

Molly Notes – 4/14/17

For privacy, the name of our tester and various non-essential information has been changed.

Molly is the founder of a company that provides variety of services for families with autistic children. Molly is familiar with the Hearing, Speech and Deaf Center because she has not only recommended their services to her own clients, but she's also used HSDC services for herself.

Back in 2008, she was extremely sick but had to board a plane from New York. Once she got home, she decided to go to an ENT to get her hearing checked to make sure things would be ok. Her doctor had to make a couple of holes in her ear, but assured her that she would be ok.

In 2011, while living in Louisiana and at another ENT appointment, her doctor recommended that she get hearing aids. She didn't think too much of the advice, since her life wasn't being affected by her hearing. But after taking a class that required her to close her eyes at time to listen to the instructor, she realized she couldn't hear about 80% of what the instructor was saying.

In Seattle, her mom – a speech therapist – recommended that she check out HSDC. Molly made an initial appointment by calling the center, and recalls that their service and attention to detail was excellent.

Due to the high prices of hearing aids and the fact that they are not covered by health insurance, she opted to try and purchase hearing aids from Costco first. But was disappointed by their lack of selection and the fact that none of the hearing aids there would fit her, though they were much cheaper.

Molly decided to go back to HSDC because she remembered how great the service was and how customized the hearing aids were. Currently, her hearing aids cost \$6,200 for the pair and are promised to last from five to seven years.

Website Feedback

I'd like for you to explore this site for a minute – feel free just click around. What are your first impressions so far?

There's not a whole lot going on so everything is easy to find. There could be more here. The top navigation is easy to work with.

Please explore the homepage. What are some gut reactions you have?

The homepage could you more colors. The icon links are helpful. I tend to think that addresses are usually located somewhere on the homepage, or throughout the website. I think the order of the widgets makes sense. I wouldn't necessarily go to the homepage first to find news and events, but maybe that's just me. I would like to know a little more about who or what HSDC is and does... hopefully the link in the intro will take me to a page that explains more. I do like how everything is so simple.

Take a look at the education landing page. What do you think of the hierarchy of the content?

I like the big icons and the links – very simple. The current order of the content makes sense because it's in chronological order, though I think adding advocacy to this section might be helpful. Then again, advocacy is pretty much everywhere – in the workplace, in the community, and in academia. So I'm not sure how that would work. I would say that the only section that might not belong is "Deafness 101." I definitely think that parents would go to the Education tab to learn more about different educational

resources for their children... but I'm not sure if they would go to this tab for "Deafness 101". Maybe this could go under "Community"?

What are your thoughts on the services pages?

I really like that the forms are so accessible. I've got to say that when I was working with the deaf family to get forms for an interpreter, it was a really hard process of emailing and calling with HSDC just to get a hold of the right form. This is much better. I would also say that getting to the landing pages versus getting to respect service pages is not intuitive. Maybe a different color for the landing page buttons would help that? Or perhaps some sort of border? Or making it so that the dropdown will only come down when the actual arrow is clicked?

What are your thoughts on the donation page? What do you think could be added?

I think the donate icons definitely work on this donation page as opposed to the homepage, since HSDC's main objective is increasing awareness of their services in the community. I like how, since the icons are here, that they don't scream at you when they're on the homepage. I think the best thing to add to this page would be to show how contributions are being used and in what ways. This would come in the form of pictures of community events or stories of how donations have been used. For example, maybe featuring a girl who has benefited from HSDC by getting discounted hearing aid or what not.

Take a look at the contact page. Do you think the Google Maps widget that's on here currently is helpful? What else might be helpful to add?

Above all else, a contact form is essential. A phone number doesn't provide too much value, especially when a deaf family is trying to get in touch with you or if you're trying to get in touch with a deaf family. The more ways of communication, the better – including both emails and contact forms is not redundant.

From a holistic perspective, what else might you add to the website?

I think more people-first photography and photography in general. As I mentioned before, a bit more color. I think it'd also be good to bring more attention to staff – bring the "About Us" page to the main navigation. I think when links are in the footer, they tend to be of least priority – the last resort. It's fun to see staff I've interacted with before on the website.

Just for fun, could you take a look at the current site and tell us about your first impressions?

It's very, very overwhelming. The site seems intimidating to use – you saw my reaction when I saw the site load fully.