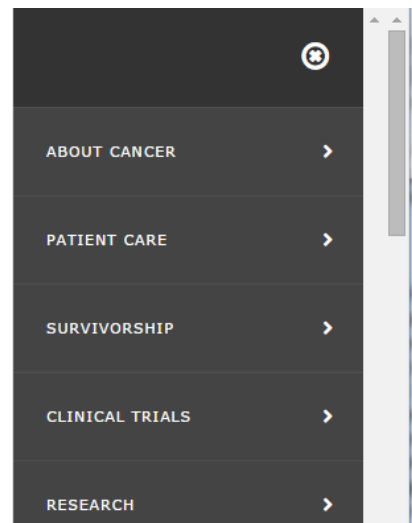
Introduction & Mission

My initial impression of the Massey Cancer Center was a good one. I was quite impressed with the depth of the site, level and quality of information, as well as their extensive use of social media outlets. Overall, the Massey Cancer Center website has a web presence that anyone associated with its development would be proud of. It not only mimics the success of the center but also serves as the perfect alignment of the expectations that a patient would have when visiting the center.

Although the site is a shining example of a proper web presence, no site should ever be stagnant. If I were selected to manage their web presence, I would make the following changes and improvements to the Massey Cancer Center website to continue its excellence and lead the site to the forefront of web design.

Mobile Experience

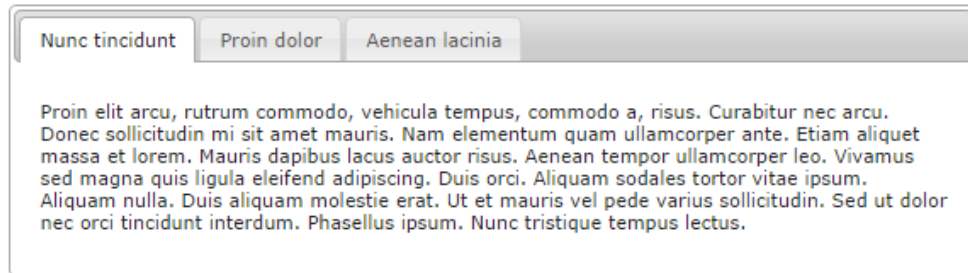
The first aspect of the Massey site where I would make changes is the mobile experience. Mobile use is at an all-time high. From my experience, over thirty percent of visitors to a site do so through a mobile device. Massey Center employs a responsive template; however, the navigation style is cumbersome in design. When in use, the menu covers the entire page, hiding the content even if the page is scrolled. This can be a plus in the sense that it makes viewing the text of the navigation easier and strongly defines the task at hand. The flip side to this is that anyone interested in viewing the page content while cross-referencing the areas in the navigation that are relevant to the current topic are unable to do so. My suggestion to reduce this issue would be three-fold: compress the navigation spacing and text, allow it to scroll with the content, and adjust its position to the top of the page with the content beneath. Currently, it floats on top of the content regardless of the scrolling of the page beneath.



Another aspect of the mobile experience which can be improved is the indication of your location on the site. Since the site employs a design which covers the previous navigation tier it is impossible to determine the path back to the homepage. Typically this would not be an issue for a visitor that has stepped their way to content from the homepage; however, someone who arrives via a search engine will not be able to traverse back to that page from the homepage when revisiting the site. To find the previously visited page, they would need to revisit a search engine or their browser history.

JQuery Tabbed Cancer Types Page

Currently, the types of cancer page is an index of cancer types from A to W. This is a functional design but one which could be expanded into a more appealing presentation.



To alleviate this issue, JQuery tabs could be used to condense the cancer types by tabs correlating to the starting alphabet. The primary benefit of modifying the page in this fashion would be the reduction of page length. A secondary benefit of the modification is easier readability by visitors of the site. Adding this styling to the page should be a relatively simple process, since all of the components needed are already present. I would estimate that this task would take no more than a few hours, even though the results of the change would be everlasting.

Cancer Dictionary Instant Search Results

Utilizing the power of AngularJS, the Massey Cancer Center site could provide instant search results for the cancer dictionary page. As it stands, the page is sorted by alphabet and a search feature is included on the page. This search feature, though effective, has the potential to provide a wealth of user satisfaction with a few simple tweaks.



AngularJS is a framework for tables that allows for instant filtering, sorting, and other various table modifications. Its use is relatively simple, but does require the use of JavaScript and source referencing. Once the framework is in place, users will have the ability to filter by letter, a single term or even a sentence. Since users will now be able to search by letter, the alpha navigation could be removed leaving a cleaner layout.

Secondary page active navigation indicator

This enhancement is directly correlated to one of the issues explained in the Mobile Experience section. At present, it's unable to determine the page that they are on by the horizontal navigation. The vertical navigation bar does depict a trail which will lead the user back to the homepage as does the cookie crumb trail above the main content. For consistency sake, the horizontal navigation



should follow the same progression. Making this change, will also allow for the removal of the cookie crumb trail; a feature which has, for the most part, become extinct in web design.

Video Blog

The concept of a video blog is not a new development, nor is the public sharing of content; however, the concept of letting our visitors build a page on the Massey site through video submission is one that I've not seen elsewhere.

I envision this page working in conjunction with the Massey YouTube channel and Twitter account via a unique hash. These video could also be expanded for sharing on any social media site. Doctors, patients and various visitors of the site would submit success stories and general "thank yous" to the center. At first, we may need to moderate the submissions to ensure quality standard,s but after some time the page could automatically post submissions to the channels. By leveraging the power of YouTube, the Massey/VCU servers will be free from any increase in server storage or bandwidth.

Chat

Finally, I would like to implement a chat system for the center. The contact page already displays multiple avenues by which a visitor could contact the center and adding chat would be just one more. With adequate resources and a secure system, Massey will be able to reach a new audience and provide a valuable resource for their clients.

Conclusion

The items listed above are only a few of the items that I devised to increase the usability and awareness of the Massey Cancer Center site. If selected for the position, I promise to bring many more. I pride providing assistance to others; thus, even if I'm not selected for the position, I offer this document to be used by whoever is awarded the position. All I ask in return is to know when the changes are posted, so I can see how much greater the Massey Cancer Center site has become.