# Case Study

## BC Care Aide & Community Health Worker Registry

**www.cachwr.bc.ca**

number41media

**Industry**
Government, Healthcare

**Partner**
**Number 41 Media**
101- 3045 Douglas Street
Victoria, BC
V8T 4N2
Canada
www.number41media.com

Charles Haigh
charles.haigh@number41media.com

## Goals

The BC Care Aide & Community Health Worker Registry is a database of registered care aides and community health workers working for, or wanting to work for, publicly funded employers in BC. The registry protects patients, residents and clients of these health care professionals by establishing and improving the standards of care for these professions. In mid-2011, recognizing that their existing website and registry application were not adequately meeting the needs of their users, Health Match BC initiated a conversation with us to design and develop a new website and registry application. The objective in this project was to develop a website and a complementary registry that were scalable, useful and intuitive for the users.

## Challenges

From day one, we knew there were a number of challenges associated with this project that needed to be addressed in order for this project to be considered a success. First of all, we needed to ensure that in developing an audience-based navigation, we focused on our priority audience – the registrants – without neglecting other key audiences such as educators and employers. Because all care aides and health workers in BC are required to register through this website in order to be eligible to work in the province, we also knew that the integration between the website and the secure registry application needed to be seamless and intuitive.

Furthermore, the registration requirements and the validation and approval process within the registry can be quite complex; we needed to ensure that we simplified our information delivery and interaction design in such a way as to optimize the user experience while meeting all of the requirements and adhering to the established processes. Finally, due to the significant security and privacy concerns associated with such a registry, it was essential that all of these concerns be considered and addressed in developing both the website and the registry application.

## Solution

We started by conducting a thorough review of the existing website and application in order to provide context for the next phase of our process: stakeholder research. Then, we hosted research sessions with the Care Aide team to better understand process flows, the existing website's constraints and the future requirements for the website, the new registrant's secure site, and the administrative (internal) application. The result of these sessions was a series of high-level business requirements that were used to inform the information architecture and interaction design.

# Case Study

For the new website, the information architecture schema directly reflected the business requirements that were identified in our research phase; most importantly, clearly labeled and customized sections for the key audiences -- registrants, employers and educators. It also included a section about the registry as well as a "News & Information" section on the homepage that highlights industry-specific items while keeping the homepage fresh and interesting.

The interaction design for the registry applications reflected the business requirements identified during our research phase, and also accommodated the different needs of multiple users groups including registrants, employers, educators and administrators. The core business process flow that was refined during the iterative wireframing process formed the basis for the architecture, the end result being a cohesive and user-friendly suite of features. All of this was demonstrated in a set of greyscale, clickable HTML wireframes.

While our interaction designer was busy developing his wireframes, our graphic designer was equally busy developing a series of design comps for the website and applications. Informed by the wireframes, a unified graphic design system was created to showcase a range of complementary colours, design elements, and industry-specific imagery. In order to facilitate a seamless transition between the website and the registration application for end-users, this same visual appeal was applied to both products.

The BC Care Aide & Community Health Worker Registry website was built using the Kentico content management system. Our certified development team is well-versed in this software and leveraged its many built-in features to produce a first-class website that can be easily maintained by the Care Aide staff. The complex registration and administrative applications were custom-built using ASP.NET and compatible technologies, and was seamlessly integrated with the public-facing website.

## Key criteria for selecting Kentico CMS

- Ease of use for end-users
- Compatibility with ASP.NET
- Exhaustive set of ready-built, easy-to-use controls