

Information Architecture Services

Your first step towards a more interactive website

The ever-changing world of technology has made consumers come to expect certain levels of interaction and service that span across all industries. Today's healthcare organizations must invest in their websites if they are to meet rising patient demands as well as satisfy the competing interests of their organization and physicians.

The Information Architecture (IA) services by CareTech Solutions were created with hospitals and healthcare systems in mind. Let our team of Web specialists assess your website and develop a customized improvement strategy that engages your visitors and enhances the user experience.

Our team works collaboratively with both you and your visitors to identify the key goals and objectives for your website. Items such as your website's organization, navigational ease, content and visual design are addressed. All should work together to allow users to find what they are looking for and complete their tasks quickly.

This comprehensive approach draws upon a combination of services that help to gauge the overall effectiveness of your current website.



IA services include:

Heuristic Reviews

The user interface is assessed, relative to its compliance with recognized usability principles.

Heat Map Analysis

Visitor click patterns are analyzed to better understand user behavior.

Discovery Sessions

The goals of key stakeholders and users are identified.

User Interviews

A group of users are questioned in order to determine their goals and expectations.

User Surveys

Online surveys are created and distributed to a target audience to help guide the structure, development and visual design of your website.

Usability Testing

The current website design, as well as new designs at various points in the development process are assessed in order to validate what is being created.

Card Sorting

Users are asked to sort cards representing pieces of your site content and arrange them into a logical hierarchy, resulting in content being structured in a way that makes sense to users.

User Tasks Analysis

User goals and expectations from other IA services are analyzed to gain an understanding of the tasks that a particular user might perform while on your site.

Content Inventory/Revised Site Map

Data gathered from other IA services is reviewed and content areas are identified and organized, which is then translated into a navigational structure.

Revised site maps will reflect the goals and objectives outlined at the beginning of the process, and will reveal a navigational structure that displays content in a logical fashion. This, combined with the visual design of your website, will help to create a user-centered experience that gives your hospital the competitive advantage you need to attract new customers as well as retain the ones you have.

