

*"With their professionalism,
knowledge, and expertise we
built a stellar new Web site."*

- AHIMA



Success Story: Web Site Redesign Project

Summary:

After successfully completing a User Research and Analysis project, TerpSys[®] was hired to carry out a full Web site re-design based on our proposed recommendations.

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:

- Re-design the AHIMA Web site, based on findings from User Research and Analysis Project.
- Leverage the Web as a strategic tool for AHIMA's goals.
- Attract new members and sponsors to AHIMA.
- Maximize AHIMA's Web site impact through visual design.
- Enhance site functionality for all users.

Challenge

The AHIMA.org Web site is /was intended to serve as a portal into AHIMA's many subsites and online offerings. The navigational structure, however, was confusing and non-intuitive, and there was a lot of redundant content which made finding information difficult.

Solution

After carefully ascertaining AHIMA's needs and goals through user research, TerpSys set about tailoring a new structural and visual design for the new AHIMA.org Web site. TerpSys completely revised the underlying structure and navigation of the Web site to give the client a vastly more attractive, accessible, and assertive online presence, which did a much better job of routing users to AHIMA's various subsites and content areas. The final TerpSys design was vetted by its ultimate users – AHIMA's members - who were delighted and proud of their new site.

Results

- Designed a new, attractive, intuitive Web site based on user-centered design principles.
- Completed the project on time and on budget.
- A delighted customer.

"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, from whom the feedback has been very positive."

– James Smolich,

Technical Program Manager,
AHIMA

