



SITE HEADER

- Logo (Homepage)
- Espanol
- Contact Us
- Patient Referrals
- Donate Now

LEGEND

Primary	Tertiary	+ Pages
Secondary	External	PDF

HOME PAGE 1



- The categories for the primary navigation were determined through synthesizing research including three rounds of card sorting, a competitive analysis and a heuristic evaluation.
 - Competitive hospitals' websites target content to two specific user groups: "Patients" and "Physicians". Further, one card sorting participant with experience as a cancer-patient's close relative revealed that having a dedicated, easy-to-navigate space for family members is essential. A heuristic evaluation of the "Care & Treatment" page also revealed the need to separate this content for each user group to increase clarity and accessibility. The content within the original "Care & Treatment" pages have been separated into "Patients" and "Physicians" in the revised site map.
 - The "Get Involved" and "Ways to Give" pages on the original site overlapped in many areas, and closed card-sorting participants often did not know the difference. A heuristic evaluation of the "Get Involved" page further illustrated the need to either fully separate the content, or thoughtfully integrate it. In the revised map, these two have been carefully combined into one category: "Giving".
 - Three categories from the original sitemap remain: "About Us", "Research" and "Education". All three rounds of card sorting validated these categories.
- The new "Physicians" page is minimal with only the essential resources that a doctor needs to refer a patient. The "second opinion" page on the original site was difficult to find; moving it into the secondary navigation makes it a more useful resource and brings the site up to best practices standards when compared with competitors.
- Because the hospital survives on donations, it is important that the donations form is prominent on the Giving page, along with reasons to donate. Additionally, prioritizing the fundraising content could contribute to greater contributions, positively affecting the bottom line.
- "Why Support St. Jude" lived in the "About" section on the original site, however three rounds of card sorting revealed that users expect this information to live alongside other pages related to fundraising.
- There is so much content about fundraising that it could overwhelm any volunteering content. Consider including some key links to volunteering pages high up on the Giving page, but visually distinct, to ensure that the user who wants to volunteer at the hospital does not get distracted and frustrated by the fundraising content.
- The staff directory on the original site did not exist within the primary navigation and onto the Patients page is in line with best practices (per competitive analysis). The current directory is searchable, however, to bring it truly in line with best practices, SJCRH should consider building a filter feature to allow families to find doctors based on speciality, gender, language, etc.
- St. Jude Global originally did not live within the primary navigation, however throughout the 3 rounds of card sorting, participants felt it belonged within "About Us".
- Because the Social Media page is accessible at all times via the footer, it has been removed from the "About Us" section to streamline the content.

SITE FOOTER

- Social Media 8
- Stay Connected
- Contact Us
- Visit
- Jobs
- Media Resources
- External Links

Extended Footer

- Privacy Notice & Ad Choices
- Disclaimer/Registrations/Linking Policy
- HIPAA
- Notice of Non-Discrimination
- Site Map
- Language Assistance (w. options)