

# You are Not the User:

How Data & Design Improved Website Traffic by Over 300%

**Clint Ribble, MSUXD, ISA**

*Interaction Designer | Vanderbilt University Medical Center*

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# Learning Objectives

At the conclusion of this activity, the participant will be able to:

1. Develop a new database system quickly and efficiently for online applications
2. Illustrate how to improve website traffic by focusing on the user first using analytics tools and other techniques
3. Organize online content to improve findability and discoverability by developing techniques for improving Information Architecture

# Develop a new database system quickly and efficiently for online applications

How the Southeast AETC Created moXse in Six Months

# Case: moXse

Identifying the Need

Insight:

You don't want a quarter-inch drill.

You want a quarter-inch hole.



# Case: moXse

## Assessing Options

The screenshot shows the Capterra website interface for Event Management Software. The header includes the Capterra logo, a search bar, and a 'Software Categories' link. The main heading is 'Event Management Software', followed by a subheading: 'Find the best Event Management Software. Compare product reviews and features, and learn from our Event Software Research.' Below this, there are tabs for 'All Products', 'Most Popular', 'Most Affordable', and 'Most User-Friendly'. A filter bar on the left shows 'Filter Results (488)' with options for 'Product Rating' (4 & Up, 3 & Up, 2 & Up, 1 & Up), 'Users' (Please select a value...), and 'Deployment' (Web-Based, Installed, iOS, Android). The main content area displays a list of products, with 'Aventri' being the first result. It includes the Aventri logo, a 'Visit Website' button, and a description: 'Aventri (formerly etouches) is the first true live connection management platform continuously transforming the way event managers execute their events while transforming the market, Aventri allows clients to create valuable in-person experiences, grow influential communities and expand brands. The platform connects event attendees and drives real-time attendee engagement while capturing meaningful data and analytics to help understand an event's success and provide real-time ROI. Learn more about Aventri'. Below the Aventri result, the 'Regpack' product is partially visible. At the bottom of the screenshot, a URL is displayed: 'https://www.capterra.com/event-management-software/'.

Capterra

Search

Software Categories

## Event Management Software

Find the best Event Management Software. Compare product reviews and features, and learn from our [Event Software Research](#).

**All Products** Most Popular Most Affordable Most User-Friendly

Filter Results (488)

Sort by: Sponsored Why Capterra is free

**Product Rating**

- ★★★★☆ 4 & Up
- ★★★☆☆ 3 & Up
- ★★★☆☆ 2 & Up
- ★★☆☆☆ 1 & Up

**Users**

Please select a value...

**Deployment**

- Web-Based
- Installed
- iOS
- Android

**Aventri**

by Aventri

★★★★☆ (35 reviews)

☐ [Add to Compare](#)

Aventri (formerly etouches) is the first true live connection management platform continuously transforming the way event managers execute their events while transforming the market, Aventri allows clients to create valuable in-person experiences, grow influential communities and expand brands. The platform connects event attendees and drives real-time attendee engagement while capturing meaningful data and analytics to help understand an event's success and provide real-time ROI. [Learn more about Aventri](#)

**Regpack**

[Visit Website](#)

[Visit Website](#)

<https://www.capterra.com/event-management-software/>

# Outline

1. **Database Types & low-code options**
2. Articulate database goals and researching organizational needs
3. Illustrate the development process
4. Incorporating databases into user-facing websites

# Database Types

## Relational

- Structured Data
- Connected Tables
- Data Integrity
- Normalized

## Non-Relational

- NoSQL / “Big Data”
- Flat and Wide
- Limited Joining
- Fast



# Low-Code

Examples:

- Caspio
- Google App Maker
- Microsoft PowerApps
- Quickbase
- Salesforce App Cloud
- Zoho Creator

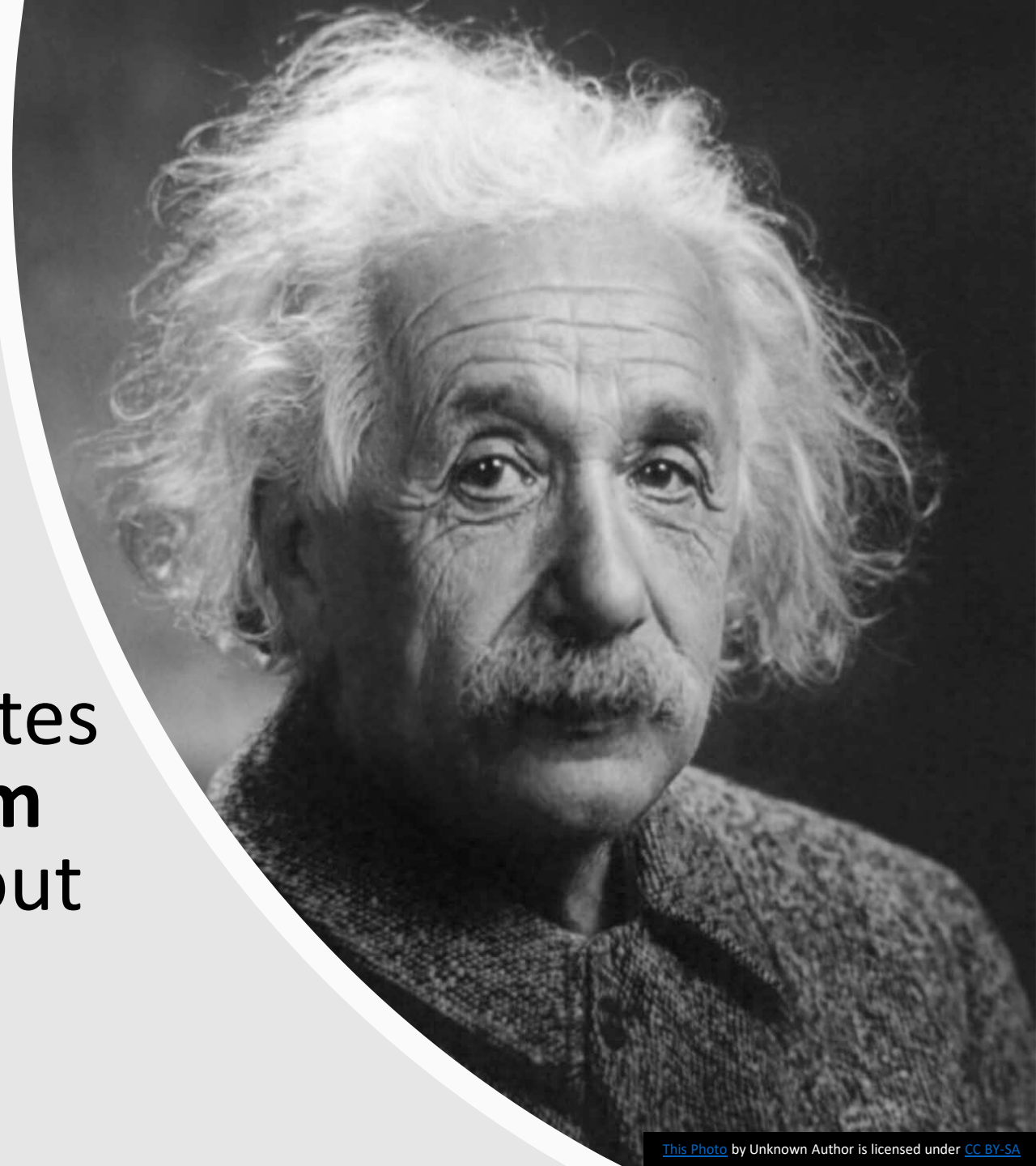
- Cloud-based Application Service
- Blends Database (usually relational) with front-end development tools
- Needs very little code to create functionality aka “Low-code”
- Broad deployment options

# Outline

1. Discuss various low-code options for creating online and accessible databases
- 2. Understanding user goals and researching organizational needs**
3. Illustrate the development process
4. Incorporating databases into user-facing websites

If I had an hour to solve a problem I'd spend 55 minutes **thinking about the problem** and 5 minutes thinking about solutions.

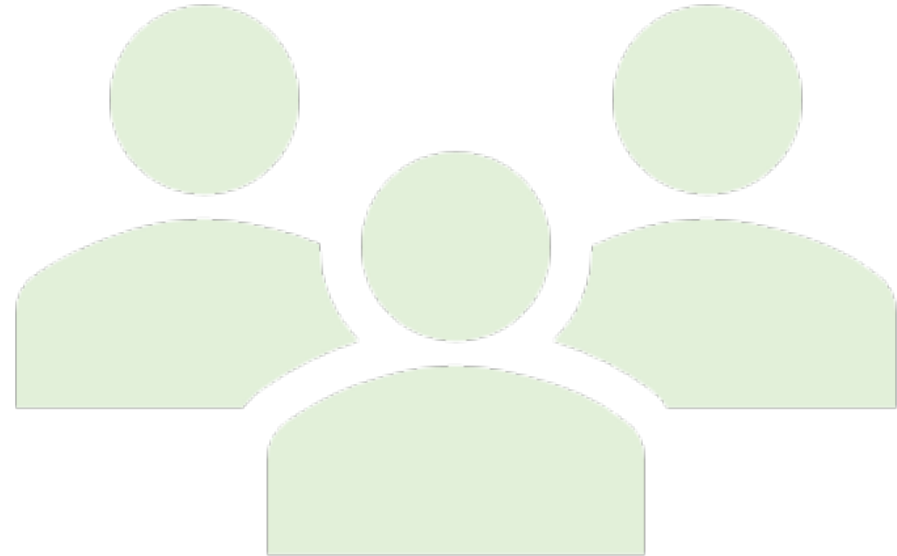
*Albert Einstein*



# Prioritize Needs

## Focus on Users First

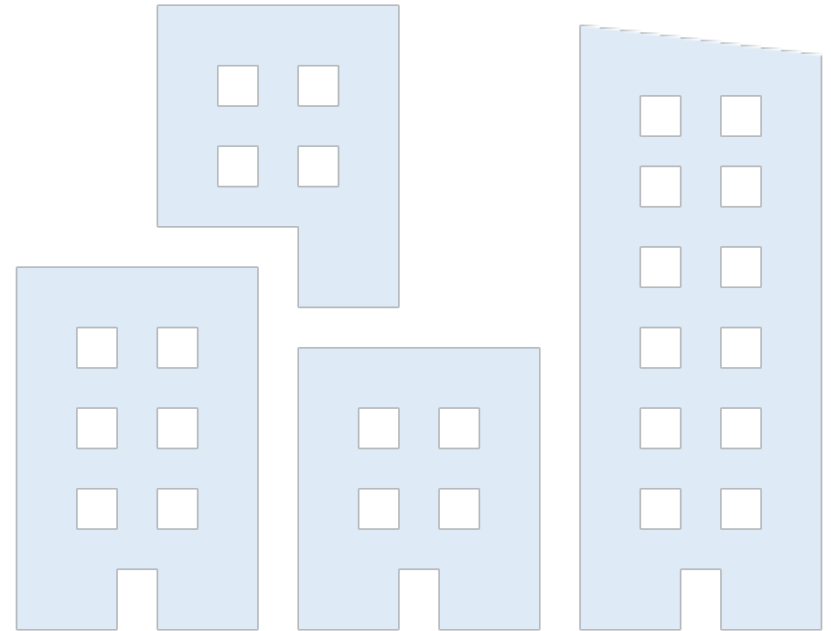
- User Motivation
- User Goals
- Demographics
- User Environment



# Prioritize Needs

## Focus on Institution Needs Second

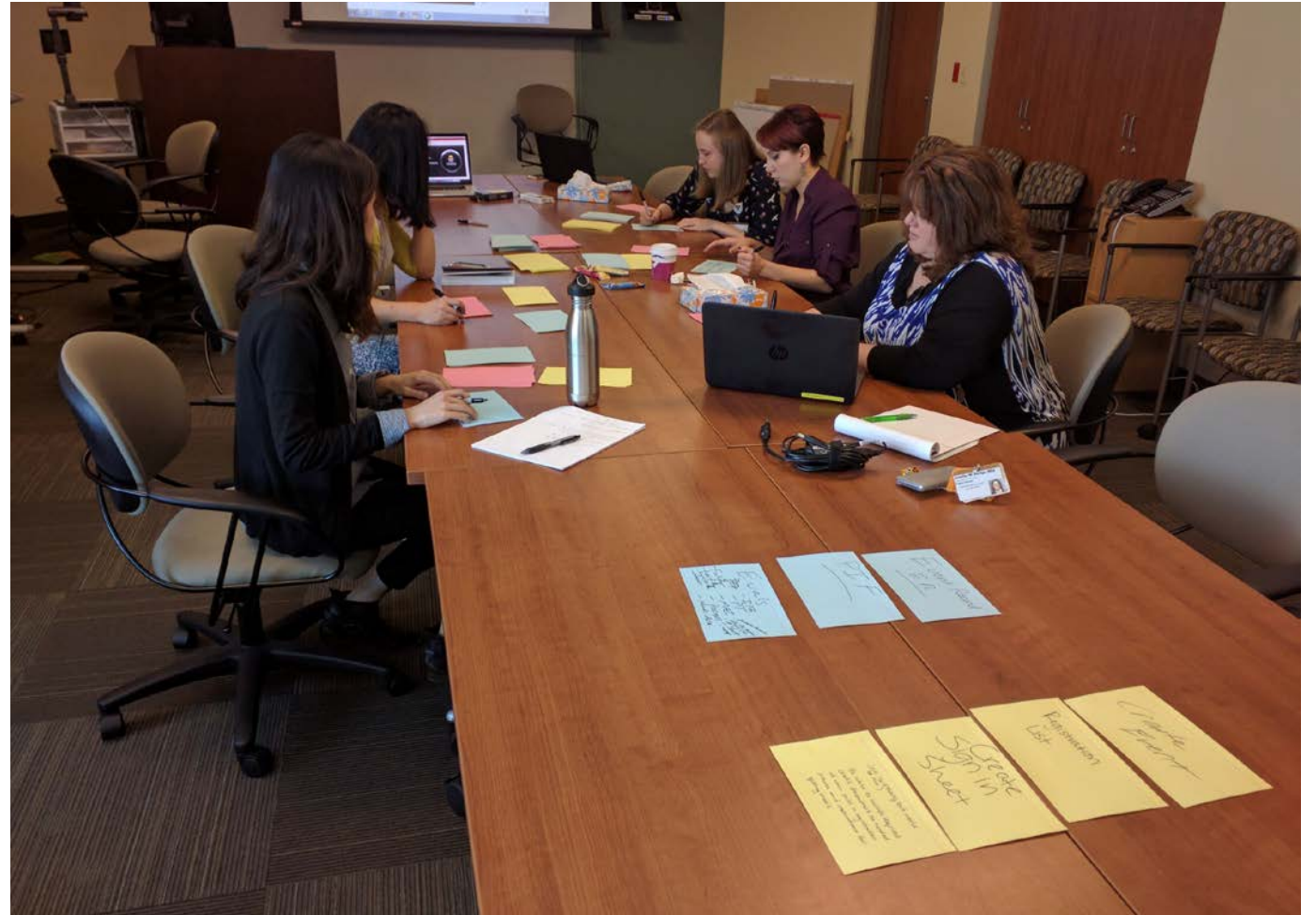
- Organizational Requirements
- Value-added “wants”
- Stakeholders
- Maintenance
  - Personnel
  - Costs



# Case: moXse

## Input & Sorting

- Brainstorm Ideas
- Use Cards & Whiteboard
- Sort Cards
- Transfer to Spreadsheet



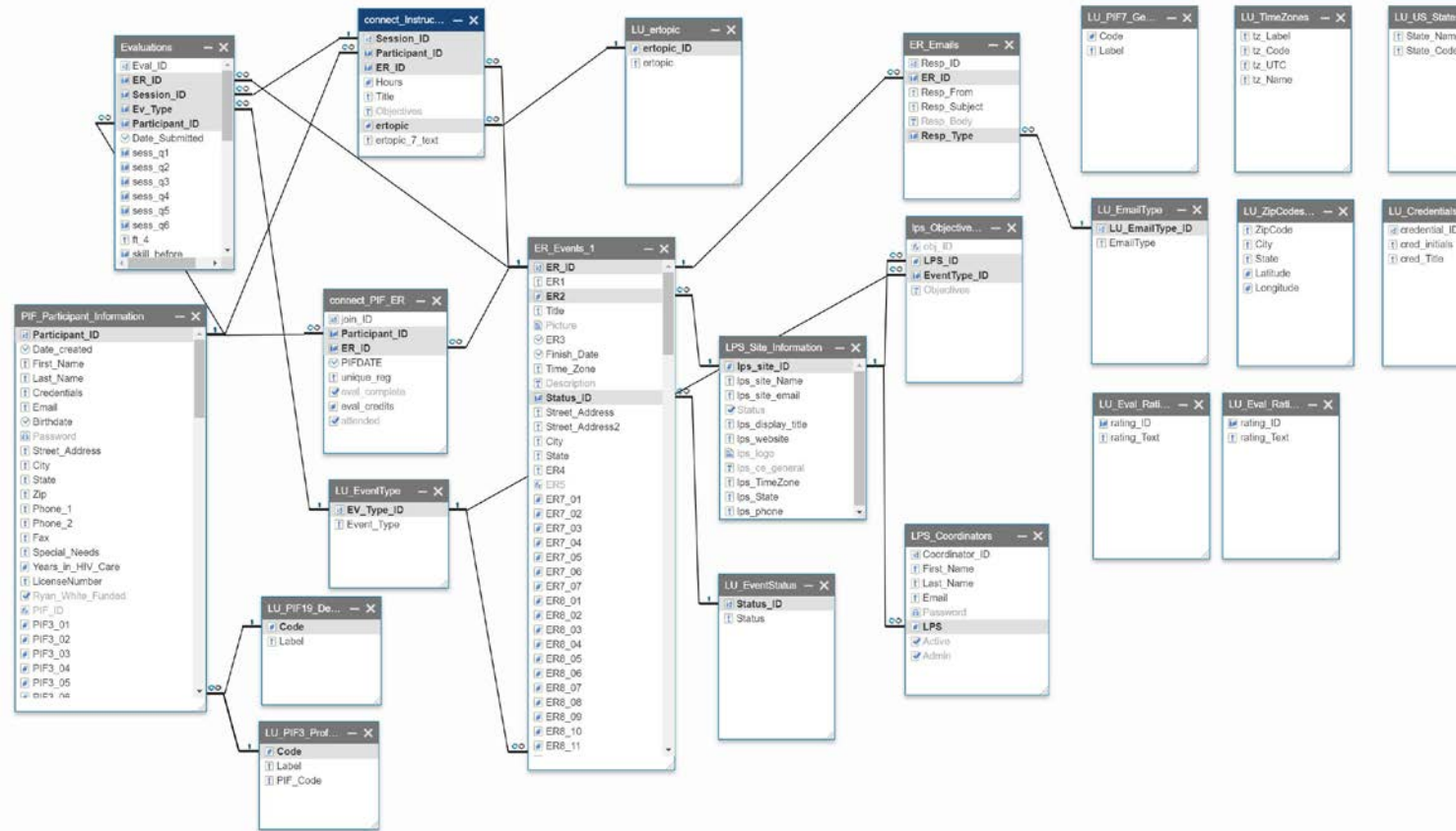




# Outline

1. Discuss various low-code options for creating online and accessible databases
2. Understanding user goals and researching organizational needs
3. **Illustrate the development process**
4. Incorporating databases into user-facing websites





- Analyze the Data
- Determine Relationships
- Structure Tables

# Database Design

# Key Points

Relational databases have:

- **At Least One Unique Field**  
(Primary Key)
- **Normalized Data**  
(Few, if any, duplicated fields)
- **Multiple Tables**

# Case: moXse

Sorting the Data & Making Tables



# Data Source 1 (Events)

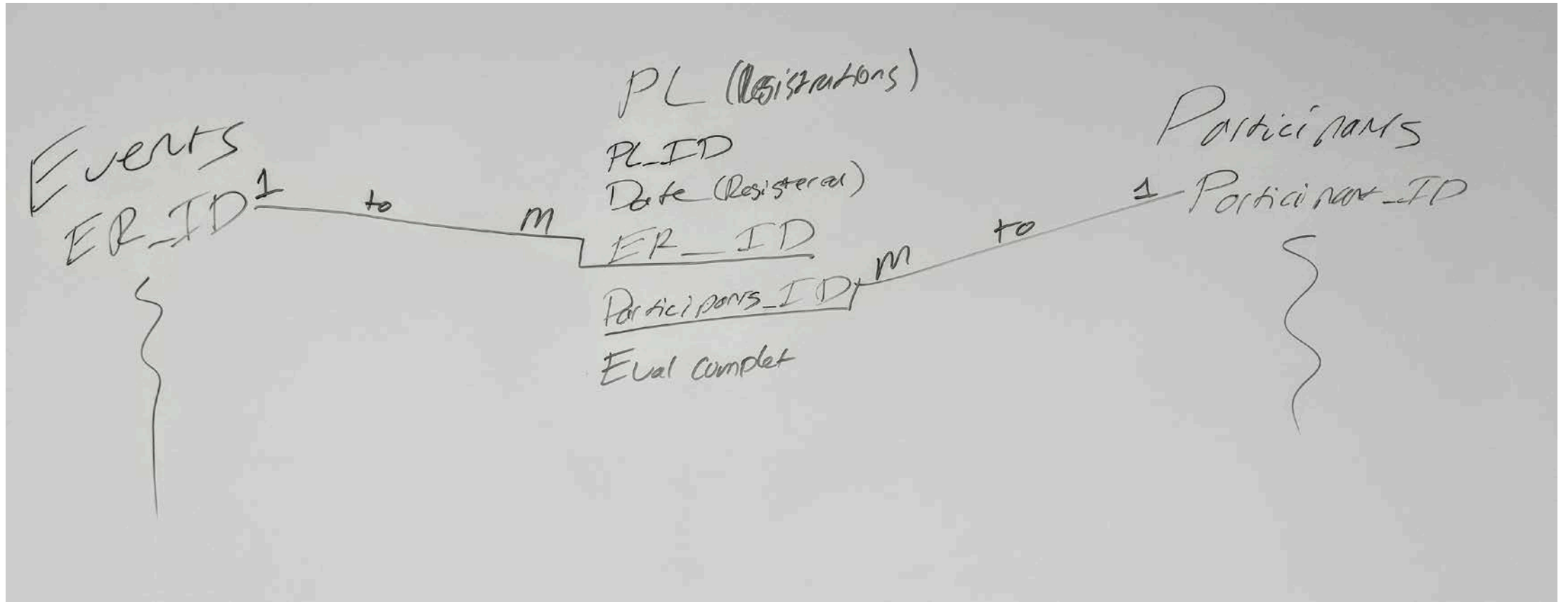
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	ER_Events_1_Title	ER1	ER2	ER3	ER4	ER5	ER7_01	ER7_02	ER7_03	ER7_04	ER7_05	ER7_06	ER7_07	ER8_01
2	South FL - Coaching f	74		5 6/1/2018	33315	18060199	1		1		1	1		
3	South FL - Coaching f	74		5 6/4/2018	33435	18060404	1		1		1			
4	ARCHIVED Webinar:	74		4 6/29/2018	32611	18062915								1
5	South FL - Coaching f	74		5 6/21/2018	33136	18062164								
6	MS MAI: Advance Cli	74		7 6/27/2018	39202	18062777					1			
7	HIV/STI Overview for	74		8 6/12/2018	35901	18061281	1		1			1		1
8	Clinical Consultation	74		2 6/21/2018	29203	18062106								
9	CoP-HIV Planning Co	74		2 6/12/2018	29210	18061208								
10	HIV Clinical Precepto	74		33 5/7/2018	37204	18050721	1		1	1	1	1		1
11	HIV Physician Fellow:	74		33 1/1/2018	37204	18010181	1	1	1	1	1	1		1
12	CoP-SHAPE (Syphilis,	74		2 6/13/2018	29204	18061391								
13	TA- Adrena Harrison	74		2 6/21/2018	29203	18062196					1			
14	HIV Clinical Precepto	74		33 6/1/2018	37204	18060141	1	1	1	1	1			1
15	Antiretroviral Therap	74		33 4/20/2018	37204	18042042								1
16	HIV Physician Fellow:	74		33 1/1/2018	37204	18010195	1	1	1	1	1	1		1
17	HIV Physician Fellow:	74		33 1/1/2018	37204	18010196	1	1	1	1	1	1		1
18	HIV Physician Fellow:	74		33 1/1/2018	37204	18010197	1	1	1	1	1	1		1
19	HIV Physician Fellow:	74		33 1/1/2018	37204	18010198	1	1	1	1	1	1		1
20	HIV Clinical Precepto	74		33 2/27/2018	37204	18022722			1		1			
21	HIV Clinical Precepto	74		33 2/9/2018	37204	18020924								
22	Rheumatology Granc	74		33 4/26/2018	37232	18042626								1
23	MAI HIV Clinical Prec	74		33 4/23/2018	37204	18042327			1	1	1			1
24	MAI HIV Clinical Prec	74		33 4/23/2018	37204	18042331			1	1	1			1

# Data Source 2 (Participants)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	PIF_ID	ER3	PIFDATE	PIF3	PIF4	PIF5	PIF6_01	PIF6_02	PIF6_03	PIF6_04	PIF6_05	PIF7	PIF8_01	PIF8_02	PIF8_03	PIF8_04	PIF9
2	MADA1213	7/7/2017	1/2/2018	7	3	0					1	1	38024	38301	38063		Tennessee
3	TIRU1101	7/13/2017	2/21/2018	16	7	0			1			1	37064	37027	37069	37067	Williamso
4	JASO0920	7/13/2017	7/17/2017	18	14	0		1				2	37130				
5	JALA0417	7/13/2017	2/21/2018	4	4	0					1	3	37214	37115			Middle Te
6	JETO0930	7/13/2017	2/21/2018	4	4	0					1	1	37066	37172	37130	37087	TN Dept o
7	JEBU1016	7/13/2017	5/5/2017	17	1	0					1	1	37013	37204	37219		SE AETC /
8	SHFE0723	7/13/2017	2/21/2018	7	4	0			1				37115	37203	37074		Prison
9	EBGO0905	7/13/2017	2/21/2018	13	5	0			1				37206	37203	37217	37209	
10	THMI1017	7/13/2017	7/13/2017	17	1	0					1	1	37232				Vanderbilt
11	CHBR0525	7/13/2017	7/28/2017	12	1	0			1				27910	27909	27937	27983	Hertford C
12	IMVI0919	7/13/2017	2/21/2018	7	3	0							37243				
13	SASE1129	7/13/2017	2/21/2018	12	5	0						1	37204				Nashville C
14	CAGO0604	7/13/2017	2/21/2018	4	14	0					1	1	37920	37243	37604	37243	East TN Re
15	WABA1005	7/13/2017	2/21/2018	4	7	0			1			1	372434				office
16	ASTU1028	7/13/2017	2/21/2018	7	3	0							37214				Centurion
17	ALAN0929	7/13/2017	2/21/2018	10	14	0			1			1	37204				
18	RESU1008	7/13/2017	2/21/2018	12	14	0					1	1	37115				
19	JAGR1216	7/13/2017	2/21/2018	12	5	0					1	1	37204				Nashville C
20	DARA0401	7/13/2017	2/21/2018	12	5	0					1	2	37027	37203			37027
21	JACR1023	7/13/2017	2/21/2018	12	7	0					1	1	37917				Knox Cour
22	WASM0124	7/13/2017	2/21/2018	14	5	0					1	2	37919	37914	37918	37917	Samaritan
23	KEIV1222	7/13/2017	2/21/2018	7	3	0			1			2	37215	37211			CoreCivic
24	JACU0625	7/13/2017	2/21/2018	17	14	0					1	2	37243				TN Dept. c
25	DESH1223	7/13/2017	2/21/2018	11	14	0			1				38425				Correction
26	JAWI0607	7/13/2017	2/22/2018	3	3	0					1	1	37072				
27	SHDE0227	7/13/2017	2/21/2018	17	14	0					1	1	37243				TN Dept. c
28	KAJO0906	7/13/2017	2/21/2018	7	3	0			1				38041	38053	37363		Women TI
29	JOKA0114	7/13/2017	2/21/2018	4	7	0					1	1	37243				Mid-Cumb



# Whiteboard



# Combined Data with Primary Keys

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	ER_ID	ER1	ER2	ER3	ER4	ER5	ER7_01	ER7_02	PIF_ER_join_ID	connect_PIF_ER_Participant_ID	connect_PIF_ER_ER_ID	Participant_ID	PIF_ID	PIF3
2	20			2 5/2/2017	30310	17050220			5735	3077	20	3077	CLRI0406	18
3	20			2 5/2/2017	30310	17050220			5679	3075	20	3075	JASO0920	18
4	92			2 10/20/2016	29203	16102092	1	0	5747	3263	92	3263	KEJO0805	7
5	343	74		33 7/7/2017	37204	17070743	1	0	23370	3515	343	3515	MADA1213	7
6	373	74		13 5/11/2017	37069	17051173			5712	3077	373	3077	CLRI0406	18
7	402	74		33 1/27/2016	37204	16012702			5734	3077	402	3077	CLRI0406	18
8	403	74		33 2/3/2016	37204	16020303			6406	3075	403	3075	JASO0920	18
9	403	74		33 2/3/2016	37204	16020303			5745	3263	403	3263	KEJO0805	7
10	406	74		33 7/13/2017	8 37204	17071306	1		6976	3075	406	3075	JASO0920	18
11	406	74		33 7/13/2017	8 37204	17071306	1		32239	3381	406	3381	DASH0229	
12	406	74		33 7/13/2017	8 37204	17071306	1		32237	3429	406	3429	TIRU1101	16
13	406	74		33 7/13/2017	8 37204	17071306	1		32202	3331	406	3331	JALA0417	4
14	406	74		33 7/13/2017	8 37204	17071306	1		5804	3095	406	3095	JEBU1016	17
15	406	74		33 7/13/2017	8 37204	17071306	1		32208	3576	406	3576	SAMA1126	
16	406	74		33 7/13/2017	8 37204	17071306	1		32253	3388	406	3388	JETO0930	4
17	406	74		33 7/13/2017	8 37204	17071306	1		32195	3230	406	3230	KIGI1013	4
18	406	74		33 7/13/2017	8 37204	17071306	1		32194	3230	406	3230	KIGI1013	4

# Combined Data with Primary Keys

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	ER_ID	ER1	ER2	ER3	ER4	ER5	ER7_01	ER7_02	PIF_ER_join_ID	connect_PIF_ER_Participant_ID	connect_PIF_ER_ER_ID	Participant_ID	PIF_ID	PIF3
2	20			2 5/2/2017	30310	17050220			5735	3077	20	3077	CLRI0406	18
3	20			2 5/2/2017	30310	17050220			5679	3075	20	3075	JASO0920	18
4	92			2 10/20/2016	29203	16102092	1	0	5747	3263	92	3263	KEJO0805	7
5	343	74	33	7/7/2017	37204	17070743	1	0	23370	3515	343	3515	MADA1213	7
6	373	74	13	5/11/2017	37069	17051173			5712	3077	373	3077	CLRI0406	18
7	402	74	33	1/27/2016	37204	16012702			5734	3077	402	3077	CLRI0406	18
8	403	74	33	2/3/2016	37204	16020303			6406	3075	403	3075	JASO0920	18
9	403	74	33	2/3/2016	37204	16020303			5745	3263	403	3263	KEJO0805	7
10	406	74	33	7/13/2017	8 37204	17071306	1		6976	3075	406	3075	JASO0920	18
11	406	74	33	7/13/2017	8 37204	17071306	1		32239	3381	406	3381	DASH0229	
12	406	74	33	7/13/2017	8 37204	17071306	1		32237	3429	406	3429	TIRU1101	16
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14	406	74	33	7/13/2017	8 37204	17071306	1		5804	3095	406	3095	JEBU1016	17
15	406	74	33	7/13/2017	8 37204	17071306	1		32208	3576	406	3576	SAMA1126	
16	406	74	33	7/13/2017	8 37204	17071306	1		32253	3388	406	3388	JETO0930	4
17	406	74	33	7/13/2017	8 37204	17071306	1		32195	3230	406	3230	KIGI1013	4
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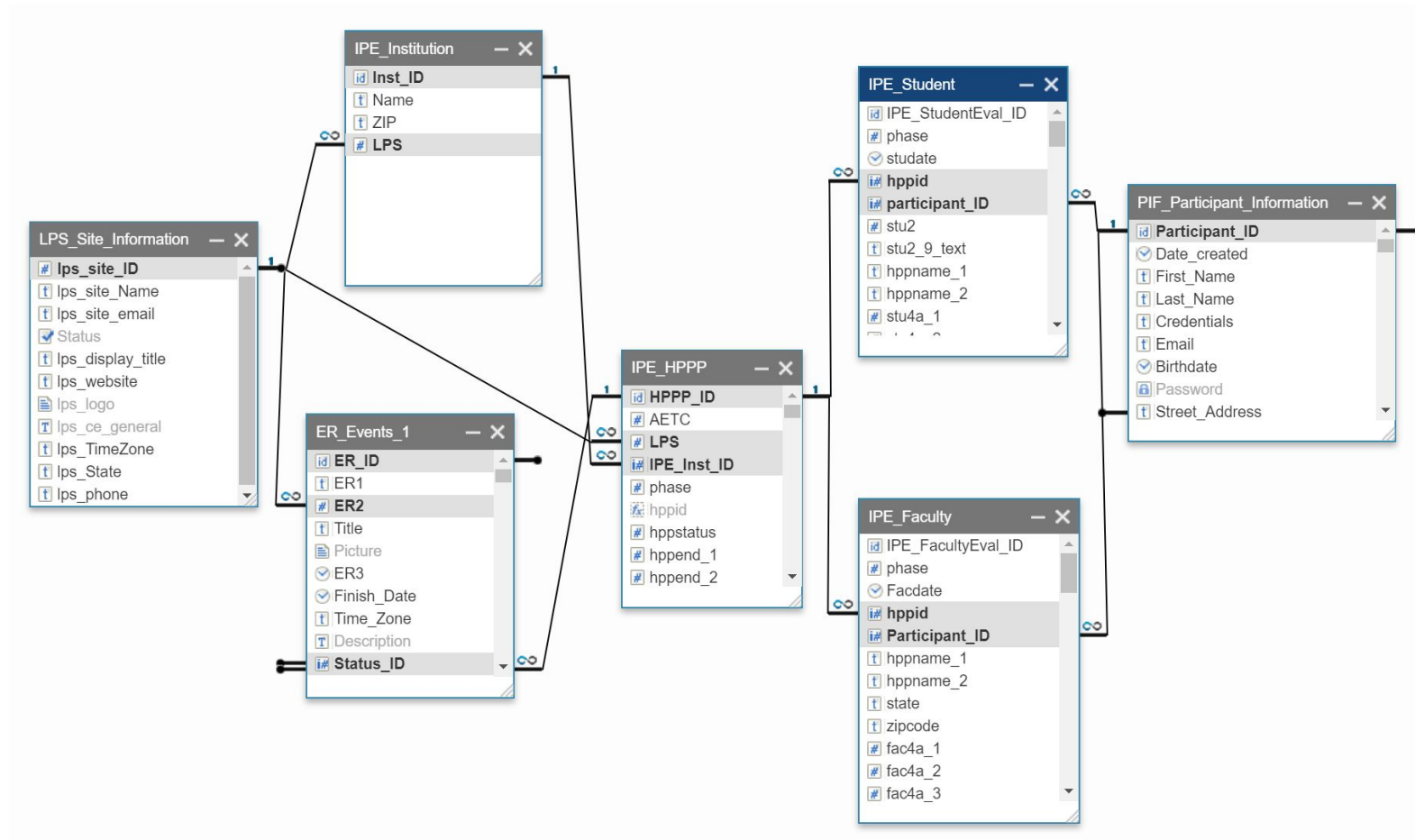
# Build Database Tables

## Considerations

- Data Types  
(Text, Number, Date etc.)
- Segment Tables by “Object”
- Keep Data Normalized
- Import test data

Datasheet				Table Design	Triggered Actions
New	Save	Move up	Move down	Revert	Delete
Name	DataType	Unique	Label		
ER_ID	Autonumber	<input checked="" type="checkbox"/>	ER_ID		
ER1	Text (255)	<input type="checkbox"/>	Regional AETC		
ER2	Number	<input type="checkbox"/>	Local Partner Site		
Title	Text (255)	<input type="checkbox"/>	Title		
Picture	File	<input type="checkbox"/>	Photo		
ER3	Date/Time	<input type="checkbox"/>	Start Date		
Finish_Date	Date/Time	<input type="checkbox"/>	Finish Date		
Time_Zone	Text (255)	<input type="checkbox"/>	Time Zone		
Description	Text (64000)	<input type="checkbox"/>	Visible Description		
Status_ID	Integer	<input type="checkbox"/>	Status		
Street_Address	Text (255)	<input type="checkbox"/>	Street Address		
Street_Address2	Text (255)	<input type="checkbox"/>	Address (Continued)		
City	Text (255)	<input type="checkbox"/>	City		
State	Text (255)	<input type="checkbox"/>	State		
ER4	Text (255)	<input type="checkbox"/>	ZIP Code		
ER5	Formula	<input type="checkbox"/>	Program ID Number		
ER7_01	Number	<input type="checkbox"/>	Behavioral Prevention		
ER7_02	Number	<input type="checkbox"/>	Harm Reduction/Safe Injection		
ER7_03	Number	<input type="checkbox"/>	HIV Transmission Risk Assessment		
ER7_04	Number	<input type="checkbox"/>	Post-exposure Prophylaxis (PEP, occupational and non-occupational)		

# Build Database Tables



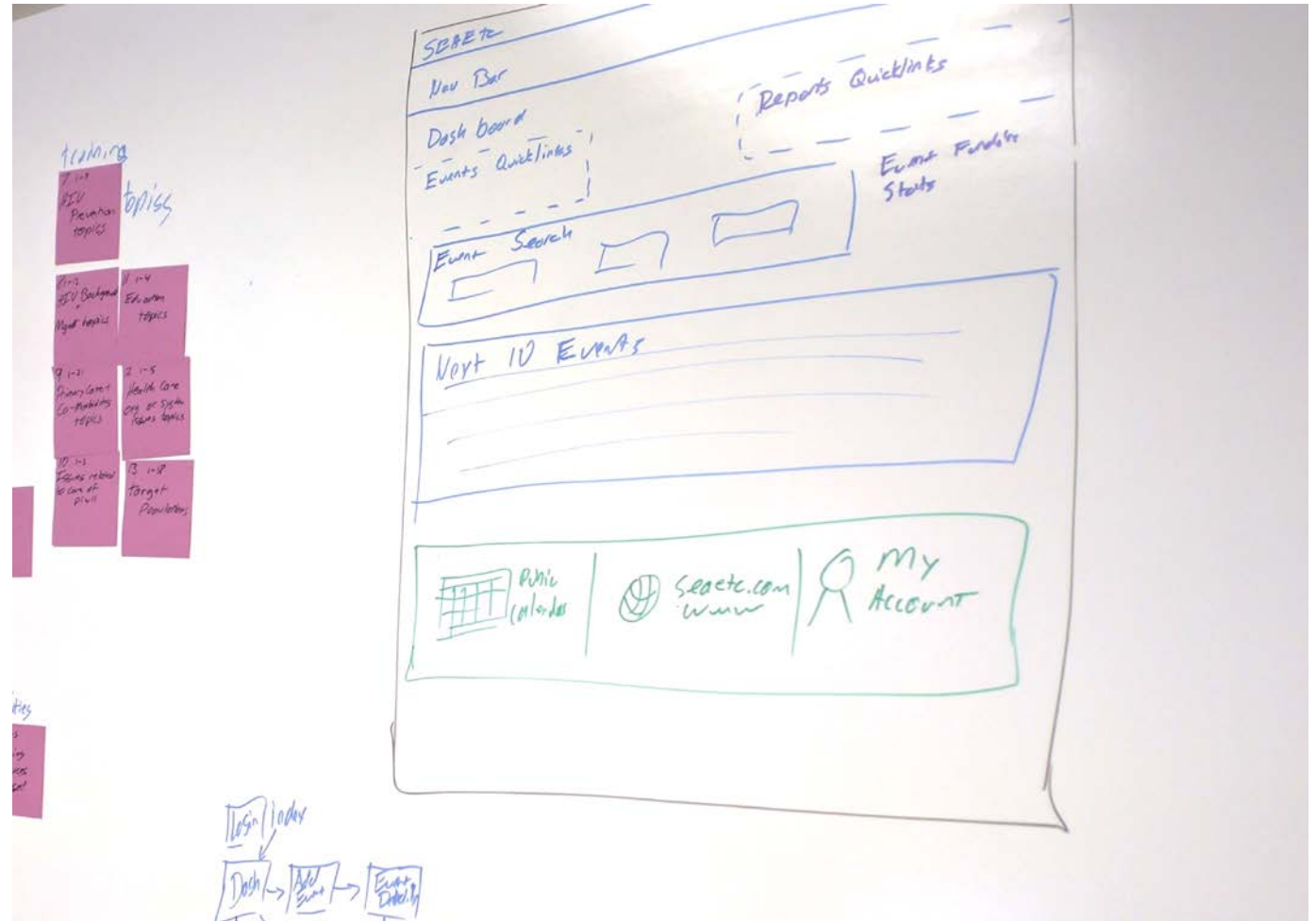
# Outline

1. Discuss various low-code options for creating online and accessible databases
2. Understanding user goals and researching organizational needs
3. Illustrate the development process
4. **Incorporating databases into user-facing websites**

# Page Layout

Pro tip: Draw page layouts

- Recognize Space Constraints
- Quick Iteration
- Focuses on what matters (layout)
- Low Commitment





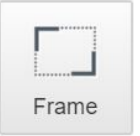


# Deploy Content

## Embed Into Site

- Integrated Experience
- Additional Content Exposure
- Easier Analytics

Deployment Status: **Enabled** Disabled ?

Select your preferred deployment method:

Most popular: Embed your DataPage seamlessly in any website, CMS or blog.

Copy the following code into your page or destination:

```
<script type="text/javascript"
src="https://c0abq076.caspio.com/dp/409550007bc22bf46da341f7a00e/emb"></script>
<div class="cxkg"><a
href="https://c0abq076.caspio.com/dp/409550007bc22bf46da341f7a00e">Click here</a> to load
this Caspio <a href="http://www.caspio.com" target="_blank" title="Cloud Database">Cloud
Database</a></div>
```

# Deploy Content

## Deploy As a Stand-alone Site

- Easier Maintenance
- Single Domain Delivery
- Cleaner Code



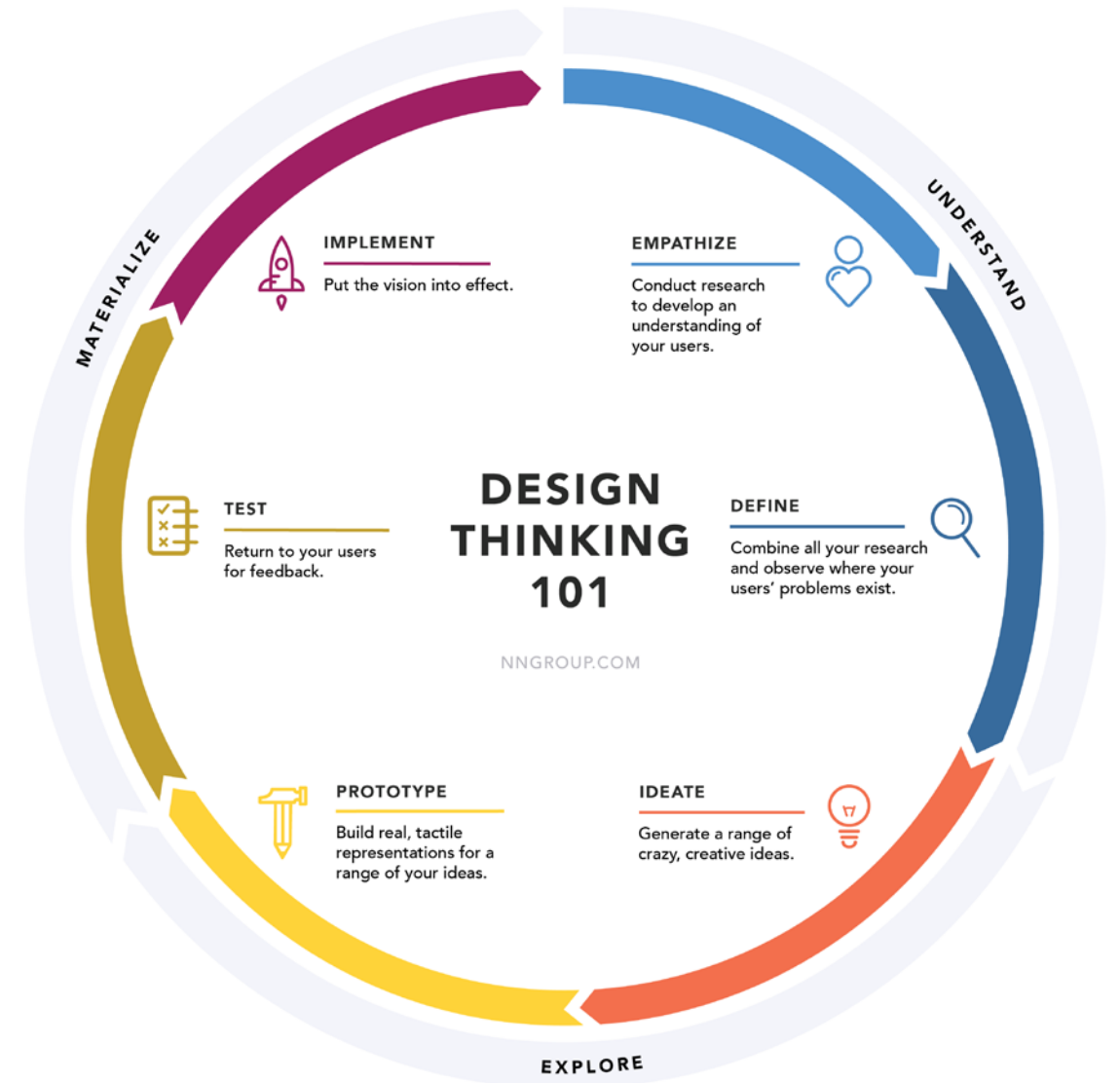
[This Photo](#) by Unknown Author is licensed under [CC BY](#)

# moXse Demo

[www.moxse.org](http://www.moxse.org) | [www.seaetc.com](http://www.seaetc.com)

# Lessons Learned

- Cross-domains can be blocked
- Search results across systems must be coordinated
- Leave room for growth



<https://www.nngroup.com/articles/design-thinking/>

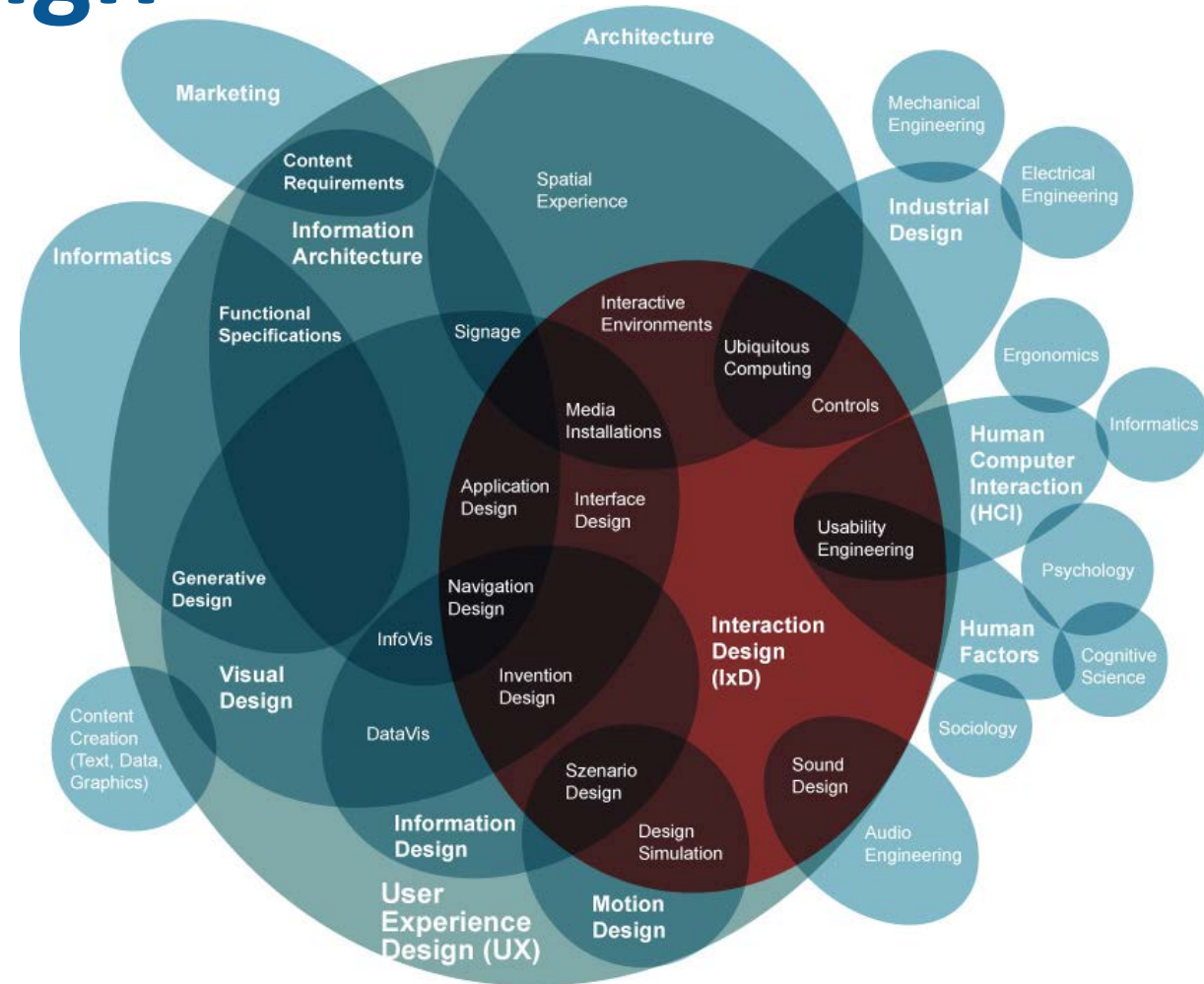


# How the Southeast AETC Improved Website Traffic by Over 300%

A User Centric Approach

# User Experience Design

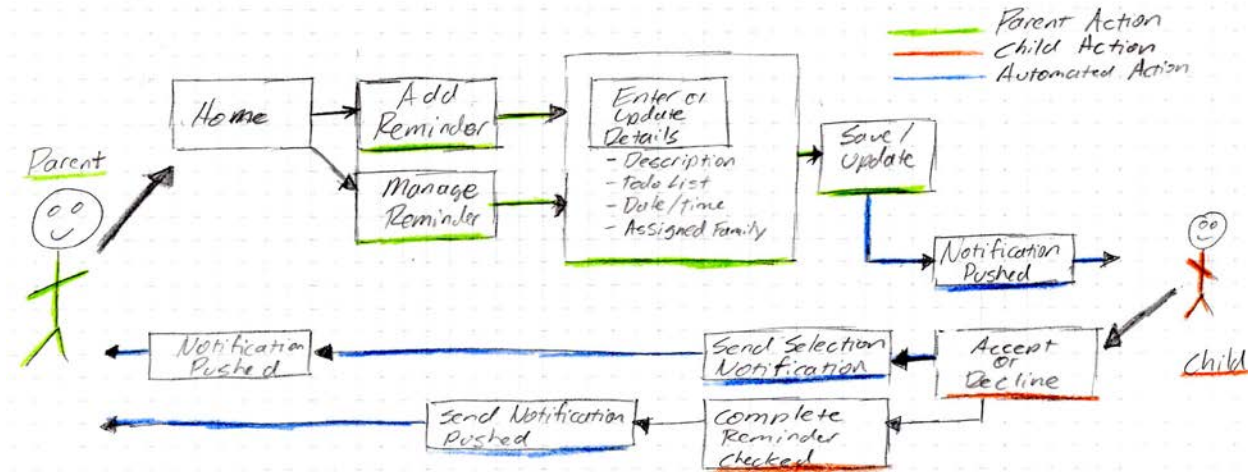
- UX spectrum is broad
- Not just visual (UI)
- Improving just one facet improves the experience
- Think like the User



Copyright :envis precisely (2009)  
based on »The Disciplines of User Experience« by Dan Saffer (2008)  
[www.kickstudio.com/blog/2008/12/the-disciplines-of-user-experience](http://www.kickstudio.com/blog/2008/12/the-disciplines-of-user-experience)

# Understand Your Users

- Understand what your users want to accomplish
- “Outside-In” thinking
- Actions/Tools:
  - User Journeys
  - User Research
  - Analytics



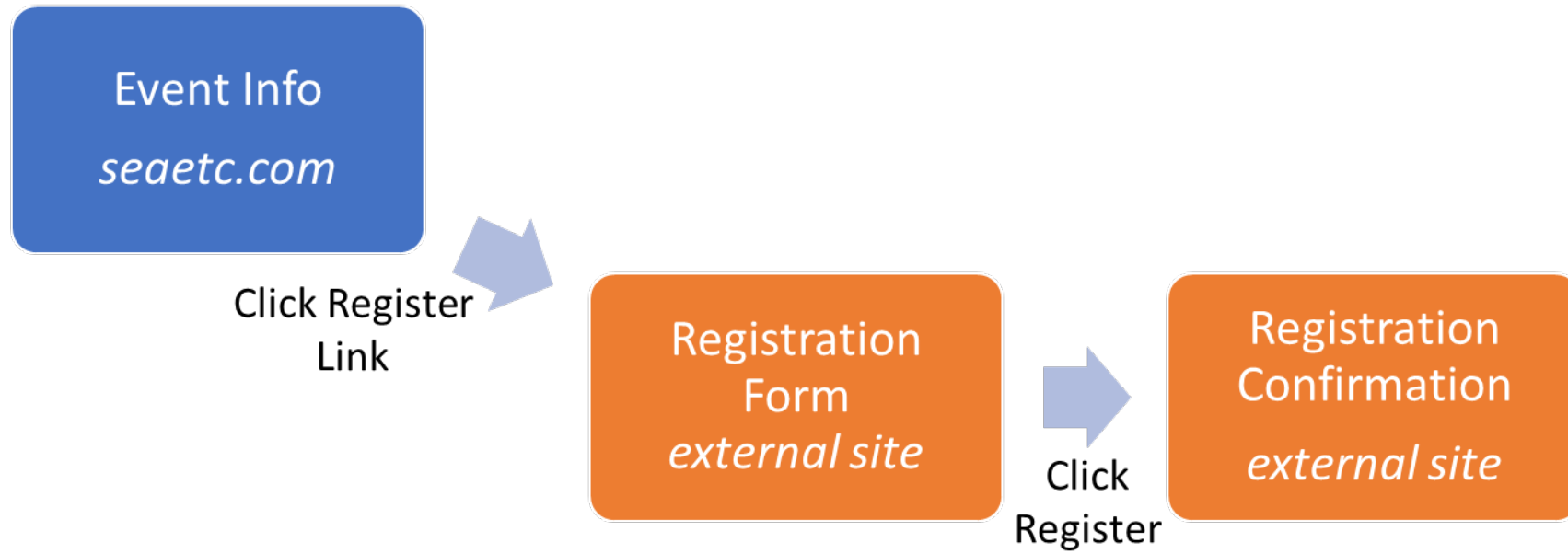
Example of a “Low-fidelity” User Journey

# User Goals vs. Business Goals

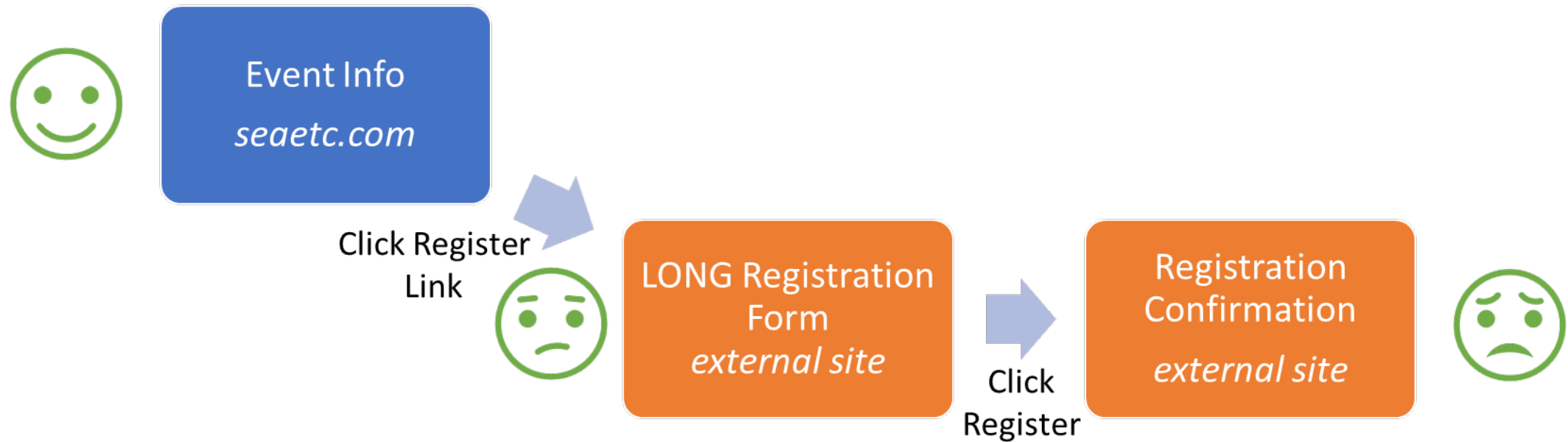


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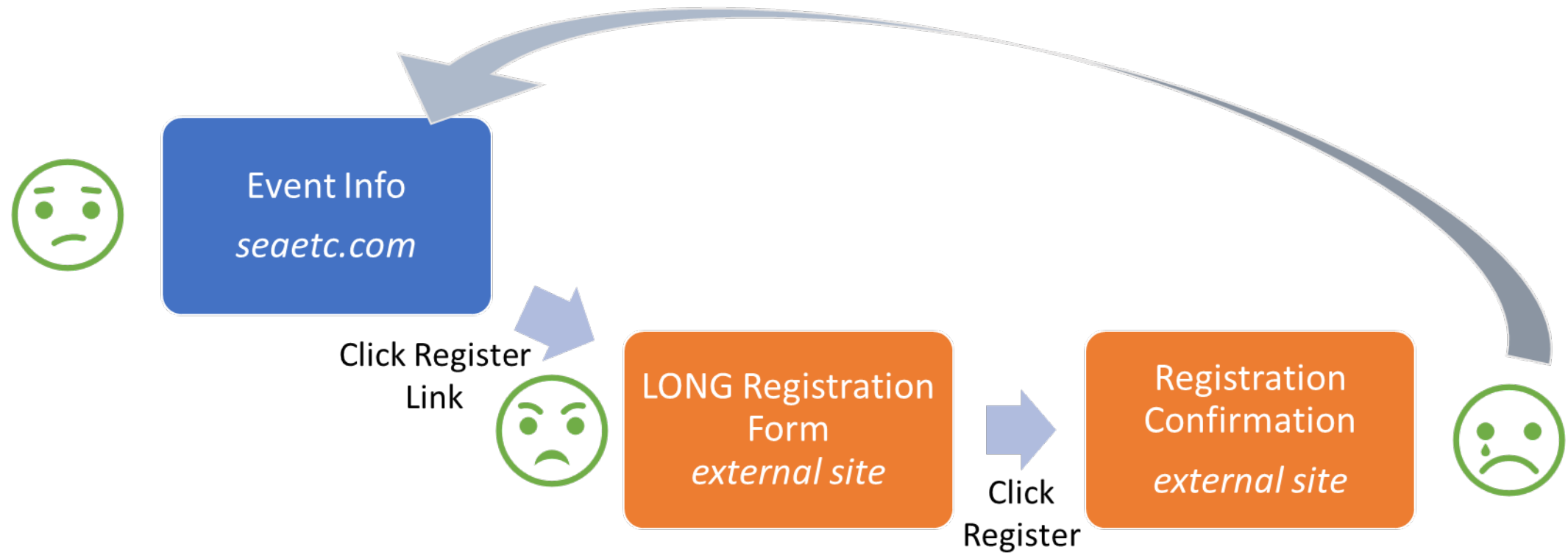
# Workflow



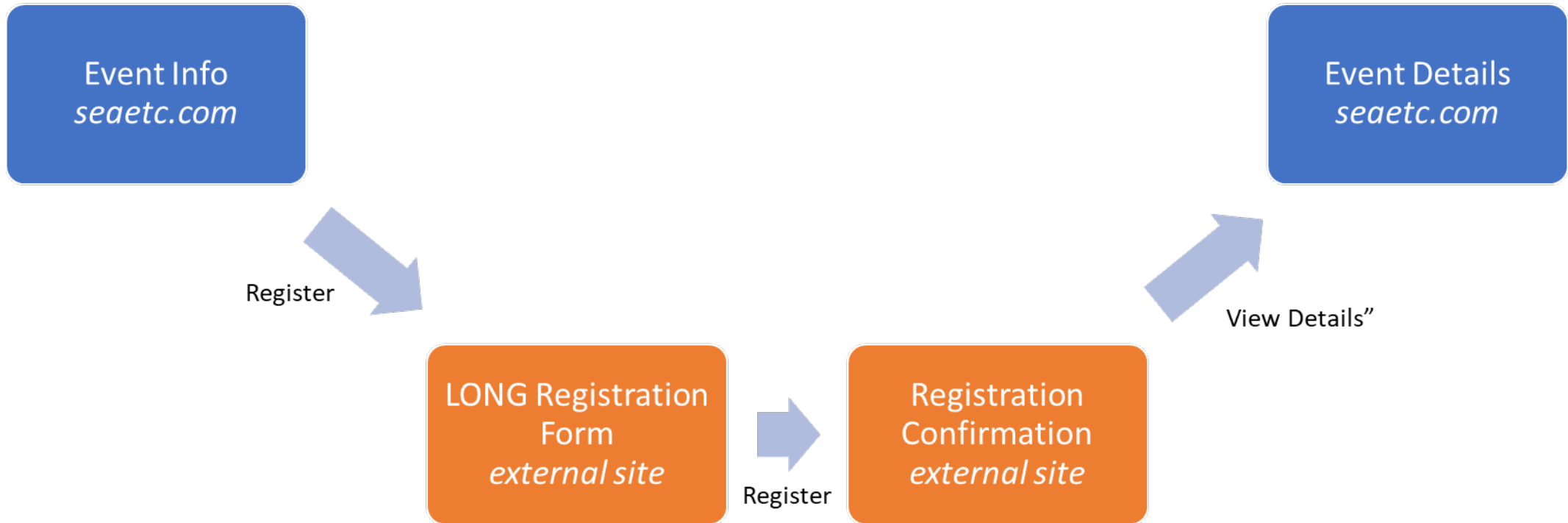
# Workflow with Feeling



# Workflow with Frustration

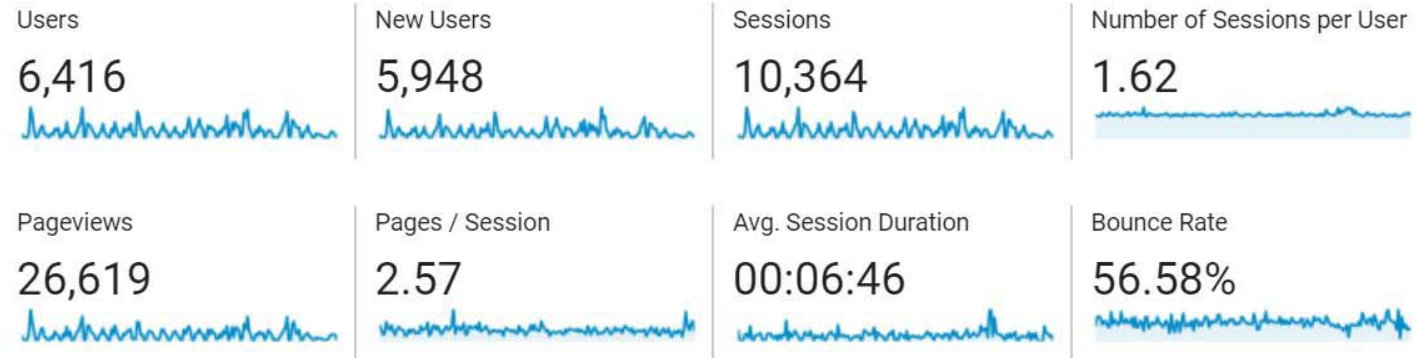
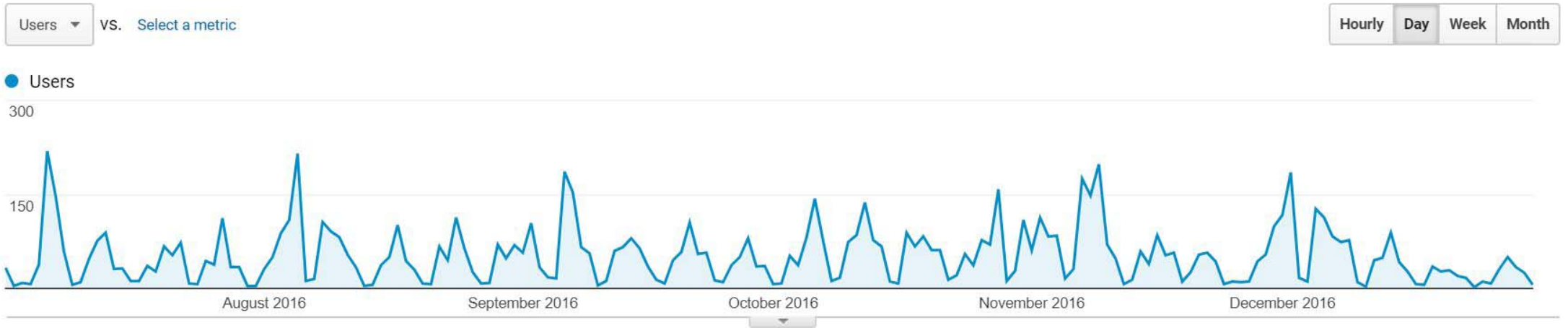


# Workflow w/ Roundtrip



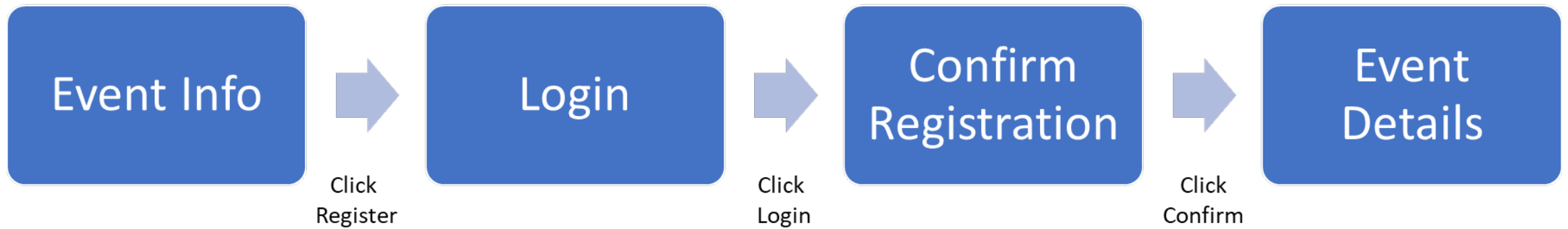


# Analytics



seaetc.com: Jul 1, 2016 - Dec 31, 2016

# Event Registration Workflow



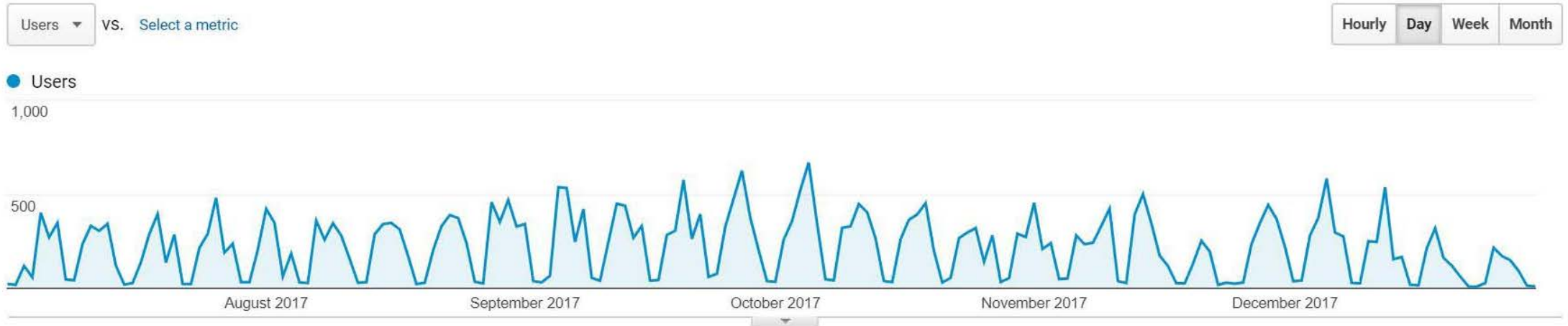
# Advantages

Users remain on site through their workflow

- Consistent user experience
- Exposed to additional content for additional conversions
- Improves engagement
- Improves analytics data
  - Quantifiable Data
  - Validates changes
  - Insights into future improvements



# Analytics



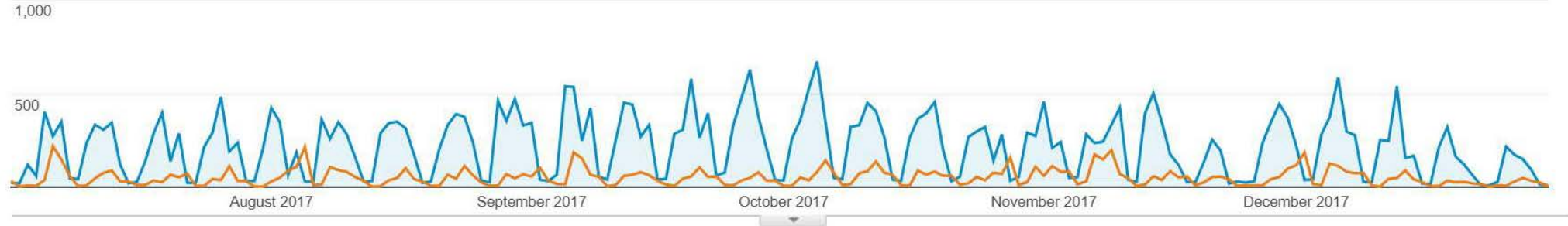
seaetc.com: Jul 1, 2017 - Dec 31, 2017



# Analytics

Jul 1, 2017 - Dec 31, 2017: ● Users

Jul 1, 2016 - Dec 31, 2016: ● Users



Users

270.65%

23,781 vs 6,416



New Users

277.67%

22,464 vs 5,948



Sessions

324.67%

44,013 vs 10,364



Number of Sessions per User

14.57%

1.85 vs 1.62



Pageviews

1,362.61%

389,331 vs 26,619



Pages / Session

244.41%

8.85 vs 2.57



Avg. Session Duration

38.74%

00:09:24 vs 00:06:46



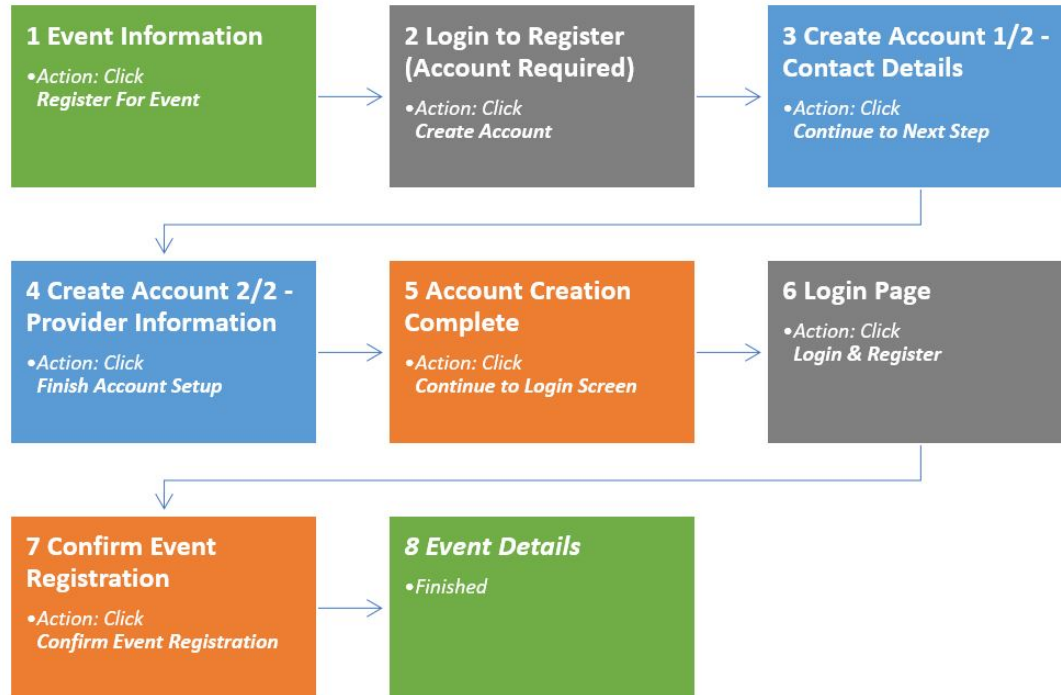
Bounce Rate

-90.97%

5.11% vs 56.58%

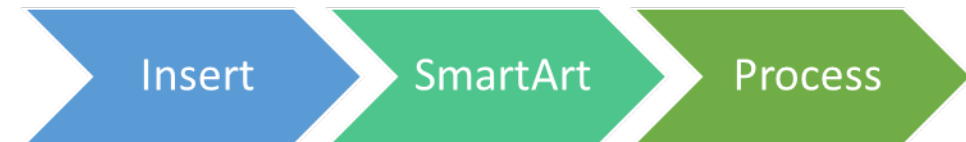


# User “New Account” Workflow



Workflow created with SmartArt in Word

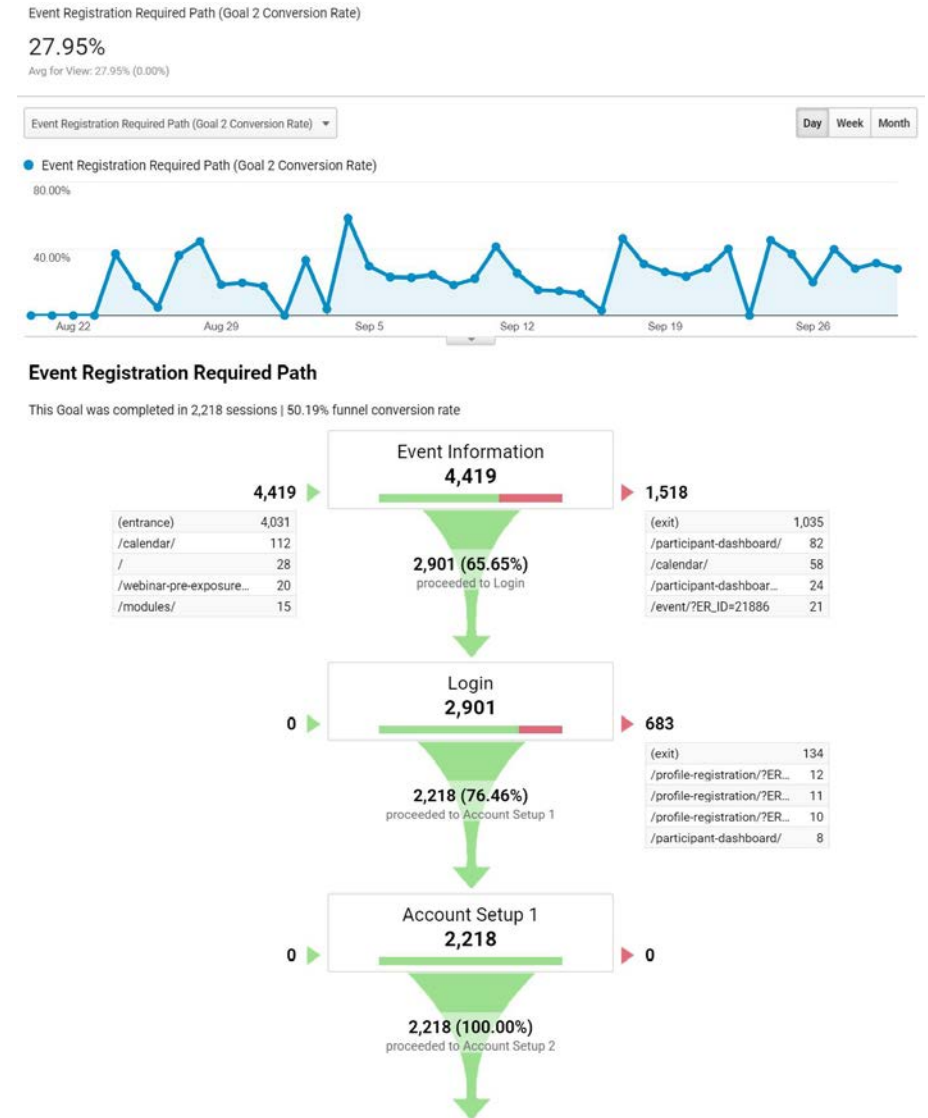
- Use a whiteboard/stickies to quickly create workflows
- Use Word or PowerPoint to create workflows to present to stakeholders.
- Insert > SmartArt > Process



Workflow created with SmartArt in PowerPoint

# Demo & Lessons Learned

- What is a required Path?
- Why is it important for testing a workflow?
- Demo of Required Paths
- Deeper look at analytics after Information Architecture discussion.





# Designing for Findability & Discoverability

Developing an effective Information Architecture for Online Training Materials

# Outline

1. Identify the benefits and distinctions of findability and discoverability
2. Implementing Information Architecture for online resources
3. Organize content to improve findability
4. Incorporate analytics to track results and anticipate training opportunities

# Findability & Discoverability

## Findability (Seeking)

Users can easily find content or functionality that they assume is present in a website.

Content found via:

- Navigation
- Search
- Page Layout/Structure

## Discoverability (Browsing)

Users encounter new content or functionality that they were not aware of previously.

Content discovered by:

- Relevant items
- Secondary Content
- Noticeable Elements

# Information Architecture

The purpose of Information Architecture is to help users understand where they are, what they've found, what's around, and what to expect.

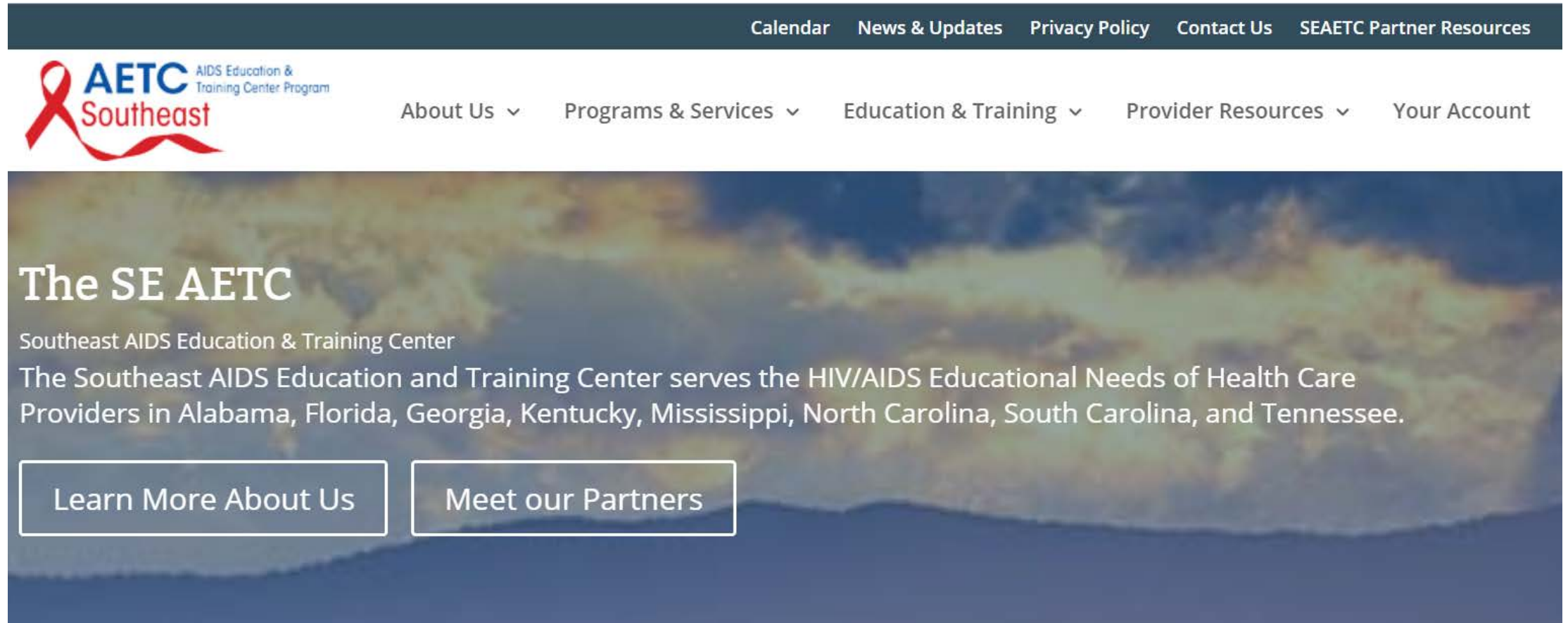
- **Organization Schemes and Structures:** How you categorize and structure information
- **Labeling Systems:** How you represent information
- **Navigation Systems:** How users browse or move through information
- **Search Systems:** How users look for information

# Developing an Information Architecture

## Understand the nature of your:

- **Users:** audience, tasks, needs, information-seeking behavior, experience
- **Context:** business goals, funding, politics, culture, technology, resources, constraints
- **Content:** content objectives, document and data types, volume, existing structure, governance and ownership

# Case Example



# Case Example

The screenshot shows the AETC Southeast website. A dark blue header bar at the top contains the following links: [Calendar](#), [News & Updates](#), [Privacy Policy](#), [Contact Us](#), and [SEAETC Partner Resources](#). Below this, the AETC Southeast logo is on the left, and a white navigation bar contains: [About Us](#) (with a dropdown arrow), [Programs & Services](#) (with a dropdown arrow), [Education & Training](#) (with a dropdown arrow), [Provider Resources](#) (with a dropdown arrow), and [Your Account](#). The main content area features a large background image of a sunset over mountains. A red box highlights the following text: 

## The SE AETC

Southeast AIDS Education & Training Center

The Southeast AIDS Education and Training Center serves the HIV/AIDS Educational Needs of Health Care Providers in Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee.

Below the text are two buttons: [Learn More About Us](#) and [Meet our Partners](#).



# Case Example

seaetc.com Home Page Content

[Click Here To Access Cultural Humility & Reducing Stigma and Discrimination Handbook](#)

Search for Training Topics & Resources

Search

[View All Topics & Resources](#)

The AETC Program has been a cornerstone of HRSA's HIV/AIDS program for over two decades. The mission of the AIDS Education and Training Centers Program (AETC) is to increase the number of health care providers who are effectively educated and motivated to counsel, diagnose, treat, and medically manage people with HIV disease, and to help prevent high-risk behaviors that lead to HIV transmission. This mission is obtained through implementation of multidisciplinary education and training programs for health care providers in the prevention and treatment of HIV/AIDS. Overall, the AETC Program is charged with increasing the knowledge, skills and behaviors of providers and organizations to be able to provide quality care and increase access to care. The AETC Program aligns with the goals of the National HIV/AIDS Strategy (NHAS):

1. Reduce new HIV infections;
2. Increase access to care and improve health outcomes for people living with HIV; and
3. Reduce HIV-related health disparities.



Register for our next Webcast Wednesday

[Patient Reported Outcomes](#)

Sign up for our e-mail newsletter:

First Name

Last Name

Email

[SUBSCRIBE!](#)

# Case Example

## seaetc.com Home Page Content

1. Too many “priority buttons”
2. No key focal point or scannable flow
3. Unclear call-to-actions
4. Unclear labels
5. Long button labels
6. Unclear Information Architecture (chunking/sections)

(Note: Analytics report reveals the home page is not the top page for site visits.)

1 & 4 →

Click Here To Access Cultural Humility & Reducing Stigma and Discrimination Handbook

Search for Training Topics & Resources

1 →

Search

1 →

View All Topics & Resources

1 & 3 →

Patient Reported Outcomes

6

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1 →

SUBSCRIBE!



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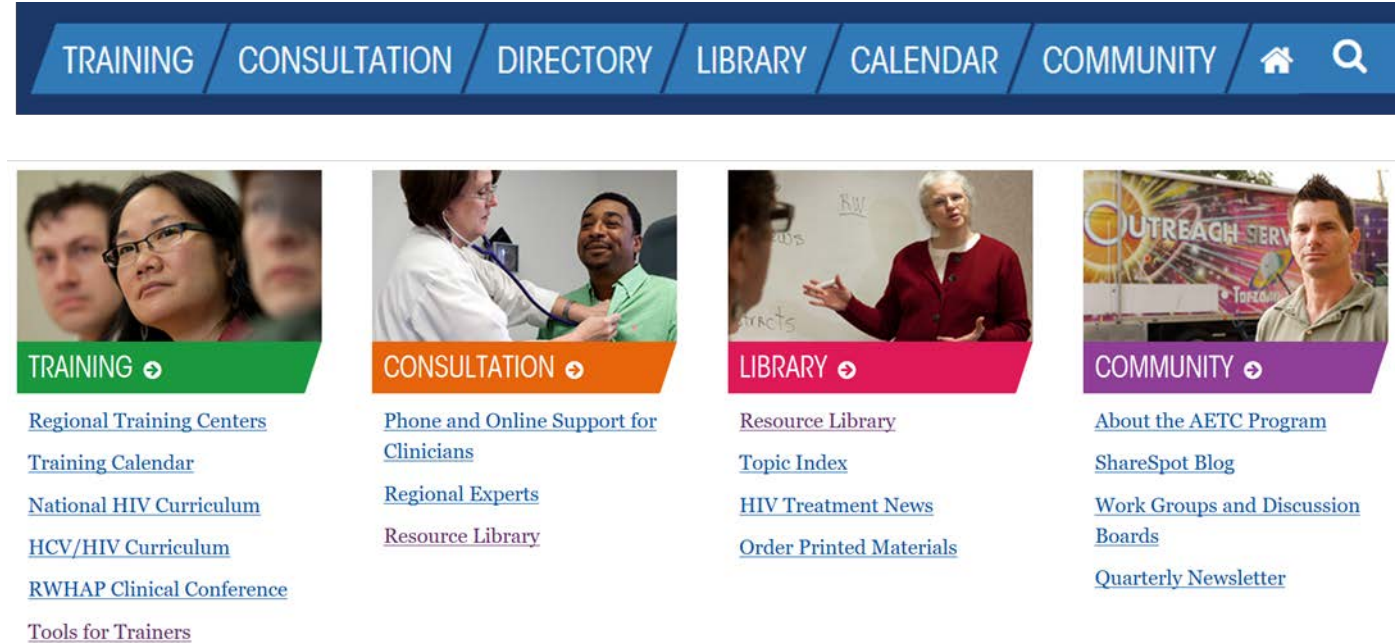
# Case Example

## aidsetc.org

- Clear & concise labels in menu
- Additional clarification on page using chunking
- Possible issues with “Directory”
  - Drop-down provides direct links to sub-categories
  - Drop-down clarifies the definition of “Directory”

### Question to ask:

If I knew nothing about this site, where would I assume each menu takes me?



# Improve Findability w/ Usability Tests

## User Observations

- Create a real-world task that users do on your site
- Find 3-5 users that representative of your site's visitors
- Independently observe each user completing the same task
  - Ask users to “think out loud”
  - Do not assist & allow users to struggle
  - Note pain-points, successes & failures

## Check User Assumptions

- Independently, ask (3-5) users to describe what content is “behind” each button.
- Ask “When you click this link or button, what do you expect to see?”

# Improve Findability

## Implement:

- Clear, Descriptive Menu labels
- Group (chunk) related menu labels
- User-Expected/Understood Hierarchy for menus & page content
- Group Related Elements on page
- **Important:**  
Use “Outside-In” thinking

## Avoid:

Ambiguous menu labels such as:

- Additional Resources
- Services Solutions
- Videos/Articles



# The Myth of 7

The Magic number 7 (plus or minus two) provides evidence for the capacity of **short-term memory, not findability**.

- Menus should be easy to scan
- Organization should be chunked
- Selections should not be abstract

Source: <https://www.nngroup.com/articles/short-term-memory-and-web-usability/>



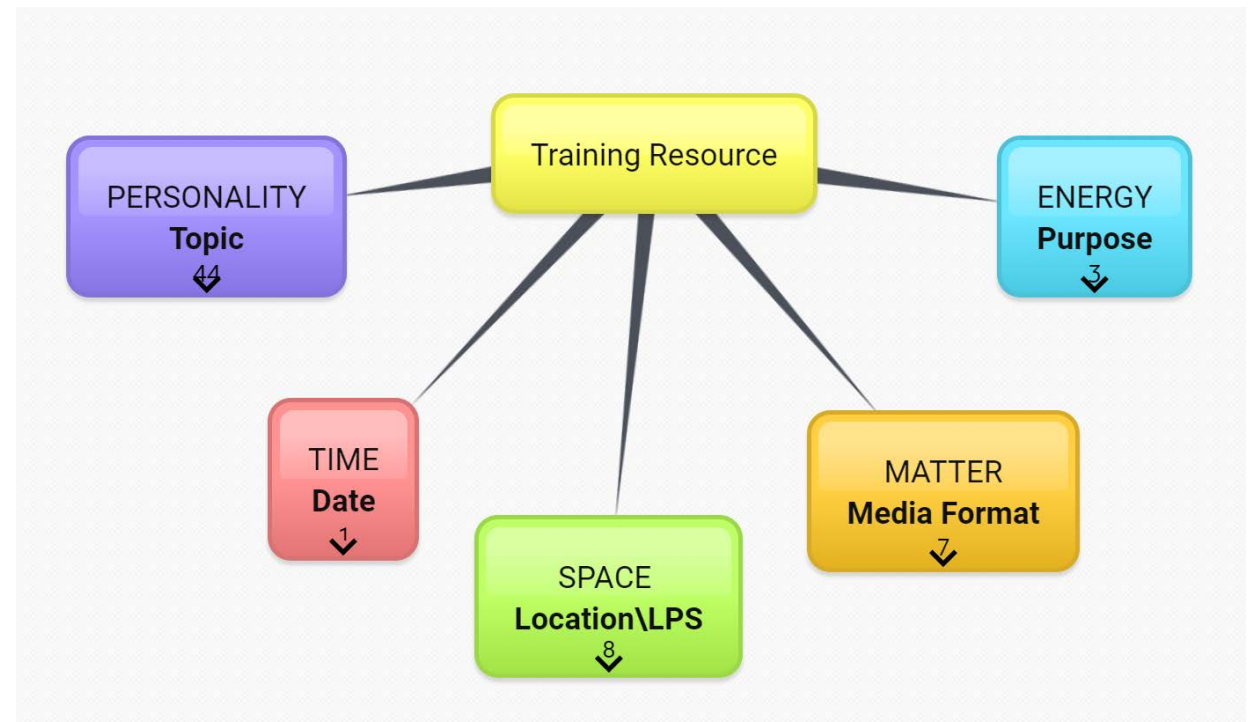
[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

# Facets

Facets provide a method of further improving findability.

Used to filter information beyond taxonomies

- Personality
- Matter
- Energy
- Space
- Time

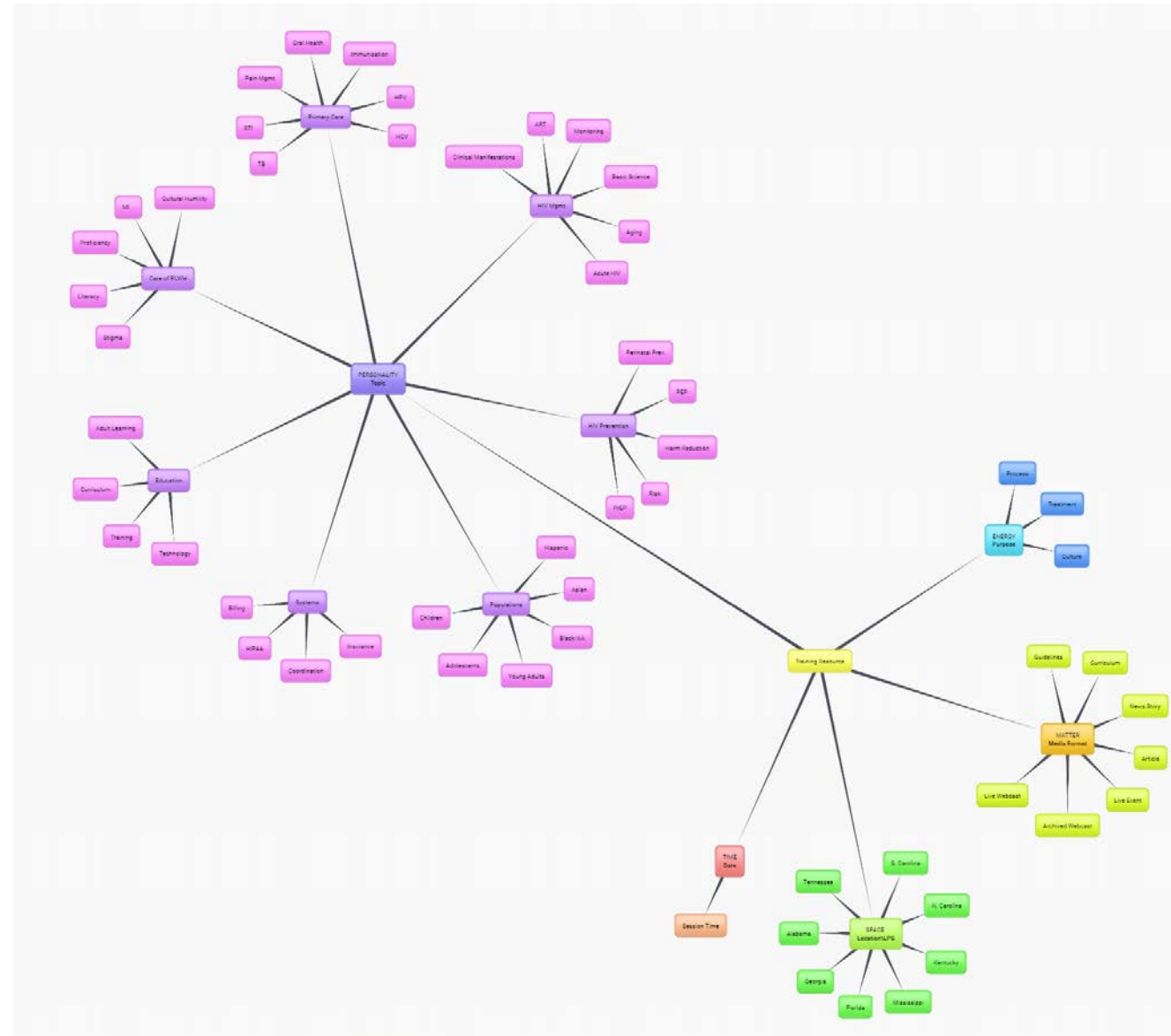




# Creating Facets

- Create with mind-mapping software
- Bubbl.us used for this example
- Content Management Systems (CMS) like WordPress use plugins to deploy faceted search

Example created at [bubbl.us](https://bubbl.us)



# Improving Content Discoverability

Implement Related Content to improve Discoverability

Benefits:

- Opportunities for conversions
- Users remain on site longer
- Improves abandonment rates
- Easy implementation with CMS Plugins & thoughtful tagging/categorization

## New CDC Initiative Educates Providers about PrEP and PEP

By: [HIV.gov](#) | Published: October 17, 2018

SHARE



Topics

CDC PEP PrEP Prevention

CDC's Act Against AIDS initiative recently launched [Prescribe HIV Prevention](#), a new initiative for healthcare providers that focuses on HIV pre-exposure prophylaxis (PrEP) and post-exposure prophylaxis (PEP). The target audience includes primary care providers, infectious disease and HIV specialists, nurses, and public health practitioners.

**PrEP** is a way for people who are HIV-negative but at high risk for getting the virus to prevent HIV infection by taking a pill every day. PrEP is highly effective when taken as prescribed. **PEP** is the use of antiretroviral drugs after a single high-risk event to prevent HIV. It must be started within 72 hours of a possible exposure.

*Prescribe HIV Prevention* educates providers and patients about these biomedical prevention tools and encourages providers to consider PrEP and PEP for patients at high risk or HIV. It includes resources such as a guide for discussing sexual health with patients, brochures and posters to educate patients about PrEP and PEP, continuing medical education programs, and a medication guide for patients.



### MORE FROM HIV.GOV



CDC Marks National Latinx AIDS Awareness Day 2018



Workshop Explores How SMAIF Supports System

Source: <https://www.hiv.gov/blog/new-cdc-initiative-educates-providers-about-prep-and-pep>

# New CDC Initiative Educates Providers about PrEP and PEP

By: [HIV.gov](#) | Published: October 17, 2018

## Topics

[CDC](#) [PEP](#) [PrEP](#) [Prevention](#)

SHARE



Faceted Search

Engages user  
on topics

Clear links

imply more  
info available

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## MORE FROM HIV.GOV



CDC Marks National Latinx AIDS Awareness Day 2018 >



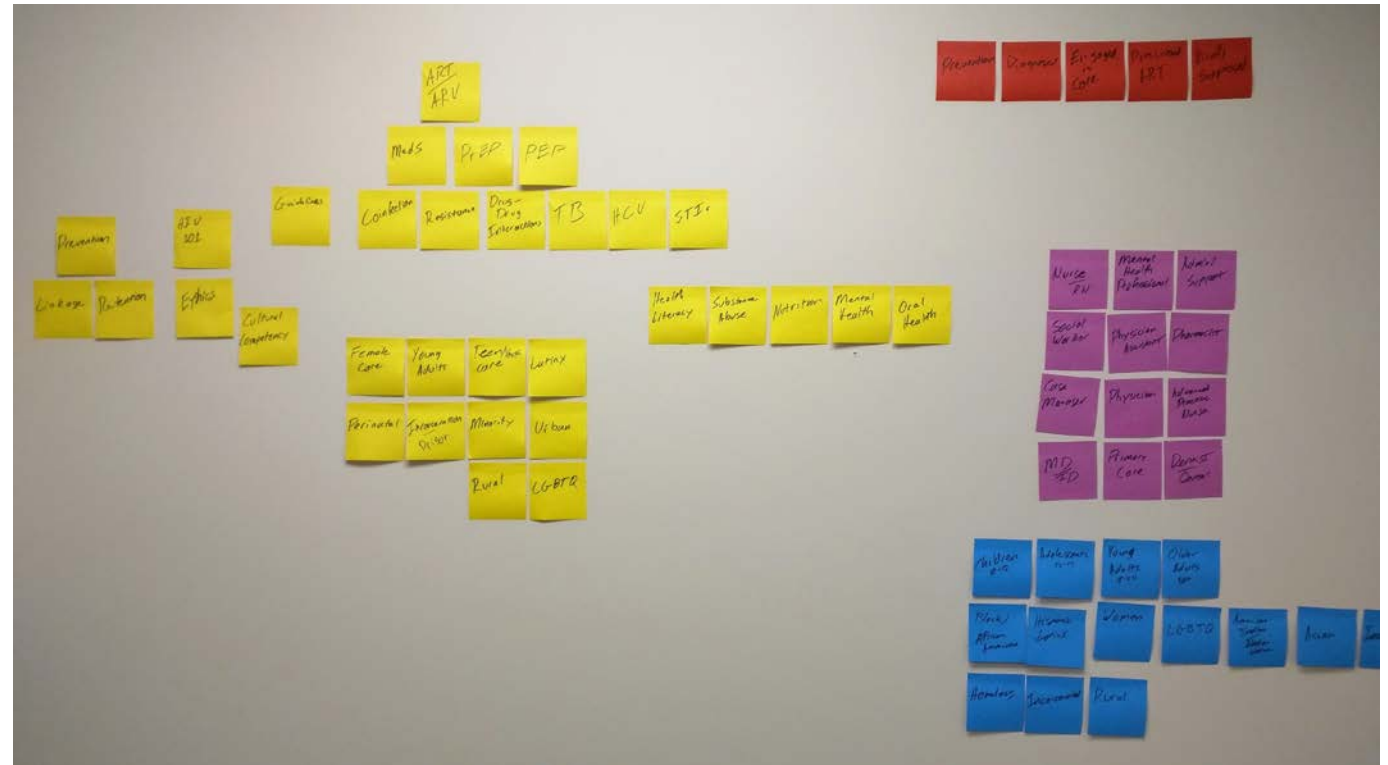
Workshop Explores How SMAIF Supports System >

Possibly related posts.



# Practicing Information Architecture

- Information Architecture Card Sorting Exercise

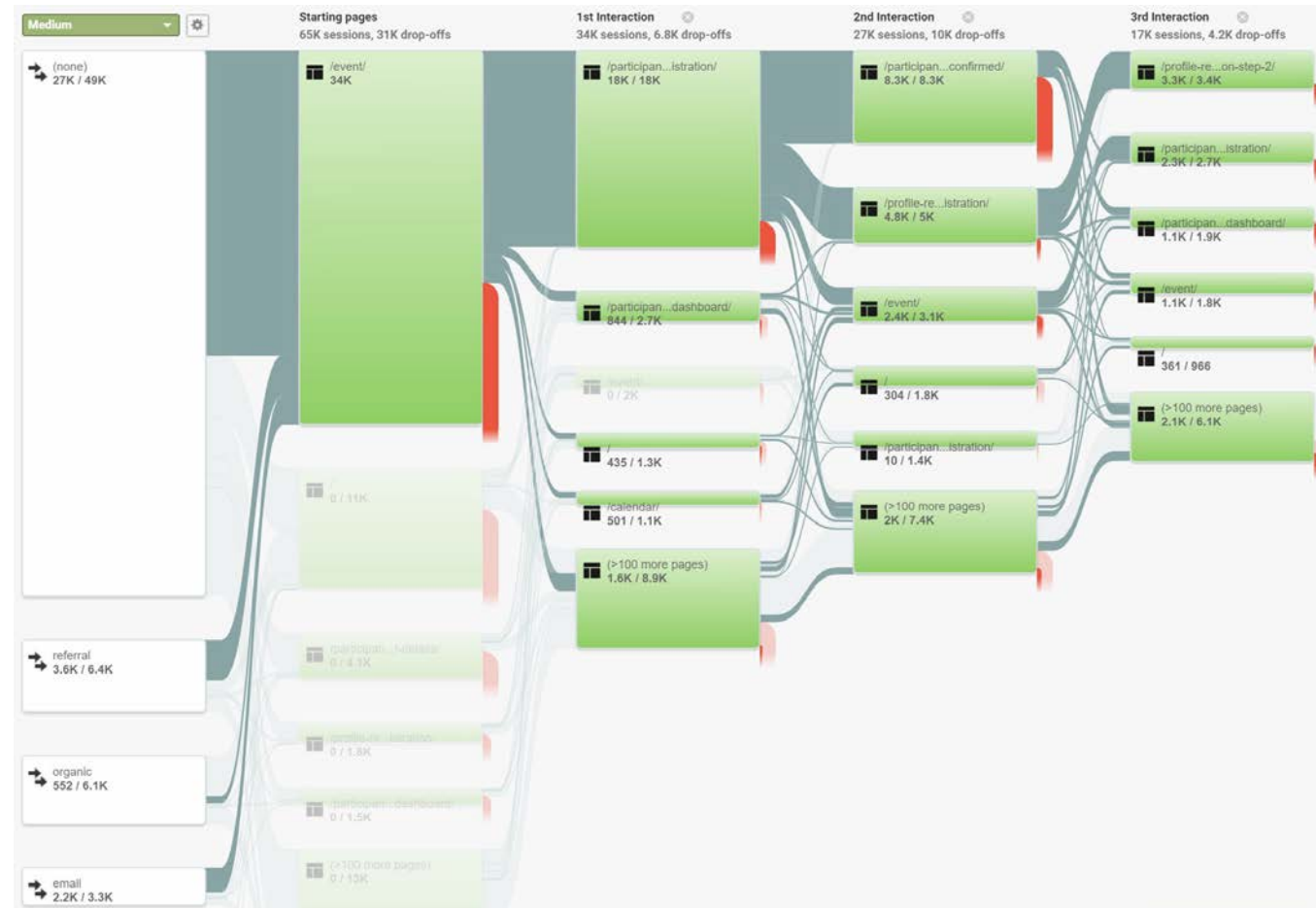


# Analytics

Benefits:

- Quantitative data w/ actionable insights
- Comparison A/B Testing
- Analyze to determine problem areas
- Reveals user-flow to improve/develop a Content Strategy

# Analytics Demo



# Common Analytics Questions

How many people visit my website?

Where do my visitors live?

Do I need a mobile-friendly website?

What websites send traffic to my website?

What marketing tactics drive the most traffic to my website?

Which pages on my website are the most popular?

How many visitors have I converted into leads or customers?

Where did my converting visitors come from and go on my website?

How can I improve my website's speed?

What blog content do my visitors like the most?



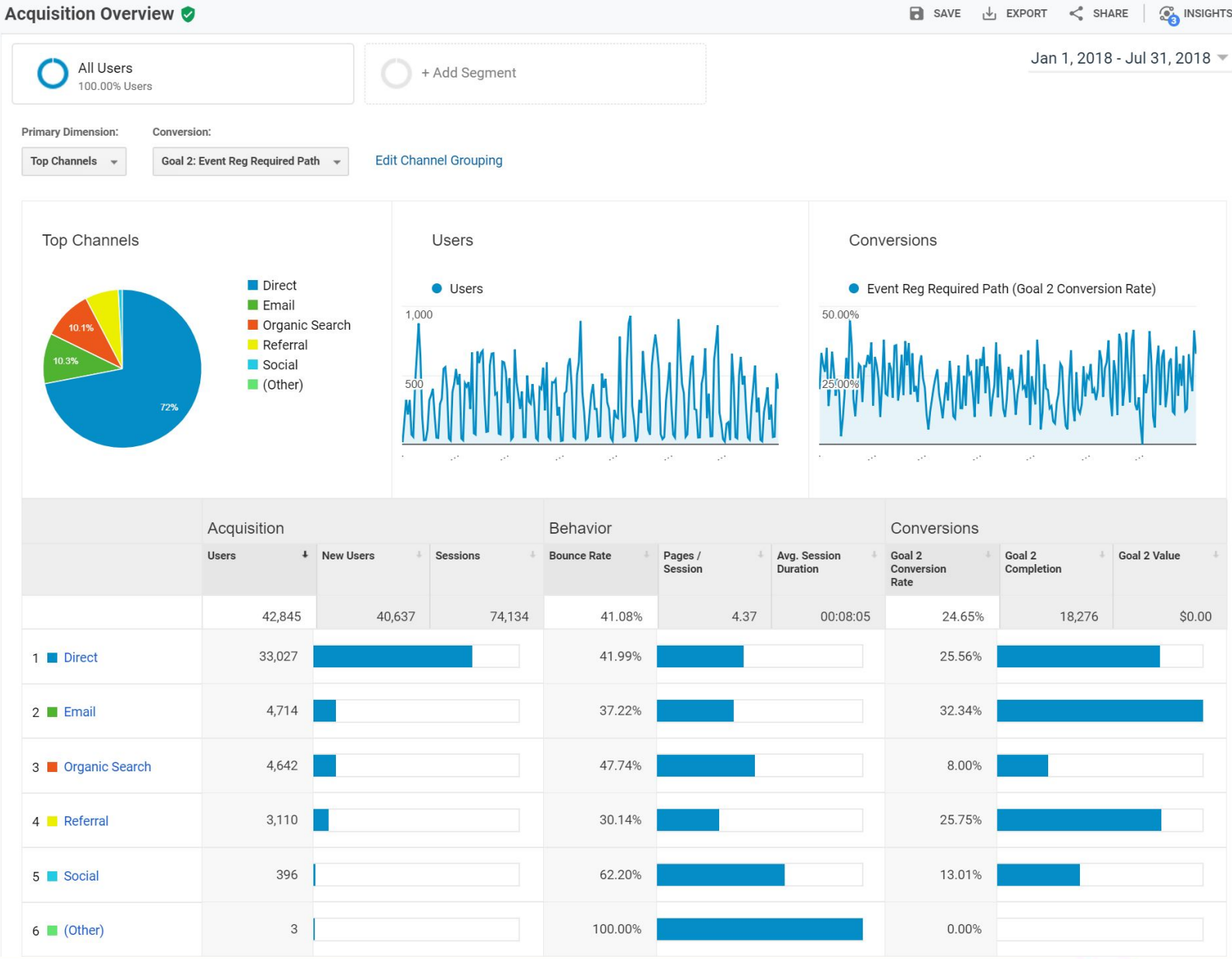
# Intro to Analytics (Key Definitions)

- **Acquisition:** How users found your site (combined with “Source” and “Medium”)
- **Bounce:** A session that ends with only one page view
- **Channels:** Top-level groupings of your inbound marketing.
- **Conversion:** Occurs when a user completes a goal
- **Goal:** Defined “end-point” or key accomplishment on site
- **User:** An individual person browsing your website
- **Session:** A single visit to your website (Users may have multiple sessions)

# Acquisition Overview

Initial report contains:

- Users & Conversions over time
- Top Channels
- Bounce Rates per Channel
- Conversions per Channel



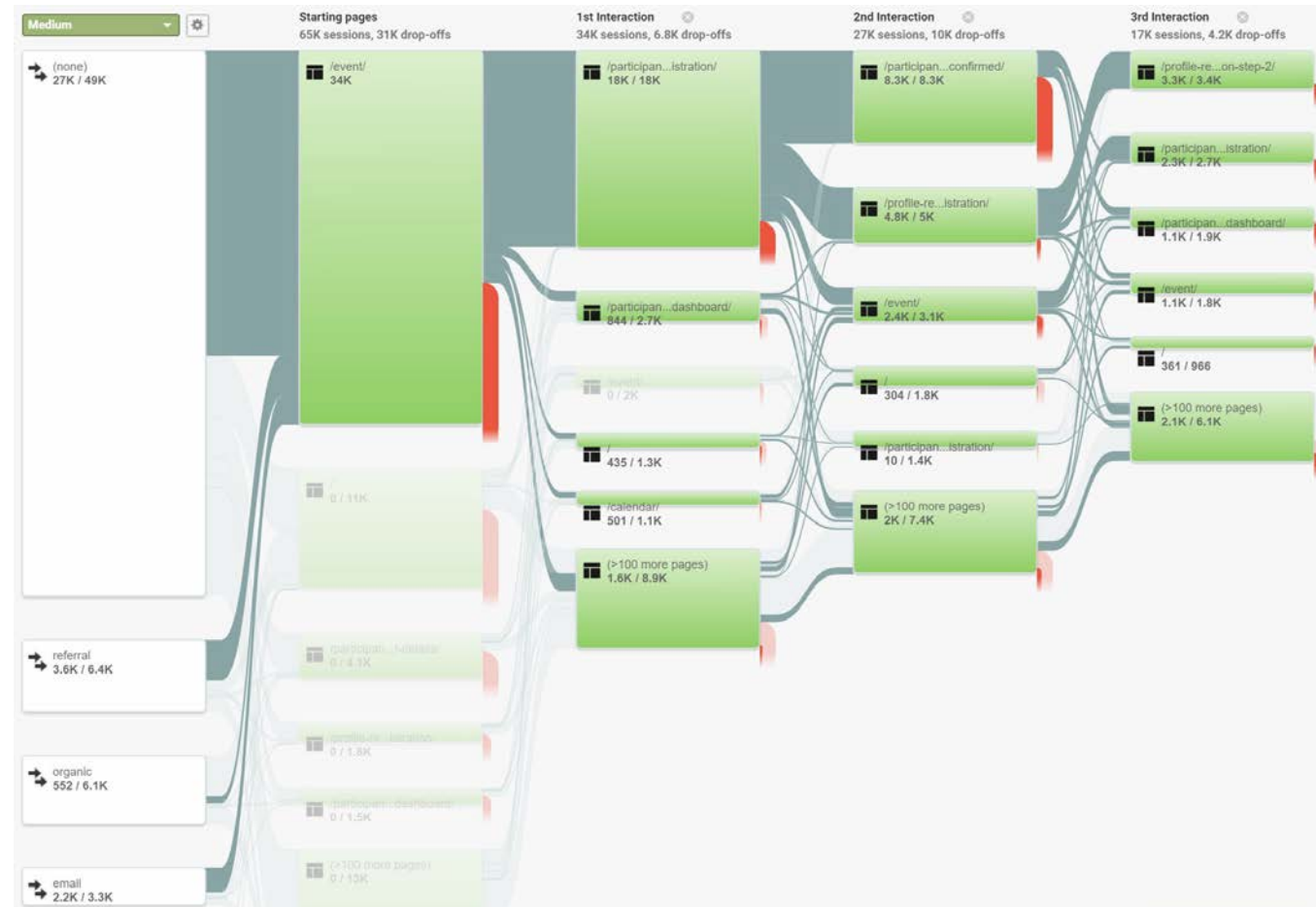
# Incorporating Analytics

- Add Google Site Tag to the header of each web page.
- Easy to implement in CMS sites
- Some sites use plugins to incorporate analytics
- May need IT support for implementation

# Campaigns & Conversions

Campaign		Users	Event Registration Required Path (Goal 2 Completions)
		1,535 % of Total: 44.64% (3,439)	1,325 % of Total: 65.85% (2,012)
1.	WW20180905 - PrEPtember Week 1	459	28.98%
2.	September 2018 Newsletter	423	9.13%
3.	WW20180926 - (09/24/18) PrEPtember 4	345	18.26%
4.	WW20180919 - Sent 9/17 at 8 am	288	15.85%
5.	WW20180911 - PrEPtember 2	240	12.91%
6.	WW20181003 - 1st Round sent 9-27-18	224	11.85%
7.	WW201808029 - No Tracking (08/27/18) Update on HIV Perinatal Guidelines	27	1.43%
8.	WW20180829 - No Tracking (08/23/18) Update on HIV Perinatal Guidelines	27	0.53%
9.	WW201808015 - Thursday 3PM (08/09/18) Looking Back and Looking Forward at HIV Care	15	0.30%
10.	WW20180822 - Thursday 2PM (08/16/18) Transitioning from Adolescent to Adult HIV Care	12	0.30%

# Bounce Rates



# Obtaining CME/CE Credit

If you would like to receive continuing education credit for this activity, please visit:

<http://ryanwhite.cds.pesgce.com>