# Using Your Website for Knowledge Translation

**NIDRR**

**MODEL SYSTEM'S KNOWLEDGE TRANSLATION CENTER**

Mark Harniss (MSKTC Co-director)

Becky Matter (Research & Evaluation Associate)

Cynthia Salzman (Information Specialist)

# Using Elluminate

Elluminate is an interactive, real-time, online system.

- Interact with moderators
  - Raise hand
  - Laugh
  - Applaud
  - Show disapproval
  - Show confusion
- Chat
  - Ask questions, offer comments
- Take a Web tour

# The Webcast Series

## Using Your Website for Knowledge Translation

- Part 1: Creating User-Friendly Websites (January 26th)

- **Part 2: Improving Your Website's Effectiveness (today)**

- Part 3: Website Accessibility: Becoming an Advocate for People with Disabilities (May 19, 9:00 am PST)

# What was covered in the first webcast?
## Part 1: Creating a User-Friendly Websites

Topics:

- Why your website is important for knowledge translation
- Common problems among the Model Systems websites
  - Information not up-to-date, difficult to find, difficult to understand
  - Unclear identity of model systems – Who are you?
- How to make your websites user-friendly
  - Meeting needs of your target audiences (universal design, types of info)
  - Increasing understandability of content
  - Making it easier for users to locate and use information

- Link to recorded Webcast #1:
  https://sas.elluminate.com/site/external/jwsdetect/playback.jnlp?psid=2009-01-27.0654.D.F56A72FD8EC0D4C65A5A9C50F660B4.vcr.

# Part 1: Creating User-Friendly Websites
## Participant Feedback

**What topics would you like us to cover in upcoming webcasts?**

1. Writing style and language — 4 (31%)

2. Page layout, presentation, text, and graphics — 11 (85%)

3. Navigating websites and finding information — 9 (69%)

4. Website accessibility — 11 (85%)

# Part 1: Creating User-Friendly Websites Participant Feedback

| Webcast #1 Evaluation Survey Results | N (%) |
|---|---|
| I plan to make or suggest improvements to our website based on what I learned in this training. | 12 (92%) |

**Chat Activity: What improvements have you already made or do you plan to make in the near future to your website? (write your responses in the Chat box)**

# Using Your Website for Knowledge Translation
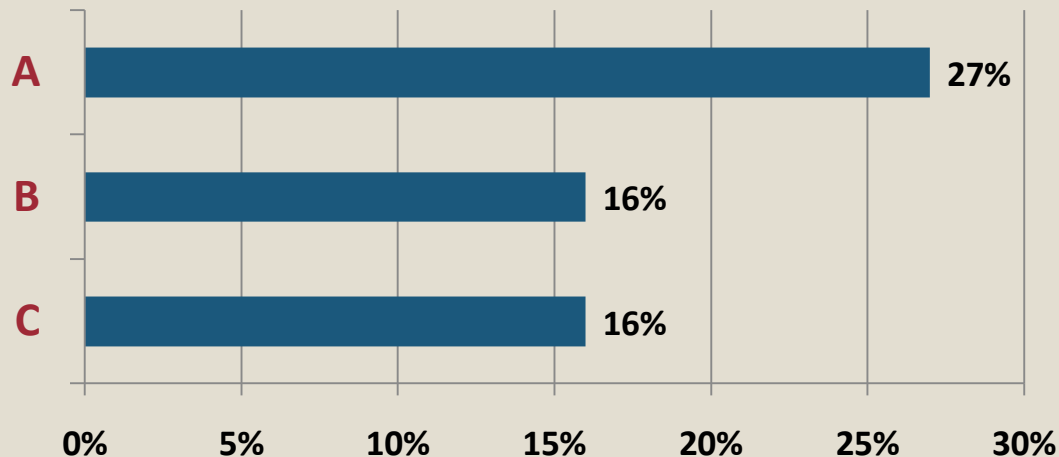# Part 2: Improving Your Website's Effectiveness

## Goals

- Learn a planning process for improving your website

- Learn how to plan and organize the content of your website

- Learn how to improve page layout and navigation

- Learn how to evaluate your website's effectiveness
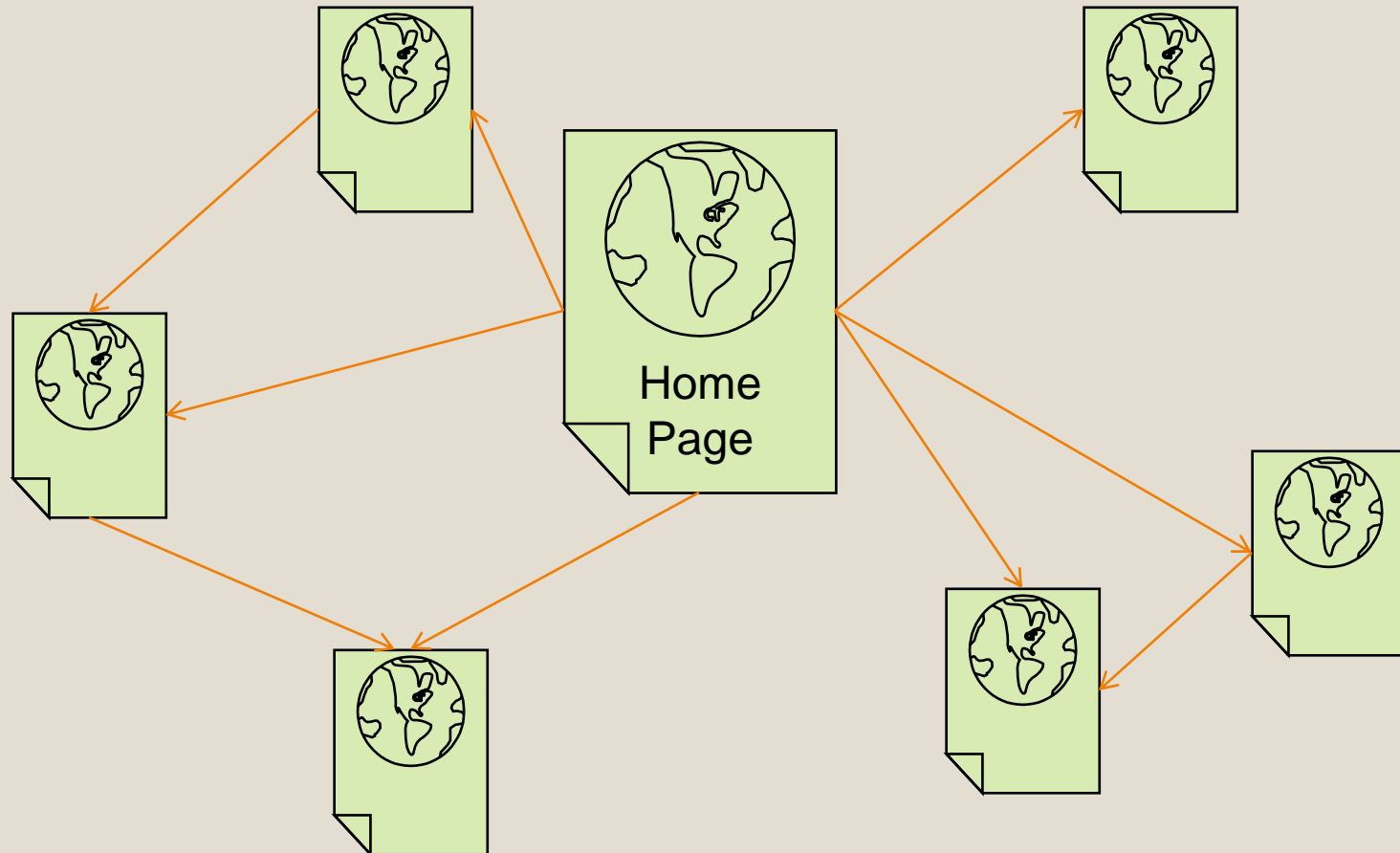
# Limitations to Making Website Improvements

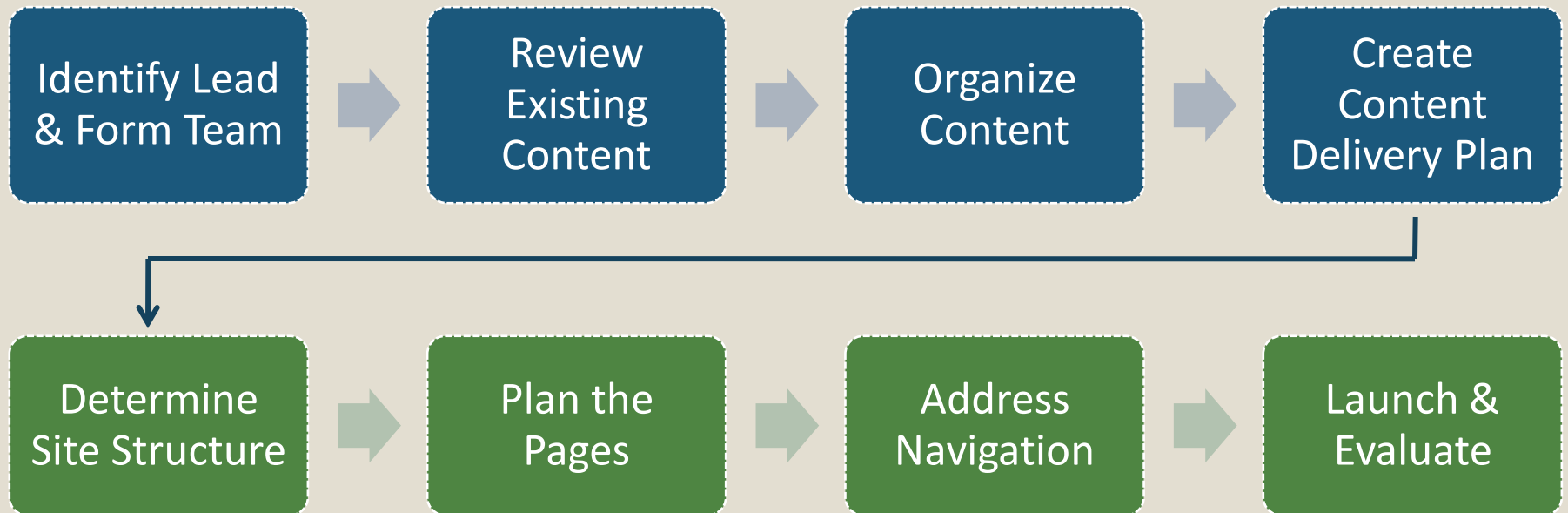What is the biggest obstacle to making changes to your website?

A. Limited control over design and format of your website.

B. Lack of resources (staff, funding, time) to manage and develop your websites.

C. Lack of staff trained in how to create or write for the web.

# Focus on Site-Level Changes

# Improving Your Website's Effectiveness: Step-by-step

**Identify Lead & Form Team** → **Review Existing Content** → **Organize Content** → **Create Content Delivery Plan**

**Determine Site Structure** → **Plan the Pages** → **Address Navigation** → **Launch & Evaluate**

# Improving Your Website's Effectiveness: Step 1

| Identify Lead & Form Team | → | Review Existing Content | → | Organize Content | → | Create Content Delivery Plan |
|---|---|---|---|---|---|---|
| Determine Site Structure | → | Plan the Pages | → | Address Navigation | → | Launch & Evaluate |
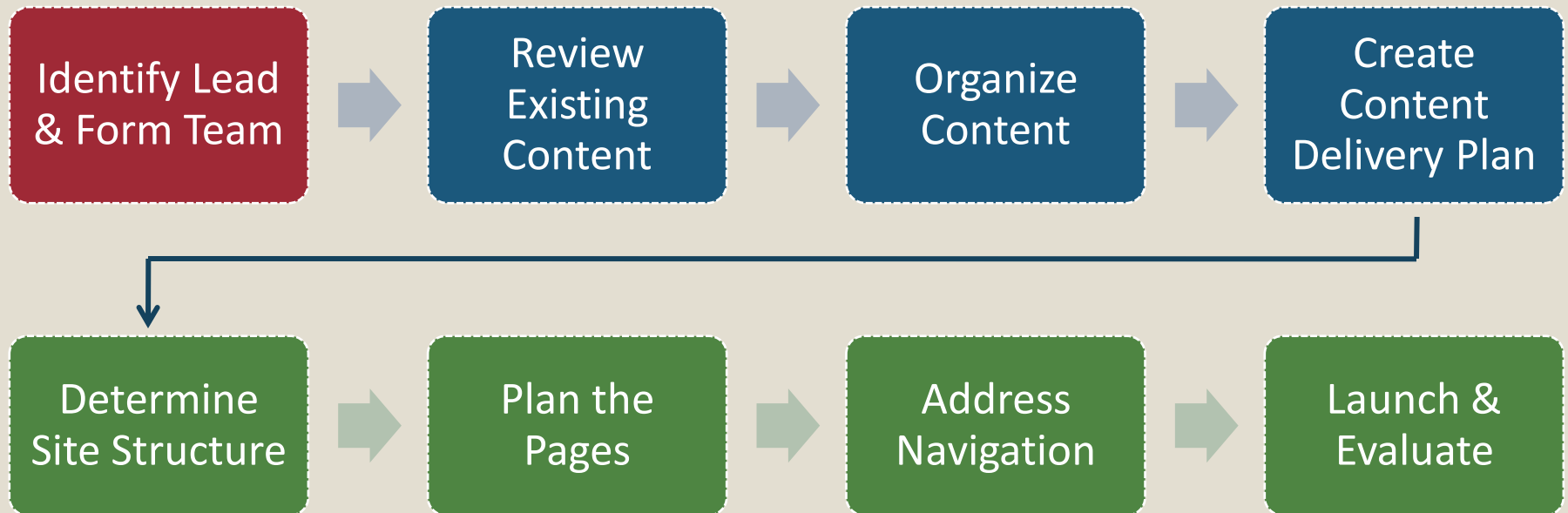
# Identify the Lead

*Lead (Task Master)*: Person who organizes and coordinates the website site improvement project from start to finish

*Skill set required*: project planning and management, familiarity with web development, familiarity with groups who contribute content (researchers, clinicians).
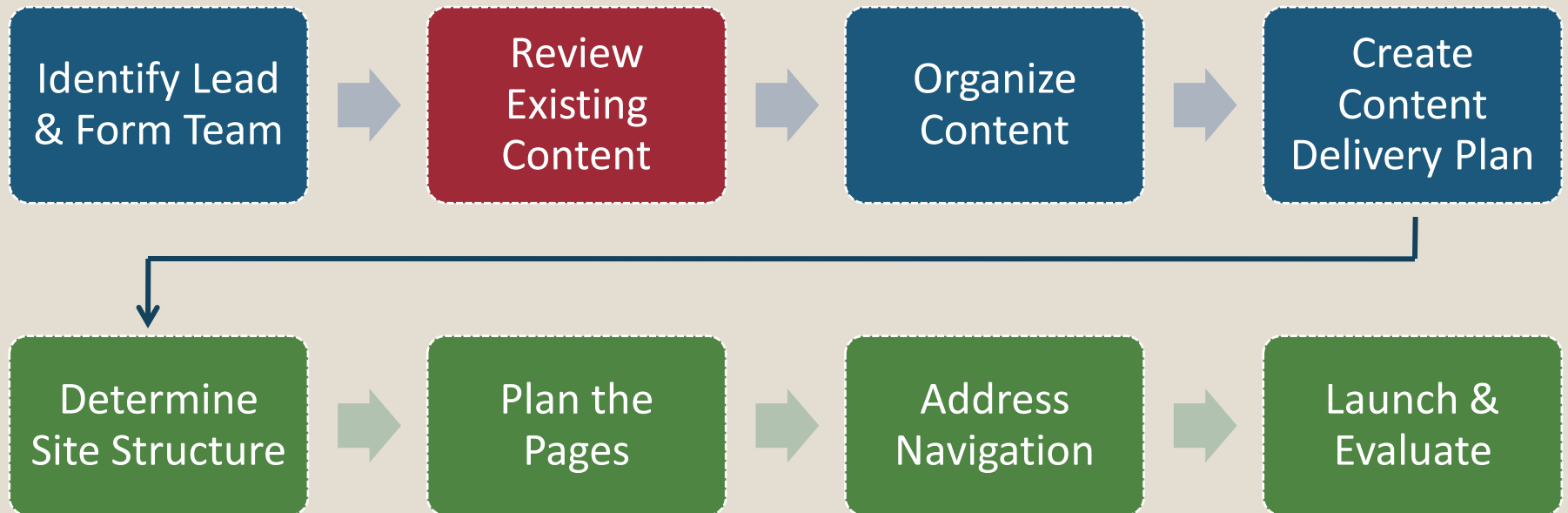
# Form a Team

*Team:* Staff/faculty/contractors who will lead specific tasks.

*Key tasks*:

- **ORGANIZE** *(Organizing what you have & what you want):* **Review and organize content. Must be familiar with content areas of website & MS.**

- **WRITE/EDIT** *(Making changes to content):* **Write, revise and edit new and existing content. Must have expertise in content area  and able to write for the web.**

- **DESIGN**
    - *(Making it look pretty):* **Design graphics, page layout, and creative elements of website. Must be skilled in graphic design and web-design programs.**
    - *(Designing website)*: **Designs the structure of the website to meet users navigation needs. Must be familiar with information design.**

- **PROGRAM** *(Making it work):*  **Web engineer with technical expertise .**

# Improving Your Website's Effectiveness: Step 2

```
Identify Lead
& Form Team  →  Review
                Existing
                Content  →  Organize
                            Content  →  Create
                                        Content
                                        Delivery Plan
```

```
Determine
Site Structure  →  Plan the
                   Pages  →  Address
                             Navigation  →  Launch &
                                            Evaluate
```

# Review existing content ("content audit")

- List all the pages on your site
- For each page, identify whether it needs to be:
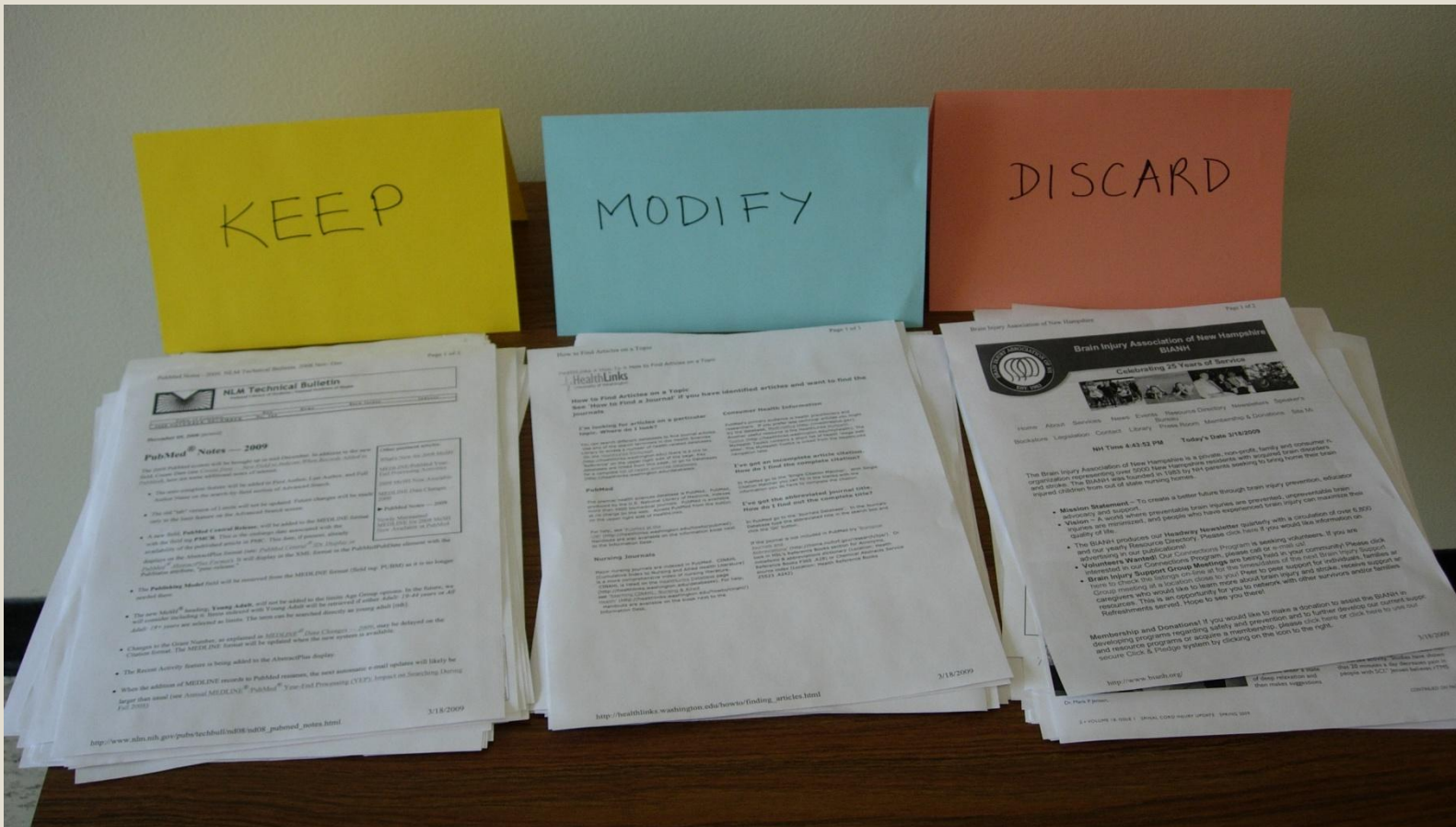  - ✓ Modified
  - ✓ Kept
  - ✓ Discarded

***Who will do this task?***

**Must be familiar with content areas of website & functions of MS.**

    **Who will know what pages to discard?**

    **Who will know what needs to be modified?**
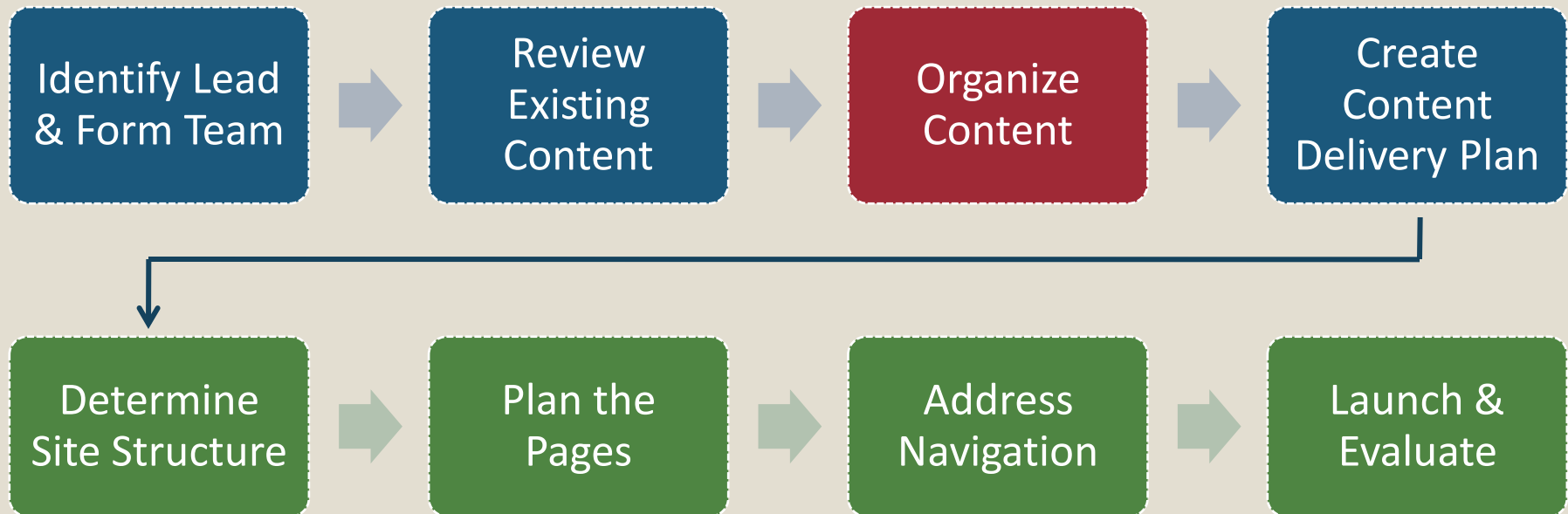
# Review existing content: Example ("content audit")

# Review existing content: Table ("content audit")

| WEBPAGE | Description | Html | Action |
|---|---|---|---|
| Home page | Overview of grant. | /index.html | **Modify**: current grant information; links to all major sections. |
| Contact Us page | Name, address, email, phone, etc. | /contact.html | **Keep** |
| Research overview page | Describes all research projects. | /research.html | **Modify**: general overview and link to separate projects |
| Consumer factsheet #5 | Factsheet on SCI and Medical Issues | /research_site01.html | **Discard**: out-dated (1998) |

# Improving Your Website's Effectiveness: Step 3

**Identify Lead & Form Team** → **Review Existing Content** → **Organize Content** → **Create Content Delivery Plan**

**Determine Site Structure** → **Plan the Pages** → **Address Navigation** → **Launch & Evaluate**

# Organize content

- Sort your pages into logical categories (called "chunking").

- Start with broad categories.

- Refine them into subgroupings.

- As you organize, identify information gaps or new information you may want to include.

***Who will do this task?***

**Must be familiar with content areas of website & functions of MS.**

# Identify major categories

- Identify major categories ahead of time or as you go through your pages.

- Possible categories
  - "About us" info
  - Research activities
  - Consumer information

# Chunking Method: Print Out

Put the printed web pages you are <u>keeping</u> or <u>modifying</u> in piles according to categories.

## About us

- •Staff contact information
- Description of model system
- List of grant #'s and dates, funding info, P.I. names/contact info
- MS address, email phone, fax

## Research

- Collaborative study
- Site-specific study
- Studies seeking participants
- Past research studies
- Research publications

## Consumer Information

- Newsletter
- Patient manual
- Newsletter
- Patient manual
- Fact sheets
- Abstracts
- Local resources
- Links to national associations

# Chunking Method: Post It

- The "Post-It" method
  - Each page gets a post-it.
  - Use different colored post-its for major category headings and place them across the top of a whiteboard or bulletin board.
  - Place each post-it page under the appropriate category heading.
  - Write down or take a photo of your board as a record.

# Chunking Method: Post It Example

# Brown, Allen W. (TBI Model System)

Home

## Personnel
Faculty and Staff

## Current Projects
Midwest Advocacy Project (MAP)

NIDDR and the National TBI Data Base

## More Pages
Events

Newsletter

Resources and Education

Patient Stories

Collaboration

Knowledge Translation Center

Recent Publications

Past Funding Cycles

Advisory Council

Staff Highlights

Other TBI Model System Centers



Allen W Brown, M.D.

## OVERVIEW

In 1998, Mayo Clinic was designated by the National Institute of Disability and Rehabilitation Research (NIDRR) as a Traumatic Brain Injury Model System (TBIMS). The Mayo Clinic TBIMS is one of 14 facilities in the United States supported by a grant from the NIDRR (NIDRR; grant # H133A070013-01). The Mayo Clinic TBIMS is designed to provide services along the continuum of care after TBI – from the initial physical examination after injury to community participation – integrated into a team of providers working together to achieve the ultimate objective of NIDRR: to maximize the inclusion and social integration, health and function, employment and independent living of individuals of all ages with disabilities related to TBI. As a TBIMS, our research program is directly aligned with the NIDRR Mission of improving the lives of individuals who experience traumatic brain injury (TBI) and of their families and communities, by creating and

# Brown, Allen W. (TBI Model System)

**Home**

## About Us

Faculty & Staff
Staff Highlights
Other TBI Model System
 Centers
Advisory Council
Knowledge Translation
 Center

## Resources & Education

Newsletter
Patient Stories

## Research

Midwest Advocacy
 Project
NIDRR & the National
 TBI Database
Collaboration
Recent Publications
Past Funding Cycles

## Events



Allen W Brown, M.D.

## OVERVIEW

In 1998, Mayo Clinic was designated by the National Institute of Disability and Rehabilitation Research (NIDRR) as a Traumatic Brain Injury Model System (TBIMS). The Mayo Clinic TBIMS is one of 14 facilities in the United States supported by a grant from the NIDRR (NIDRR; grant # H133A070013-01). The Mayo Clinic TBIMS is designed to provide services along the continuum of care after TBI – from the initial physical examination after injury to community participation – integrated into a team of providers working together to achieve the ultimate objective of NIDRR: to maximize the inclusion and social integration, health and function, employment and independent living of individuals of all ages

# Create sub-groupings

| STEP 1 | STEP 2 |
|---|---|
| **Research**<br>• **Current Collaborative study**<br>• **Past Collaborative study**<br>• **Current Site-specific study**<br>• **Past site-specific study**<br>• **Your model system's research publications**<br>• **Model Systems publications database**<br>• **National Model System Longitudinal Study** | **Research Sub-groupings**<br>• **Current studies**<br>  • **Collaborative**<br>  • **Site specific study**<br>  • **National Model System Longitudinal Study**<br>• **Past studies**<br>  • **Collaborative**<br>  • **Site-specific study**<br>• **Research publications**<br>  • **Your model system's publications**<br>  • **National Model Systems publications database** |

# Outline content

I.    Research

    1.   **Current research studies**

        i.    **Site-specific studies**

        ii.    **Collaborative studies**

    2.   **Past (completed) research studies**

    3.   **Publications /abstracts of the studies**

    4.   **Studies seeking participants**

    5.   **Related studies in the department but not part of the Model System**

II.    Consumer information

    1.   **Newsletter**

    2.   **Factsheets**

    3.   **Resources**

# Questions?

# Identify new content

As you organize your pages, identify information gaps or new information you may want to include.

Questions to consider when brainstorming about new content:

- What additional information can we put on our website to support the mission and objectives of our Model System?

- Who are the key audiences of our website and are information do they need? (Individuals with SCI/TBI/Burn, family members, clinicians, researchers, NIDRR)

# Identify new content: Activity

## Model Systems Mission/Objectives (Example):

Mission: Improving the lives of individuals who experience SCI/TBI/Burn and of their families and communities.

Objectives:

1. Provide clinical services along the continuum of care
2. Promote inclusion, social integration, employment, and independent living
3. Create and disseminate new knowledge about the rehabilitation treatment and outcomes following injury

**Chat Activity: Brainstorm new information to add to your website that would support this mission/objectives.**

# Identify new content: Table

| Webpage/section | Description | Html | Action |
|---|---|---|---|
| Home page | Overview of grant. | /index.html | **Modify**: current grant information; links to all major sections. |
| Contact Us page | Name, address, email, phone, etc. | /contact.html | **Keep** |
| Research overview page | Describes all research projects. | /research.html | **Modify**: general overview and link to separate projects |
| Community resources | Description and links/contact info of local resources | | **New** |
| Collaborative research project | Description, PI, contact info | | **New** |

# Improving Your Website's Effectiveness: Step 4

```
Identify Lead
& Form Team  →  Review
                Existing
                Content  →  Organize
                            Content  →  Create
                                        Content
                                        Delivery Plan
```

```
Determine
Site Structure  →  Plan the
                   Pages  →  Address
                             Navigation  →  Launch &
                                            Evaluate
```
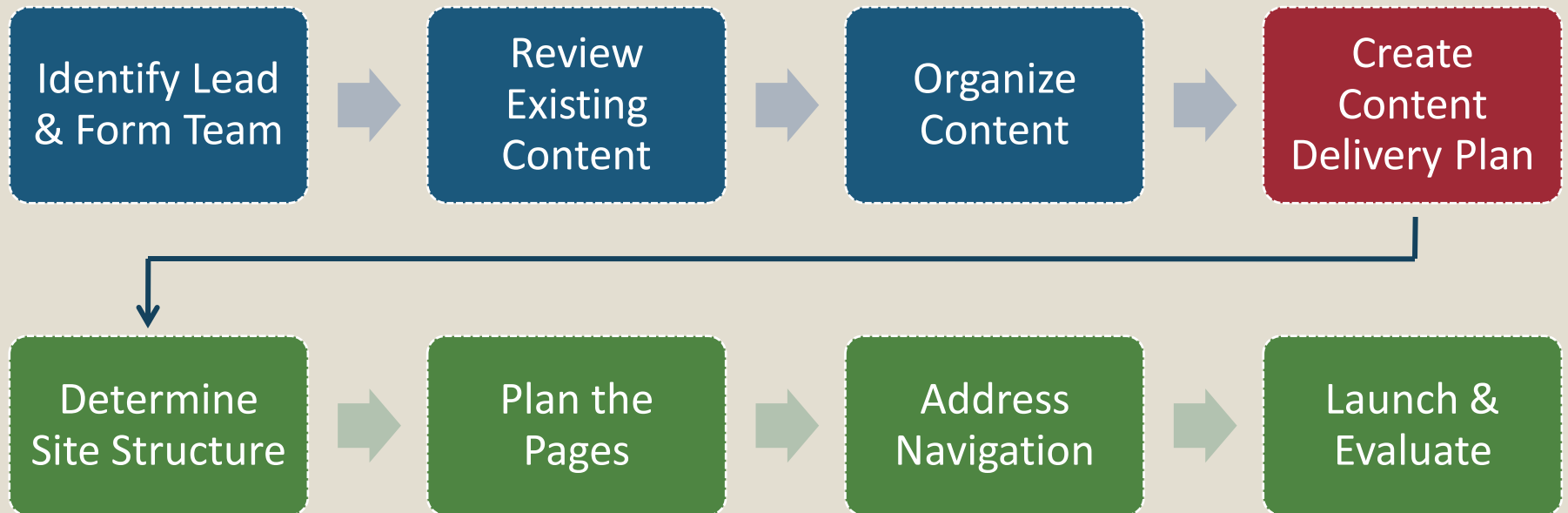
# Content Delivery Plan

## Make a table:

- What content needs to be developed (NEW) or rewritten (MODIFIED)? - go back to your Table
- Who is responsible for writing each page or new section?
- Due dates

***Who will do this task?***

**The lead will be responsible for developing and ensuring team members adhere to the plan.**

**New content developed may need to be developed by experts and may require a review process by both experts and consumers of information.**

# Content delivery plan: Table

| Webpage/ section | Html | Action | Assigned to | Reviewed by | Due date |
|---|---|---|---|---|---|
| Home page | /index.html | **Modify**: current grant information; links to all major sections. | Jack | Project Director | 6/1/09 |
| Research overview page | /research.html | **Modify**: general overview and link to separate projects | Jill | Jack & Joan | 6/1/09 |
| Community resources | | **New** | John | Consumer advisory group | 7/1/09 |
| Collaborative research project | | **New** | Jane | Project PI | 8/1/09 |

# Improving Your Website's Effectiveness: Step 5

```
Identify Lead
& Form Team  →  Review
                Existing
                Content   →  Organize
                             Content   →  Create
                                          Content
                                          Delivery Plan
```

```
Determine
Site Structure  →  Plan the
                   Pages   →  Address
                              Navigation  →  Launch &
                                             Evaluate
```
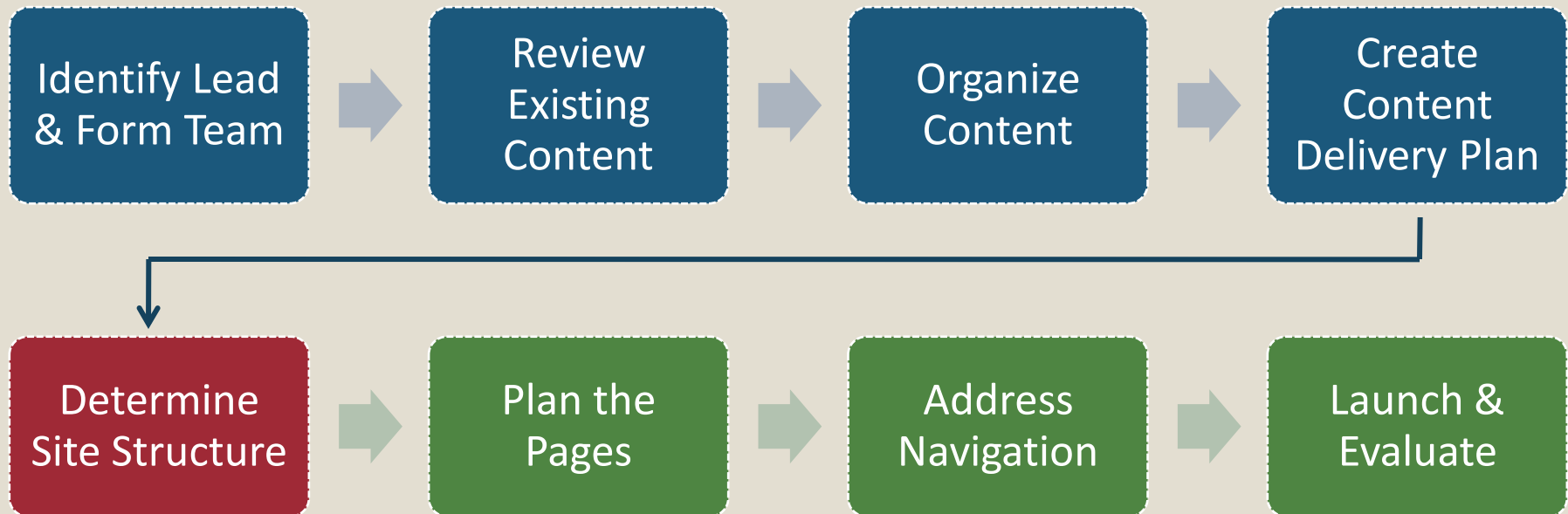
# Sitemapping

- Visual representation of a site's structure.

- Structure is usually hierarchical.

- Similar to an organization chart in appearance.

- Should give detail about the relationship between pages (but not show all the ways pages to link to each other).

- Very detailed.

- Provides a sense of flow from a user standpoint.

***Who will do this task?***

**Designs the structure of the website to meet users navigation needs. Must be familiar or willing to learn information design.**

# Content Outline

I.    Research

     1.   **Current research studies**

         i.     **Site-specific studies**

         ii.    **Collaborative studies**

     2.   **Past (completed) research studies**

     3.   **Publications /abstracts of the studies**

     4.   **Studies seeking participants**

     5.   **Related studies in the department but not part of the Model System**

II.    Consumer information

     1.   **Newsletter**

     2.   **Factsheets**

     3.   **Resources**

# Sitemapping Diagram
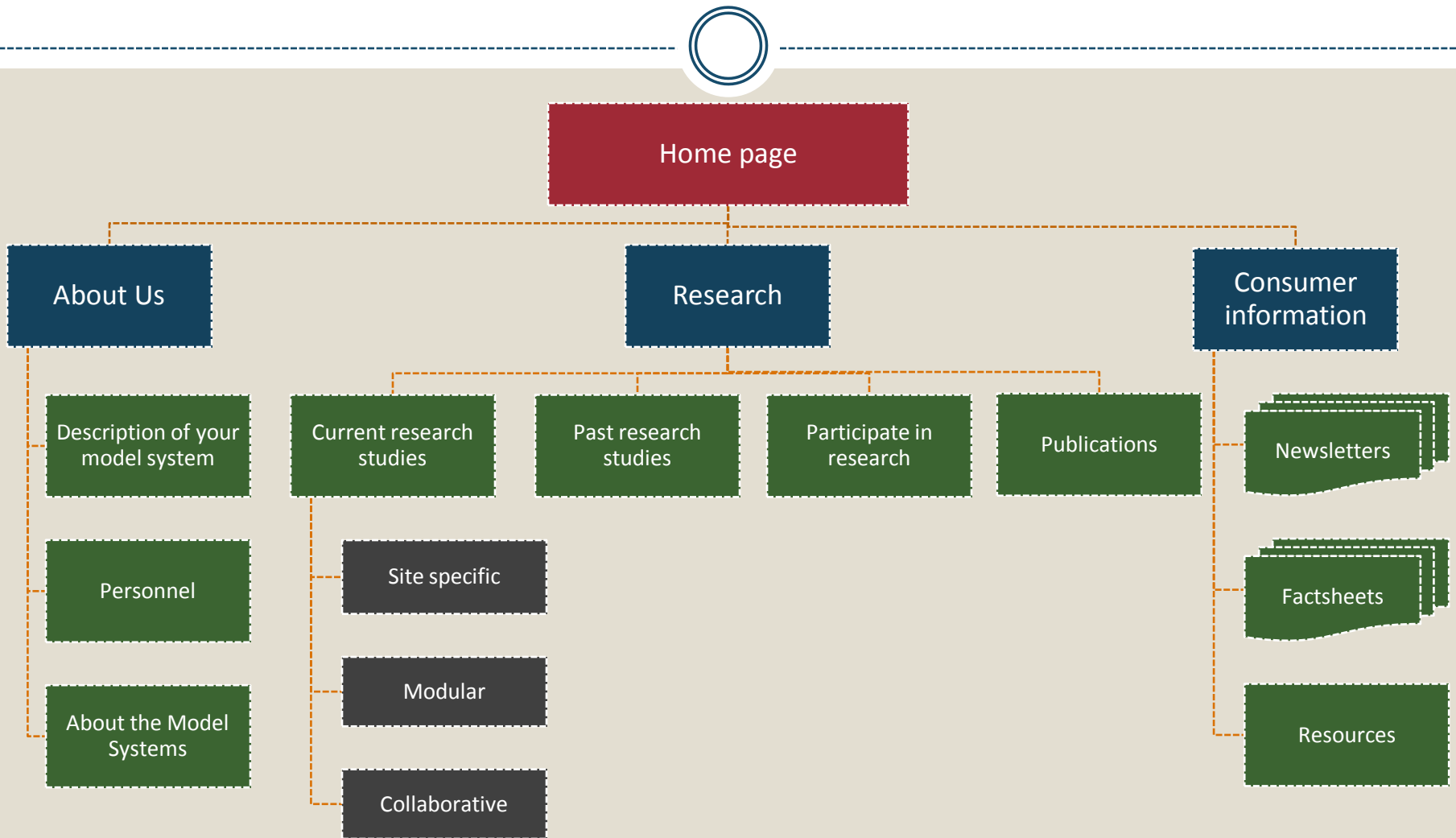
# Sitemapping: Post-Its

# Improving Your Website's Effectiveness: Step 6

Identify Lead & Form Team → Review Existing Content → Organize Content → Create Content Delivery Plan

Determine Site Structure → Plan the Pages → Address Navigation → Launch & Evaluate
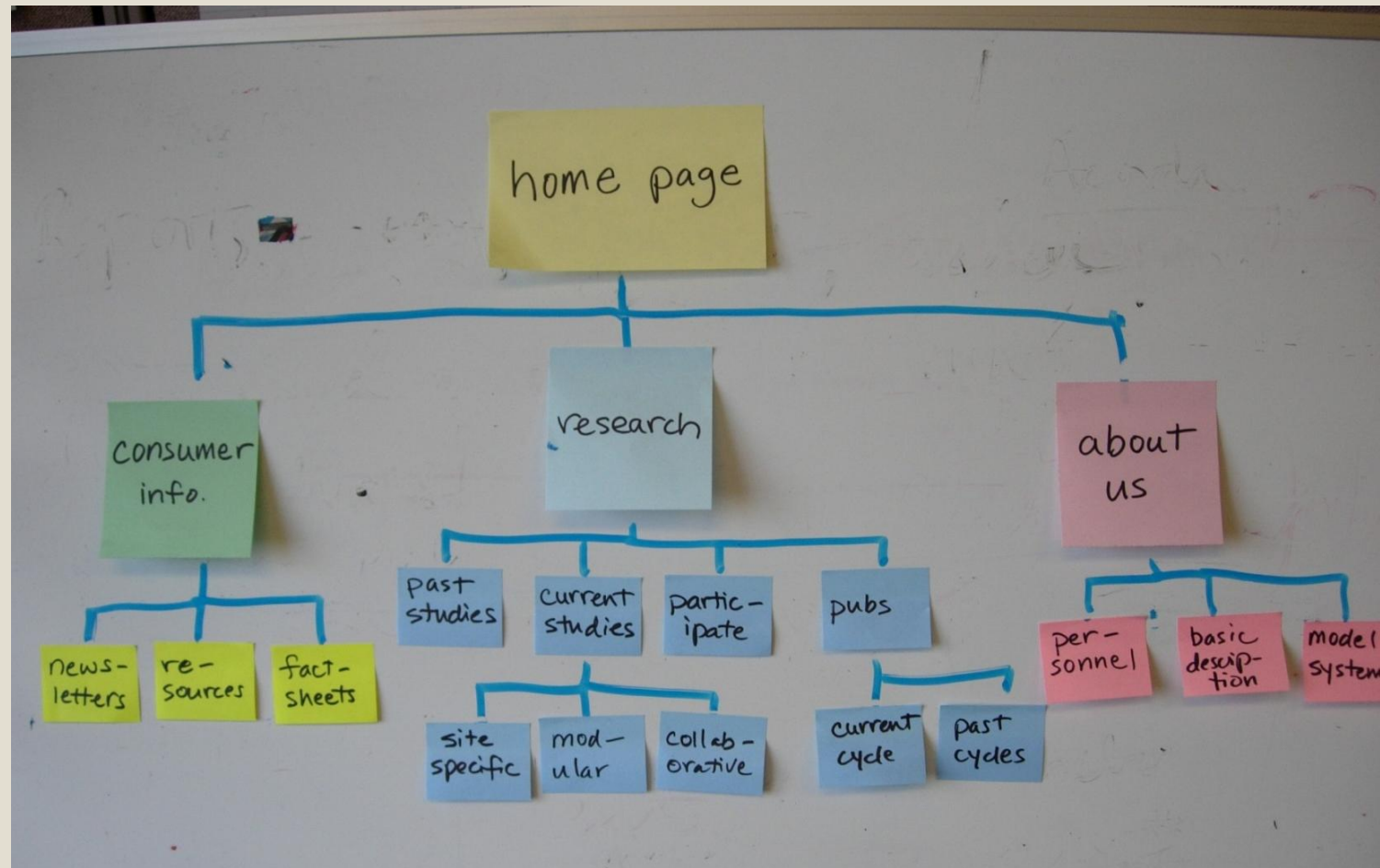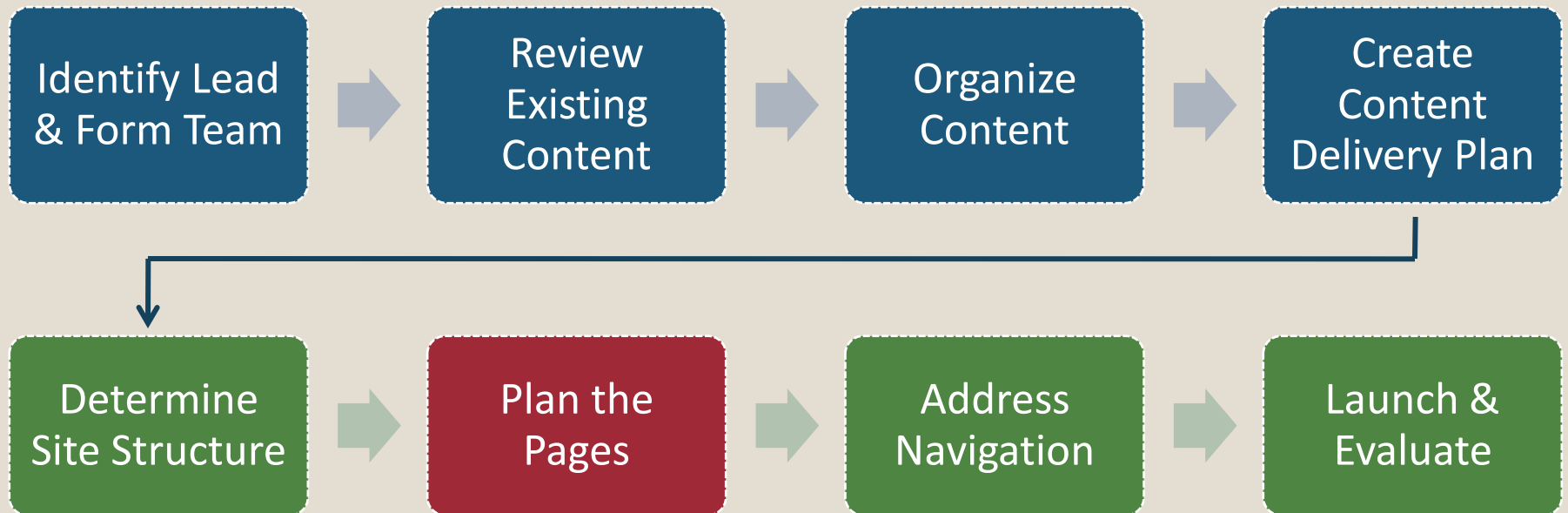
# Content Layout

Wireframing

- Non-design sketch showing rough navigation, copy layout, graphic placement, headers and other elements.

# Wireframe

Logo

Main Title

Search

Left Nav

Main Content

Image

Contact Info

Resource Links

Footer Links

# Simple Wireframe
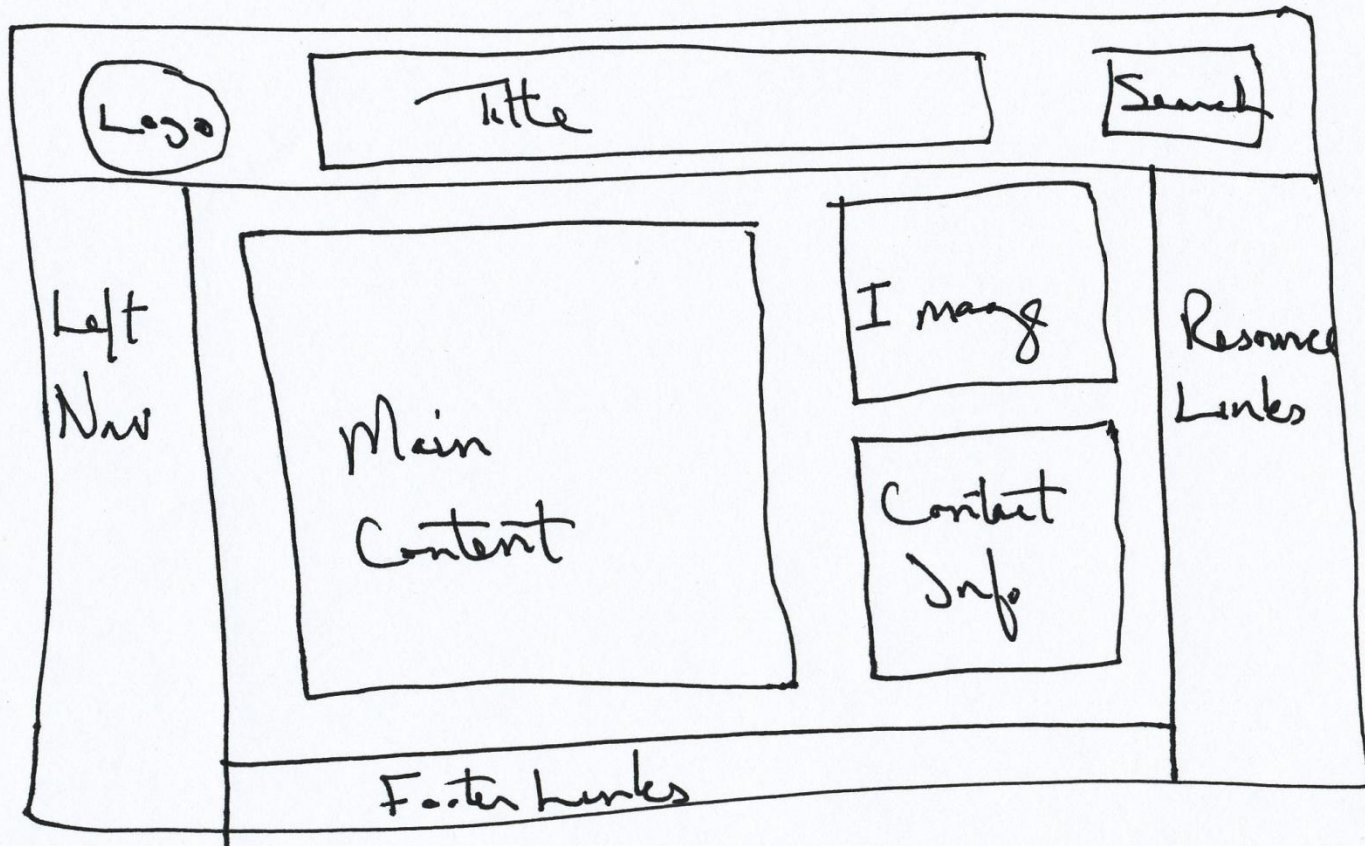
# What Might be Included on a Wireframe?

- Placement for images/figures/illustrations
- Content
- Headers or global navigation
- Functionality
- Primary links
- Secondary links
- Media
- Target window size
- Header and footer documentation

# Why is it important to do?

Helps you plan for:

- Consistent navigation,
- Consistent branding between levels of your site,
- Consistent layout between pages

 **Webtour Activity**: Show websites with very different layout between pages.

# How Many Wireframes?

Most smaller sites will have two:

- One for the home page.
- One for the second level pages.

Complex sites could have hundreds depending on the functionality provided.

# How do I Design a Good Layout?

- Ideally, find an information designer or web expert who can make suggestions based on your needs.

- If not, take a close look at websites that you like and that are similar to yours (don't compare to Amazon.com) and then imitate.

- Pay attention to conventions—innovate with purpose.
  - Search feature often in the upper right
  - Main navigation often on left
  - News feature often on right
  - Contact Us link often at the bottom
  - Link back to Home in the upper left

# After Wireframing?

Creation of a template or templates that can be used when adding content to the website.

# Improving Your Website's Effectiveness: Step 7

```
Identify Lead    →    Review        →    Organize     →    Create
& Form Team           Existing            Content           Content
                      Content                               Delivery Plan
```

```
Determine       →    Plan the      →    Address      →    Launch &
Site Structure       Pages              Navigation        Evaluate
```
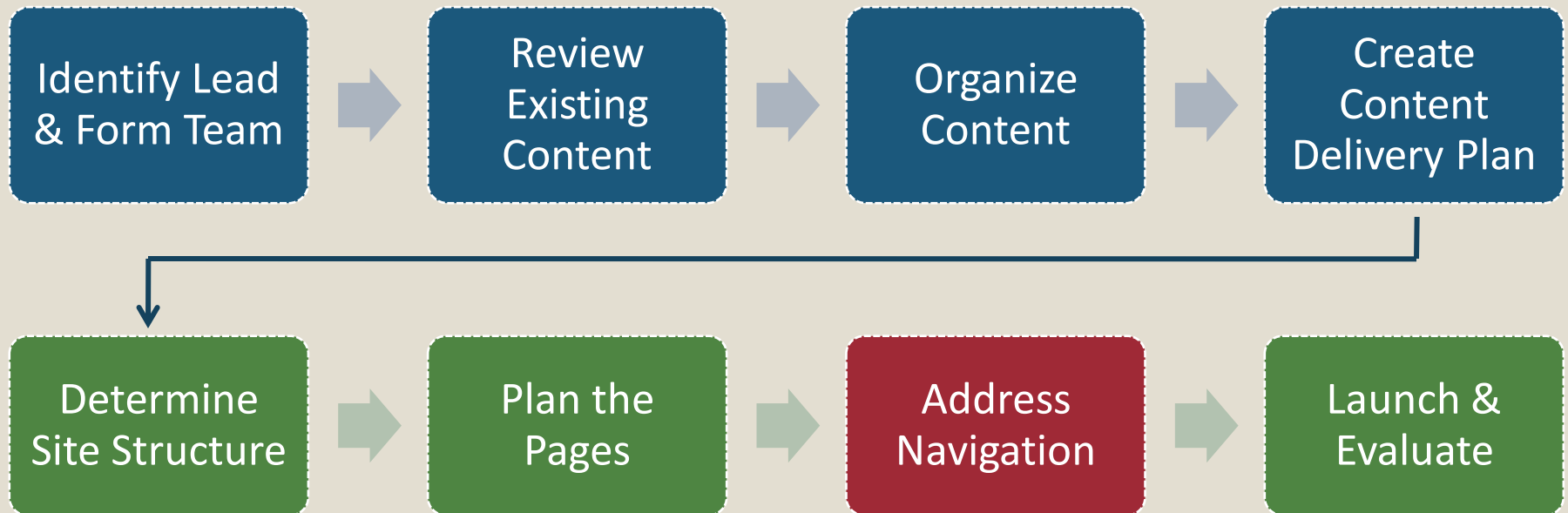
# Addressing Navigation

- Some navigation issues have already been addressed
  - Content organization and sitemapping helps define where information goes on the website
  - Wireframing helps define where navigation elements fit on the screen
- Other issues to address:
  - Naming & Labeling
    - Buttons, icons, & navigational elements
  - Key User Paths

# Naming & Labeling

- How will you label buttons, icons, headings, navigational elements?
  - Consistency of *link names* across pages
  - Consistent and appropriate *tone*
  - Understandability for a particular *audience*
- People make decisions about which links to follow based on their understanding of the words used.

 **Webtour Activity**: Tone & Audience

# Common Model System Problems: Naming

- Link names that are understood within the Model System culture, but not outside.

# Common MS link names

- Dissemination

- Collaborative Research Project

- Psychosocial

- Pubs

Chat Activity: How could you change these terms to be more meaningful as links for people not in the Model Systems?

# Common Model System Problems

- Model System pages embedded within larger website. Larger structure does not serve the Model System

  - Links take you away from the Model System with no way back.

  - Requirements of the larger website don't make sense on Model System part of the site.

**Webtour Activity**: Examples of navigation problems.

# Consider Key User Paths

- Does your site requires the user to do something task-oriented.
  - Complete a survey
  - Register for a conference
  - Purchase a handbook
- Does your site have information paths that are unique?
  - Information for people with SCI and information for people with TBI
  - Note: Be careful not to define too broadly (e.g., consumers versus clinicians may not work)

**Webtour Activity**

# Any Questions?

# Improving Your Website's Effectiveness: Step 8

```
Identify Lead
& Form Team
```
→
```
Review
Existing
Content
```
→
```
Organize
Content
```
→
```
Create
Content
Delivery Plan
```

```
Determine
Site Structure
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Pages
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→
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Address
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→
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Launch &
Evaluate
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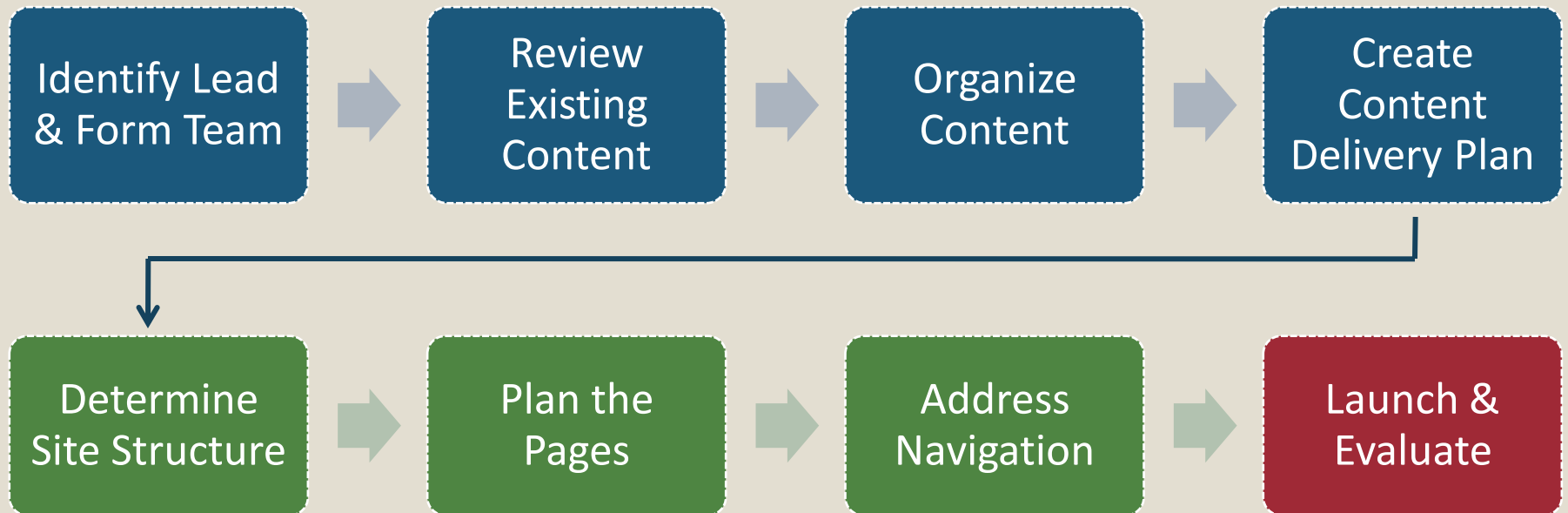
# Launch Website

- All the new/modified content to templates
- Build graphical elements
- Link pages to navigations elements
- Test site on local server and launch

# Who will do this task?

- Adding content to templates, naming and organizing within folders, and linking pages does not require technical expertise.

- Designing the structure of the website to meet users navigation needs requires someone familiar with or willing to learn information design.

- Designing graphics, page layout, and creative elements of website requires someone skilled in graphic design and web-design programs.

- Developing the website files and site structure requires Web developer with technical expertise in HTML, CSS, etc.

# Maintaining Your Website

- Have a responsive webmaster (notification of broken links, technical issues)

- Collect on-going feedback from key audiences (web-based surveys)

- Schedule for reviewing/updating content
  - Annual update of research grant info, publications, personnel contact info
  - Consumer information > 2 years old should be reviewed/updated

# Evaluating effectiveness

- Informal to Formal Research
    - Interviews/focus groups with members from key audiences to gauge effectiveness (assess ease of locating information, understandability of information)
    - Conducting useability studies (recruit participants, design study)

- Track website use (free/ease to use http://analytics.google.com)
    - # of visitors, # of downloads, # of new visitors, where are your visitors from, how they found your website

# Summary: Project Timeline

| | Spr09 | Sum09 | Fall09 | Win10 |
|---|---|---|---|---|
| **Identify Lead & Form Team** | ██ | | | |
| **Review Existing Content** | ██ | | | |
| **Organize Content** | | ██ | | |
| **Create Content Delivery Plan** | | ██ | | |
| **Determine Site Structure** | | | ██ | |
| **Plan the Pages** | | | ██ | |
| **Address Navigation** | | | ██ | |
| **Launch & Evaluate** | | | ██ | ██ |

# Summary: Resources You Will Need

PRIORITIZING

- Making significant changes to the structure/content of your website requires that your center make this a priority and put sufficient resources behind it

TEAM MEMBERS WHO CAN EXECUTE THE FOLLOWING TASKS

- LEAD: Coordinate and manage project from start to finish.
- ORGANIZE: Organizing what you have & what you want.
- WRITE/EDIT: Making changes to content.
- DESIGN:
  Making it look pretty.
  Designing website structure.
- PROGRAM: Making it work.

[http://www.usability.gov/pdfs/guidelines.html](http://www.usability.gov/pdfs/guidelines.html)

Relative Importance

Strength of Evidence:

**Research-Based
Web Design &
Usability Guidelines**

Forewords by:
**Michael O. Leavitt**
Secretary of Health and Human Services

**Ben Shneiderman**
Professor of Computer Science, University of Maryland

GSA

# Webcontent.gov

http://www.usa.gov/webcontent/index.shtml

# Reminder: Upcoming Webcast

Using Your Website for Knowledge Translation

- Part 3: Website Accessibility: Becoming an Advocate for People with Disabilities (**May 19th, 9:00 am PST** )
  - Become an advocate for people with disabilities
  - Understand common accessibility problems

# Provide us with Feedback

Please give feedback on the quality, relevance and usefulness of this webcast

https://catalysttools.washington.edu/webq/survey/bmatter/72586

# Contact Information

**Model System Knowledge Translation Center**

University of Washington
Box 357920
Seattle, WA 98195-7920

206-685-4181 (Voice)

206-616-1396 (TTY)

206-543-4779 (FAX)

Email: msktc@u.washington.edu

# References

- U.S. Department of Health and Human Services, and U.S. General Services Administration.(2004). *Research-Based Web Design & Usability Guidelines*. Version 2. Washington, DC: Author.

- Goto, K., & Cotler, E. (2005)Web  Redesign 2.0: Workflow that works. Berkeley, CA: Peachpit Press

# Discussion

Does anyone have any questions/comments?

Possible discussion questions:

- What will prevent your center from improving your website's effectiveness?

- What resources do you need to improve your website's effectiveness?