Hands The Family Help Network Heuristics Review — Final User Experience Report

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IBM

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Section 01
Executive Summary

Executive Summary Overview

Hands The Family Help Network seeks to understand the current state of their public website, thefamilyhelpnetwork.ca, as it relates to user experience and overall usability. A website user experience assessment has been performed using best practice heuristics to determine gaps and opportunities for improvement.

Based on the assessment, findings have been documented and recommendations developed to facilitate the changes needed to increase usability.

Recommendations centre around the creation and enforcement of guides that establish consistency in design, brand, and content.



Executive Summary Recommendations



Quick Wins

A list of improvements to make on the website in the short term that will bring immediate value to visitors.



Guideline Creation

Establish brand, content, and website style guides that bring consistency to Hands' digital and print presence. Collaborate as a team to determine brand voice, leveraging work previously done to determine personality of Virtual Assistant.



Guideline Gatekeeper

Appoint an authority on the guidelines who can enforce their implementation and educate others on how the Hands' brand and website is to be used and updated.

Scope of
The Website Assessment

The Website Assessment will be an assessment of the user experience of the The Family Help Network website. This website will be reviewed and compared to recognized usability and accessibility principles.

The final assessment will be delivered in this report which includes the Heuristics involved, description of identified findings and issues, recommendations for improvement, and future state mockups.







Usability Heuristics To Evaluate

1. Visibility of System Status
2. Match System & Real Life
3. User Control & Freedom
4. Consistency & Standards
5. Error Prevention
6. Recognition vs. Recall
7. Flexibility & Efficiency
8. Aesthetics & Minimalism
9. Recognize, Diagnose, Recover – Error States
10. Help & Documentation

Section 03
Use Cases

I want to quickly find all my information, understand it, and take action on it.

Keystone Use Case





User Stories
Identifying Users



Parent of Child with Autism

I want to learn more about my options for services and resources. I also want to learn about what I can do as a parent at home to help my child. I need to know what's available near me and how I can access it.



Parent of Child with Mental Health Issues

I want to find out what help my child needs and how I can provide it to them. I want to know how to handle the issues that my child and I face. I need a way to get my child involved in services that are right for them.



Adult with Developmental Disability

I want help with my disability and need a way to find it in a way that accommodates my disability. I want to sign up for services that are in my area and follow any updates about those services.



Community Partner

I want to know more about the services Hands offers. I want to stay updated on what the Ministry is doing and any news about changes in services. I need to be able to refer my clients to Hands.

Section 04
Findings and Recommendations

Findings Summary

- Content
  - Lack of consistency in treatment of content including hierarchy of information, font size, colour, and format
  - Users need to scroll for important information such as crisis line, program information
  - Contact information is inconsistent in different locations and in types of communication, formatting, and phone numbers are not clearly depicted as interactive to facilitate dialing/not all phone numbers are interactive
- Navigation
  - Side in-page navigation is inconsistent between pages, depicting different categories of navigation
  - Visual depiction of active buttons is inconsistent between primary and secondary navigations
  - Different primary colours in sections disorient the user as to where they currently are in the website
- CTAs
  - Buttons/links are inconsistently applied and aren’t always clearly interactive components
  - Some buttons are missing hover, down and active states
- Layout
  - Information in some areas is not divided into digestible sections causing cognitive overload for users

Section 05
Next Steps

Recommendation
10 Quick User Focused Fixes



1 Contact & Communication

- **Improve existing contact experiences – make all formatting and information in each instance of Contact Us consistent**
- **Change phone numbers to be interactive to facilitate dialing**



2 Ease of Use & Engagement

- **Create template for new posts and updates**
- **Adjust navigation bars for improved Ease of Access**



3 Accessibility

- **Make font sizes consistent to establish hierarchy on pages**
- **Change carousel images to allow proper space for text – improving readability**
- **Adjust navigation bars to provide structure for assistive technology**



4 The Funnel

- **Fix broken links in Adults sections**
- **Change links that take user away from Hands website to open in a new browser tab**
- **Increase social media presence where possible**

Recommendation Guidelines Creation

Brand Guide

An authority on Hands' story, mission, and voice. This guide will provide rules on colours, logos, personality and all their usages throughout Hands' in multiple mediums.

Website Style Guide

This guide establishes the breakdown of website components and their appropriate usage. It is updatable and provides CSS attributes for developers. It can contain responsive design and interaction/animation design as well.

Content Guide

Determines writing style, criteria for content types and provides a sample library of content types that informs formatting, layout, and hierarchy.

Brand Guide

Elements to include in a Brand Guide:

- Mission Statement
- Vision Statement
- Definition of target audience
- Brand Personality
- Core Values
- Colour palette
- Logo, colour, typography usage guidelines
- Image guidelines
- Personas

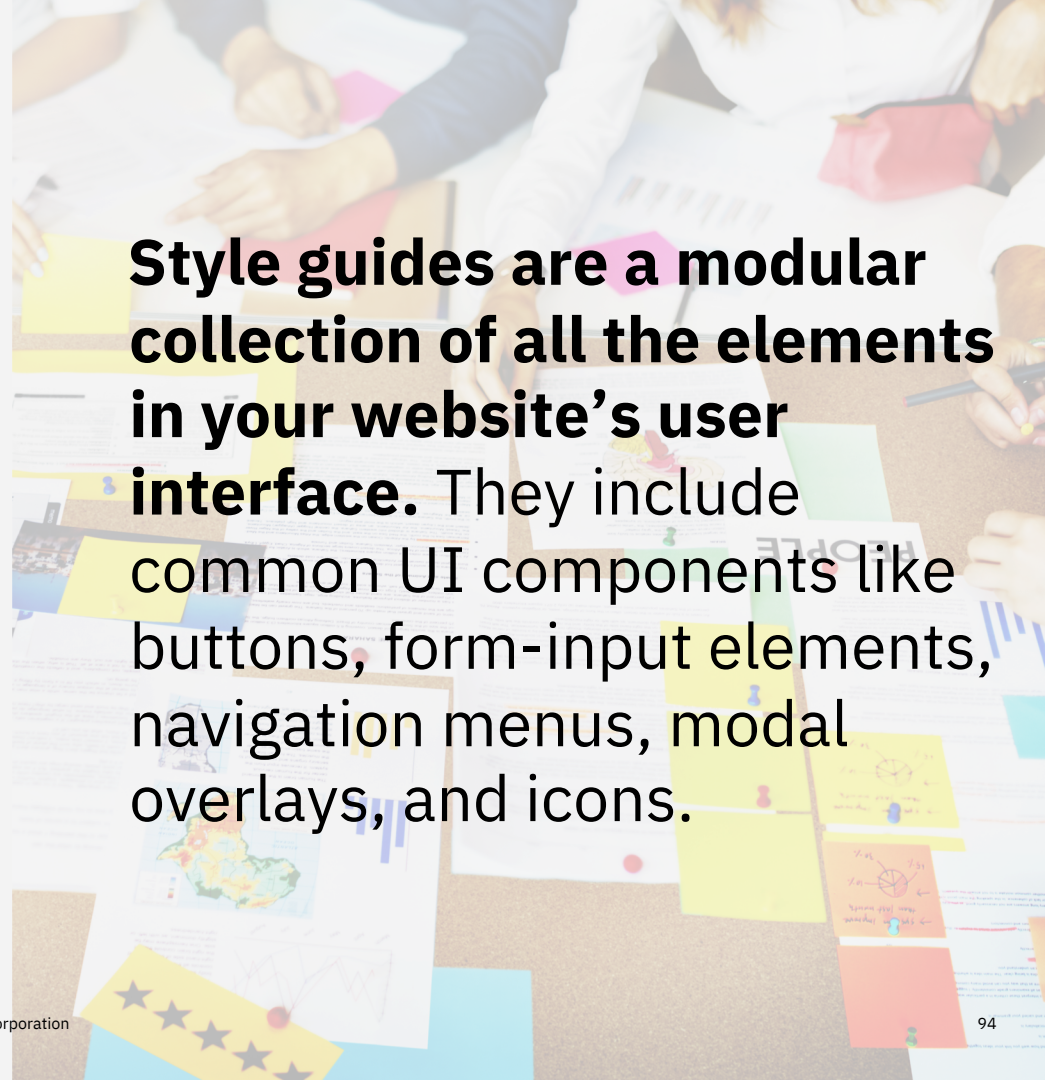


A brand is the **representation** of the organization: something that identifies it in a recognizable way. This could be a name, a logo, colors, writing style, or other media forms such as sound marks.

Website Style Guide

Elements to include in a Website Style Guide:

- Colour palette & website colour usage
- Typography usage
- Grid/layout rules
- Icons/illustrations
- Image usage rules
- Components:
  - Cards/Layout structure
  - Buttons
  - Forms
  - Tables
- CSS Attributes
- Responsive design
- Interaction/Animation guidelines



Style guides are a modular collection of all the elements in your website's user interface. They include common UI components like buttons, form-input elements, navigation menus, modal overlays, and icons.

Content Guide

Elements to include in a Content Guide:

- SEO guidelines
- Site architecture guidelines
- Writing Style
- Types of content - samples and formatting
  - News
  - Updates
  - Programs/Services
  - Contact
  - Social Media
- Personas (from Branding Guide)
- KPIs – e.g. conversion rates, site traffic, etc.

A **content guide** is an organized set of rules for copywriting specifically for your organization. These are most commonly used for website **content** like blog articles, social media posts, webpages, email **content**, eBooks and anything else you're putting on the internet.

Recommendation Guidelines Gatekeeper

Appoint Gatekeeper

One central person or group needs to oversee enforcing the guidelines and overseeing implementation of website updates, visual changes and content posts.

This person or group may educate others on brand, content and style usage to further guarantee consistency in all mediums and communication channels.

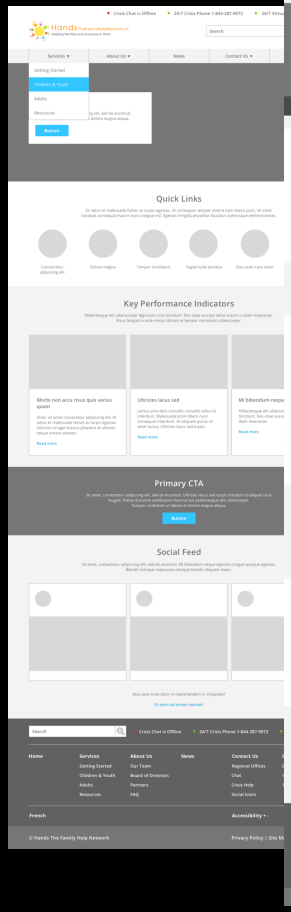
Workflow Governance

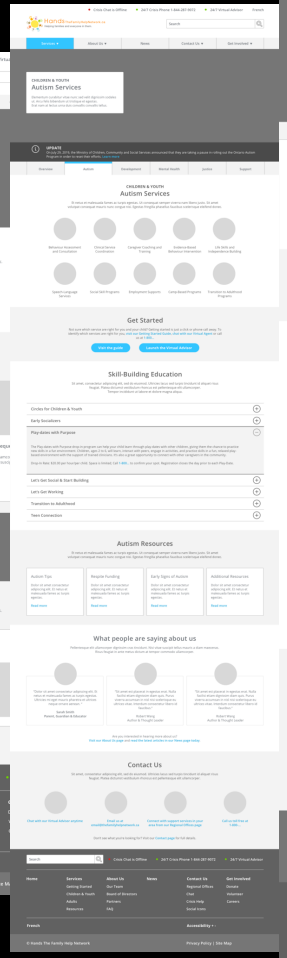
Establishing a way of working and communicating with the gatekeeper that allows for agility and flexibility when updating content, expanding the site, or altering any aspect of the guides.

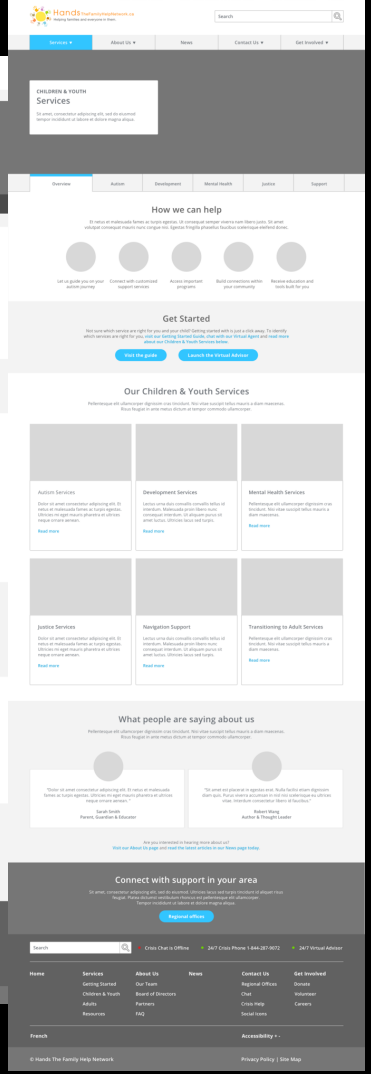
Section 06
Future State

Future State

TheFamilyHelp Network.ca

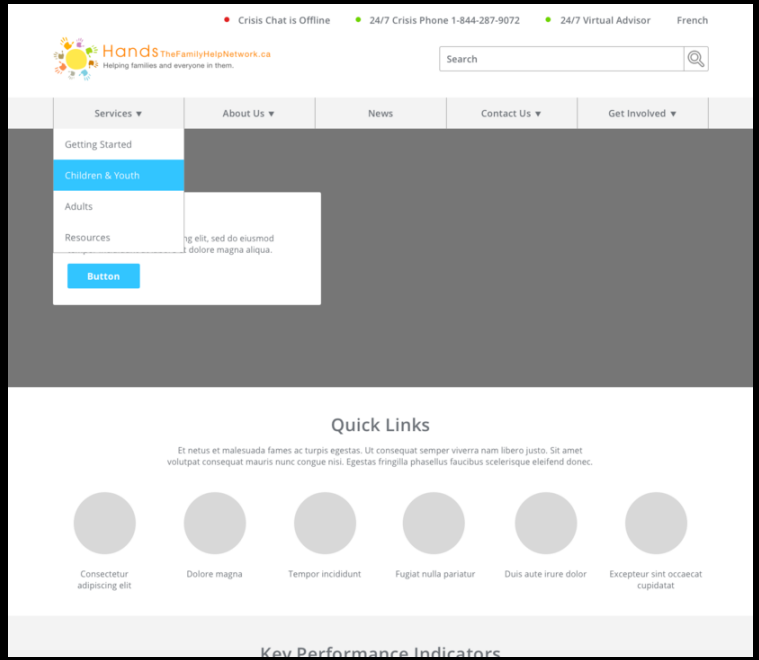






Future State

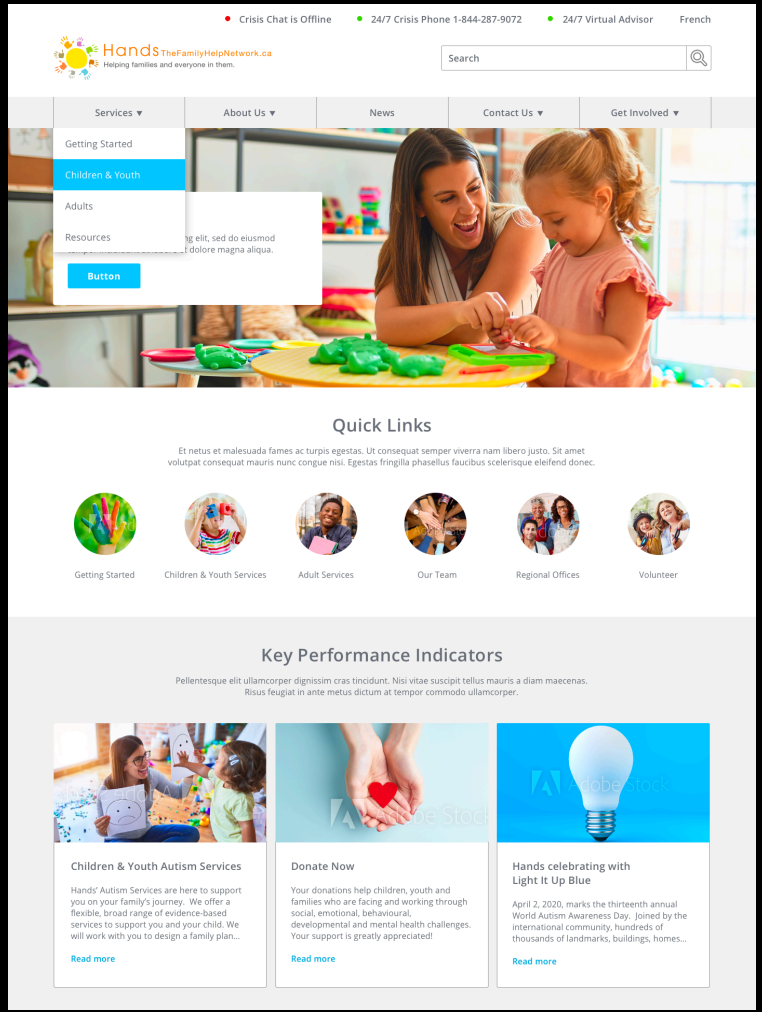
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Future State

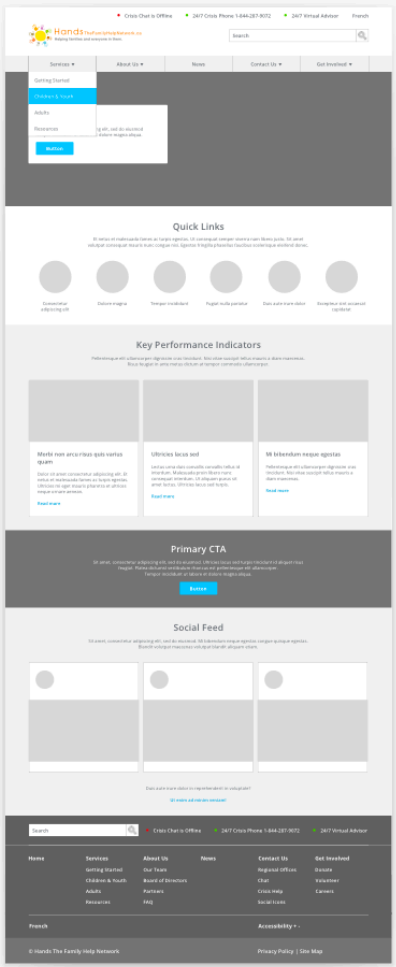
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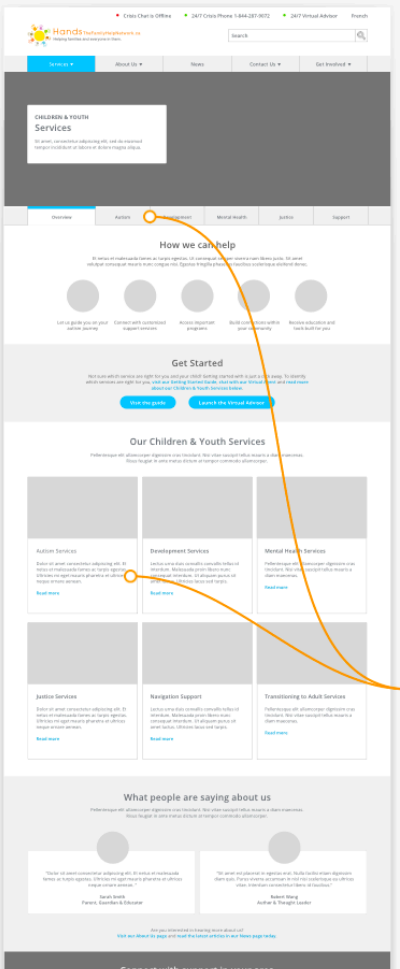


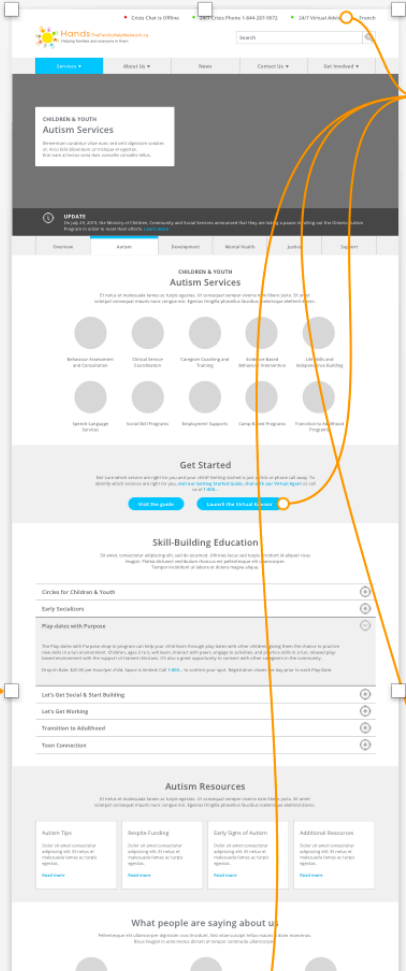
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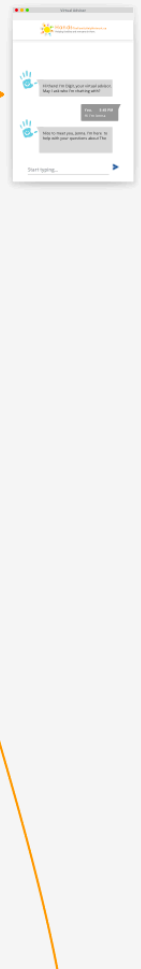
Future State

Virtual Agent Prototype Flow









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Thank you

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