

Chapter 1: Design Process and Evaluation

Importance 

Evidence 

Sources: 3

1:1 Set and State Goals

Guideline: Identify and clearly articulate the **primary goals of the website** before beginning the design process.

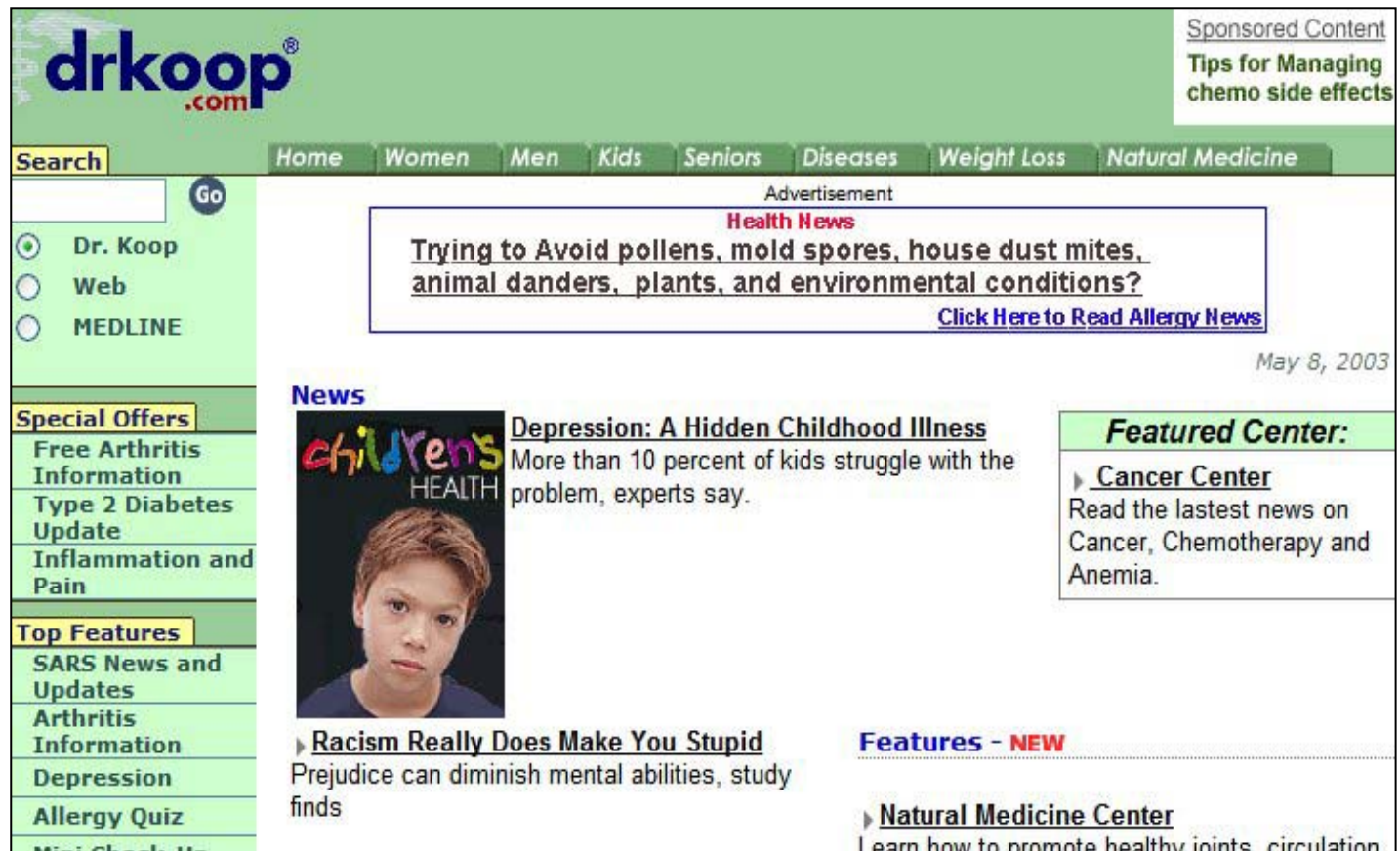
Comments: Before starting design work, identify the primary goals of the website (educate, inform, entertain, sell, etc.). Goals determine the **audience, content, function**, and the **site's unique look and feel**. It is also a good idea to **communicate the goals** to, and develop consensus for the site goals from, management and those working on the website.

1:1 Set and State Goals

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The screenshot shows the homepage of drkoop.com. At the top left is the logo "drkoop.com". To the right is a "Sponsored Content" box with the text "Tips for Managing chemo side effects". Below the logo is a navigation bar with links: Home, Women, Men, Kids, Seniors, Diseases, Weight Loss, and Natural Medicine. A search bar is on the left with a "Go" button. Below the search bar are radio buttons for "Dr. Koop", "Web", and "MEDLINE". On the left side, there are sections for "Special Offers" (Free Arthritis Information, Type 2 Diabetes Update, Inflammation and Pain) and "Top Features" (SARS News and Updates, Arthritis Information, Depression, Allergy Quiz). The main content area features an "Advertisement" for "Health News" with the headline "Trying to Avoid pollens, mold spores, house dust mites, animal danders, plants, and environmental conditions?" and a link "Click Here to Read Allergy News". Below this is a "News" section with a photo of a child and the headline "Depression: A Hidden Childhood Illness" with the subtext "More than 10 percent of kids struggle with the problem, experts say." To the right of the news is a "Featured Center" section with a link to "Cancer Center" and the text "Read the latest news on Cancer, Chemotherapy and Anemia." At the bottom right, there is a "Features - NEW" section with a link to "Natural Medicine Center" and the text "Learn how to promote healthy joints, circulation."

1:1 Set and State Goals

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The screenshot shows the homepage of familydoctor.org. At the top left, the logo "familydoctor.org" is displayed in a large, purple, serif font. Below it, the text "Health information for the whole family from the American Academy of Family Physicians" is written in a smaller, black, sans-serif font. To the right of this text is the circular seal of the American Academy of Family Physicians. Below the header is a search bar with the text "Search for a specific health topic." and a "GO" button. Underneath the search bar, it says "Enter keywords, and then click 'GO.' [More options.](#)".

In the center, there are eight purple buttons with white icons and text: "Health Topics" (checkmark), "Healthy Living" (apple), "KidsHealth" (blue banner), "Spanish Español" (ESP icon), "Self-Care" (bandage), "Find a Family Doctor" (map of the US), "Drug Information" (pill), and "Dictionary" (book icon).

At the bottom left, there is a "Daily Health Tip" section with a lightbulb icon. The tip reads: "Use your nasal spray the right way! For best results, you should always follow your doctor's".

At the bottom right, there is a "Browse" section with the text "Browse our collection of health information. Choose a category below and click 'GO'". Below this is a "Common Conditions" section with a dropdown menu labeled "Select One" and a "GO" button.

On the right side of the page, there is a vertical sidebar with a purple background. It features a "KidsHealth" banner at the top, followed by a photo of two children and the word "Kids" below it. Further down is another photo of a group of people and the word "Teens" below it. A vertical scrollbar is visible on the right edge of the sidebar.

1:2 Use an Iterative Design Approach

Importance 

Evidence 

Sources: 9

Guideline: Develop and test prototypes through an **iterative design approach** to create the most useful and usable website.

Comments: Iterative design consists of **creating** paper and software prototypes, **testing** the prototypes, and then **making changes** based on the test results. The “test and make changes” process is repeated until the website meets **performance benchmarks** (“usability goals”). When these goals are met, the iterative process ends. **Software tools** are available to assist and facilitate the development of prototypes.

Usability Objectives

Effectiveness and Efficiency Examples

- At least 95% of typical users will complete a specific task (“find a clinical trial”) in less than three minutes
- At least 90% of users will find information on a specific topic (“risks related to taking aspirin”) within 30 seconds
- At least 98% of users will be able to find a particular report (“cancer mortality in the U.S.”) within 45 seconds
- The average time to complete a particular task (“make an airline reservation”) will be 10% faster when using the revised website than when using the current website

Usability Objectives

Accuracy Examples

- At least 90% of users will average less than one wrong link selection per page
- At least 95% of users will be able to successfully recover from selecting wrong links within two clicks
- At least 80% of users will be able to complete a task (“purchase 100 shares of Cisco stock”) without making an error

Usability Objectives

Learnability Examples

- After taking a 25 minute web-based training course, at least 90% of new users will understand how to use the website (“use a genealogy website to find their ancestors”)
- From reading web-based instructions (about 8 minutes), at least 80% of new users will know how to successfully complete a task (“successfully order a prescription drug over the Web”)


Usability Objectives

Satisfaction Examples

- In their responses to a standardized satisfaction question, at least 90% of users will rate their experience on the revised website as superior to their experience on the existing website
- At least 90% of highly experienced users will rate the new website as “easier to use” than the existing website

1:4 Provide Useful Content

Importance 

Evidence 

Sources: 14

Guideline: Provide content that is engaging, relevant, and appropriate to the audience.

Comments: Content is the information provided on a website. Do not waste resources providing easy access and good usability to the wrong content. One study found that content is the most critical element of a website. Other studies have reported that content is more important than navigation, visual design, functionality, and interactivity.

1:4 Provide Useful Content

Importance 

Evidence 

Sources: 14

▶ [Roles and Functions](#)

▶ [Council Charter](#)

▶ [Application Process](#)

▶ [Membership Roster](#)

COPR History

▶ [20 Members Named to COPR](#) (4/16/99 Press Release)

▶ [First COPR Meeting Scheduled](#) (4/5/99 Press Release)

▶ [COPR Provides New Forum for Interacting with Public](#) (5/18/99 NIH Record)

▶ [Varmus Convenes Public Meeting, Considers Ways to Open NIH](#) (10/20/98 NIH Record)

Serve on a NIH Advisory Committee

▶ [NIH Office of Federal Advisory Committee Policy](#)

Provides an overview of Advisory Committees at the NIH, as well as meeting schedules, [membership listings](#), [frequently asked questions](#), and other resources.

Participate in Research Studies

▶ [ClinicalTrials.gov Database](#),

a consumer-friendly database, has information on federal and private medical studies involving patients and others at thousands of locations nationwide.

▶ [What's a Clinical Research Study?](#)

An explanation of clinical studies, trials, and protocols, as well as information on participation and studies currently being conducted. (NIH Clinical Center)

▶ [Patient and Healthy Volunteer Recruitment](#)

Information about participating in research being conducted at the Clinical Center, the NIH hospital in Bethesda, Maryland. (NIH Clinical Center)

Conduct Business with the NIH

▶ [NIH Contracts](#)


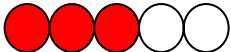
Links to information and resources on contracting opportunities from across the NIH.

▶ [NIH Office of Procurement Management](#)

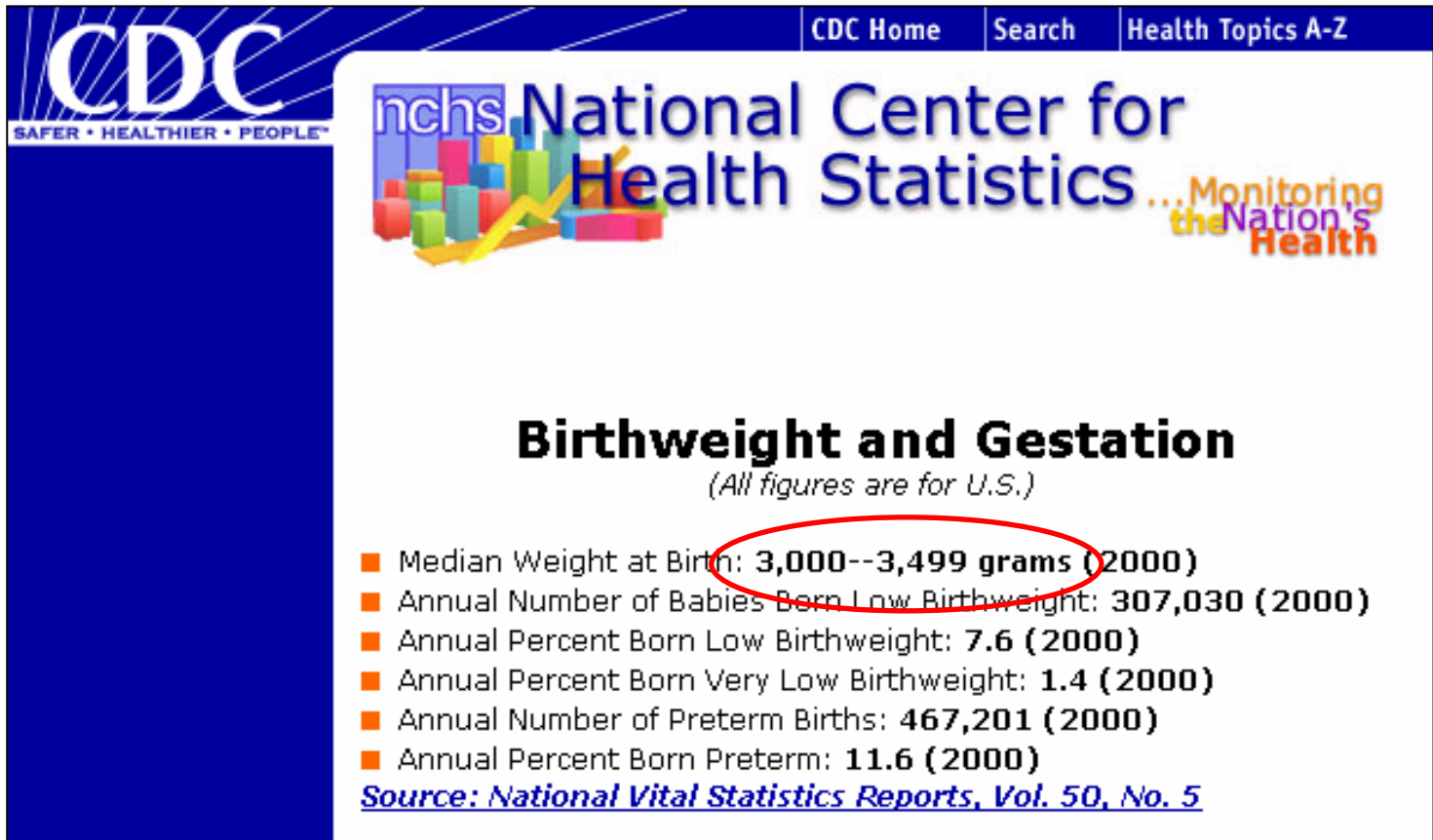
The OPM provides station support and intramural procurement services for many of the NIH ICs.

Chapter 2: Optimizing the User Experience

2:1 Display Information in a Directly Usable Format

Importance 
Evidence 

Sources: 6



CDC
SAFER • HEALTHIER • PEOPLE™

CDC Home Search Health Topics A-Z

nchs National Center for Health Statistics
...Monitoring the Nation's Health

Birthweight and Gestation

(All figures are for U.S.)

- Median Weight at Birth: **3,000--3,499 grams (2000)**
- Annual Number of Babies Born Low Birthweight: 307,030 (2000)
- Annual Percent Born Low Birthweight: 7.6 (2000)
- Annual Percent Born Very Low Birthweight: 1.4 (2000)
- Annual Number of Preterm Births: 467,201 (2000)
- Annual Percent Born Preterm: 11.6 (2000)

[Source: National Vital Statistics Reports, Vol. 50, No. 5](#)

2:1 Display Information in a Directly Usable Format

Importance 

Evidence 

Sources: 6



2:1 Display Information in a Directly Usable Format

Importance 

Evidence 

Sources: 6



Diet Family Drugs Sex Mind Body



Previous



Next



Home



Search



Help

2:2 Do Not Display Unsolicited Windows or Graphics

Importance 

Evidence 

Sources: 6

