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State Medical Board of Ohio

Web Site Structure Document

End User Goals

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Process-oriented tasks:

Is the doctor licensed?

Who is currently under disciplinary action?

What are the medical board's views & opinions on issues?

What are the rules?

Client Goals

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Organizational-oriented ambitions:

Mission statement: "Protect and enhance the health and safety of the public through effective medical regulation."

Licensees keep the lights on.

Serve the general public.

Acknowledging our place in real world and cyberspace. We are, after all, a state agency.

Design Direction

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Information & architectural opportunities:

- making navigation easier for the user
- focus on SMB customer needs
- install Google search engine
- offer site map function

Visual design opportunities:

- change look and feel of the existing web site
- design better visuals (colors, pictures, art, etc.)

Production & implementation opportunities:

- printer friendly design
- ADA compliant
- incorporate Dreamweaver into process

Workflow opportunities:

- easy for SMB staff to maintain web site
- ensure update includes planning for future
- joint venture between ICC and SMB staff

Considerations & suggestions:

- responsible use of public funds
- drop down menus
- pull out menus from left
- ability to query and print reports from various SMB databases

User Definition

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Medical professional:

- seeking & renewing license
- currently licensed
- compliance information by profession
- general reference & information
- censured

Medical organization (hospitals, health care, etc.):

- credentialing (licensing, profiles, status)
- hospital verification seeking accredited professionals
- monthly formal action
- rules & policies
- pro-sumer frequently asked questions
- newsletter

Patient (or other non-medical visitor):

- find or check on doctor
- complaint form
- general information, options & process instructions
- consumer frequently asked questions
- position statement

Other possible user:

- attorney
- media
- state medical board of another state
- administrator of small doctor's office
- board member

Primary User Pathways

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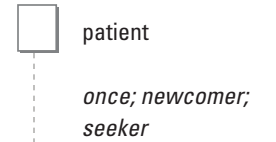
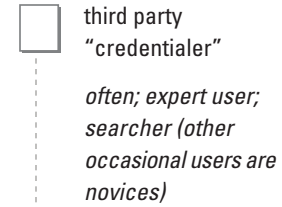
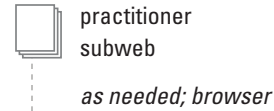
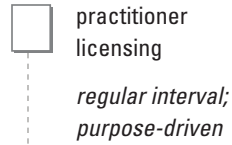
Can this site help me? Am I in the right place?

land



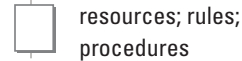
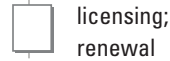
Who am I? What information is applicable to me?

announce



What are my choices?

amplify



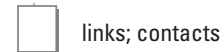
What are the details? Give me the information.

explain



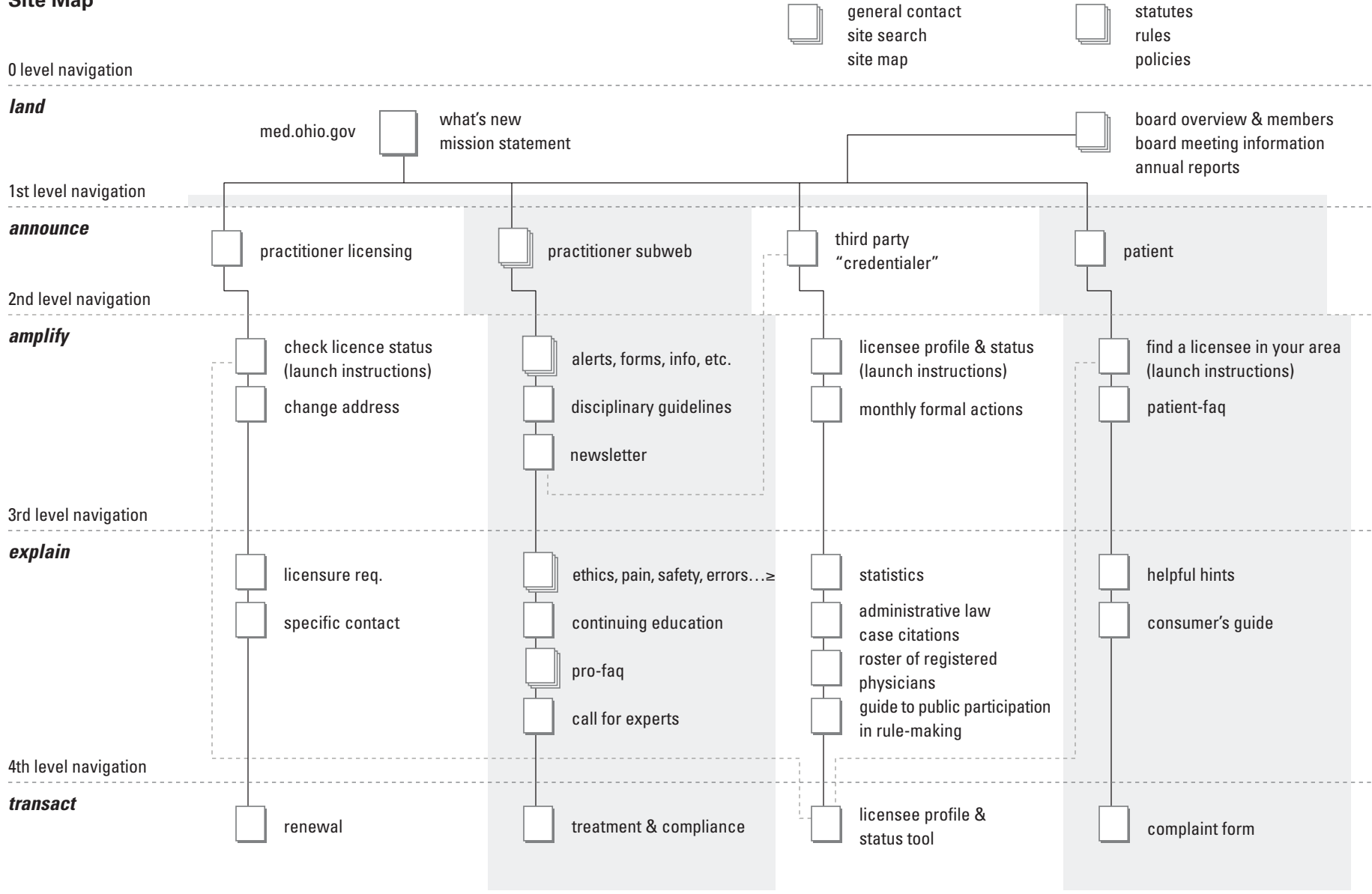
Complete the form. Search the database. Get contact information.

transact



pervasive navigation

Site Map



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Generalized Page Types

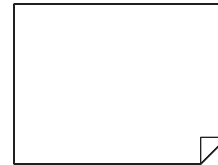
possible templates and template variations

Home



initial impression; identify user; introduce navigation; set tone

Subweb



user specific landing page with only relevant links & appropriate language

Link List



grouping of links for navigation or chronologically ordered documents

Content



narrative body text with embedded and/or highlighted navigational links

Form



user input for search queries, responses and data collection

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Generalized Page Types

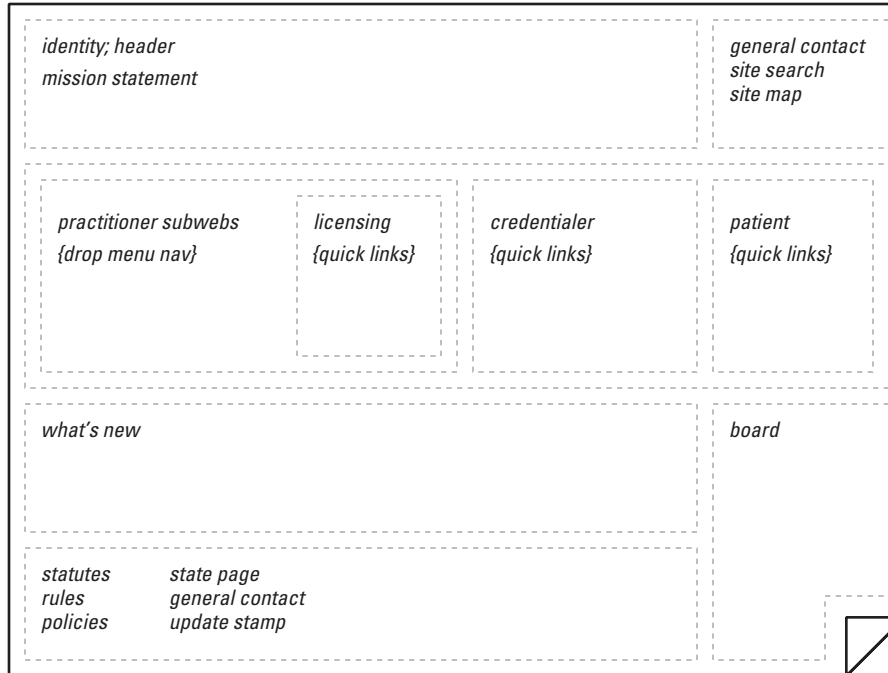
discern user types & goals

offer "quick link" or two for immediate access

define zone for new items or news (link to dedicated page)

prominent board links, but only here on the home page

Home

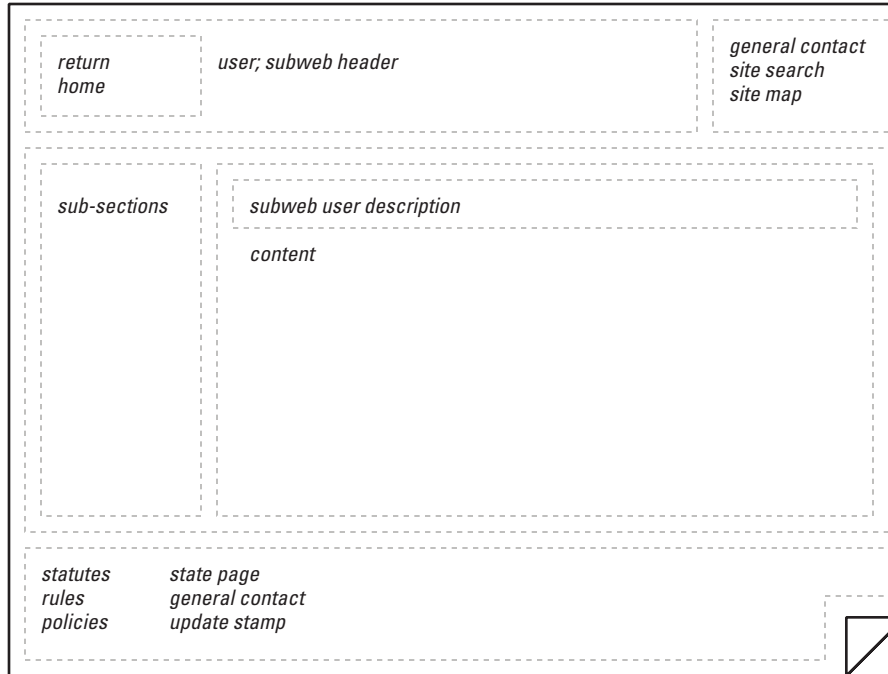


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Generalized Page Types

- important home function to "switch" users
- simple, prominent subweb identifier (no seals)
- pervasive header navigation
- pervasive footer navigation with subtler link style

Sub-Home

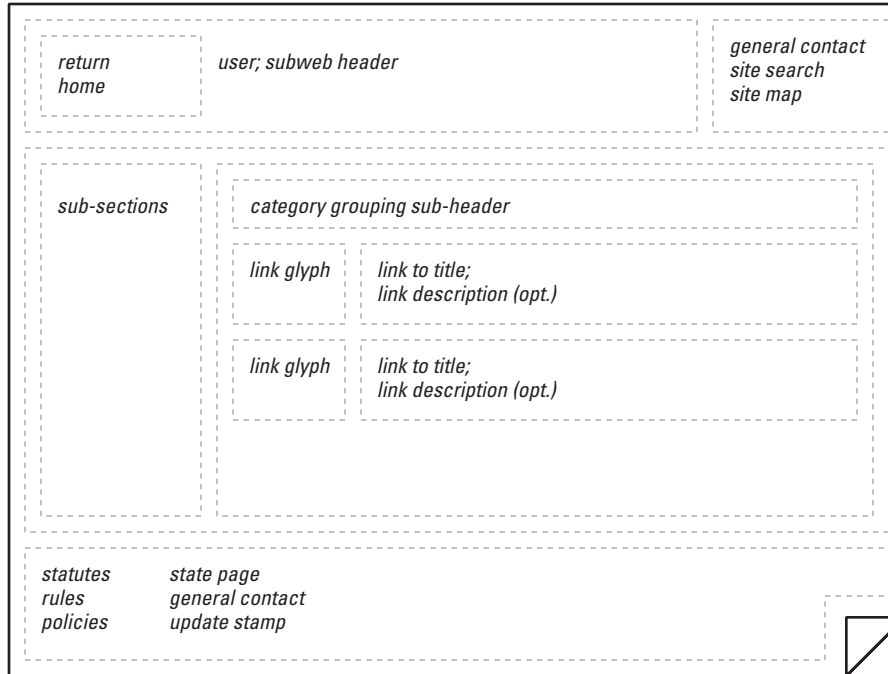


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Generalized Page Types

- clear, consistent link styles controlled by CSS
- consider link glyphs to hint to pdfs, internal pages, external pages
- launch external sites in new window

Link List



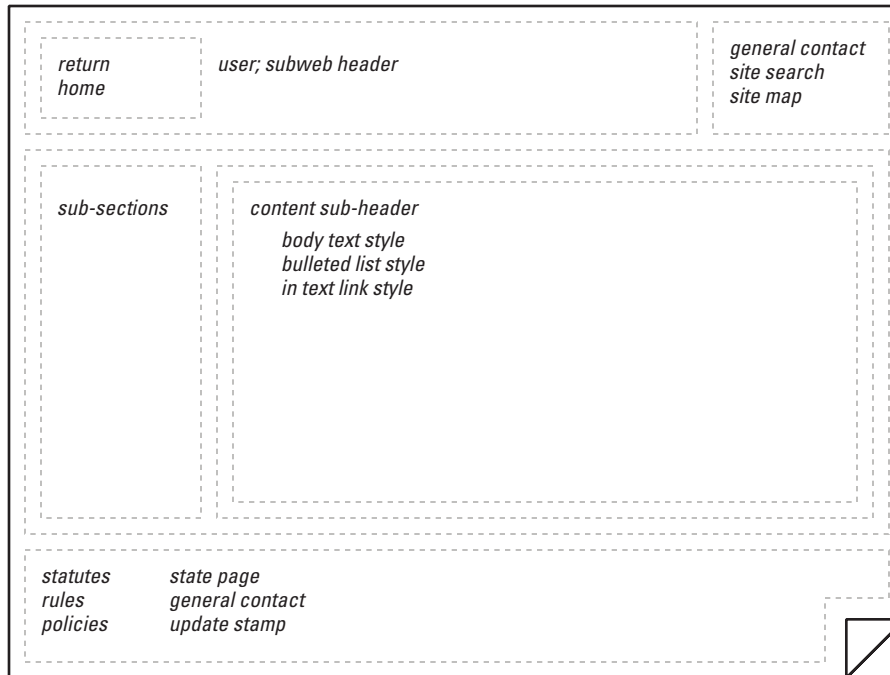
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Generalized Page Types

define consistent style for content with CSS

eliminate extraneous fonts, styles and colors

Content



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Generalized Page Types

move forms into layout
establish style with CSS

Form

