



# IWK HEALTH CENTRE

## Content Strategy Report

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## EXECUTIVE SUMMARY

This report analyzes the overall content of the IWK Health Centre with a primary focus on the organization's website. This report is in response to the Request for Proposal (RFP) and to provide a content strategy for the redesign of the website.

Based on this report, it has been determined that the overall focus is simplifying the navigation and slimming down the text heavy content, as well as ensuring the content is up to date. Better use of headings and subheadings should be used to break up blocks of text and make it reader-friendly. Currently, there are no meta descriptions throughout the entire website. It is essential that these are utilized moving forward so the audience has a description or idea what the web pages are about. Measuring the success of how the redesign has better supported the business goals can be done through the Key Performance Indicators (KPIs).

## INTRODUCTION

"The IWK Health Centre is the Maritime region's leading health care and research centre dedicated to the well-being of women, children, youth and families. In addition to providing highly specialized and complex care, the IWK provides certain primary care services and is a strong advocate for the health of families. The IWK is a global leader in research and knowledge sharing, and a partner in educating the next generation of health professionals," (RFP). The IWK Health Centre is seeking to redesign their website to deliver an exceptional user experience for patients and families. The purpose of this report is to perform a content audit, competitive analysis, content analysis, and business analysis. Performing these will help give a comprehensive overview of the organization and their business goals in order to best redesign their website. Recommendations will be based off these audits, their business goals, and the RFP This report is for, but not limited to, the RFP contact Janice Frost, Strategic Sourcing Coordinator.

# CLIENT EXPECTATIONS

## *Current Concerns (per RFP)*

- The search function on the site is unreliable and does not help the user experience
- Content appears outdated, is difficult to comprehend, and is often buried within a PDF resource
- Content is not accessible
- Not friendly for screen-readers or other assistive technologies
- Often not translated/available in multiple languages
- Very content heavy and overwhelming

## *Expectations for Website Design and Development*

Including, but not limited to:

- Brand alignment
  - Must work in conjunction with the IWK Health Centre's Communications & Public Affairs team to ensure alignment with overall branding, mission and values of the IWK including: the core concepts of patient and family-centered care and the IWK's strategic plan;
  - Visual design must reference and strengthen established IWK brand standards and content should establish consistent color, style and fonts throughout;
  - General aesthetic quality must evoke warmth, professionalism, empathy, and modern excellence
- Potential Features
  - Contact directory (individual staff, clinics/services);
  - Online payment

(Please note, the rest of the technical expectations are outlined in the RFP)

### *User Demographics*

- Male = 27.7 %
- Female = 72.3%

## **BUSINESS ANALYSIS**

### *Services and Offerings*

IWK Health Centre has a variety of services relating to mental health & addictions, as well as primary, children's, women's, and newborn's health.

**Mental Health & Addiction Services:** The MHA Program provides services in schools, community clinics, day and residential settings, as well as inpatient settings for ill children and youth. For youth between 18 and 19 years of age who continue to require services, IWK assists in a transition plan to adult programs/services, which includes enhancing skills for self-care/self-advocacy. Indirect services are also offered through consultation with family practice physicians as well as training with community partners to improve skills to provide care in the community.

**Children's Health:** There are a variety of resources to help parents and their children get the support they need. There is a large range including, but not limited to: blood collection, cardiology, cerebral palsy, imaging, dentistry, eye care, emergency department, GI, infectious disease, neurology, occupational therapy, urology, and psychology.

**Women's & Newborn Health:** At the IWK Health Centre, there are a number of gynecology clinics, inpatient care and surgical services for women, as well as specialized help for women trying to get pregnant and women with urinary incontinence concerns. There is a large range including, but not limited to: surgery, birth unit, breast health, family medicine, fetal assessments, perinatal care, pregnancy, diabetes, and urogynecology.

Additionally, IWK Health Centre provides resources relating to all of the above services. They also perform and provide research particularly focusing on cancer, children's health, drug discovery, immunology and infectious diseases, mental health, and women's health.

### *Audience*

The audience of this organization includes women, children, youth, and families, particularly in the Maritime province. The offerings fulfill the need of medical care and resources. IWK Health Centre has a "Patient and Family Centered Care (PFCC)" approach, which is involving the patient and their family in making decisions about their care. This includes:

- Honoring a family's cultural and social background and religious beliefs
- Making sure directional signs are helpful and make sense to families trying to use them
- Connecting patients with their families sooner after a surgical procedure, and communicating with the family often
- Teaching families to advocate for the patient, the patient to advocate for themselves, and staff advocating for them when they are unable to

This approach influences the audience's decisions about the services because family is a large support system for the patient and helps improve care. This approach allows the audience to feel respected, heard, safe, and provided information.

In order to make decisions about the organization's offerings, the audience refers to the online directory or fill out a general contact form.

### *Business Goals*

Below are some of the business goals that the digital content should align with:

- Proactively share research, education, and knowledge
- Provide a patient and family centered approach

- Build effective partnerships
- Provide safe care and medical environments
- Generate donations
- Build a reputation for excellence in the Maritime community

### *Observations and Alignment of Social Media Content*

As mentioned previously, IWK Health Centre utilizes a few different social media platforms which, help to enhance their alignment of content and business objectives. On their Twitter platform, they retweet tweets pertaining to their organization more than they tweet themselves. When they do tweet, it's mostly about events, staff, and research. They have several tweets about the current staff that can include a photo of the staff member and a tagline that says, "I am the I in IWK." On Twitter, it would be more beneficial if they used that tagline as a hashtag. (Figure 1) Also, some of their tweets include links to articles, and the picture preview does not show up (Figure 2). Pictures often help with engagement so it's essential that they double check how their tweet looks after it's sent. Also, on some of their tweets where they did attempt to utilize hashtags, they didn't put spaces in between them, therefore they don't work (Figure 3). This looks sloppy and unprofessional. Although many of their tweets are attempting to align with their business goals, the execution isn't strong.



Figure 1

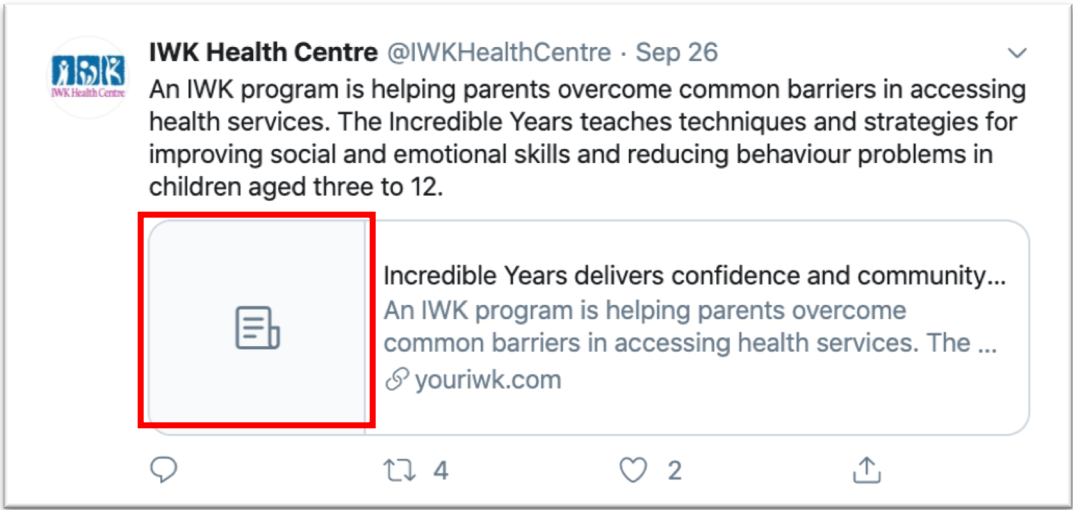


Figure 2 (Picture preview not working is outlined in red)



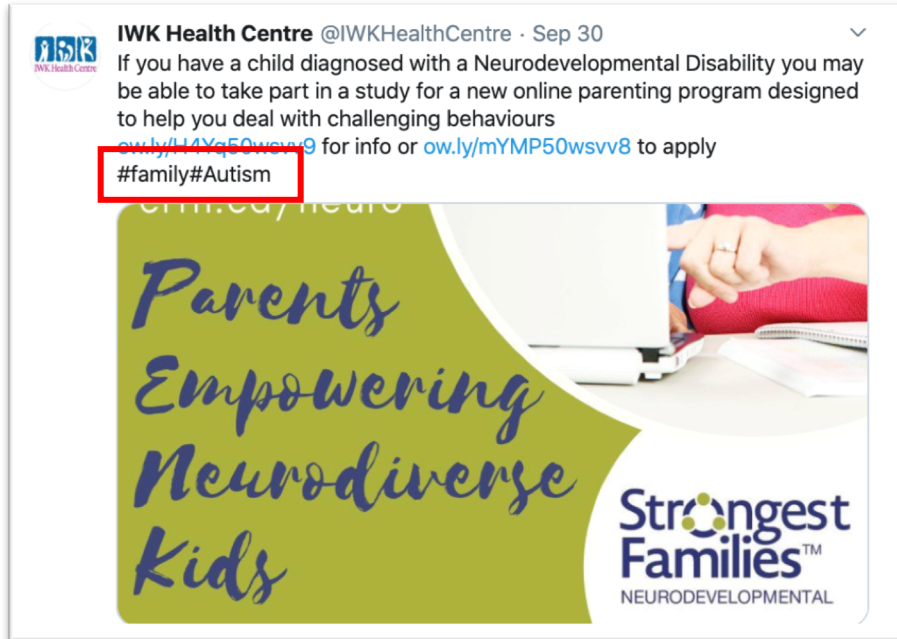


Figure 3 (Hashtags not working are outlined in red)

Content on the IWK Health Centre Facebook page is much more structured and aligns more clearly with the business goals. Many time posts are used to grab the audience's attention and lead them to click on a link that leads them to continue reading on their website. Many times, the captions include a quote which may be from a staff member or a patient. They post often looking for feedback which aligns with their business goal of having a patient and family-centered approach. By asking for feedback, they are showing they want to hear what they have to say and are willing to receive and take their feedback into consideration to make improvements (Figure 4).



IWK Health Centre

November 7 at 1:45 PM · 🌐

Would you like to participate in designing a tool to improve your emergency department visit?

We are building teams made-up of parents, youth, nurses and physicians who will work together to design a tool that will improve communication between you and your health care team.

If you are interested or would like more information, please contact Matt Jalink at [Matthew.Jalink@iwk.nshealth.ca](mailto:Matthew.Jalink@iwk.nshealth.ca) or (902) 470-2634



Figure 4

They also keep their goals aligned by including current research and sharing their knowledge. They share videos based on research and experiences to help educate their audience on recent findings.

## CONTENT AUDIT

By using Screaming Frog SEO Spider Tool & Software Crawler, I was able to crawl this websites URLs and fetch key elements to analyze and audit technical and onsite SEO. The site has 2693 internal pages. There are 813 HTML pages and 47 images. Due to the fact that there are so many webpages and only 47 images, this proves that the website is very text-heavy.

The site titles all start with “IWK Health Centre –“This leads them to be very cryptic and non-specific. There are also several repeating titles. An example of a poor title is “IWK Health Centre – Calendar” Not only is that title very vague, but it is repeated **243 times**. However, an example of a good title is “IWK Health Centre - Dalhousie University Health Law and Policy Seminar Series - Unaffordable Essential Medicines: More Than Just a Rights Violation” This gives the audience a good idea of what the page is about. The shortest title on the site is four characters and the longest is 172 characters. Due to the fact that most of the titles on this site are short, they don’t give the audience a good understanding of what each page is about.

Additionally, there are zero meta descriptions on the entire website. Meta descriptions are a short summary of a web page’s content. Therefore, the audience has no description or idea of what any of the web pages are about, the only information they’re given is the title of the page.

An interesting detail that came out of the crawl was that over 60% of the internal content was classified as “unknown” (Figure 5). According to the SEO Spider website, “Any URLs with an unknown content type. Either because it’s not been supplied, incorrect, or because the URL can’t be crawled. URLs blocked by robots.txt will also appear here, as their filetype is unknown for example.” All of these sites were blocked by robots.txt, which means it prevented the crawl from accessing those parts of the sights. This could’ve been intentional or accidental, however, it can also prevent search engines from finding those sites. This can be harmful to the success of a website because it blocks all organic traffic. Additionally, there were also two password-protected areas that the SEO Spider was also unable to crawl (Figure 6).

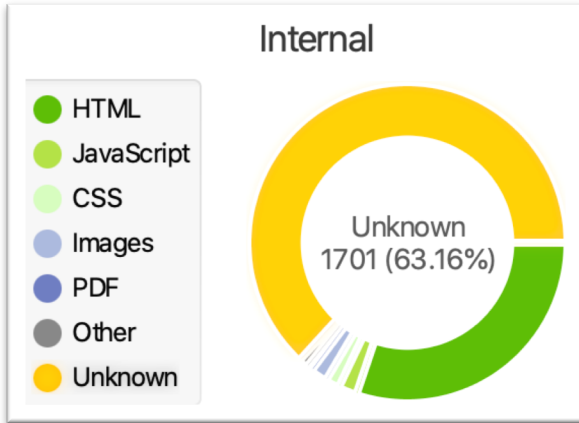


Figure 5

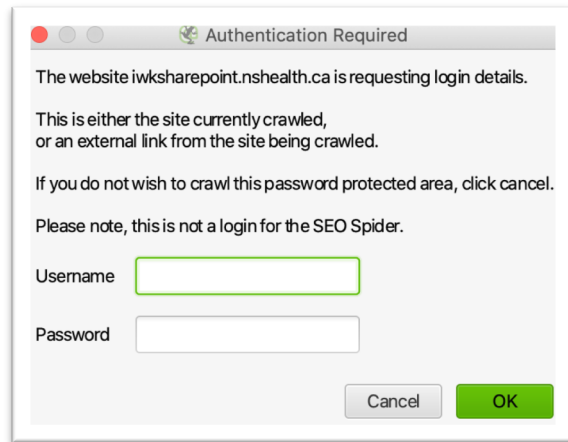


Figure 6

## Navigation

The main page of the website includes an animated slide show at the top fold of the page. There are 2 separate navigational bars on the home page which makes things a little confusing and overwhelming (Figure 7).

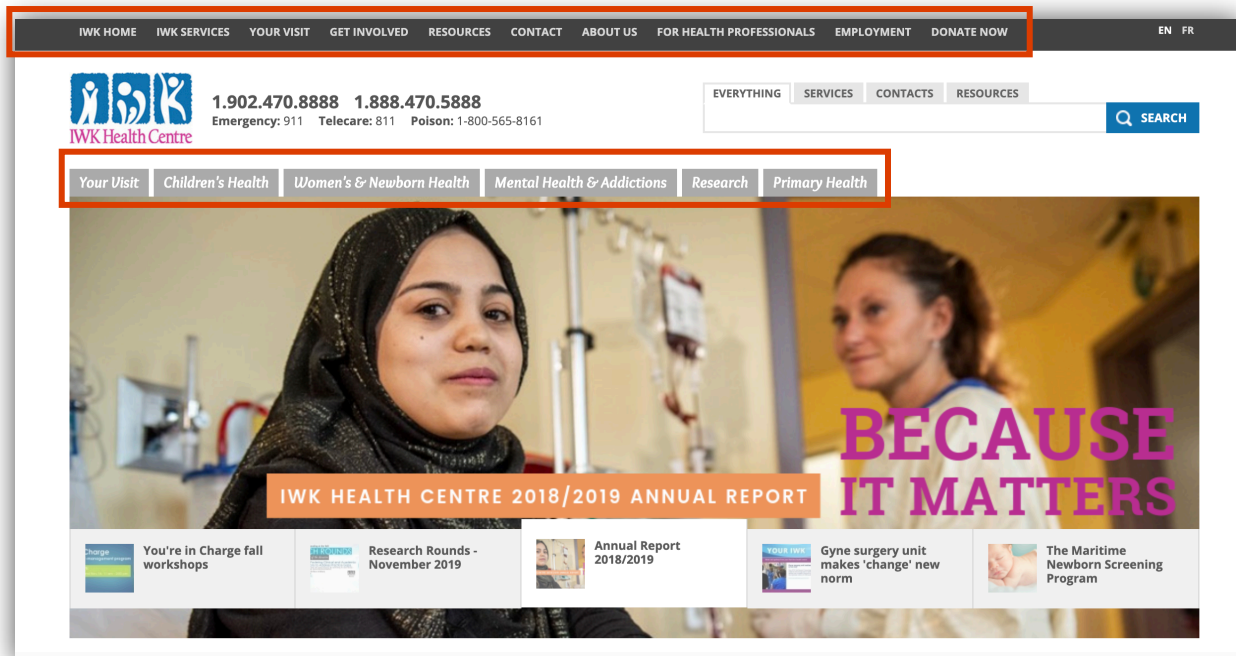


Figure 7 – Navigational bars are outlined in red.

At the bottom of the homepage they also have a bottom navigation bar (Figure 8). Some of the links and information are duplicates from the navigation bars at the top.



Figure 8

The user can choose to navigate the site through one of those three options, or there is a search bar at the top. The user can choose to search through the entire site, or specify to the services, contacts, or resources (Figure 9).

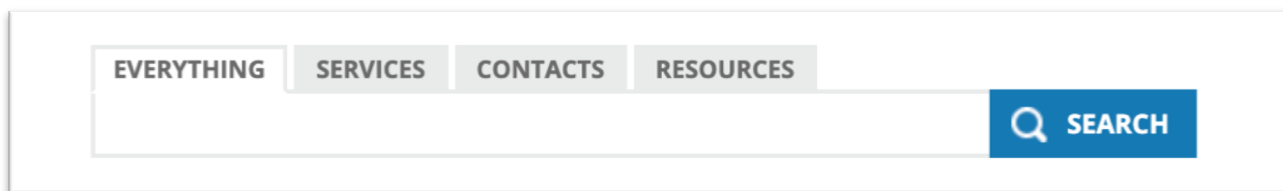


Figure 9

### *Social Media*

At the footer of the page, they have their social media pages linked – YouTube, Facebook, and Twitter. Upon research, I found that they also have an IWK Health Centre Instagram and an IWK Foundation account, but neither of them is linked on their website. Currently, their YouTube channel is being used to share research, provide information on medical topics, and share personal stories. Their Facebook account promotes events, looks for donations, shares research, and personal stories. Their Twitter account shares a lot of similar content to their Facebook page. The difference with Twitter is that they can share content from others, as well as any information pertaining to their organization.

## COMPETITIVE ANALYSIS

	IWK Health Centre ( <a href="http://www.iwk.nshealth.ca/">http://www.iwk.nshealth.ca/</a> )	Nova Scotia Health Authority ( <a href="http://www.nshealth.ca/">http://www.nshealth.ca/</a> )	CHU SAINTE-JUSTINE Mother-Child University Hospital Center ( <a href="https://www.chusj.org/">https://www.chusj.org/</a> )
<b>Key Features</b>			
About Us	X	X	
Research	X	X	X
Donate	X		X
Education/Student Learners		X	X
Your Visit	X	X	
Social Media	X	X	X
<b>Content</b>			
Mission Statement	To passionately pursue a healthy future for women, children, youth and families.	To achieve excellence in health, healing and learning through working together	To improve the health - considered as a physical, psychological, social and moral balance - of children, adolescents and mothers in Quebec, in collaboration with our partners in the health system and those in the education and training communities. of research.
Topics	<ul style="list-style-type: none"> <li>• Children's, women's, newborns, and mental health.</li> <li>• Current research studies</li> <li>• Health resources</li> <li>• Fundraising</li> <li>• Services</li> </ul>	<ul style="list-style-type: none"> <li>• Medical programs</li> <li>• Continuing care approaches</li> <li>• Services</li> <li>• Student opportunities (internships /shadowing)</li> </ul>	<ul style="list-style-type: none"> <li>• Education and research</li> <li>• Services</li> <li>• Research (their own and outside)</li> </ul>
Content that works	There is a lot of content and resources for their audience	Site is very clean and simple, easy to navigate	Content is interactive

The analysis above consists of three different organizations where their main focus is in health care in Canada. Each site has its unique features and information. However, after analyzing each site, it became clear that there is a gap amongst them. Two key features that CHU SAINTE-JUSTINE Mother-Child University Hospital Center is missing is an “About Us” page and a “Your Visit” page. Having an “About Us” page is a critical component that the other two sites have, which helps their audience understand their mission and values. Additionally, a “Your Visit” page makes patients feel comfortable and prepared. On the other hand, all three of these sites include a page dedicated to their research, and they all have their social media accounts linked. What IWK Health Centre and CHU SAINTE-JUSTINE have in common is that their missions both focus on healthcare for children, adolescents, and mothers.

It appears that CHU SAINTE-JUSTINE is on more digital platforms than either of the other websites. As mentioned previously, IWK Health Centre has YouTube, Facebook, and Twitter linked to their website, however, CHU SAINTE-JUSTINE additionally has LinkedIn, Instagram, and Vimeo. I also mentioned before that although IWK doesn’t have their Instagram linked to their website, they do have one. However, CHU SAINTE-JUSTINE has almost double the number of followers on their Instagram.

Additionally, below is a table that shows a competitive analysis done, including data from Screaming Frog SEO Spider Tool & Software Crawler.

	<b>IWK Health Centre</b>	<b>Nova Scotia Health Authority</b>	<b>CHU SAINTE-JUSTINE Mother-Child University Hospital Center</b>
Internal URLs	2693	11496	63754
Images	47	2678	47558
HTML	813	5600	11929

## CONTENT ANALYSIS

The writing style on the IWK Health Centre website informative, however, it should have a more professional tone considering the audience. For example, on the resources page for children having surgery, it says, “As such, the list at left includes inpatient units, day surgery and recovery, services and clinics. You can search the list by scrolling at left or selecting the first letter of the service name from the alphabet above. Please note this isn’t a complete list – expect more to be added soon.” The tone of this is a bit too casual, in my opinion. There is a more appropriate way to guide the audience, as well as inform them that more services will be added soon.

As mentioned previously, the content is integrated across various digital platforms. Typically, what is posted on their Facebook account is also posted on their Twitter account, the difference is that the content is altered to fit the digital platform more appropriately. The post on Facebook is much longer (Figure 10), while the Twitter post is shorted, and they also tagged the charity that they were referencing in their post. (Figure 11) This is an excellent example of how the same content can be utilized on a variety of platforms but is altered to satisfy the digital platform and the audience.



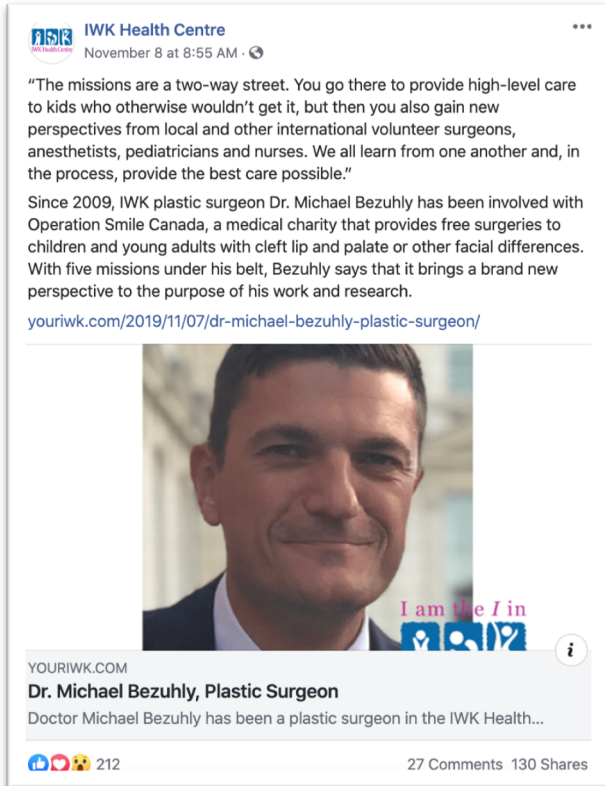


Figure 10



Figure 11

IWK Health Centre does a great job of incorporating a variety of content on their social media platforms, including text, flyers, images, and videos. However, the actual company website is very text-heavy and can be overwhelming. For example, on the “About Us” page there is just a lot of text, including some statistics (Figure 12). It would’ve been more interesting if those statistics were turned into some sort of infographic.

**About Us**

The IWK Health Centre provides quality care to women, children, youth and families in the Maritime provinces and beyond.

**At a Glance**

**This past year (April 2018 to March 2019), there were:**

- 4,498 babies delivered at the IWK
- 33,725 visits to Children's Emergency Department
- 313 LifeFlight transfers
- 206,791 outpatient clinic visits
- 4,303 pediatric surgeries
- 3,646 women's health surgeries
- 7,242 mammograms
- 14,606 acute inpatient admissions
- 1,519 learners
- 720 staff, volunteers and learners involved in research initiatives

In addition to providing highly specialized (tertiary) care, the IWK also provides primary care services. The IWK is also engaged in leading-edge research; works to promote healthy lifestyles for families; and supports education opportunities for health professionals and other learners.

**Caring**

The IWK is structured around a Program-Based Care Model. Program-based care puts people first by organizing interdisciplinary care teams around the needs of patients and families. Services provided by the Health Centre are delivered through three programs: Children's Health; Mental Health and Addictions; and Women's and Newborn Health.

**Care Provided at the IWK Health Centre**

*Tertiary Care*  
A form of care that is highly specialized and complex.

*Primary Care*  
Care to which users have direct access. This type of care can include diagnosis and treatment; referral to secondary health care services; prevention care; and health promotion and education. Primary health care might involve visiting your family doctor or nurse practitioner, talking to a dietician or a pharmacist, or calling a toll-free health advice line to talk to a health professional.

*Secondary Care*

**Core Values**

- Executive Leadership Team
- Board of Directors
- Public Accountability
- Strategic Plan
- Accreditation
- Patient and Family Centred Care
- French Language Services Planning
- Doing Business With Us

**Contact Directory**

First Name				Last Name				
A	B	C	D	E	F	G	H	
I	J	K	L	M	N	O	P	
Q	R	S	T	U	V	W	X	
Y	Z	or search					<input type="button" value="Q"/>	

**Events**

**MEAGHAN THUMATH** Department of Social Policy and Intervention, University of Oxford, United Kingdom Room 104, Weldon Law Building Schulich School of Law, Dalhousie University 6061 University Ave, Halifax, Nova Scotia B3H 4R2 Light lunch served at 12:10 in the Faculty Lounge, Rm...

Dalhousie University Health Law and Policy Seminar Series - The Impact of the Child Welfare System on Maternal Health | November 22, 2019

Figure 12

## WRITING STYLE GUIDELINES

Writing style guidelines help document how you want to talk to your audience, as well as any guidelines you want your writers to follow. The guidelines will include the desired voice and tone of writing that is wanted and web writing best practices. The writing style is important because it helps determine who you want to be perceived by your audience. Writing for the web is much different than writing for print, therefore your style guidelines should support your writing being concise, clear, simple, and effective. Your writing style guidelines help create effective content, engage and inform your audiences, and meet your goals.

The IWK Health Centre is effective at writing meaningful headers that are short and direct and can easily stand on their own out of context. However, the overall writing on the website can be very long and overwhelming, “Web writing needs to be much shorter than other kinds of writing. Research shows that people scan web text, rather than read every word. Make it easy for your users to scan for information quickly. A paragraph should consist of 70 words or less.” (University of Maryland). On the IWK’s webpage regarding Newborn Health (Figure 13), there’s a lot of copy text and can become boring and overwhelming to the reader. Although the paragraphs themselves aren’t two wrong, it would be more visually appealing if the text was broken up with a photo or subheadings. “Content that requires users to scroll vertically loses up to 80 percent of its readership,” Additionally you can see in figure 13 that the user has to scroll to read the rest of the text.

## Newborn Health

You and your baby will be cared for by many members of your health care team using something called a ‘care path.’ A care path accurately records all care provided to you and your baby from the time of birth to when you go home and eventual discharge from postpartum care in your home.

After you give birth, your health care team will work together with you and your baby to help determine when you are ready to go home – this means when you are able to care for both yourself and your baby.

In many cases, you and your baby, if you live within a 30-minute drive from the Health Centre, will be ready to go home safely in one day (if you’ve had a vaginal delivery) or within three days (if you’ve had a cesarean section) of giving birth. Before you leave the Health Centre, you will have a pre-discharge consultation with a public health nurse, who will provide follow-up care and support (including breastfeeding support) for postpartum moms.

The nurse will check both you and your baby, answering any questions or concerns you may have. Your family doctor, public health nurse or nurses at the Health Centre are available for continued support and guidance in the day and weeks to follow. If required, longer postpartum care is available for both you and your baby.

In many cases, the care team may decide, based on your care path that you and/or your baby are not ready for home. If you are ready for home, but your baby must remain at the Health Centre for further treatment, the nursing staff will provide information on accommodations for you.

This section explains the types of services that are available to families and their newborns after birth (postpartum). Please ask questions if there is something you do not understand and ask for assistance if you need help or have a concern about our services.

At left here you will find a list of some of our inpatient units – these are units where newborn babies stay during admission to the Health Centre. This list also includes departments and services that support newborns and their families during their stays at the IWK. You can search the list by scrolling at left or selecting the first letter of the unit/service name from the alphabet above. Please note this isn’t a complete

Figure 13

Another best practice is to ensure that the tone of your online writing is personal and upbeat. Writing is best perceived when it's in first or second person. Second person is utilized throughout the website and can be seen in figure 13, the writer refers to the audience as "you."

"Along with short, easy-to-read blocks of text, you also should make good use of font size, lists, and subheadlines. These elements help guide readers' eyes toward the most important content, and make it easier to absorb large content," (University of Maryland). On IWK's page titled "How to Pay Your Bill" (Figure 14) they've utilized sub-headers to help break up the content and make it more legible. This helps the reader identify what option they may be looking for and breaks up the text.

The current writing style of the IWK Health Centre has incorporated some of the essential guidelines, however, one of their biggest current struggles is too much blocky text. It seems like they have chosen to use a smaller font to draw away from the fact that there is a lot of text, but it strains the reader's eyes and makes it hard to read. Currently, the tone of their writing is effective, and they do use sub-headings occasionally, but if they were to shorten and break up their content it would be more effective.

# How to Pay Your Bill

## Payment Options

### Online Banking

24/7 via RBC, BMO, TD, Scotiabank, CIBC, PC Financial and Tangerine

#### Payee: IWK Health Centre

When paying via online banking, the patient's medical reference number (**k number**) is required to process. See your patient invoice to locate your medical reference number which is included in terms of payment message. If you have trouble locating the medical reference number please email for assistance at: [accountsreceivable@iwk.nshealth.ca](mailto:accountsreceivable@iwk.nshealth.ca) or [clientsreceivable@iwk.nshealth.ca](mailto:clientsreceivable@iwk.nshealth.ca)

### In person at any RBC, BMO, TD, Scotiabank or CIBC branch

For patients wishing to pay in cash, RBC, BMO, TD, Scotiabank or CIBC branches can accept cash payments from RBC, BMO, TD, Scotiabank or CIBC customers; medical reference number required for processing.

### By Cheque Payable to the IWK Health Centre

**Mail to:** IWK Health Centre  
Attention: Patient Finance Liaison Group  
5850/5980 University Ave.  
PO Box 9700 Halifax, NS B3K 6R8

### By Phone

Monday-Friday(9:00 a.m.- 4:00 p.m.)

Phone #: [902-470-6829](tel:902-470-6829)  
(Visa, MC, Amex, Visa Debit, MC Debit, Discovery Card)

### Secure Lock Box

While on-site at the IWK, you can put personal cheques in the secure lock box located outside the Virtual Office located on the 2nd floor next to the Protection Services desk. Please ensure that you have completed the information on the face of the envelope to ensure prompt processing.

### Personal Cheques and non acceptance of Cash

Please note that there is a service fee for returned personal cheques and that the Health Centre no longer accepts cash for payment of uninsured items. If a patient wishes to make a payment in cash they are welcome to visit any RBC, BMO, TD, Scotiabank or CIBC, branch to make payment. Please note that you will need your medical reference number for this.

Figure 14

## STRATEGIC ALIGNMENT SUMMARY

The condition of the current content is very wordy and needs revision. The site is difficult to navigate due to two separate navigation bars and so many pages. This makes it difficult for the user to find what they are searching for. Additionally, some of the content appears to be outdated, which does not support the organization's goal of sharing the best and latest research and medical advances. A lot of the content can be reused, but needs to be slimmed down and organized more effectively. Any outdated content needs to be updated.

The core strategy statement is a key part of your content strategy focus. It serves to align the audience and user's needs with the business/organization's services and goals. It's not long: It's a statement.

**IWK Health Centre core strategy statement:** To provide healthcare, research, and education by providing services and resources to women, children, youth, and families so that they feel safe and confident in our care.

The messaging framework gets more specific about how the user's needs align with content. The framework is used to make decisions about content. It's the conceptual bridge to content design. It assigns value statements to core content ideas.



**First Impression:** When a user first lands on the site we want them to feel *a warm welcome* and a *sense of professionalism*.

**Value Statement:** After spending a few minutes on our site, users should feel *confident* and *safe* because they understand we provide *a patient and family centered approach with our care and education*.

**Proof:** Our content demonstrates that we provide just what our users need because we engage patients and their families as partners in co-creating and delivering care. We demonstrate and report on our value through improved outcomes and patient and family experiences. Our partnerships help to improve health and our research plan ensures the success of our research community.

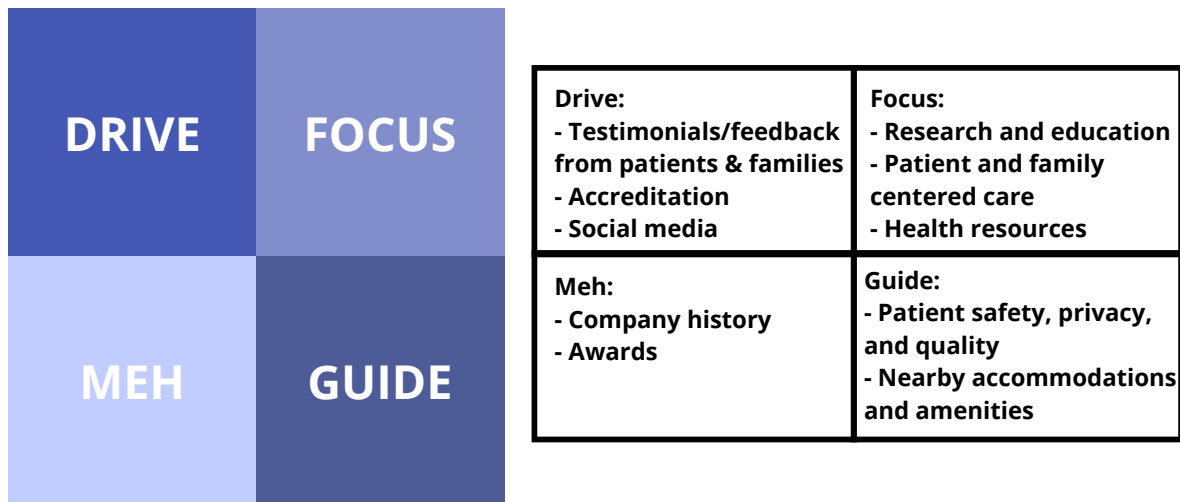
## DESIGNING THE CONTENT

According to Meghan Casey, there are four main categories that work together when it comes to content design: prioritization, organization, presentation, and specifications.

“Prioritization is how you determine your site’s content and its relative importance to your users and your business. Common artifacts include topic maps and prioritization matrices. Organization refers to the framework for grouping, labeling, and relating content so that users can easily find what matters to them. Common artifacts used to document organization are sitemaps and taxonomies. Presentation refers to the ways in which pieces of content, such as a page headline, product overview, body text, or related resource, are assembled to form what a user sees on a page. There are usually several repeatable views (like a landing page, product page, or blog post) and perhaps some unique ones on every website. Common artifacts to document views include content models and wireframes. Specifications take views to the next level by providing the content requirements for each piece that makes up a view. Sometimes you can incorporate specifications into content models and wireframes,” (Casey, 160).

Separating the categories mentioned above can be difficult since they work together cohesively and sometimes overlap. The artifacts below can be utilized for stakeholders to get a better understanding of how and why the IWK Health Centre website should be designed.

## Priority Matrix



The above chart is a priority matrix for The IWK Health Centre. According to Meghan Casey, you can layer in business goals to help you determine what content you should focus on, what content you need guide users to, what content you want to drive people to, and what content you can include that although isn't beneficial or important, still helps with the overall brand of the organization.

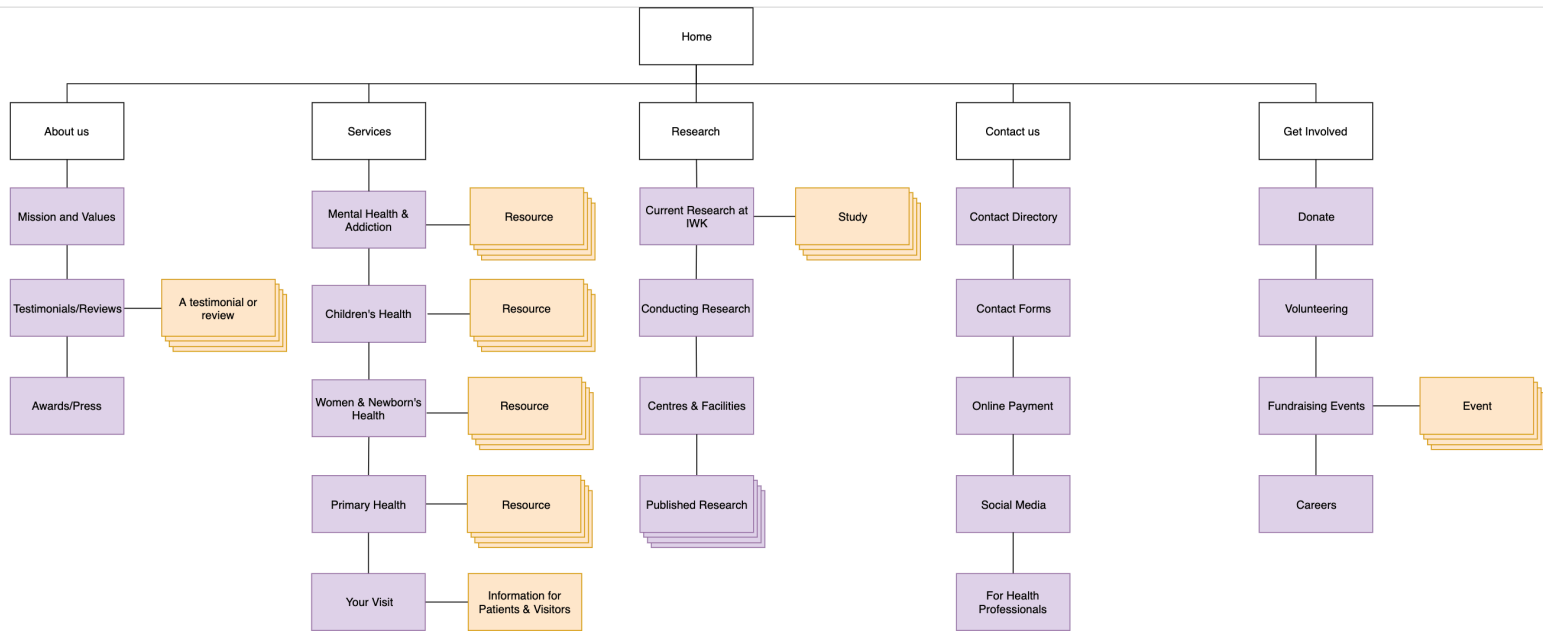


## Core Model

<b>Business Goal</b>	<b>Core Topic</b>	<b>Topic Objects</b>	<b>Search Taxonomy</b>
Help patients and their families	A medical service	Service provided Description Medical specialty Recovery time Side effects Providers Diagnosis	Disease Condition Diagnosis Child service Mental Health Service
Gain awareness and get involved (outreach)	Research, education, and general health info	Research Health Learning	Title of research Study Researchers Electronic journal
Generate donations	A fundraising event	Location Time Sponsors Affiliations	Event Donation \$100 donation Fundraiser Sponsorship
Build a reputation for excellence in the Maritime community	A patient and family testimonial	Interview/videos Statistics Community recognition Professional credentials	Testimonial Review Rating Experience Patient Family

The above chart is a core model which helps know what the most important elements to emphasize are in the design. This includes the organization's business goals and the core topics that support those goals. Rather than focusing on the design of the website, this model helps define what the organizations wants to achieve and what the users want to get done. Then you will be able to appropriately design your website.

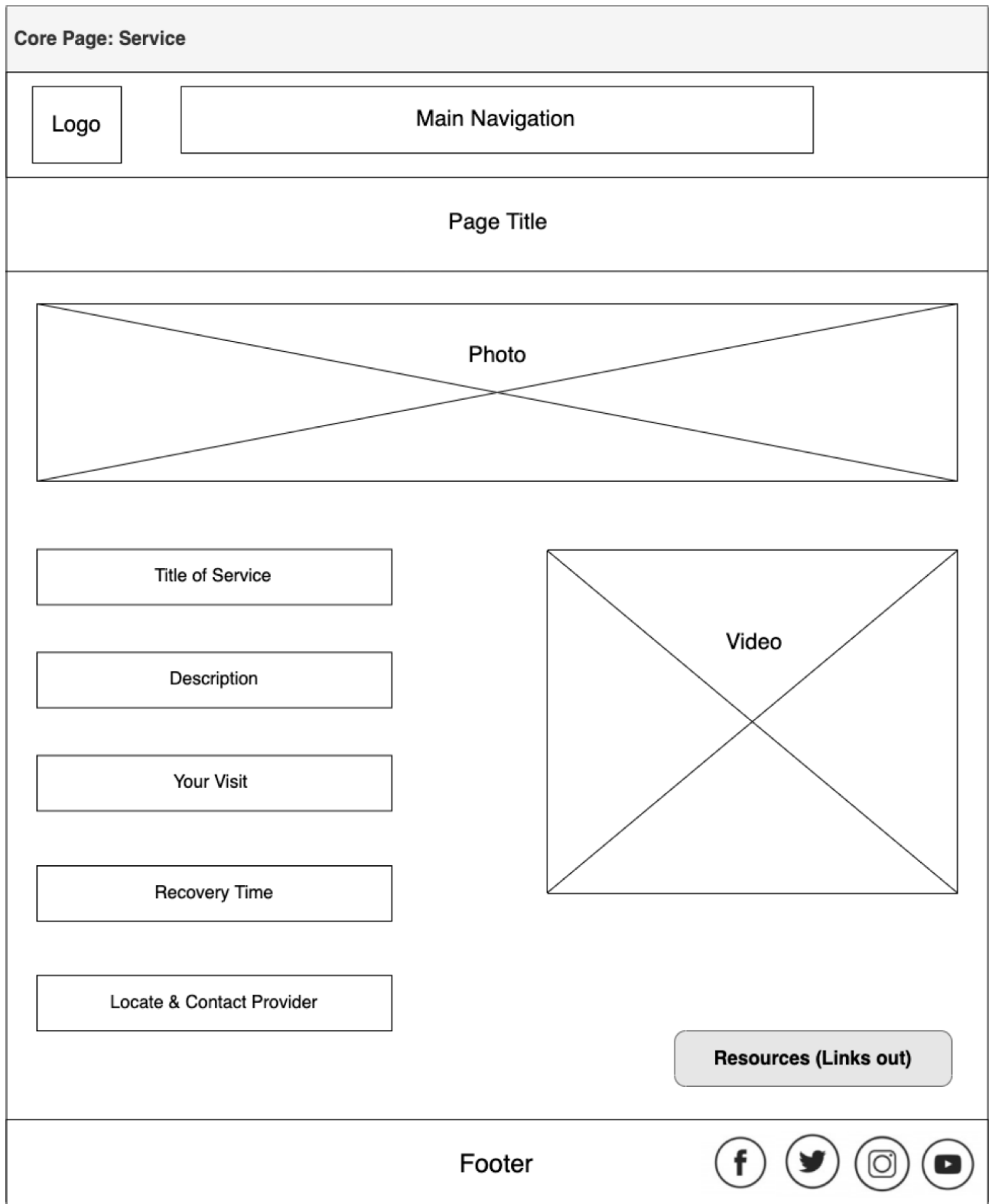
## Sitemap



A sitemap demonstrates how the site is organized and includes the core pages for the site that support the business goals. As you're building out your hierarchy, it's vital that you continually reference your project's goals. That's because the site's hierarchy needs to reflect and contribute to the fulfillment of that goal. The sitemap above reflects the business goals shown in the core model.

Analyzing business goals and the sitemap help identify the site's core pages. Identifying your core pages can also help you create pathways to pages users might not be looking for initially, but you want to drive them toward. Once you've identified your core pages, creating wireframes can help you visualize how to layout the content and what's important to include. This helps determine the action items the organization will need to take to create and publish the content. Wireframes also allow stakeholders to see how individual pages within a website will flow and function and communicate the structure of a website in a visual way that everyone can understand. Below are wireframes of the core pages of the IWK Health Centre website: a service, a current study, a resource, a contact, a donation, published research, and a testimonial.

## Wireframes



Core Page: Current Study

Logo

Main Navigation

Page Title

Photo

Study Name

Description

Compensation for Participating in Study

Make an Inquiry

Footer



Logo

Main Navigation

Page Title

Resource List

Resource Title

Resource Information

FAQ

Download

Share

Footer



Core Page: Contact

Logo

Main Navigation

Page Title

Search...

Go!

Photo

Person of Contact/Department

Contact Directory List

About/Description

Contact Info

Footer



**Core Page: Donation**

Logo

Main Navigation

Page Title

Photo

One Time Gift

Monthly Gift

Memorial Tribute  
Gift

Infographic on  
Donation Statistics

Other Ways to Get Involved (Links out)

Footer



Core Page: Published Research

Logo

Main Navigation

Page Title

Photo

Research Title

Description

Footer



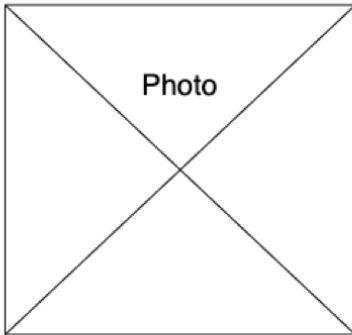


**Core Page: Testimonial**

Logo

Main Navigation

Page Title



Name



Testimonial/Review

**Community Recognition**  
(Links out)

**Professional Credentials**  
(Links out)

Footer



# MEASURING SUCCESS & FINAL RECOMMENDATIONS

## *Key Performance Indicators (KPIs)*

KPI stands for Key Performance Indicators. KPIs “are how a company determines, through measurement, whether it’s meeting its business goals. Measuring content success involves combining quantitative (based on numbers) and qualitative (based on opinions) information/data.

One of the most important business objectives is to share knowledge, learning, and education. The KPI of the online content will be clicks on Facebook ads pertaining to research, that leads people to the organization’s website.

Since building effective partnerships is another business goal for the organization, a KPI would be: Tracking how many emails they get through the “email us” link on their “Current Opportunities - Patient and Family Partners” page, inquiring about a partnership with the organization.

Another business goal that is vital to the organization’s mission and overall success is that they provide a patient and family-centered approach. In order to continue improving this, they often look for feedback. A quantitative KPI would be the amount of high rated stars from website feedback. A qualitative KPI would positive written feedback on a survey or website review.

## *Recommendations*

- Create meta descriptions for all pages
- Slim down text-heavy content
  - Utilize headings and subheadings to break up text
- Ensure content is up to date
- Simplify navigational bar

- Ensure all social media accounts are linked on the footer of the website
- Ensure content is easily accessible
  - Resources should be integrated into the website rather than only attached as a PDF – downloading and sharing the resource will be linked at the bottom of the resource page
- Utilize the sitemap and wireframes to visualize the core pages – This will also help create pathways to pages users might not be looking for initially, but you want to drive them toward
- Ensure any links included in social media posts are properly linked and working

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Request for Proposals Website Redesign for the IWK Health Centre, PDF.