IAT 339
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PROCESS ANALYSES

Employee Wellness Website

Me and my coworker were tasked with developing a new website for Vancouver Coastal Health's (VCH) Employee Family Assistance Program (EFAP). EFAP offers counselling and wellness services to VCH employees and their families. My main role was to handle all of the web development, but I also assisted in creating the brand, and informing the design of the website. Our first goal was to create a brand that was easily recognizable and gave employees a sense of "calmness" when viewing. My coworker created the design but wasn't sure which colors to use. In order to help, I created this color theory chart which not only helped us decide on the final brand colors but helped us explain the design choices to the client (see Figure 1).

Figure 1

We learned from the client that the main goal of the website was to get people to call in or book an appointment. In order to achieve this, I created a popup modal that displayed the first time a user

visited the site using JavaScript and SessionStorage (see Figure 2). This version of the site was very close to the final, but also featured a slide down navigation that was hidden when the website loaded.

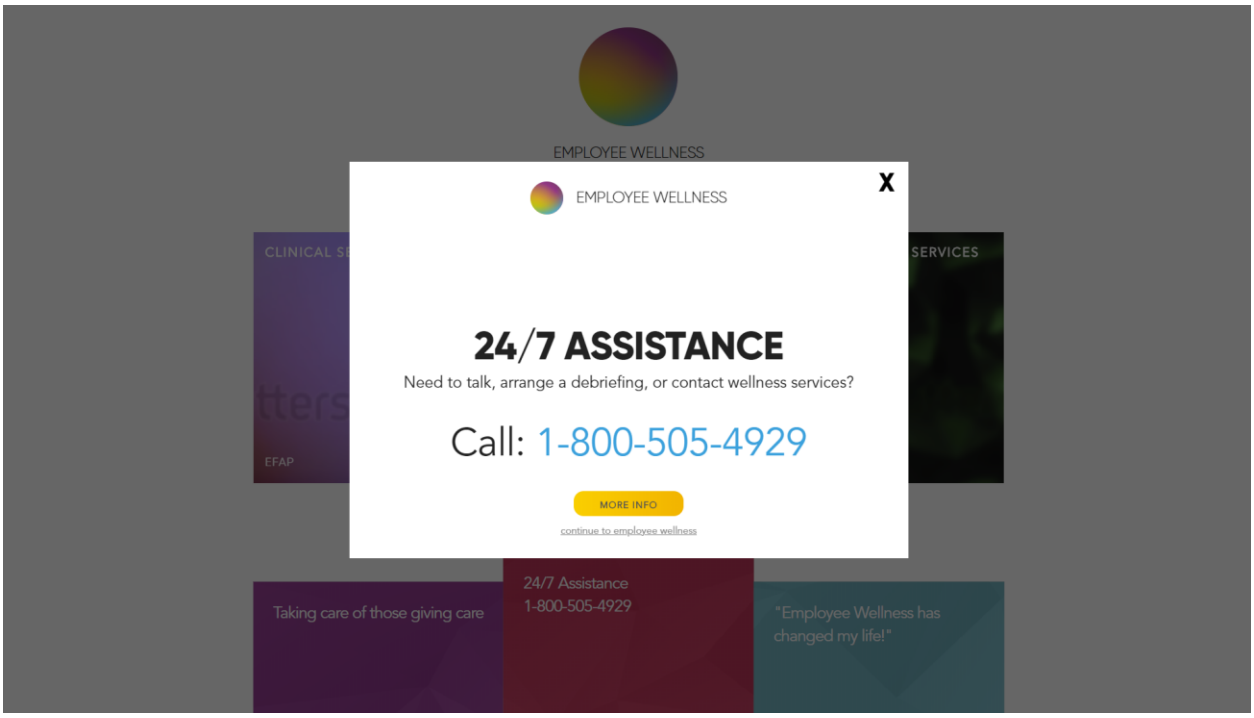

Figure 2

The clients felt that the call to action needed to be more prominent. To fix this, I created a full screen splash page that contained all of information deemed necessary. Not only did this splash page grab attention better – I designed it to reduce cognitive load, so that visitors who may need immediate assistance can find it as soon as possible (Figure 3).

The final design of the website did not change drastically, but I fixed the navigation bar to the top of the page to make it more accessible and user friendly (Figure 4). I learned throughout the project that the target audience required more of the website's features to be simplified, so I continued to work on those issues while building the website using modern web technologies. It is now live at https://employee-wellness.ca

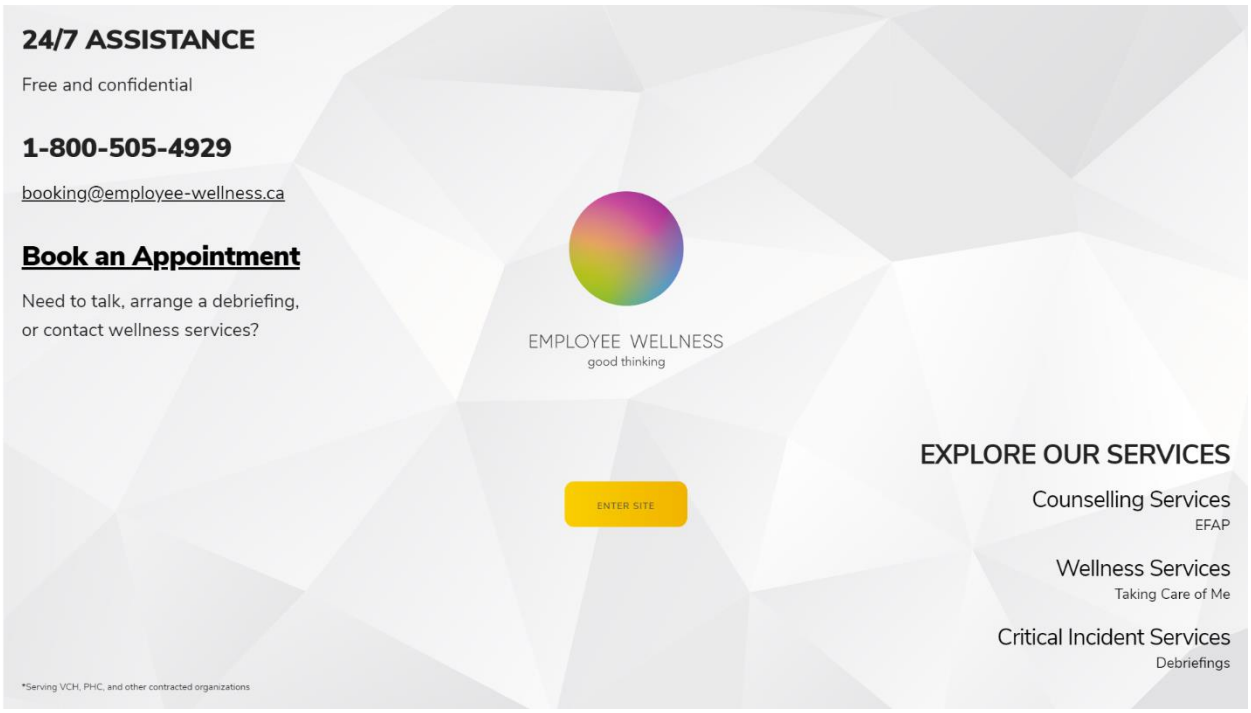

Figure 3

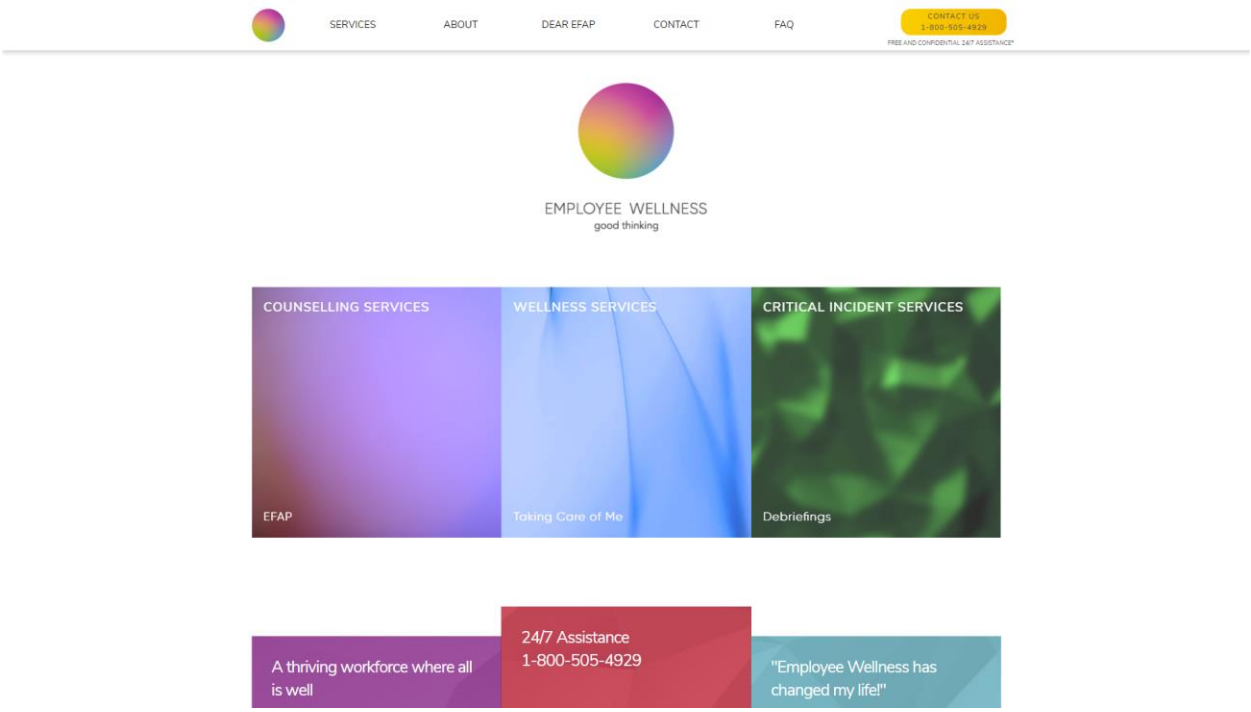

Figure 4

VCH Regional Orientation Online

The VCH Regional Orientation Online (ROO) is a mandatory course taken by all employees upon their hiring. I worked with a team of designers as a technical consultant as well as the lead developer on the project.

A big focus on the project was to really immerse the user in the orientation experience. In order to do this, I recommended creating a layered parallax effect that moved with the mouse's position on the screen. After much discussion, this quickly became the direction of the project. Our first iteration was a simple version of this effect with slight panning available for the user to move left and right (Figure 5). I wrote custom scripts in order to track mouse movement and pan the background using the coordinates.

In consideration for mobile devices, I implemented a dragging library using JavaScript so that they would still be able to navigate the website without having to use the accelerometer. For the second phase of this project, I tried to implement the dragging into the desktop version as well (featuring a much larger panning area) but this method was ineffective at showing the user vital information and hid too much from the user at the page load (Figure 6).

The final design consists of fifteen separate parallax layers and includes complex animations (Figure 7). I wrote custom CSS animations for the characters, and animated each layer independently using JavaScript and JQuery. Since there were so many image layers, I created a loading screen (Figure 8) to show the user while the images loaded to keep the immersive feel consistent. This project is still in progress.

Figure 5

Figure 6

Figure 7

Figure 8