

# Case Study

***TECHSYS helps medical technology information redesign and reengineer web application***

## Website Redesign

*TECHSYS provided a cleaner, more efficient, and more usable web site design by guiding the customer through a process of analysis, thorough usability testing and incremental deployment of design elements*

### Services featured

- Business Analysis
- Usability Analysis
- User Interface Design
- Application Design
- Training and Mentoring

### Technology

- Photoshop
- Illustrator
- HTML
- Javascript
- ASP.Net
- ADO.net

This leading provider of information on medical technology and informatics needed to redesign and reengineer their web site to make it more appealing, more usable, and more reliable. In addition to providing creative, analytical, and technical expertise, TECHSYS helped define and implement a development process that allowed incrementally deployment of selected components and design aspects. Because of this implementation process, the company was able to reap the benefits of the redesign process with minimal impact on existing systems.

### The business issue

This client is a leading provider of information on medical technology and informatics. The company disseminates medical technology data that it has collected from over 300 vendor quotations submitted daily for analysis. It also comes from user satisfaction surveys, interviews, and one-on-one conversations between our Clinical Analysts and the hands-on users of clinical equipment or software applications.

For their customers, the web site is the primary point of access to all of the information in the system. To provide the best value to their customers the client realized that the user interface and navigation patterns of their web site needed to be updated to keep pace with the increasing volume and breadth of data. Customers consistently reported difficulty navigating through the web site and finding the desired information among all of the options. In addition to the site requirements, the client had also made a decision to update the back end systems and to move their development team to the Microsoft ASP.NET platform. This meant that training, mentoring, and architectural guidance were as critical as the site design and development.

What the client needed was a clean and appealing user interface that in addition to being simple and intuitive to navigate, provided the customer with the proper tools to efficiently and consistently find the desired information.

### Our approach

The first step in the web site redesign was to perform analysis on the current

## Website Redesign

*TECHSYS followed an iterative phased approach strategy that allowed for continual feedback regarding the design and simultaneously allowed for very effective project planning for development and implementation in meeting deadlines while allowing for much customer involvement and feedback and to move quickly along the timeline*

*“We tried to prepare ourselves for the worst with our users in the usability test; we had some minor organizational changes, but the test was an unbelievable success. We even had testers asking to become customers and how to sign up for our services! Great job!” – Leader IT Development Team*

site. We not only met and talked to the client’s development team, but to managers, marketers, customer support personnel and end users. Information gathered from all of these sources was used to guide the design effort. With the design goals enumerated, multiple visual prototypes were presented and reviewed in an effort to find the best “look and feel” for the site.

At each stage of the process, feedback was solicited from as wide an audience as possible in an effort to verify that design goals were being addressed properly. As the visual design details were being explored, the issues of usability and navigation were also undergoing analysis and prototyping. Simple “wire frame” web sites and small portions of navigation patterns were developed, reviewed and usability tested to investigate and validate navigation options. The development process also allowed for review and feedback from other professional usability and design experts. This input was welcomed and encouraged by TECHSYS, as it helped to continually improve the site design.

At each step of the analysis and design phase, TECHSYS provided information and guidance on all of the options available to the client, particularly in areas of significant technical complexity or cost. Each option was evaluated in terms of not only meeting or exceeding requirements but also with regards to ROI and total cost of ownership.

### The results

The result of the analysis and design process was a final HTML site that consisted of a public home page, a subscriber’s page, and three sample navigation sequences that serve as the model for the entire site. The deliverables included all HTML pages, images, style sheets, and scripting code to support the new design. Because of the modular design approach, the old site was quickly “refurbished” to incorporate many of the newer design elements, providing quick results and broad visibility of the results of the design effort.

As implementation of the new web site began, TECHSYS provided technical mentoring and architectural guidance to the client’s development team; often meeting one on one and in groups with the developers to outline design patterns, implementation details and best practices. Throughout this mentoring process emphasis was placed on assisting the developers understand and evaluate the many implementation options in regard to Microsoft’s stated best practices.

