

OSI-CAN Website Redesign

Group (B)

Group Members:

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Project Background.

OSI-CAN is a peer support initiative dedicated to helping community members, particularly veterans, first responders, and others impacted by operational/occupational stress injuries, access mental health resources and community support.

The current website (osicansk.ca) is functional but not fully intuitive. Users may struggle to find critical information quickly, such as support services, emergency contacts, and program details.

Business need/opportunity:

Improve user navigation to ensure visitors can easily find vital resources.

Redesign with a more intuitive and modern interface that reflects OSI-CAN's mission.

Strengthen OSI-CAN's digital presence to better serve both existing and new audiences.

Make visitors feel like they belong when they visit the site.

Northstar & Carryover Customers

Northstar (primary focus):

Veterans, first responders, and their families seeking immediate mental health support.

New visitors who may be in crisis and need rapid access to resources.

Carryover Customers (secondary focus):

Existing community members who already use OSI-CAN services but need easier ongoing access.

Donors, partners, and stakeholders who use the site to learn more about the program and its impact.

Project Assumptions

OSI-CAN staff will be able to update resources and events without technical assistance.

Existing content will be migrated, but some content will be rewritten or reorganized for clarity.

Hosting and domain will remain unchanged unless future scalability demands otherwise.

Project Constraints

- Retaining the bulk of the content while reorganizing for ease of use
- Limited meetings with customers as well as limited times in said meetings.