Key Users & Information Needs

User Roles
- Clinicians
- Students
- Academicians/Educators
- Public health professionals
- Researchers

Information Needs
- As a data source to:
  - Inform program planning
  - Compare to sub-national data
  - Conduct community health assessments
  - Meet national accreditation standards
  - Complete school assignment
- To set policy and priorities and:
  - Allocate resources
  - Develop community health improvement plans
- As a resource to:
  - Support grant applications
  - Build partnerships
  - Support staff or students
Live Demonstration

- Walk-through of current site and key features:
  - Topics and Objectives
  - Leading Health Indicators
  - DATA2020
    - State-Level Data Maps
    - Health Disparities Data
  - Stories from the Field
  - Evidence-Based Resources
  - Webinars & Events
Goals for Healthy People 2030 site development

- Build on strengths of existing Healthy People website
- Meet stakeholder and user needs
- Follow the latest usability best practices
- Create a responsive, data-intensive digital service
- Integrate recommendations from Advisory Committee
  - Organization
  - Tools and Resources
HealthyPeople.gov: HP2030 planning

- **Pre-planning: Usability testing** (2013-2015)
  - 4 rounds of testing on current site with public health professionals

- **Phase 1: Discovery** (2016)
  - Formative research, current site assessments, initial recommendations

- **Phase 2: Requirements** (2017-2018)
  - Technical requirements gathering, content strategy, wire framing, visual mock-ups, initial prototype testing

- **Phase 3: Development** (2018-2019)
  - Site development, iterative design, user testing, and communication strategy development
### Phase 1: Discovery (2016)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Environmental scan</strong></td>
<td>To understand context and competition and offer inspiration for the HP2030 site</td>
</tr>
<tr>
<td><strong>Site audits</strong></td>
<td></td>
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<tr>
<td><strong>Usability audit</strong></td>
<td>To examine usability strengths and opportunities for improvement</td>
</tr>
<tr>
<td><strong>Technical audit</strong></td>
<td>To examine the strengths and limitations and make recommendations for the future site infrastructure</td>
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<tr>
<td><strong>User and stakeholder research</strong></td>
<td></td>
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<tr>
<td><strong>In-depth interviews</strong></td>
<td>To understand users’ workflow and information needs</td>
</tr>
<tr>
<td><strong>Design the Box workshop</strong></td>
<td>To begin assessing stakeholder and user needs and recommendations for a HP2030 site</td>
</tr>
</tbody>
</table>
Phase 1: Recommendations

- Pursue short-term site enhancements
- Rebuild the site architecture for the HP2030 site
- Identify better ways to organize and link site content
- Enhance data displays
- Develop new ways for users to access content
Phase 2: Requirements (2017-2018)

● Implement short-term improvements to HealthyPeople.gov

● Gather technical requirements for key features of the HP2030 site

● Hold listening sessions with workgroup members and key stakeholders to gather additional input on site features

● Create a HP2030 web content strategy and retention plan based on existing site content

● Prototype and test:
  ○ Responsive design and mobile compatibility
  ○ Subject-based organization and navigation
  ○ Enhanced data displays

- Continue iterative design process
- Implement key features
- Prepare new HP2030 web content
- Perform additional user testing
- Develop digital communication strategy
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