

Information Architecture Services

The first step towards a **more interactive website**



The ever-changing world of technology makes consumers expect certain levels of interaction and service across all industries. Today's healthcare organizations need to invest in their websites to meet rising patient demands and satisfy the competing interests of their organization and physicians.

CareTech's Information Architecture (IA) services focus on hospitals and healthcare systems. Our Web specialists assess client's website and develop a customized improvement strategy to improve patient and visitor engagement and enhance user experience.

Our team works collaboratively with our clients and their visitors to identify the key goals and objectives for their websites to address the Website's navigational ease, content, and visual design issues.

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

CareTech's IA Services Include:

- **Heuristic Reviews** – Assess user interface for its compliance with recognized usability principles
- **Heat Map Analysis** – Analyze visitor click patterns for better understanding of user behavior
- **Discovery Sessions** – Identify goals of key stakeholders and users

- **User Interviews** – Determine goals and expectations of each group of users by questioning them
- **User Surveys** – Create and distribute online surveys to a target audience to guide the structure, development, and visual design of the website
- **Usability Testing** – Validate current website design and assess the new designs at various points of the development process
- **Card Sorting** – Restructure your website content by asking users to rearrange the sort cards (representing your website content) according to the logical hierarchy that makes sense to them
- **User Tasks Analysis** – Analyze user goals and expectations from other IA services to understand the tasks that a particular user might perform on the website
- **Content Inventory / Revised Site Map** – Review data gathered from other IA services to identify and organize the content and translate it to navigational structure

Our team works collaboratively with both you and your visitors to identify the key goals and objectives for your website