

# 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 collocating; 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")