

User Analysis / Task Analysis for [hospital project]

a) Overview

Users come to the [hospital project] website to accomplish many different goals - some look for specific hospital information, some seek more general health information. Although their tasks may overlap, the general groups of users that visit the website fall in the following categories:

- Casual Browsers
- Employees
- Hospital Supporters
- Information Seekers
- Job Seekers
- Patients
- Visitors

The creation of a user hierarchy in this section will ensure the final design addresses the users according to the branding strategy goals. The different user groups have different levels of importance to the strategy. Since improving the patient care experience is a central goal, the hospital goals for the patient users and patient users' goals for themselves should not be sacrificed for the goals of the employee users.

This hierarchy gives us a framework through which we can make decisions in the design if the goals for different user groups conflict. A good design can accommodate many levels of users at once. And a tertiary user should be able to perform their tasks generally as well as a primary user.

Whereas the prioritization of the users groups are derived from the brand strategy goals, each user group has personal goals of their own. At times, these user goals match the strategy goals, at other times they do not. The positive user experience we aim to achieve is one where the user meets their own goals as well as those goals that we set for them.

Within each user group below is a brief description of the group, how they have arrived at the [hospital project] website, and a list of tasks that they might wish to accomplish. The task list is not meant to be comprehensive, but the final website design should allow each user group to accomplish the listed tasks with the least amount of user effort as possible.

b) Primary Users

i) Current Patients

Consistent with the focus on the patient care experience, a primary user group is current patients. They have received treatment at the hospital or will do so in the near future. They have an established relationship with the hospital.

They come to the site via a bookmark in their browser or direct URL entry.

They look to perform the following tasks:

- To find information on or to register for classes
- To find a physician or hospital phone number
- To find information on support groups
- To find information on upcoming events
- To find information on specific services or procedures

ii) Prospective Patients

Along with current patients, those users who might become patients in the future should also be considered as primary users. We need to address this group as far upstream in the process of choosing a hospital as we can, so that when they need to make a hospital decision [hospital project] is already in their mind. This group includes both those in the hospital decision-making process, as well as those not yet at that stage.

The target population for this group is adults who would benefit from treatment in one of [hospital project]'s centers of specialized care.

Selling the hospital is essential for this user group. We need to increase awareness and instill confidence and awareness in the user that [hospital project] has the experience and expertise they are seeking. In addition to clearly communicating [hospital project]'s services, awards and recognition that the hospital has received must be promoted. And the relationship with NIH and Johns Hopkins appeals to this group.

They come to the site via a bookmark in their browser or direct URL entry.

They look to perform the following tasks:

- To gather specific information to help with their hospital decision
- To find specific information about hospital events or hospital news
- To find a physician
- To find out general information about [hospital project]

c) *Secondary Users*

i) Casual Browsers

Casual Browsers often come to the website without specific tasks in mind. They do not know much about [hospital project], but they have heard or seen information in the media, advertisement or news story, and want to find out more. We want to make sure they are able to easily find information about the hospital. Just as important is leaving them with a good feeling about [hospital project]. This group will be affected more than any other by the visual design of the website.

They come to the site via an Internet search or a link from a related site.

They look to perform the following tasks:

- To find out general information about [hospital project]
- To find information about current health news

ii) Information Seekers

The Information Seekers come to the site with a very specific question they want answered. Their question may be related to [hospital project] - a phone number, an upcoming event. Or it may be a question concerning a medical condition or symptom. Because we cannot anticipate exactly what information this group seeks, the information architecture and tools on the website will be key for this group. The ways we allow them to find their information will determine whether they are successful, and whether they return to the website.

They come to the site via an Internet search or a link from a related site.

They look to perform the following tasks:

- To find specific information about [hospital project]
- To find information about a specific condition or symptom
- To find specific information about hospital events or hospital news

iii) Job Seekers

The Job Seekers are primarily healthcare professionals looking for employment information & opportunities.

They come to the site via an Internet search or a link from a related site.

They look to perform the following tasks:

- To find information on available positions
- To apply for a position
- To find information on [hospital project] as a place of work

iv) Visitors

Visitors know someone who has a relationship with [hospital project], most likely a patient. Their primary concern is towards the person they are visiting. The information they get from the website is a means to an end: the visit. The more efficiently they receive their information, the more favorable an impression they will have of the website and the hospital.

They come to the site via an Internet search, a bookmark in their browser, or direct URL entry.

They look to perform the following tasks:

- To find visiting hours
- To find map & directions
- To find hospital phone numbers
- To find general information about the hospital
- To find general information about the area around the hospital (food, lodging, etc.)

d) Tertiary Users

i) Hospital Supporters

Those who support the hospital can do so in a number of ways, generally by donating their time or their money. Foundation Donors have an established relationship with [hospital project] - a

member of the community, a patient, or some other relationship. They value the hospital and its place in the community and are willing to donate money to support the hospital. Volunteers may or may not have an existing relationship. They are interested in actively participating in the hospital community.

They come to the site via a bookmark in their browser or direct URL entry.

They look to perform the following tasks:

- To find upcoming Foundation events
- To donate online
- To find general information about volunteering at [hospital project]
- To find specific information about volunteering positions and how to volunteer

ii) Employees

Employees, of course, have an established relationship with [hospital project].

They come to the site via an Internet search or a link from a related site.

They look to perform the following tasks:

- To read general [hospital project] news
- To find information on the Medical Library or Continuing Education
- To access the employee intranet