Health Level Seven RFP Response

Web Services Strategy Plan

ISITE Design
Eagerly submitted by ISITE Design, Inc.
April 19, 2006
April 19, 2006

Mike,

Thank you for the opportunity to introduce ISITE Design and respond to your Web Services Strategy request for information.

In a single word, our focus is Strategy.

We work with organizations to develop the strategic plan for a successful website and online business. Our site strategy blueprint engagement is perfectly tailored to help Health Level Seven plan your next generation website and develop a successful RFP.

At the end of this project you will have far more than an RFP. You will have the blueprint, information architecture and requirements for your website.

Some of our specific qualifications include:

- Extensive experience with information architecture and organizing site content to meet the needs of specific user groups and tasks.
- A web analytics practice group and extensive experience developing measurement strategies and analyzing site data.
- We are one of a select group of preferred vendors working with Oregon Health Sciences University, one of the largest teaching hospitals in the country.
- Worked with clients successfully all over the world. We have remote project management tools, meeting rooms and online extranets that make meeting and sharing information seamless.
- Have developed more than 50 site strategy blueprints for organizations over the past 9 years.

I look forward to discussing our proposal with you further.

Regards,

Jeff Cram

617-395-9482
jcram@isitedesign.com
www.isitedesign.com
Who We Are

Company Overview
ISITE Design is a web strategy agency with offices in Cambridge, MA and Portland, Oregon. Since our founding in 1997, ISITE Design has helped more than 150 companies plan, develop and measure successful web-based initiatives and online marketing campaigns. ISITE Design offers strategic services which helps organizations with content management, information architecture, web analytics, search engine marketing, multimedia and usability.

Locations
Portland                Boston
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Portland, OR 97209               Cambridge, MA 02142
T: 888.269.9103               T: 617-395-9482
F: 503.212.0239               F: 617-663-6335
www.isitedesign.com

Founded
1997

Ownership
Privately owned, stable and profitable

Employees
20

Featured Clients
Worked with more than 150 clients including Siemens AG, Xerox, Oregon Health Sciences University, Tonkon Torp, Nike, Hawaii Visitors Convention Bureau, Tonkin Auto Group and Subaru Primal Quest

Awards and Accolades
• No. 83 on Inc Magazine’s 500 Fastest Growing Companies
• No. 7 on Portland Business Journal’s Fastest Growing Oregon Companies
• No. 1 on Portland Business Journal’s Fastest Growing Company
• CEO recognized as one of Oregon’s top 40 Executive’s under 40
• 2000 Small Business Administration Regional Young Entrepreneur of the Year
• Recognized by Macromedia and WebTrends as a top partner nationwide
Why ISITE Design?

Six marvelous reasons to work with ISITE Design.

1. Proven Project Expertise
ISITE Design has successfully completed numerous strategic projects similar the one you are about to start. Our team knows what it takes to get the job done on time, on budget and with breathtaking results. We bring a set of battle-tested best practices to the table to ensure your project is a success. But don’t take our word for it -- read our case studies and talk to our customers.

2. Real Results
We are relentless in our focus to deliver you results. It is quite simple. Our team works with you to define success metrics. We build based on those goals. And we measure results and continuously work to improve them. Just ask Brad Tonkin. After completely re-engineering the online experience for the Tonkin Automotive Group, the web site contributed an additional $2 million in net profit the following year.

3. Health Care and Non Profit Experience
We have extensive experience working within health care and non profit organizations. As one of the preferred vendors for Oregon Health Sciences University, we have completed more than a dozen projects ranging from creative branding to application development. We have worked with non profits such as SOLV, SalmonSafe and the Oregon Historical Society.

4. We Make it Fun
It is true. Working with a vendor can be entertaining and be productive. Our clients tell us they actually look forward to meetings. Our team brings a focused exuberance and passion for our work which results in engaging, real and productive collaboration.

5. Big Agency Expertise. Small Agency Attention
Our people are industry leaders. Many of us came from bigger firms. Big companies seek out our services. Yet we’re small and nimble enough to be able to select the clients we pursue and work with and then get behind them 110%. At ISITE Design, you’re not a quarterly revenue number; you’re a partner that we’re committed to.

6. Straight Talk
Too many agencies have built their business on telling clients what they think they want to hear. Our approach is simple. We listen. We collaborate. We tell you what we think. We are not afraid to respectfully present alternative ideas if we feel they will deliver better results. In the end, the decision is yours, but the success of your project is our job and we take it seriously.
## Qualifications

ISITE Design is well qualified for the Health Level Seven project. The qualifications outlined in the RFI include:

<table>
<thead>
<tr>
<th>Qualification</th>
<th>YES / NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proven track record with developing concise web strategies that are easy to understand and implement</td>
<td>ISITE Design has extensive strategic experience defining the exact type of project is outlined in the HL7 RFI.</td>
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<tr>
<td>Experience with volunteer organizations</td>
<td>ISITE Design has experience with volunteer organizations including SOLV, the largest volunteer organization in Oregon with more than 85,000 volunteers.</td>
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<tr>
<td>Experience with non-profit organizations</td>
<td>ISITE Design has non profit experience with numerous organizations. The agency principal assigned to your project is also on the board of a regional non profit.</td>
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<tr>
<td>Experience working with standards development organizations</td>
<td>While we have not specifically worked with a standards organization, we are very familiar with the role standards play in information technology and one of our largest clients, Oregon Health Sciences University actually works with HL7 standards.</td>
</tr>
<tr>
<td>Experience with online balloting and voting</td>
<td>ISITE Design has experience delivering the new voter registration and database system for Oregon and several other states. He is very familiar with voter registration and election processes and wrote user documentation for the election office staff using the software.</td>
</tr>
<tr>
<td>Experience advising on high growth and heavy traffic web strategies</td>
<td>ISITE Design has developed web sites and strategies for large Fortune 500 organizations such as Siemens and Xerox. We also run the website for Subaru Primal Quest, which experiences extremely high web traffic over its load balanced servers for its annual adventure race</td>
</tr>
<tr>
<td>Experience in advising on support for in-house customization</td>
<td>YES, almost all of our 150 client projects include mentoring and knowledge transfer to train internal staff for customizing applications we plan and build.</td>
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<tr>
<td>Experience in advising on acquisition of extensible solutions</td>
<td>YES, we have extensive experience in recommending technology solutions that scales to meet the future needs of the organization.</td>
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<tr>
<td>Experience in implementation and training assistance.</td>
<td>YES, while often times, organizations only engage us for the strategic planning of a project, we have a full-time development staff that implements large-scale web projects. Our engagements also include either onsite or remote training to ensure your end users and staff can use the tools.</td>
</tr>
<tr>
<td>Experience in migration assistance for data or content.</td>
<td>YES, we offer content migration services for migrating an existing site into a new site architecture and content management system.</td>
</tr>
</tbody>
</table>
Meet the Project Team

We have an experienced group full time ISITE Design staff to work with Health Level Seven. ISITE Design’s team is led by an agency principle and staffed with seasoned web experts with a combined 50 years of experience in web strategy, usability technology, design and marketing. The team has worked with some of the world’s biggest brands including Siemens, Bank of America, Nike and Mattel. We have also worked with some fantastic smaller companies and non profits including Salmon Safe, Oregon Health Sciences University and SOLV.

**Jeff Cram, Web Strategist**

Jeff leads the strategic direction of projects and oversees the project direction, milestones and delivery of ISITE Design services. Jeff’s strategic oversight of the project ensures the business objectives and user needs are aligned to deliver a successful web solution.

Jeff co-founded ISITE Design in 1997 and has played an integral role in establishing the agency as a national leader in web strategy, design and technology services. Jeff has consulted for companies including Siemens, Xerox, Nike, Nintendo and WebTrends. A recognized expert in the industry, Jeff has spoken at more than a dozen regional and national conferences over the past 3 years on topics including web analytics, search engine marketing and web usability.

Jeff’s previous experience includes working for Nike as a web communications consultant and leading web initiatives for WebTrends, a market leader in web analytics solutions.

**Caton Gates, Information Architect**

Caton is a seasoned Information Architect and web usability expert. He works with the site strategist on the development of the Information Architecture, site map and navigation. Caton excels at optimizing complex, content rich sites into streamlined resources embraced by end users. Over the years Caton has helped prominent brands such as Mattel, Planar and Intel captivate and convert their online visitors thanks in part to user friendly design.
George Ross, Technical Lead

As technical lead for George will work closely with clients to define the technical requirements and lead the application development and content management system integrations. George helps gather the content management requirements of your organization and help configure the technology to meet your needs. George has extensive experience with content management workflow, requirements and technology implementations.

With more than 12 years of IT consulting and management experience and five years at ISITE, George serves as the senior technical architect on ISITE Design projects. He maintains and leads multi-year technology relationships with clients including Oregon Health & Science University, Subaru Primal Quest, and Oregon Graduate Institute. George is a frequent speaker on web technology and architecture topics.

Prior to joining ISITE Design, George served as the director of technology for PrintBid.com and senior architect for C-Bridge. George has worked with a litany of packaged solutions including TIBCO Portal Builder, SABA LMS, Docent LMS, EOSI Collection Management, Contribute, CommonSpot, Ektron and more.

Oliver Hayden, Project Manager

Oliver will be the project manager for the HL7 project, leading the project schedule, milestone and delivery of the site strategy blueprint. In addition to having experience leading web site engagements, Oliver has specific experience relative to the HL7. He has worked on delivering a new voter registration and database system for Oregon and several other states. He is very familiar with voter registration and election processes and wrote user documentation for the election office staff using the software.
Site Strategy Blueprint Scope of Work

We have a site strategy blueprint engagement which is perfectly suited to helping you with the requirements in your RFI. Our senior site strategists and technologists will lead you through a series of meetings and exercises to properly scope the necessary requirements for your project. It explores the strategy, content and technology behind a site, and ensures there is a plan in place prior to development. The end planning documents will serve as both the foundation for your RFP, and the blueprint for your site development.

Site Strategy Blueprint Deliverables

- Business Analysis & Site Evaluation
  - Stakeholder Interviews
  - Review existing usability and demographic research
- Information Architecture
  - Site Map
  - Wireframes
  - Navigational standards
- Content Requirements
- Functional Requirements
- Technical Requirements & Software Recommendations
- Develop Request for Proposal

Optional Recommended Deliverables

- Measurement Strategy
  Measurement strategy and definition of key performance indicators

- User Persona & Task Development
  - Web-based survey
  - End User Interviews
  - User Persona and Task Development

Additional information to our approach and deliverables for the site strategy blueprint can be found in Appendix A
Project Cost

The site strategy blueprint is a fixed bid cost based on the scope outlined above. Additional services will perform at the rates below.

<table>
<thead>
<tr>
<th>Site Strategy Blueprint Deliverables</th>
<th>Fixed Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Analysis (2-day onsite meeting)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Information Architecture</td>
<td>$8,000</td>
</tr>
<tr>
<td>Content Requirements</td>
<td>$3,000</td>
</tr>
<tr>
<td>Functional Requirements</td>
<td>$4,000</td>
</tr>
<tr>
<td>Technical Requirements</td>
<td>$4,000</td>
</tr>
<tr>
<td>RFP Development</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$27,000</strong></td>
</tr>
</tbody>
</table>

**Optional Deliverables**

<table>
<thead>
<tr>
<th>Optional Deliverables</th>
<th>Fixed Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Persona &amp; Task Development</td>
<td>$5,000</td>
</tr>
<tr>
<td>Measurement Strategy</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

*HL7 will also be responsible for any travel expenses. A 2-day onsite kickoff meeting is recommended to meet with key stakeholders.*

<table>
<thead>
<tr>
<th>ISITE Design Rate Card</th>
<th>Hourly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Analyst</td>
<td>$125</td>
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<tr>
<td>Application Development</td>
<td>$125</td>
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<tr>
<td>Creative Director</td>
<td>$125</td>
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<tr>
<td>Information Architecture</td>
<td>$115</td>
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<tr>
<td>Project Management</td>
<td>$95</td>
</tr>
<tr>
<td>Technical Architect</td>
<td>$125</td>
</tr>
<tr>
<td>Web Production &amp; Development</td>
<td>$115</td>
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</tbody>
</table>
WebTrends Insight Network Partnership

We help organizations evaluate their website by the numbers and develop a measurement strategy to make data-driven decisions.

ISITE Design is a member of the WebTrends Insight Network, a select group of leading interactive agencies, marketing consultants and web analytics experts worldwide that work with customers to maximize the success of their online initiatives through the use of WebTrends solutions.

While ISITE Design does work with other web analytics vendors and solutions, the WebTrends expertise and partnership is important in helping organizations evaluate their current web analytics implementation and align their business objectives with meaningful metrics.

WebTrends Expertise

- Consult with clients on how to maximize their WebTrends product
- Trained on WebTrends products
- Authored white papers and presentations for WebTrends resources center
- Present at WebTrends seminars
- Featured speaker at WebTrends global users conference in 2004
- Train end users on how to interpret WebTrends reports

Web Analytics Services

ISITE Design helps companies establish a measurement strategy, implement a web analytics solution, and provide ongoing analysis and recommendations. These strategic recommendations enable companies to take action on and realize real business results from their web initiatives. We work with a wide range of clients, from those just starting to explore web analytics, to more experienced clients looking to maximize their investment with their current tools.
Project Management

We strongly believe effective project management is the key to successful projects. We’ve invested a lot into our project management tools and processes to ensure your project succeeds and we have the proper support structure in place to be responsive to your needs.

We have successfully managed projects from our Portland and Boston offices that were based in California, Florida, Germany and Japan. Some of our largest and most successful client relationships are thousands of miles away from our offices.

All of our projects leverage the following project management tools and processes.

**Dedicated Project Manager**
Each project has a dedicated project manager who will be your single point of contact. You will also interact directly with other team members, but the project manager will manage all of the scheduling and organizational details of the project.

**Project Status Reports**
All projects are managed through a single Microsoft Project file and updated weekly with status reports to the entire team.

**Client Extranet**
All project communication and client deliverables are posted to a client extranet you can access 24 hours a day, 7 days a week. The extranet organizes project communication phase by phase and provides you the ability to upload and share documents.

**Online Issue Management System**
An online issue tracking system keeps all high level project tasks, issues and feedback organized.

**State of the Art Web Conferencing**
An online conferencing tool powered by Macromedia Breeze allows for remote meetings with file sharing, video, notes and online collaboration.
Thank You

Thank you for considering ISITE Design for project and allowing us the opportunity to respond to your RFI. We look forward to the opportunity to talk with you further.

If there is anything we can do to be of assistance, please do not hesitate to ask!

Sincerely, Team ISITE

Please contact Jeff Cram with any additional questions.

Jeff can be reached at j cram@isitedesign.com or at 617-395-9482
Appendix A: Site Strategy Blueprint Process & Deliverables

Business Analysis and Content Requirements

Overview
ISITE Design’s business and content requirements gather the necessary information to develop the strategy for the site redesign and content management implementation. Following the project kickoff meeting, ISITE Design will meet with key internal stakeholders to further define and outline the goals, objectives and success metrics for the new web site. ISITE Design will then meet with specific content and business owners to define and plan the content and functionality requirements for the new site. This information will be used as the foundation to plan the site architecture, measurement strategy and functional requirements of the site.

Objectives
- Define the business objectives and goals for the project
- Define the content types needed in the content management system
- Define and prioritize site functionality
- Define the attributes of the content types
- Define the measurable success metrics of the project
- Define the relationship between key content

Deliverables
- **Business Requirements**: Outlines the business requirements and goals and goals for the web site. Serves as the foundation for planning the information architecture, measurement plan and functional requirements.
- **Content Inventory & Requirements Document**: The Content Requirements Document outlines all content types and requirements for content production and migration.

Schedule and Time Requirements
- **Project Kickoff Meeting**: Review the team members, schedule and objectives for the project.
- **Business Analysis Meeting**: A 1-2 hour meeting to discuss the business objectives and specific goals for the project building upon the web site brief.
- **Business and Content Analysis Discovery Meeting(s)**: 8-10 hours of meetings with key business and content stakeholders to discuss the content on the site and the required publishing workflow associated with each content item. This is typically a series of 6-8 meetings with different stakeholders.
User Persona and Task Development

Overview
User centered design is at the core of ISITE Design’s strategic planning process. It is critical that the web site architecture meet the needs of the users and the tasks they need to complete on the web site. Building The User Persona and Task development will build upon the organization’s internal knowledge of its users and augment that knowledge with a few simple user research tasks.

Deliverables
- **Web-based Survey:** A short web-based survey will be launched on the public web site at the start of the project with the goal of determining who is visiting the site and what they are looking for. The survey will be used to determine the top tasks and align them with persona types.
- **End User Interviews:** ISITE Design will conduct 4-5 phone interviews with representative end users to help gather additional information and build out the personas.

Schedule and Time Requirements
- **End User Interviews:** ISITE Design can conduct the end user interviews on one on one phone calls. Sometimes larger focus groups can also be used.
- **Survey Review Meeting:** A short meeting to review the survey before deployment.
Aligning User Personas to Business Objectives

<table>
<thead>
<tr>
<th>Desired Action</th>
<th>Executive</th>
<th>Customer</th>
<th>Site Owner</th>
<th>End User</th>
<th>Influencer</th>
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</thead>
<tbody>
<tr>
<td>WebTrends On Demand Trial</td>
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<tr>
<td>WebTrends On Demand Purchase</td>
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<td>Marketing Trial</td>
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<td>Software Trial</td>
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<td>Software Purchase (ecom/channel)</td>
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<td>Upgrade (software or on demand)</td>
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<td>Product Tour</td>
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<td>WebResults Signup</td>
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<tr>
<td>Educational Deliverable</td>
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<tr>
<td>WFG Trial</td>
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<tr>
<td>WFG Purchase</td>
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<tr>
<td>User Group Registration</td>
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<td>Seminar Registration</td>
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<td>Contact Sales (phone or e-mail)</td>
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</tbody>
</table>

The above example demonstrates how the end user personas are aligned to the business objectives for the web site. Primary and secondary business objectives are defined in the business analysis meetings.
Information Architecture

Overview
Information architecture refers to the organization of a web site’s structure and content, the labeling and categorization of information and the design of navigation. The Information architecture, when combined with the creative interface design, provides an organization with a meaningful representation of the new web site.

Objectives
- Define the top level structure and organization of the site
- Define the proposed navigational structure
- Develop a persuasive site architecture which effectively moves users through the key tasks
- Define key page-level wireframes which describes layouts and demonstrate the relationship between content on pages.
- Define the interaction design for any application functionality

Deliverables
- **Site Map**: A new site organizational model will be established outlining the new content hierarchy and link structure.
- **Navigation Standards**: Define the navigation structure of the site
- **Page-level Wireframes**: All key page templates will have wireframes developed which define and organize the required information on each page.

Schedule and Time Requirements
- **Site Map Review Meeting**: ISTIE Design will present the site map for review by the organization.
- **Wireframe Review Meeting**: ISITE Design will present the page-level wireframes for review. Additional follow up meetings will be necessary to get final approval on the wireframes before proceeding to the development phase.
Defining the Navigation

The information architecture will define the navigational standards of the site and align them to the end user and content requirements.
Organizing the Information into a Site Map

The site map organizes all of the content and pages into a site hierarchy, outlining the relationship between key pages as users navigate deeper into the site and laterally across different content areas.
Page-level wireframes will be developed for all key templates prior to development to show the relationship between content elements on each page, relevant navigation and the necessary technical integration.
Measurement Strategy

Overview
It is critical to build a measurement plan into the early stages of developing a new site. ISITE Design typically recommends a measurement strategy in the site strategy blueprint phase to define the key performance indicators for the new web site. This will ensure the new site is built for analysis as we plan the information architecture, key conversion scenarios and site development.

Measurement Approach & Objectives
ISITE Design’s measurement approach is based on the following principles:

- **Identify Business Objectives**: Key business objectives defined in the business analysis will serve as the foundation for the measurement planning.
- **Define Key Performance Indicators**: Key Performance Indicators (KPIs) represent metrics that align with business objectives. KPIs will be identified based on the business and user requirements.
- **Trending and Benchmarking**: The value of data over time and compared to data from similar date ranges has far more value than unique numbers. We’ll work with to define the key metrics to trend over time and help set baseline measurements to benchmark against for continuous improvement and optimization.

Deliverables

- **Analytics Review**: The existing site statistics will be reviewed to see how visitors are currently interacting with the web site.
- **Measurement Plan**: The measurement plan defines the implementation requirements and key performance indicators for the new site design.

Schedule and Time Requirements

- **Measurement Plan Review meetings**: In addition to the business analysis meetings, there will be 1-2 individual measurement plan review meetings.
Functional and Technical Requirements

Overview
The functional and technical requirements will build upon the features outlined in the web site brief to define exactly how specific web site applications and features will work. There is a need to further define the scope of the key functional areas to have an accurate blueprint prior to starting the development phase.

Objectives
- Define the functional requirements for key areas of the site
- Determine what modifications need to be made to existing applications
- Define additional technical requirements of the new site.
- Determine the appropriate content management system and site publishing model

Deliverables
- **Functional Requirements**: The functional requirements will describe how key site functionality will work.
- **Technical Requirements**: Determine the technical requirements of the new site including any necessary third party applications and integration with existing applications.
- **Content Management System Requirements**: After reviewing the site architecture and technical implementation, ISITE Design will validate the CMS recommendation and define the implementation plan and costs.

Schedule and Time Requirements
- **Technical Requirements Meeting**: An initial technical requirements meeting will review the existing site architecture and identify
- **Functional Requirements Meetings(s)**: Specific meetings will be needed to scope the identified functional areas of the site.
- **Content Management Review meetings**: The content management system requirements will be reviewed and validated when the site architecture and content requirements are identified.
Appendix B: Case Studies

OGI School of Science and Engineering Case Study
www.ogi.edu

Overview
OGI is a nationally recognized graduate education and research institution. In 2002, OGI rebranded the organization and developed a communications plan to attract and retain top students and researchers worldwide. OGI asked ISITE Design to evaluate the current web site and develop a strategy to completely rebuild the site to align with a new communications plan.

Challenges
Like many organizations, OGI’s web site had grown organically and was decentralized. Every department and program was providing a different user experience, and the site lacked cohesive architecture. OGI had numerous stakeholders which were not currently able to get the information they needed from the web site. OGI lacked a long-term web strategy and did not have the ability to prioritize web initiatives based on business objectives and user requirements.

Solution
- **Web-based survey:** A survey helped identify target audiences and their primary tasks
- **User Testing:** End users were run through task-based testing to evaluate the effectiveness of the current site
- **Web Strategy:** ISITE Design prioritized internal initiatives and developed a strategic roadmap based on the business objectives and user needs
- **Information Architecture:** All of the content was organized and classified into a new site map, navigation and information architecture models for all key templates.
- **Technology Recommendations:** A technology platform and software requirements were identified.
- **Creative Design and template development:** Several rounds of creative concepts for the new site produced a new online brand and dozens of key templates for OGI to implement across the entire site.

Results
OGI considered the end result an overwhelming success. The organization was completely repositioned online with a new brand and unified voice. Previously fragmented department and program sites were integrated into a single architecture. A new technology platform saved the OGI web team countless hours on web development and maintenance.
Overview
XTERRA is a Hawaii-based sports entertainment company, producing more than 150 worldwide races and 225 television shows since 1990. ISITE Design helped bring together three separate web properties into a new Ektron content management system and new branding in an engaging, easy to use interface.

Solution
- **Web Strategy:** Helped XTERRA evaluate its business objectives, prioritize web initiatives and develop a phased web strategy plan.
- **Content Management Implementation:** Implemented a content management solution for the entire web site, defining the content, workflow, technical and meta data requirements.
- **Legacy Application Integration:** Integrated XTERRA’s legacy .NET race management applications into the new CMS solution.
- **Custom Application Development:** Developed new front end applications for race schedules, results, user account management, registration and forums.
- **Multimedia:** Developed a Flash-based interactive race map which plots races directly from XTERRA’s race database. Integrated rich media video clips throughout the site.
SOLV
www.solv.org

Overview
SOLV is a large northwest non-profit organization that brings together government agencies, businesses and individual volunteers in programs and projects to enhance the livability of Oregon. SOLV currently mobilizes its base of 90,000 volunteers to a variety of statewide initiatives including signature events such as the Beach Cleanup.

Challenges
SOLV needed a new web site design, architecture and content management system. The site had numerous events and programs to organize for its volunteers. A secure donation form needed to be established to allow visitors to donate with a credit card online.

Solution
• **Information Architecture**: All of the content was organized and classified into a new site map, navigation and information architecture models for all key templates.
• **Design**: A new design was developed that reflected the organization’s mission and brand.
• **Secure Online Donations**: A secure online donation form was created allowing visitors to donate to SOLV online with a credit card.
• **Content Management System**: Macromedia’s Contribute content management tool was implemented on the site giving SOLV non technical administrators the ability to update any page on the site.
Providence Health Systems Case Study

www.providence.org

Overview
Providence Health System is a leading provider of health insurance and medical services in the Northwest. ISITE Design evaluated the functionality of Providence’s online provider directory to identify usability issues and provide recommendations for improving the user experience.

Challenges
Providence knew through anecdotal feedback from consumers, agents, and internal stakeholders, that its online directory was not providing an optimal user experience. As with many large organizations, too many competing internal viewpoints were making it difficult to understand who was using the tools and improve the overall experience and usability.

Solution
- **Customer Experience Survey**: Randomly selected end users were asked to complete a survey following their interaction with the directory.
- **Expert Review**: An internal team of experts evaluated the directory against the industry recognized usability best practices.
- **User Testing**: ISITE conducted test sessions with different user types including members, agents, non members and customer service representatives. The task-based evaluation and interviews uncovered critical usability issues.

Results
More than 800 end users completed the survey providing crucial information on their experiences. ISITE Design discovered more than 35% of users had problems finding what they were looking for using the tool. By looking at the results of the survey, expert review and user testing, ISITE Design presented Providence with a report outlining the top usability problems and recommended changes to the site.
Oregon Historical Society Case Study
www.ohs.org

Overview
Founded in 1892, OHS manages over 2,000,000 artifacts and pieces of Northwest history. ISITE Design has partnered with OHS over the last 3 years to develop a multi-year web strategy, and a new web site.

Prior to starting a multi-year technology initiative, OHS retained ISITE Design to document their goals and objectives for the future of a historical society that served a global online audience.

Challenge
The current OHS web site was decentralized and lacked a streamlined user experience. Content did not get published frequently to the web site due to the limited technical expertise on staff. Very few records and artifacts were digital. In 2001, when we began the project patrons had to travel to the Portland location to browse collections and experience exhibits.

Solution
- **Web Strategy**: Dozens of meetings with OHS staff produced web objectives which were used to develop a strategic plan for the organization.
- **Technical Evaluation**: Collection management systems were evaluated and a final recommendation was made based on the web strategy and business requirements.
- **Creative Design**: A new creative design and user interface was developed
- **Content Management System**: A new content management system was recommended and implemented allowing non technical users to publish to the site.
- **Educational Tools**: ISITE helped OHS develop The Oregon History Project, providing students and teachers access to documents, narratives and rich historical content for their classroom and curriculum.

Results
Traffic to the site tripled and the average viewing time increased to over 10 minutes as end users interacted with the new content and thousands of new records available online. The content management system unlocked content from within the organization by allowing non technical users to easily publish to the web site. OHS was able to maintain the site in-house and cut their reliance on an outside vendor.
Sample Interface Design Examples

ISITE Design has completed a significant number of site redesigns and user interfaces for organizations. A sampling of additional work is included below which demonstrates a wide range of our expertise ranging from site redesigns to application interfaces and product microsites. Additional examples are available upon request.