

Understanding Your Web Audiences' Needs: Using Formative Research to Develop Vaccine Websites for Parents and Providers

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Overview

- Background
- Formative research and usability testing for website development
 - Health care professionals
 - Parents
- Designing user-friendly sites
 - Using “bite, snack, meal” approach
- How you can use the lessons we’ve learned

Immunization – A Complex Communication Environment



- “When prevention works, nothing happens”
- Dynamic, changing
- Competing and conflicting
 - Health messages
 - Guidance and advice
 - Purposes and objectives
- Many places to find and get information
- Different audiences => different interests, different needs
- Time is often limited

Communication Environment

- Low disease awareness = increased focus on vaccine risks
 - Low tolerance for vaccine risks
- Full and complicated immunization schedule
- We are encouraged to be critical health care consumers
- Health care system often does not allow time for communication and relationship-building
- Peer-to-peer interaction and influence
 - Especially using social media

Information Sources

- According to 2011 ConsumerStyles data, parents report turning to the following places for vaccine info:
 - **Child's health care provider**
 - Family
 - Child's other parent
 - American Academy of Pediatrics
 - Friends
 - **Internet**
 - **CDC**
- 8 in 10 internet users have looked online for health information
- 46% of Americans have smartphones
- 80% of doctors use mobile devices at work

Assessing our Website

www.cdc.gov/vaccines

- Topic focused
- Audience-focused “jump” pages

Vaccines & Immunizations Topics	
<u>Immunization Schedules</u> Child, adolescent, & catchup schedules, adult schedule, instant scheduler for children up to 6 years old, catch-up immunization scheduler tool, adolescent & adult quiz (11 yrs & up), adult immunization scheduler tool ...more	<u>Recommendations</u> Advisory Committee on Immunization Practices (ACIP), ACIP vaccination recommendations published in MMWR, Vaccine Information Statements (VIS), provisional recommendations, ...more
<u>Vaccines in the United States</u> Vaccine shortages and delays, questions answered about vaccines, who should not be vaccinated, potential new vaccines, vaccine basics, education and training, ...more	<u>Vaccines & Preventable Diseases</u> What diseases are vaccine preventable, questions answered about specific diseases, photos of diseases, ...more
<u>Basic & Common Questions</u> Common questions, why immunize, how vaccines prevent disease, immunity types, common misconceptions, risks of not vaccinating, ...more	<u>Vaccine Side Effects & Safety</u> Possible vaccine side effects, concerns about the safety of vaccines, vaccine safety research, vaccine safety datalink project, report a vaccine adverse reaction, ...more
<u>Vaccination Coverage and Surveillance</u>	<u>Requirements & Laws</u> School requirements, state

Sign up to be notified when this page is updated

 [Get Email Updates](#)

For Specific Groups

Audience specific:

- [Providers](#)
- [Parents](#)
- [Travelers](#)
- [Program Managers](#)



Sorted for:

- [Infants & Toddlers](#)
- [Young Children](#)
- [Preteens & Teens](#)
- [College Students](#)

Was this working for our audiences??

Usability Testing

- Are our audiences finding the information they are looking for?
- Do our audiences have unmet information needs?
- Is the information arranged logically for them?

HEALTH CARE PROFESSIONALS

Vaccine Website for HCPs

CDC Vaccines & Immunizations

Department of Health and Human Services
Centers for Disease Control and Prevention

Vaccines & Immunizations

What's New!

- H5N1 vaccine is now available (May 18)
- Two H5N1 vaccines are now available (May 18)
- CD Chlamydia and Gonorrhea (GAK) is now available (May 18)
- Updated version of Child Immunization Schedules now available (May 18)

Adult Immunization Scheduler

Provider Resources for Vaccine Conversations with Parents

Clinical Resources

Administrative Tools

Immunization Training

Patient Education

Sign up to be notified when this page is updated

That's in the Pink Book?

Vaccine-Preventable Diseases (VPDs)

See also List of vaccines

Other Health Web Sites

CDC Vaccines & Immunizations Healthcare Professionals

Vaccine Quiz

In the Spotlight

- H5N1 vaccine is now available (May 18)
- Updated H5N1 vaccine is now available (May 18)
- Revised Program Manager (May 18)
- Vaccine Price List now includes H5N1 and H1N1 (May 18)
- 2009 Recommended Immunization Schedule for Children (May 18)
- H5N1 vaccine is now available and vaccine safety is enhanced (May 18)
- View all...

Vaccines & Immunizations Topics

Immunization Schedules

Recommendations

Vaccines in the United States

Vaccines & Preventable Diseases

For Specific Groups

Vaccination Records

CDC Vaccines & Immunizations
Homepage

CDC Vaccines & Immunizations
Healthcare Professionals Homepage

Usability Testing with HCPs Methods

- 36 participants: pediatricians, nurses, medical assistants, physicians assistants, family doctors
- 1 hour test session
 - Pre-test
 - Website tasks
 - Post-test



Usability Testing with HCPs

General Results

- Use of term “provider” was problematic
- Were confused about how to get information they were asked to find
 - Too many paths to the same information
 - Too many choices
 - Links didn’t go where they expected
 - Too much content linking to pdfs

Usability Testing with HCPs

General Results (cont'd)

- Majority liked the look and feel of the site
- Confirmed that taxonomy was suitable
- Confused by images of babies and children
 - Many thought site was also for parents
 - Wanted to see people like them (hcps)
- Too much information on each page
- Text was too small

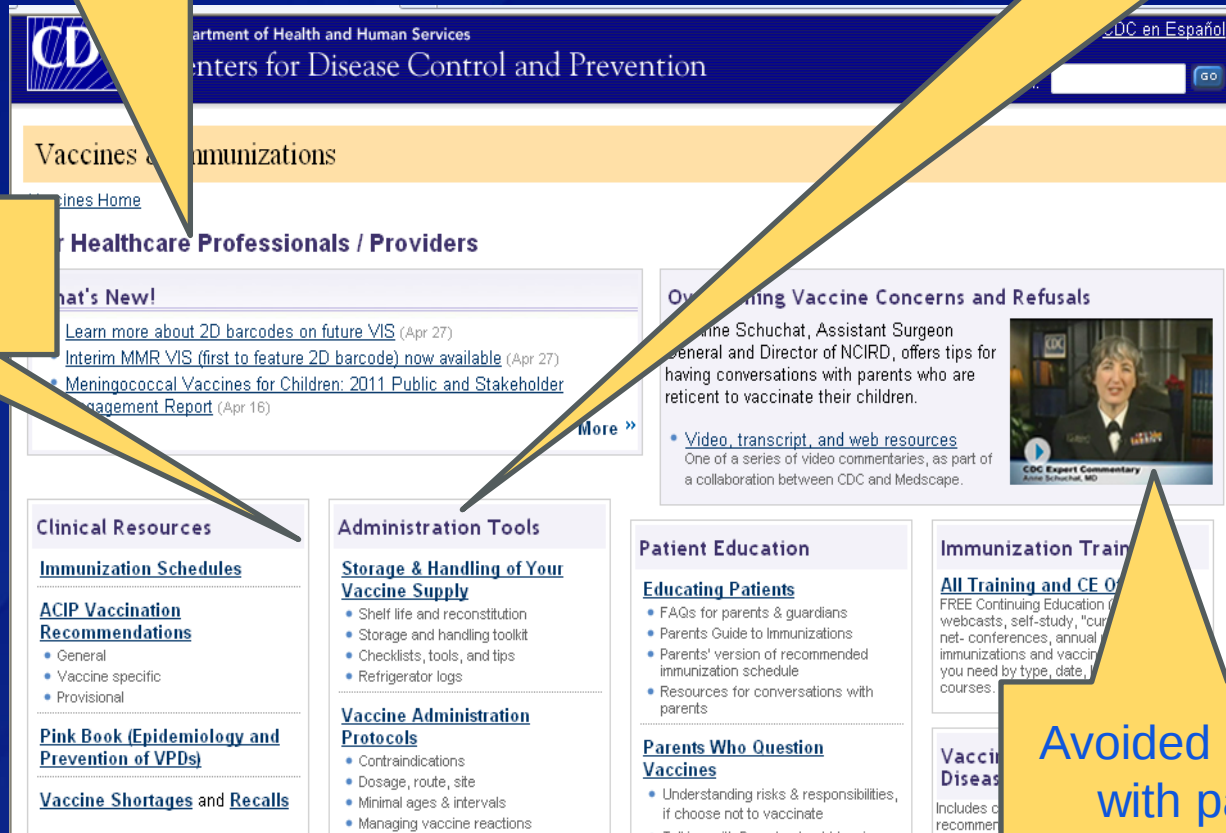
Revised HCP Page

Not just providers

Began converting pdfs
to text
-ex. The Pink Book

Information grouped
differently

Widened
columns

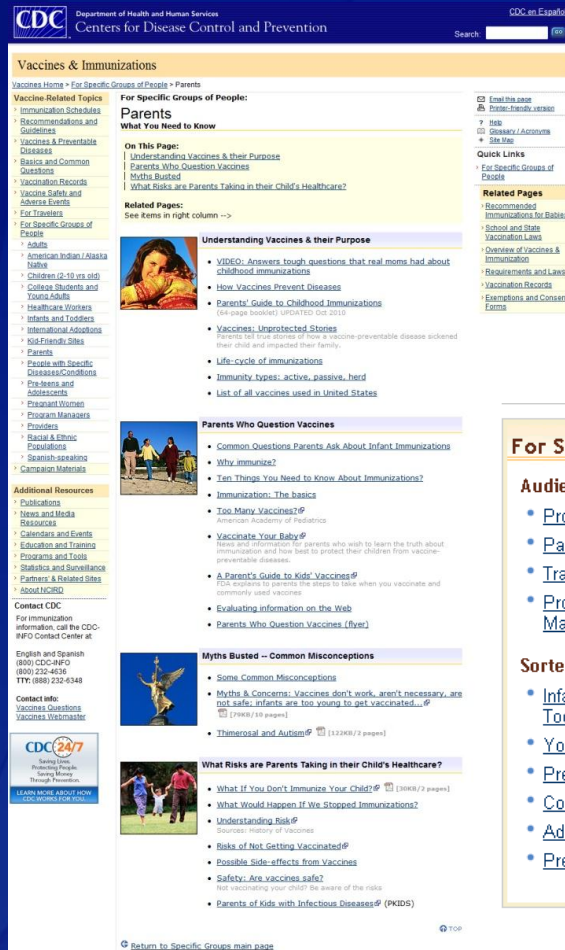


Still a work in progress...

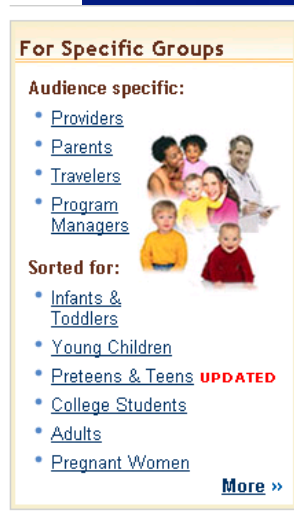
Avoided using images
with parents and
babies

PARENT WEBSITE

Vaccines Website for Parents



- Wasn't clearly "parent page"
- Page was full of links
- Hard to scan
- Redundant information
- Lots of clicks to get parents the info they sought
- Content was not grouped in way parents understood



Developing a Prototype Vaccine Website for Parents

- Took into account what we already knew about parents from previous research from survey data and focus groups
 - Different information needs
 - Wide range of vaccine-related topics that interest them
 - Want up-to-date, credible information
 - Limited time-want to find what they need and move on
- Considered other consumer-oriented sites parents use

Parent-Friendly Websites

A different kind of birth plan | Organic activity mats

Mobile Apps Follow us Log in | Sign up

babycenter

SEARCH ON BABYCENTER
Google Custom Search

GETTING PREGNANT PREGNANCY BABY TODDLER PRESCHOOLER BIG KID FOR YOU COMMUNITY BLOG SHOP REGISTRY

Add your child to the timeline >>> pregnant newborn 1 year 2 years 5 years 9 years

Calendars & More

- Baby Names
- Get Answers
- News & Blogs
- Photos & Videos
- Favorites
- Deals, Deals, Deals!
- Products & Gear

advertisement

TOP STORIES May 1, 2012

Tummy troubles?
Learn what could be causing your baby's stomachache
Find out why babies spit up

On a budget? Baby tummy aches Crib to bed The big switch Tips for fun playdates

My Family Log in

Your Pregnancy, Week by Week
Subscribe to our free email newsletters that millions of parents rave about.

Enter your due date or child's birthday
mm dd yyyy
☐ I'm trying to conceive

diapers.com

Registry & shopping

Like 6.6k +1 the knot [the nest] b6mp Search The Bump GO **THE BUMP** NEW! Log In | Join Now

the bump
from the knot
the inside scoop on pregnancy

my bump BLOG GETTING PREGNANT PREGNANCY NEWBORN & BABY TODDLER BABY NAMES BABY GEAR TOOLS VIDEO REGISTRY BABY SHOP LOCAL SERVICES COMMUNITY

Tools
Baby Websites
Ovulation Calculator
Fertility Chart
Due Date Calculator
Pregnancy Checklist
Baby Name Finder
Chinese Gender Chart
How Big Is Baby?
Pregnancy Calendar
What Will Your Baby Look Like?
New Mom Calendar
Baby Milestone Tracker
Local Guides
Personalized Ticklers
Community Badges
Pregnancy iPhone App
Baby iPhone App

For you this week:
you're pregnant, how what?
the 10 most common fertility mistakes
baby gear you should never borrow
mean mom confessions

the best baby carriers ever

pregnancy week-by-week Choose your week

is it safe?
1000s of questions answered EVERY day
Safe to exercise during pregnancy?
Pregnant and tired all the time?
Prenatal symptoms caused by hormones?

Track your baby's growth Log in | Register

Sign up to get FREE personalized newsletters about your baby each week.

Enter your due date or baby's birth date:
Month Day Year
☐ I'm trying to conceive

Enter your email address below:

join now

find baby registries & websites

WebMD
Better information. Better health.™

Other search tools: Symptoms Doctors Medical Dictionary

What's fit

WebMD Home > Health & Parenting Center > Health & Baby Center

Health & Baby Home

- Health & Baby News
- Health & Baby Reference
- Health & Baby Videos
- Parenting Community
- Newsletter Sign-Up: Baby's First Year

Health & Baby Guide

- Baby Development
- Baby Nutrition
- Bottle Feeding
- Breastfeeding
- Crying & Colic
- Diapering & Digestion

WebMD Baby App
New!
iPhone users: Get parenting tips, track schedules, and create mobile baby book.
Learn More

Baby Milestones

6 Serious Symptoms

WebMD Baby App

Today in Baby Health

SLIDESHOW
Baby-Proofing Your Home

TOOL
Is My Baby Normal

parenting
home of parenting & babytalk

101 DAYS of giveaways

Family trip to Orlando, Glamorous nursing wear, and much more! Enter to Win

more > baby names answers newsletters blogs contests subscribe

fertility pregnancy baby toddler child mom recipes activities gear community

tools & guides

- Product Recalls
- Deal of the Day
- Birthday Cake Finder
- Fun Gender Predictor
- 101 Days of Giveaways

all tools & guides

most popular

- pregnancy symptoms
- first trimester
- pregnancy dos & don'ts
- unplanned pregnancy

Trends in Baby Naming
How new parents are naming their babies in 2011
1 2 3 4

SAVE BIC!
parenting + e mom's
DAILY DEALS
Join now to save big bucks on great stuff.
Sign up now!

stay connected

Get recipes, recall alerts, craft ideas & more!
Enter your e-mail sign up

parenting
Facebook Twitter RSS

parenting &

Usability Testing with Parents Methods

- 45 parent participants
- In-lab sessions
 - Pre-test
 - Website tasks
 - Post-tests

The screenshot shows the CDC's 'Vaccines & Immunizations' website, specifically the 'For Parents' section. The header includes the CDC logo, 'Department of Health and Human Services', 'Centers for Disease Control and Prevention', and a search bar. The main content area is titled 'Vaccines & Immunizations' and 'For Parents'. It features a 'Vaccination Questions about...' section with links for 'Infants & Toddlers', 'Children', 'Pre-teens & Adolescents', 'College Students', 'Adoption', and 'Pregnancy'. Below this, the 'Infants & Toddlers' section lists questions like 'Why does my baby need to receive so many vaccines?' and 'Is it normal for my baby to have pain or swelling after a getting a vaccine?'. To the right, there's a 'Sign up to be notified when this page is updated' box and a 'Get the Picture: Childhood Immunizations' video link. The 'Vaccine Schedules' section lists 'Immunization Schedule for Babies', 'Childhood Immunization Schedule', 'Personalized Schedule', and 'Catch-up Schedule'. The 'Vaccine Safety' section lists 'Safety Monitoring', 'Thimerosal-free Vaccines', and 'Vaccine Ingredients'. The 'Vaccine Records and Laws' section lists 'Finding', 'Understanding and Organizing Records', 'State Laws', and 'Childcare and School Requirements'. The 'Need Help Paying for Vaccines?' section mentions the 'Vaccines for Children (VFC) program'. The 'What's New' section lists 'Is Your Child Protected Against Hib Disease?', '2010 Child & Adolescent Immunization Schedules', and 'Immunization News'. The 'Diseases and the Vaccines that Prevent Them' section lists various diseases and their corresponding vaccines. The 'Are Your Child's Vaccinations Up to Date?' section provides a checklist for different age groups from Birth to 12 to 23 months. The 'Traveling Soon?' section provides information on 'Vaccinations Needed When You Travel'. The 'Keep Your Kids Healthy' section features a video link. The 'Learn more about pre-teen vaccines' section features a video link. The footer includes the CDC Home, Policies and Regulations, Disclaimer, e-Government, FOIA, and Contact Us links, along with the CDC's mission statement and contact information.

Usability Testing with Parents

General Findings

■ Design

- Liked seeing photos of healthy children and no needles
- Avoided modules or widgets that “looked like ads”
- Complained about small typeface
- Noted cluttered appearance and difficulty scanning

■ Navigation

- Frustrated with multiple access points
- Found button navigation was easy, intuitive

■ Content

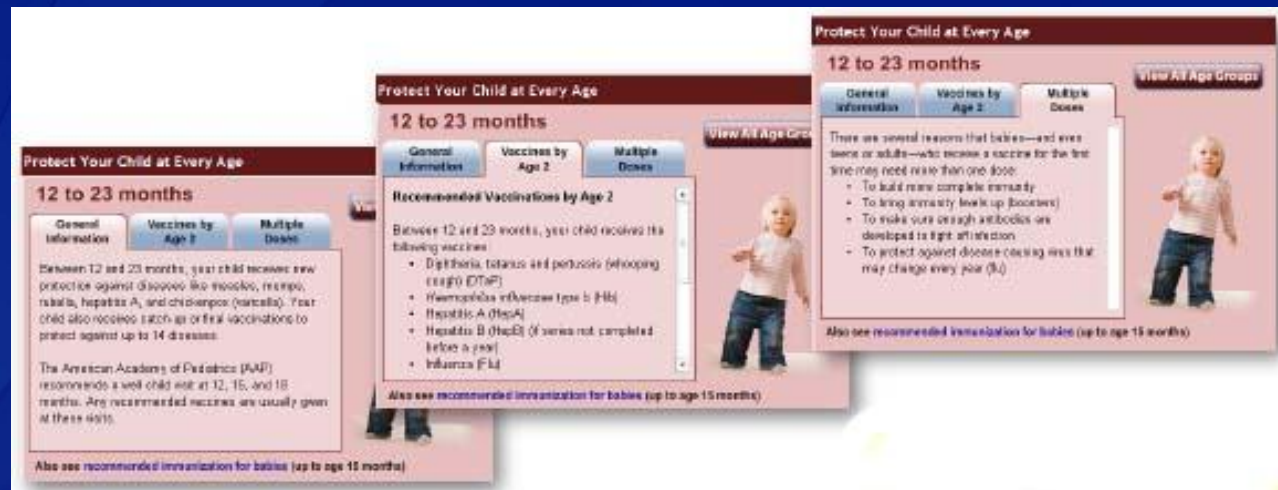
- Found information credible & reliable
- Would recommend site to a friend



Wanted Personalized Information

❑ Gravitated to content tailored by child's age

- Wanted breadth specific to child's age
- Wanted depth specific to child's age
- Found buttons and tabs highly intuitive
 - No problem with navigation or scrolling



Information Layering: Bite, Snack, Meal

- Appreciated layers of information
 - Give “just the facts”
 - But also have details (chunk information)
 - Include supporting research



"Asking whether [content] snacking is a good thing is like asking whether the Justin Bieber phenomenon is a good thing. It doesn't matter what we think. It's here anyway!" -Donna Papacosta in Content snacking – and what you can do about it. Communication World. 2011. 28;1:8-10.

Redesigned Parent Portal

CDC Home
CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People. Saving Money through Prevention.

Vaccines and Immunizations
All CDC Topics
Choose a topic above **SEARCH**

A-Z Index **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #**

For Parents: Vaccines & Immunizations

Pertussis (Whooping Cough) - What You Need To Know



Protection from the childhood vaccine (DTaP) decreases over time. Preteens, teens and adults need to be revaccinated, even if they were completely vaccinated as children. **Learn more about protecting against pertussis...**

Who & When (Immunization Schedules)

Birth through 6 Years

- Schedule [512 KB, 2 pages]
- Create a schedule for your child
- Missed a shot? See catch-up scheduler

7 through 18 Years

- Schedule [317 KB, 2 pages]
- Create a schedule for your pre-teen or teen

19 Years and Older

- Schedule [126 KB, 2 pages]
- Learn why parents need vaccines too

Learn more about **how CDC sets the immunization schedule for your family**

Protect your Child at Every Age
Click on your child's age group for vaccine information

Overview	Birth	1 to 2 months	4 months	6 months	7 to 11 months
12 to 23 months	2 to 3 years	4 to 6 years	7 to 10 years	11 to 12 years	13 to 18 years

Overview

Immunizations have had an enormous impact on improving the health of children in the United States. Most parents today have...

Consolidated and expanded age-specific info

Consolidated links under plain language label

Moved up disease-specific links

Vaccines Home
Vaccines & Immunizations

Email page
Print page

Get email updates about this page.

Traveling Soon?



What vaccines does your child need **before international travel**? If you plan international travel with your child, see **vaccine**

Tailored Information Expanded

Protect your Child at Every Age
Click on your child's age group for vaccine information

Overview	Birth	1 to 2 months	4 months	6 months	7 to 11 months
12 to 23 months	2 to 3 years	4 to 6 years	7 to 10 years	11 to 12 years	13 to 18 years

Birth

General Information Vaccine Protection Your Baby's First Shot **Babies' Immunity**

Babies' Immunity
Don't Infants Have Natural Immunity?
Babies receive some immunity (protection) from their mother during the last few weeks of pregnancy. These antibodies decrease over time, leaving the infant vulnerable to disease. By following the recommended immunization schedule, you are protecting your baby by providing immunity early in life, before they are likely to be exposed to potentially serious diseases and when they are most vulnerable to infections.



Added one tab to provide additional info

Kept intuitive button navigation

Kept chunked text with links for high-information seekers

Age-appropriate photo images

**LIKE WHAT YOU SEE? USE
CONTENT SYNDICATION TO
BRING IT TO YOUR WEBSITE**

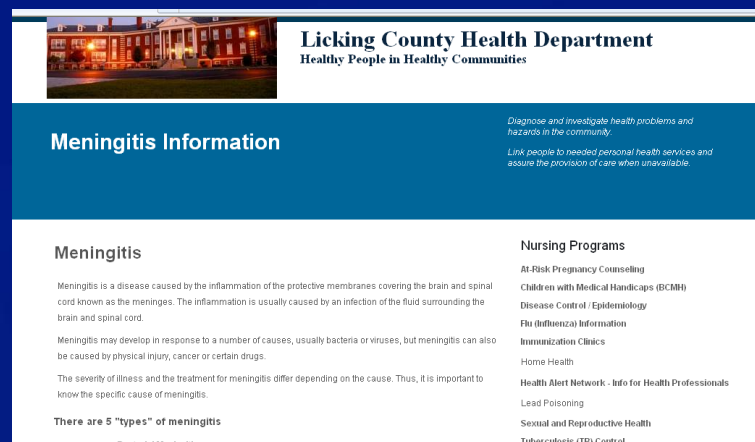
Content Syndication

- Bring CDC's content to your website
- Benefits
 - Content on your page always reflects most up-to-date (CDC) information
 - Visitors view information within your web frame and stay on your site
 - Less time spent searching our site for updates



How Do I Syndicate?

1. Register at www.cdc.gov/syndication
2. Sign in
3. Identify web page(s) to syndicate
4. Add page(s) to “your list”
5. Confirm your selection(s)
6. Paste syndication code into your web code



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Questions