



Success Story: Web Site Design

Summary:

TerpSys developed a program-specific micro-site that appealed to both professionals and the public.

Client: The American Occupational Therapy Association (AOTA)

A nationally recognized professional association of nearly 35,000 occupational therapists, occupational therapy assistants and students of occupational therapy.

Objectives:

- Educate older drivers and their caregivers on how occupational therapists can evaluate and maintain these drivers' ability to drive safely
- Educate occupational therapists on the specialized field of driver rehabilitation
- Provide a resource for users to find an occupational therapist in their area, who specializes in working with the older driver population



scalable text for
Increased readability

Challenge

AOTA required a web site to highlight a new program targeting older drivers. They sought a web site that could address the web-browsing experiences and needs of two distinct audiences: occupational therapists and consumers looking for driver rehabilitation services.

For occupational therapists, these needs included access to career and professional development opportunities, tools to aid clients, listservs and other driving rehabilitation resources. For older drivers and their caregivers, these needs included ways to assess driving ability, older driver safety tips and related resources.

Solution

TerpSys designed a site that helps guide each user group to information specific to their needs. We divided navigation between occupational therapy professionals and consumers/caregivers and effectively used color to further distinguish the two sections. The design team also used bright colors and friendly images to create a non-intimidating site for less-experienced users, while maintaining a professional look and feel.

Within the navigation, our team emphasized a search tool to locate a driving rehab specialist. Since members of both groups used this tool most often, prominent placement on the site would make it easy for all users to find.

In addition, the team enabled users with lower vision capabilities to increase the text's font size.

Results

- Created a welcoming and accommodating site for less-experienced web users
- Developed navigation to address the needs of two distinct user groups
- Highlighted a frequently used search tool for all users to locate easily