



IPHC Communications – Website Review

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PURPOSE

To provide the Commission with an overview of the approach planned for the IPHC website redesign project.

BACKGROUND

Over the last six years the IPHC has undertaken two major website improvement projects that have been focused on technology refreshes, social media integration, and the creation of advisory body web pages.

On 15 September 2016, the IPHC Secretariat chartered a website improvement team with members from the Seattle-based staff. The team's objectives were to conduct a usability analysis, focus on improving the distribution of public domain information (including data), the creation of a searchable library of all IPHC documents and publications, and any additional improvements that may have been revealed as a result of the usability analysis.

On 03 November 2016, support for the team's efforts were enhanced by ensuring funding was available to hire a professional website designer. The intent of the professional website design team will be to assist the IPHC Secretariat on a user-centered approach to the IPHC website redesign project.

DISCUSSION

The IPHC website improvement team sought proposals from five professional website design firms in the Seattle area. Three proposals were received and each was evaluated on the firm's creative approach with a focus on user-centered designs, the use of a content management system, website application development capabilities, and cost.

One key element of the project is getting feedback from IPHC website users. The team has developed a seven-question survey that will be used to collect feedback. Another tool that will be used is "card sorting." Card sorting is a technique that will help determine how information will be categorized. Additional tools may be used after collaborating with the professional design team.

The new website is expected to be launched in the summer of 2017.

RECOMMENDATION/S

That the Commission:

- 1) **NOTE** paper IPHC-2016-IM092-16 which outlines the approach planned for the IPHC website redesign.
- 2) **CONSIDER** the IPHC website redesign project and provide guidance to the staff team for potential improvements.