A2 Information Architecture

Skin Surgery Center

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Bottom-Up Design Approach: Questions from an audience of peers

- What are your clinic hours?

- How do I get to the office?

- Where do I park?

- How do I make an appointment?

- What do I need to do to be a patient at your clinic? Do I need a referral first, etc.?

- Do you offer pre-surgery consultations?

- Can I read patient testimonials on the website?

- How does your clinic differ from other clinics?

- Can I find doctor bios on your site? What are their credentials?

- I'm a new patient. Can I print out registration forms from the website? Can I complete the forms online?

- Do you take insurance?

- What kind of conditions do you treat?

- I don't think I need surgery. Do you do anything else?

- Is my procedure going to be done in the clinic? Or in the hospital?

- Can I eat before surgery?

- What kind of post-op care is involved after surgery?

- How serious is my condition? Am I going to be okay?

- How invasive will my procedure be?

- Can I read up on skin cancer education on the website?

The Process

The Skin Surgery Center is a small private practice that specializes in the diagnosis and treatment of skin cancer. The clinic opened in 1997, and offers services such as skin cancer screenings, biopsies, and Mohs Micrographic Surgery. The current website has not been updated since it was first created almost ten years ago. Despite being functional, the design of the site is outdated and the current Information Architecture (IA) is confusing to patients. A lot has changed in web design over the last decade, and the Skin Surgery Center's website needs a redesign that reflects its growing patient base and its position as one of the top Mohs Surgery clinics in the Pacific Northwest.

I originally started thinking about the Skin Surgery Center website's Information Architecture during fall quarter, when I used the same site for my final project in WEB105. This gave me the chance to play with the Information Architecture and spend some time thinking about the organizational structure and how it could be improved. I came up with a new design for the Skin Surgery Center website IA (Image 1, below). While this redesign is an improvement to the current site, it still needs work.

We did not get the chance to dig in to the science of Information Architecture in WEB105, as we have in WEB200. The bottom-up design exercise was productive, and helped fill in gaps in the current site content. The Affinity Diagram exercise brought my initial IA redesign to the next phase. In class, we used my project as an example and I got some helpful feedback (Images 2 & 3).

After these exercises, I continued to sketch on paper and move things around in Illustrator. Eventually, I arrived at an IA design that is clean and intuitive, but still covers all of the necessary information. My final draft of my site's Information Architecture is shown below (Image 4).

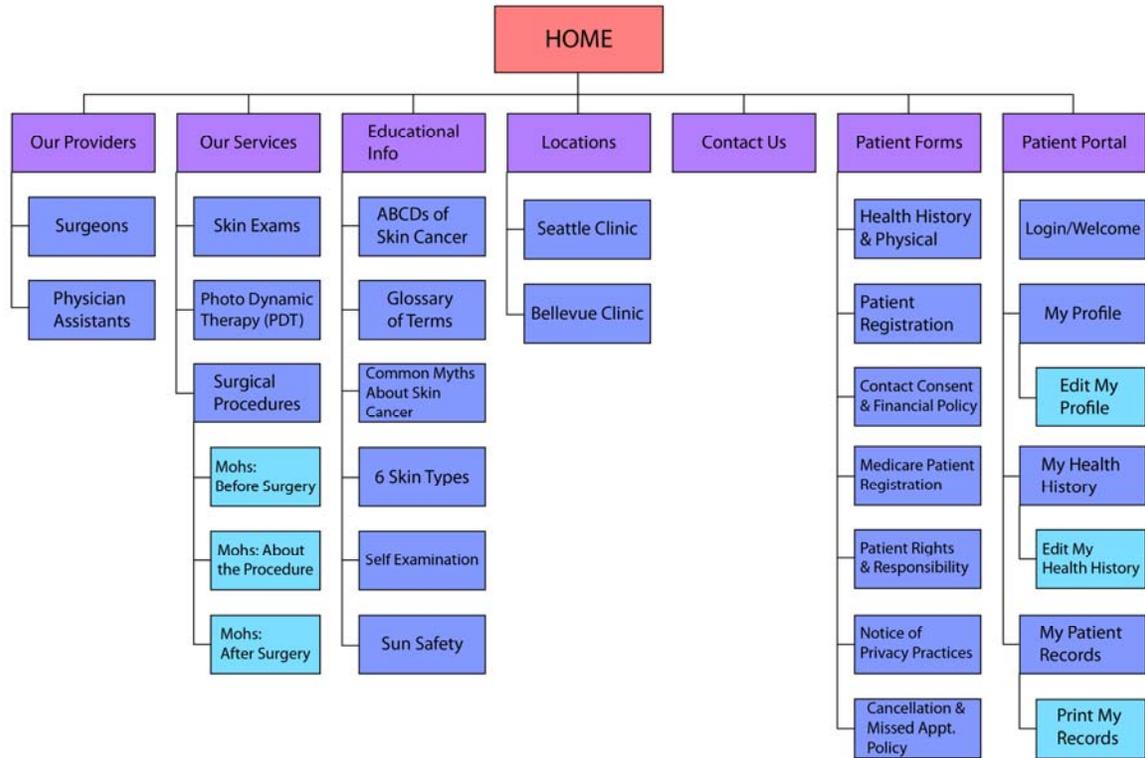**Image 1: Information Architecture Created for WEB105**

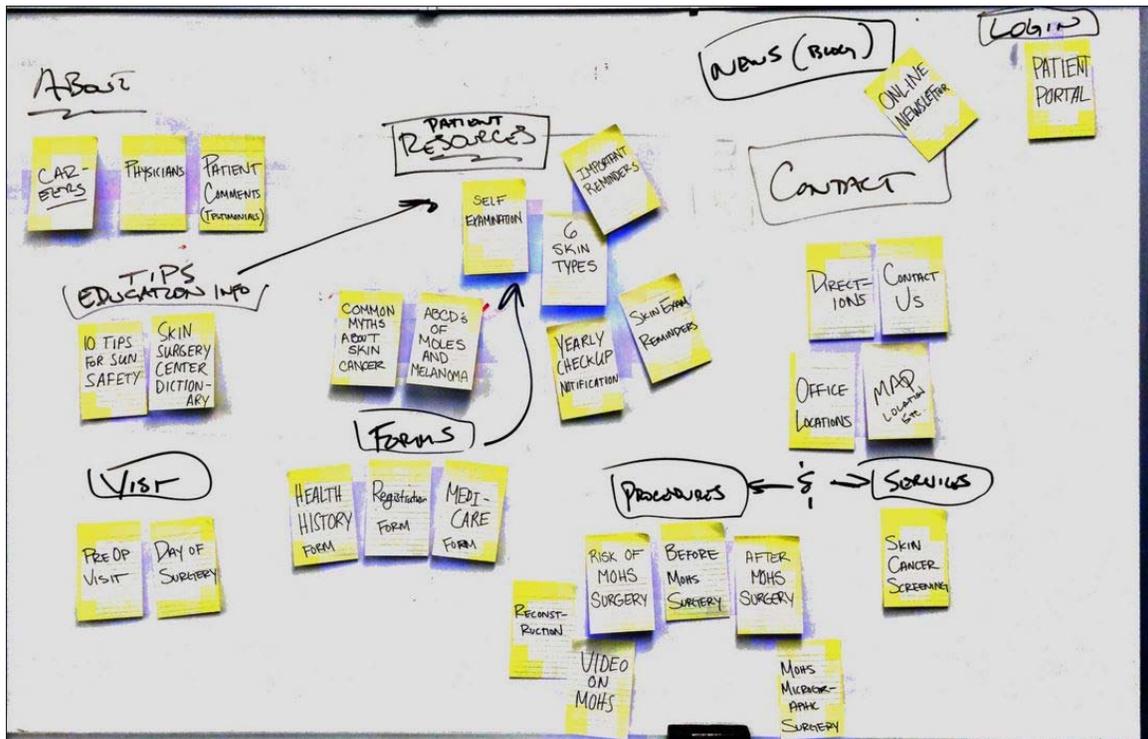**Image 2: Affinity Diagram Exercise**
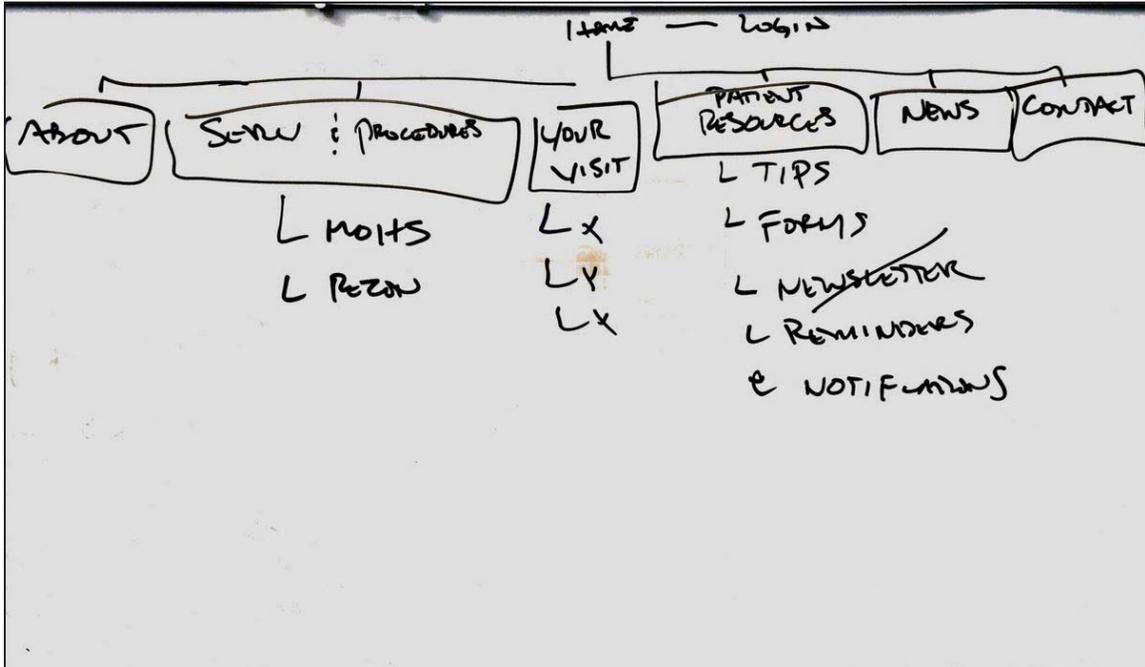
Image 3: Sketching Out Ideas on the Whiteboard

Image 4: Information Architecture Final Draft, WEB200