



IPHC Communications (Website Review)

Agenda item 13
(IPHC-2017-AM093-19)

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IPHC Communications – Website Review

Website Review – Team Charter

Objectives:

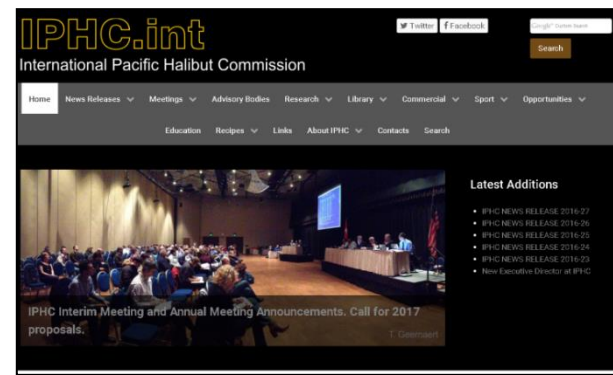
1. Conduct a usability analysis
2. Focus on improving the distribution of public domain information and data
3. The creation of a searchable library of all IPHC documents and publications
4. Partner with a professional design firm to assist with a user-centered website redesign



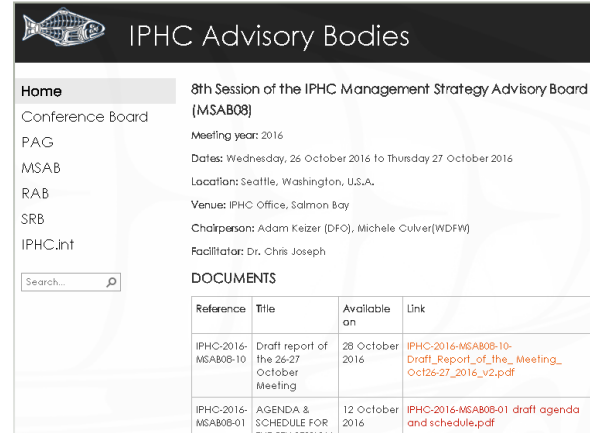
IPHC Website Review

Improvements to our website include:

- Technology refresh
- Social media presence & integration
- Advisory body meeting pages
- Enhanced search capability



technology refresh



advisory body webpages



enhanced search



social media integration



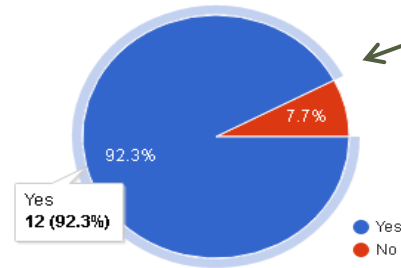
IPHC Website - Survey

Our Website Survey is available:
www.iphc.int/website-survey

**User feedback is critical
to our success!**

- An intuitive user interface
- Easier navigation and categorization of content
- Make data more easily accessible and in multiple formats

Good News!



A screenshot of a web browser displaying the IPHC Website Survey. The browser's address bar shows the URL: <https://docs.google.com/forms/d/e/1FAIpQLSelPbe1S1TixSkLRsKzshwE>. The survey content includes the following questions and options:

4. What is something that might be done to improve the navigability of the website?
Your answer

5. Why did you visit the website recently? What were you hoping to accomplish?
Your answer

6. Were you able to find what you were looking for or accomplish what you had hoped to?
 Yes
 No

7. If not, what hindered success?
Your answer

How did you access our website?
 Personal computer (Windows)



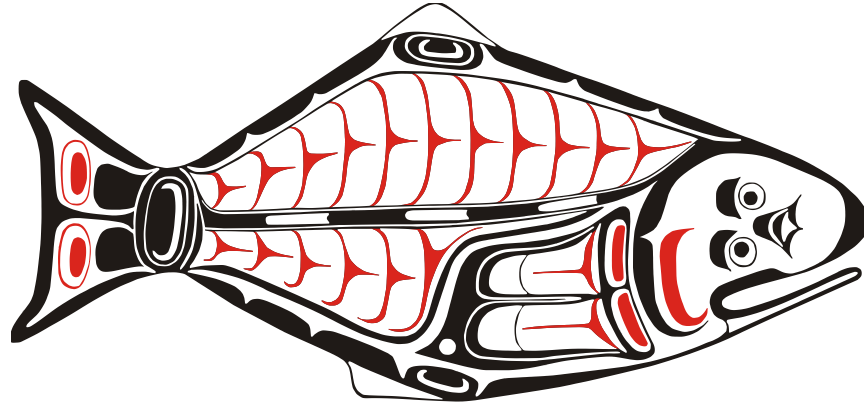
IPHC Website - Recommendations

- **Consider** the IPHC website redesign project and provide guidance to the staff team for potential improvements.
- **Encourage** stakeholders to complete the website improvement survey.

<http://www.iphc.int/website-survey.html>



IPHC Website - Questions?



Our Website Survey is available: www.iphc.int/website-survey

