Healthy at Home: Recommendations

# 1. Critical Importance

## 1.1. Simplified language

***Justification:*** Athletes typically have a lower reading-level and need easier-to-understand language

***Recommendation(s):*** Uses tools such as

* <https://onpointsuite.com/contentauditor/>
* <https://hemingwayapp.com/>
* <https://siteimprove.com>
* <https://webaim.org>

## 1.2. Re-organized information architecture (IA)

***Justification:*** The current IA is vague and misleading; users looking for specific content often do not know where to begin looking

***Recommendation(s):*** See suggested IA (sitemap) on the provided virtual-whiteboard document

## 1.3. More visually discernible content (icons, images, etc.)

***Justification:*** Imagery is much easier for athletes to understand; it eliminates the need to read text-heavy content, and presents opportunity to reduce text

***Recommendation(s):*** Use easily recognizable icons whenever possible, ensure visual contrast meets accessibility standards using <https://webaim.org/resources/contrastchecker/>

# 2. Moderate Importance

## 2.1. Featured/important content

***Justification:*** Some users have complained about needing to dig through the site to find relevant content

***Recommendation(s):*** Use a carousel on the homepage to feature current/relevant content; for upcoming events, limit advanced notice to 5-7 days

## 2.2. Content tags

***Justification***: Allows users to find similar content by clicking a relevant tag, as well as allowing them to recognize the content contains before clicking it

***Recommendation(s):*** Use descriptive tags to help decision-making and colocating; limit the number of tags per post to 5 +/ 2

***Suggested elements to describe with tags:***

* Time: approximate length for activities
	+ *5 min, 30 minutes, 1 hour*
* Food: key ingredients, dietary concerns/preferences
	+ *gluten-free, beef, nuts, vegetarian*
* Food: genres
	+ *Food - Italian, Food - Mexican*
* Skill-level
	+ *Beginner, Intermediate, Advanced*
* Language: audio, subtitles, text
	+ *French audio*, *English subtitles*
* People: recurring guests, hosts
	+ *Ryan Colpitts*, *Athlete John S.*
* Key topic(s): most relevant, comprising least one-quarter of content
* Original source: author/host of external content
	+ *WHO, Government of Ontario, Facebook, YouTube*
* Physical location: If applicable
	+ *ON - Toronto, AB - Edmonton*

## 2.3. Reduced bandwidth-intensive assets/content

***Justification:*** Among all of us and the users whom we interviewed, everybody experienced long loading times on the website, indicating an issue on the website’s end

***Recommendation:*** Wherever possible, reduce the amount of non-critical images/videos, including replacing unnecessary animations with still images

## 2.4. Replacement of stock images

***Justification:*** Within the top-level categories (e.g., Stay Connected, Stay Active), the images accompanying the content are faded stock images that do not convey any important information to the user

***Recommendation:*** Replace these stock images with images that are relevant to the content presented

## 2.5. Identification of content will take the user to external site

***Justification:*** Whenever users click a link and are taken to an external site (sometimes requiring logging in to another site too), they often encounter barriers leading them to abandoning the content entirely

***Recommendation:*** Indicate that certain links will take the user off-site (e.g. a link that directs the user to Facebook), try to keep most content within the HAH site when possible

# 3. Low Importance

## 3.1. Shorten URL

***Justification:*** Provides users with a more memorable URL if they choose to access the website by entering it into their address bar

***Recommendation(s):*** Use an acronym in the URL (i.e., “HAH” instead of “healthyathome”)