Making Web Sites Work For Users: Revising the Portal of the Department of Health and Human Services

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It's Not About Counting Features. It's About Finding The Ones That Work

- Identify which features or design attributes are helping or failing users
- 2. Establish why particular features or design attributes are failing users
- Address these findings and create a new user-centric portal design



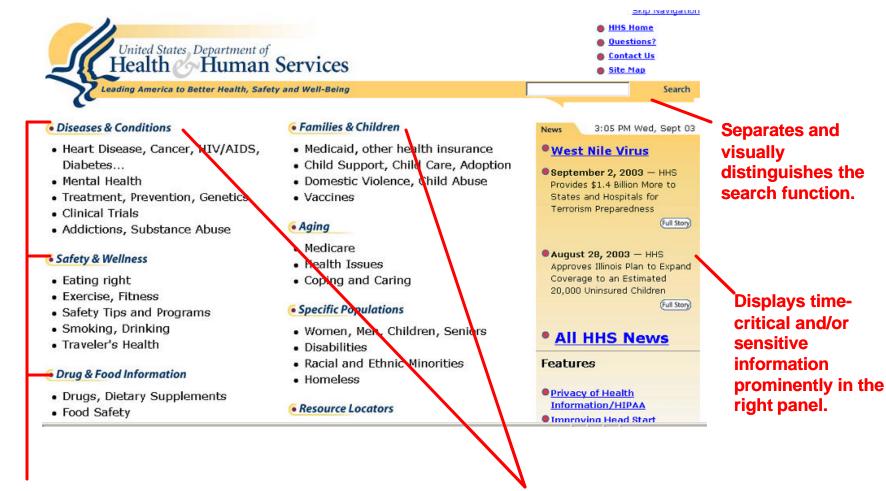
All the content is at agency sites. To get to it, users had to pick the right agency from the descriptions on the page this leads to.

The center of the screen was taken up by news items, not the major topics users were looking for.



Scenarios for video clips:

- You want to know what housing organizations are available to assist the homeless in your area. Where would you find organizations that could help you with this?
- You want to find a nursing home for a relative. Where would you find this information?



Displays information topics openly – they are immediately visible and available to the user, not buried in a drop-down list or in an alphabetized resource list as on the original HHS homepage.

Establishes HHS as a 'brand' by presenting the breadth of the Department's activities and products – health AND human services – on the portal pages.

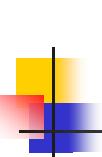


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Comparison figures for the baseline test (old site) and final test (new portal) for the five same scenarios

| Scenario Text | Success Rate | |
|--|------------------|-----------------|
| | Baseline Test | Final Prototype |
| You want to find a nursing home for a relative. | 38% | 88% |
| You want to know what diabetes is and how you can prevent it. | 73% | 94% |
| You want to know what housing organizations are available to help assist the homeless in your area. | 13% | 94% |
| You want to know what the Fiscal Year 2001 budget for HHS was. | 71% | 94% |
| Your cousin is considering a career in medical research and asked you if HHS offers financial aid to undergraduate students. | 8% | 88% |
| Average success rate | 41% | 92% |



The Communication Technologies Research Center: Advancing User Centered Design

- Design and Testing Rooms
 - Usability Testing
 - Accessibility Testing
 - Collaborative Design
- Technical Evaluation Room
 - Emerging Technologies (PDAs, tablet PCs)
 - Multiple Hardware/Software Platforms
 - Assistive Technologies
- Education and Training Rooms









Contact Information

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