

"The project was a great success and we owe much of this to the team at TerpSys[®]."

- AHIMA



Success Story: User Research & Analysis Project

Summary:

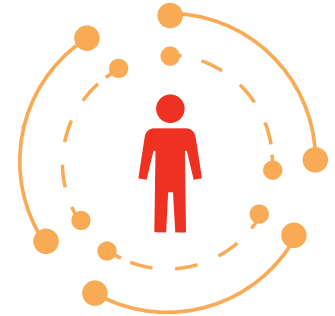
TerpSys[®] employed the best practices of user-centered design and conducted research on the original AHIMA.org Web site.

Client: American Health Information Management Association (AHIMA)

Based in Chicago, Illinois, AHIMA is the premier association of health information management (HIM) professionals. AHIMA leads the health informatics and information management community to advance professional practice and standards.

Objectives:

- Stakeholder Perspective – Understand the goals of AHIMA and its team members for the new Web site.
- Comparative Perspective – Assess AHIMA's competitors via their Web sites.
- Expert Perspective – Assess the strengths and weaknesses of the original Web site based on Information Architecture (IA) intuition and best practices in Web design.
- User Perspective – Conduct user surveys and interviews, persona development, card sorting, and usability testing related to the original AHIMA.org Web site.



Challenge

The AHIMA.org Web site is /was intended to serve as a portal into AHIMA's many subsites and online content areas, such as the AHIMA store, the distance learning offerings, the communities of practice (CoP), the AHIMA Foundation, and the Body of Knowledge. The original AHIMA.org site did not do a good job of exposing and routing users to all of these separate subsites. Users were missing out on a lot of great content and were not aware of all that AHIMA had to offer.

Solution

Based on the above four-part research, TerpSys provided a top-line Key Findings and Recommendations report. This included our design recommendations, as well as homepage and interior page wireframes, and other suggested solutions to the key problem areas of the site that we identified in our research.

Results

- Gathered highly useful market and user research data.
- Incorporated input of site's end users to maximize client satisfaction.
- Completed project on time and on budget.

"AHIMA partnered with TerpSys on a year-long project to re-design and re-structure our main Web site, www.ahima.org. The project was a great success and we owe much of this to the team at TerpSys. With their professionalism, knowledge, and expertise we built a stellar new Web site for our customers."

– James Smolich,
Technical Program Manager,
AHIMA

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