

# BHI Master's Website

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## Goals

The goal of the project was to create a UX friendly website for users interested in the BHI master's program.

The website was thought of to be designed as an interactive blog that users could use to learn more about BHI in the real world.

By being able to respond/blog to BHI news events, we made it so users can feel compelled to join the master's program by understanding how electronic health systems apply to everyday life in the professional world.

## User Stories

1) **As an** undergraduate student studying an ehealth related field

**I want** a website that I can interact with that can inform me more about electronic health systems in the real world

**So that** I can decide whether or not to apply to the BHI master's program after graduating with my bachelor's

### Acceptance Criteria

User is able to read content on the BHI website that is related to real electronic health information. Should be able to understand how to post comments on the website in response to news/event content that is available.

## User Stories Continued...

2) **As an** IT professional

**I want** a website that I can interact with that can inform me more about how to use my information technology skills to implement electronic health systems in the real world.

**So that** I can decide whether or not to apply to the BHI master's program instead of working strictly as an IT professional.

### Acceptance Criteria

User is able to read content on the BHI website that is related to real electronic health information. Should be able to understand how to post comments on the website in response to news/event content that is available.

## User Stories Continued...

### 3) **As a** health care provider

**I want** a website that I can interact with that can inform me more about adding information technology skills to my health care experience.

**So that** I can decide whether or not to apply to the BHI master's program instead of working strictly as a health care clinician.

### **Acceptance Criteria**

User is able to read content on the BHI website that is related to real electronic health information. Should be able to understand how to post comments on the website in response to news/event content that is available.

## Persona

Persona: IT Professional at Johnstown Corporation

Fictional Name: Robert Briarcliff

Job Title: Senior IT Manager

Demographics:

- 29 years old
- Married
- Bachelor's degree in computer science

Goals and Tasks:

He is determined to understand more about how he can apply his skills to produce more value, so that he can make more money and provide for his family.

- Reads online about information technology positions.
- Looks at certain school websites to determine if he wants to get more education.



## Persona continued...

Persona: Computer Science student at SUNY Oswego

Fictional name: Marie Wi

Demographic:

- 20 years old
- Dating

Goals and Tasks:

She is focused and studious with her work. Marie is trying to determine which specific field she wants to work in after graduation with her computer science degree.

Her day to day responsibilities:

- Goes to 2 classes a day
- Completes 3 hours worth of homework every day



## Persona continued...

Persona: Retail pharmacist working for CVS

Fictional Name: Robert Tevason

Job Title: Supervising Pharmacist

Demographic:

- 38 years old
- Married with 4 kids
- Doctorate of pharmacy

Goals and Tasks:

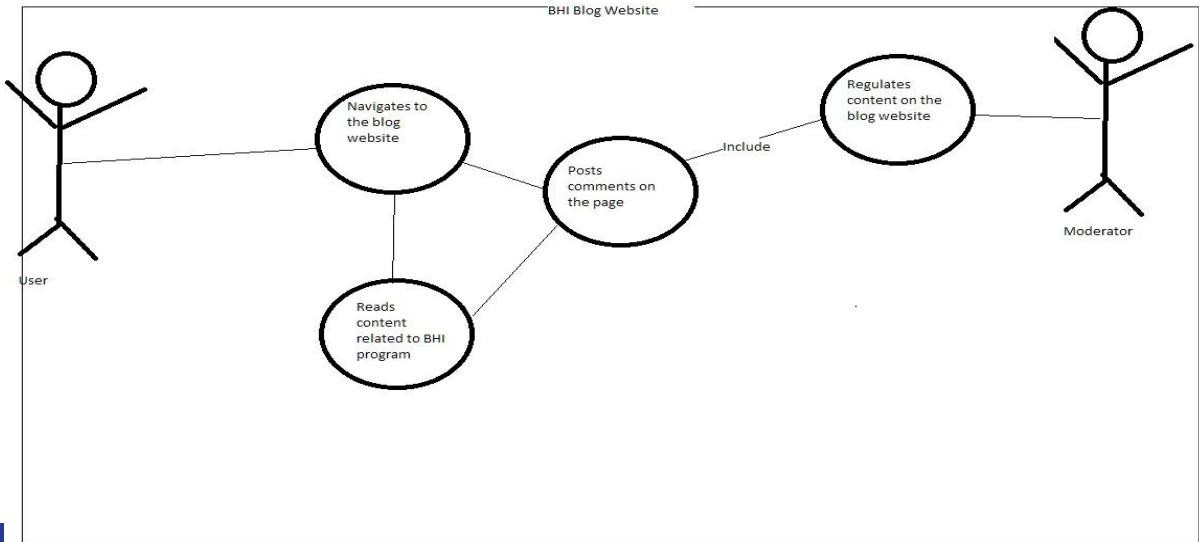
He is working long hours and works every other weekend. He wants stable working hours to be around his family more. He has always enjoyed working with computer technology in the pharmacy.

His day to day responsibilities:

- Processing and dispensing medication to ambulatory patients
- Managing the staffing and functioning of the pharmacy



## UML Case Diagram



## Website Maintenance

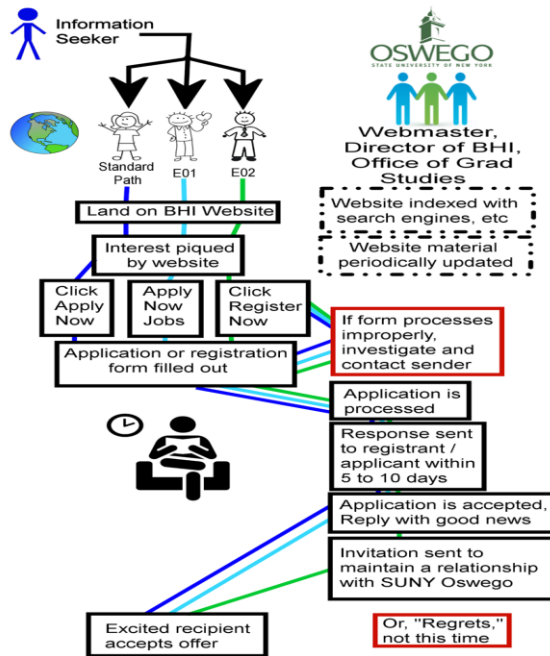
The website should be updated when a new version of a plugin is available on WordPress.

New content should be added once per month and can include news, media, and information related to the BHI master's program.

A moderator to check the blog posts for appropriate language must also be established. The popularity of the website will determine how frequently the website gets moderated.

Primary goal:

Our product is "education." As with good SEO technique, we sell our product with honestly presenting accurate data and making an ideal user experience.



Apply Now!

Comment: "indexed with search engines" predated our discussion on SEO. Kris did update meta data for SEO purposes. "indexed" is a misnomer.

## Search Engine Optimization

Using the "All in One SEO" plugin in WordPress, search engine optimization is accomplished with meta description tags and a declared "canonical" architecture.

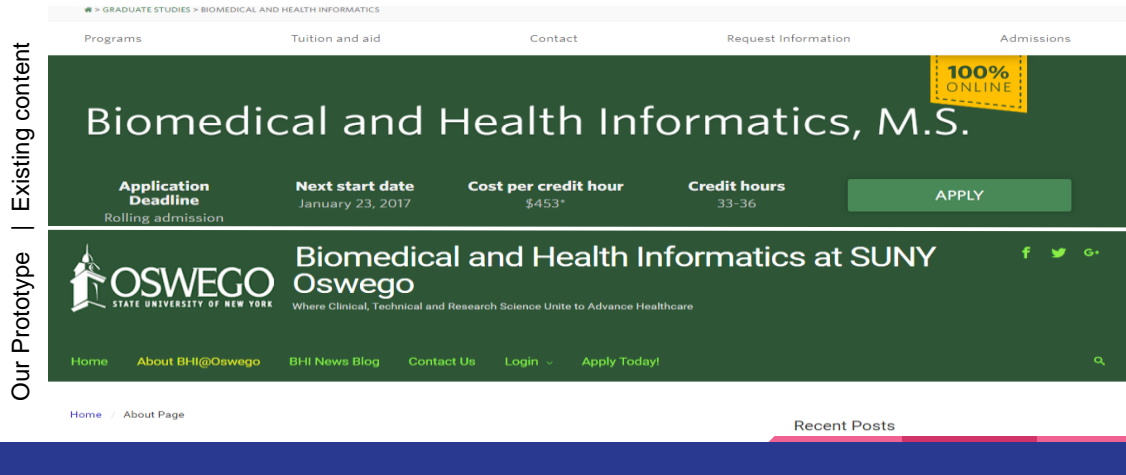
```
<!-- All in One SEO Pack 2.3.11 by Michael Torbert of Semper Fi Web Design[616,754] -->
<meta name="description" content="An interactive blog that contains news information about the SUNY Oswego BHI master&#039;s program. It also has information about E-health systems." />

<link rel="canonical" href="http://pi.cs.oswego.edu/~jmls3/bhi-oswego/" />
<!-- /all in one seo pack -->
```

As will be mentioned later: expandable / collapsible content will provide richness in content for SEO without cluttering the user interface.

# Design considerations

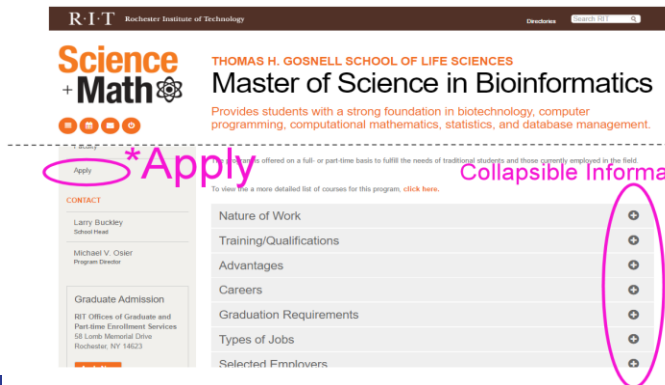
We wanted our site to look similar to other SUNY Oswego content



# Design from other colleges

A review was made of other Informatics websites for design inspiration.

One example, RIT and expandable information:



And our prototype:

- Information can be presented in an expandable format to keep things clean on the interface on a computer, phone or tablet.
- Professionals with a BHI degree can command competitive salaries.

## Other colleges, continued

One favorite,  
University of Michigan

\*A=Apply,

\*B=Register (maintain relationship)

\*C=Involve outside parties

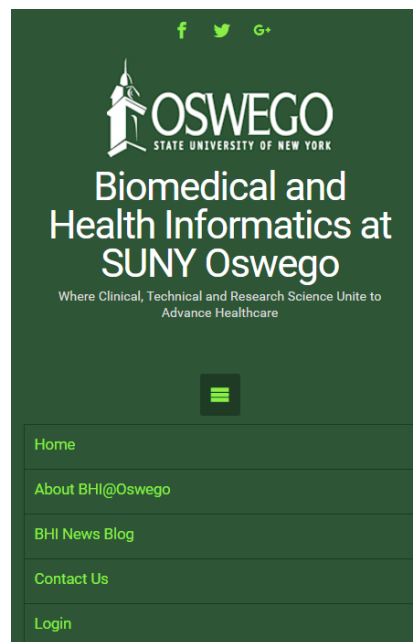
“Engage with the program” →  
Looks great on mobile device



## Designed for “on-the-go”

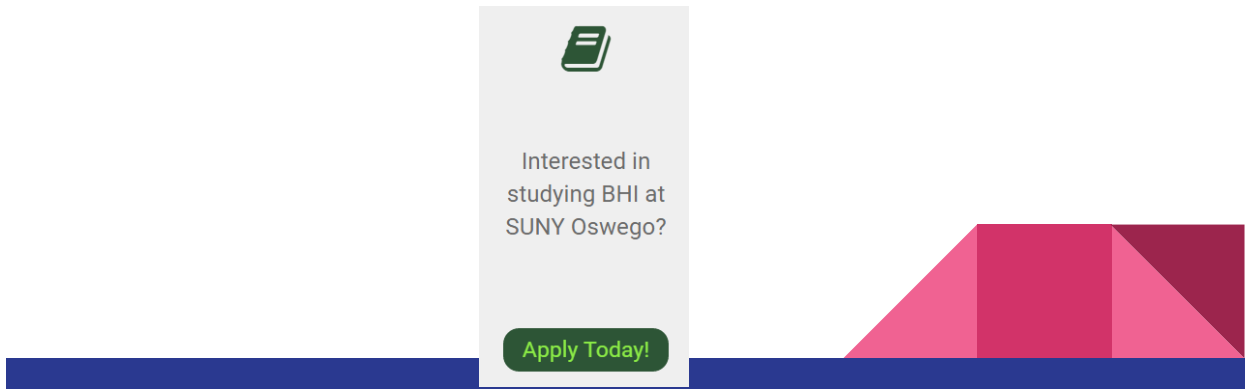
The content was created with all  
screen sizes in consideration.

On a phone, content looks like this:  
 (“sandwich” menu is expanded for picture)



## Design and on-the-go, continued

Since education is the product we want to sell, “Apply today” should be a prominent option at any “landing point” for the site. Using boxes and buttons as displayed below, the content looks great on all sizes of devices:

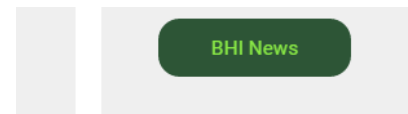


## Keep ‘em comin’ back

Each page has links to Facebook, Twitter and Google+

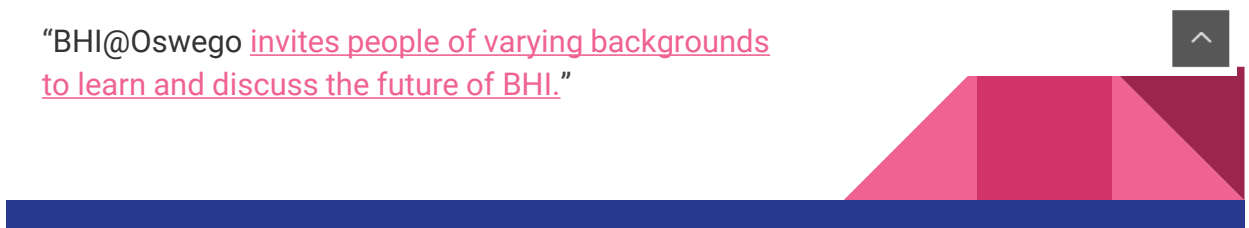
Content is also updated through the BHI News Blog which is also linked as well as having running content on the right margin of each page:

“BHI@Oswego [invites people of varying backgrounds to learn and discuss the future of BHI.](#)”



### Recent Posts

- > Precision Medicine and Depression
- > Precision Medicine, SUNY Oswego and Upstate Medical
- > Emerging Information for BHI
- > BHI video for SUNY Oswego
- > What is eHealth: an Article Review



## Who are we?

Biomedical and Health Informatics (BHI) is a community of clinical, technical and research science uniting to advance healthcare.

As presented on each page of our site:



**Biomedical and Health  
Informatics at SUNY Oswego**  
Where Clinical, Technical and Research Science Unite to Advance Healthcare

The banner features a dark green background with white text. Below the main text, there is a decorative graphic consisting of several overlapping triangles in shades of pink and red.

## In Conclusion

- 1) Understand who we are (and our “competition”)
- 2) Understand who we are trying to reach, make an exciting experience
- 3) Create a comfortable / familiar user experience for all devices

