

Case Study:

The AIDs Memorial Pathway

Background

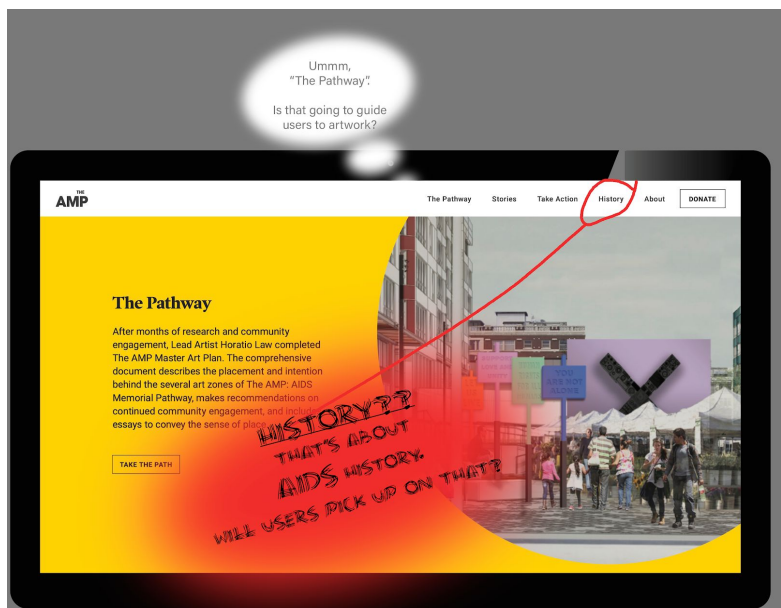
The AIDS Memorial Pathway (the AMP) is a non-profit organization creating a memorial on Capitol Hill Seattle to those who have been affected in the Pacific Northwest by HIV/AIDS.

As a non-profit organization, they are reliant on the goodwill of individuals, business and government. One community organization stepped up and offered to do a new website for them, which was sorely needed. The organization did a great job of design and setting up the basic functionality, leaving it to the AMP to manage content including navigation labels & page names.

Problem

At what was to be the final review before content uploading and the launch, some members of the AMP Community Action Group (the CAG), which provided direction for the AMP, questioned some of the navigation labels.

- What is “History”? It’s about AIDS History.
- Does the navigation label “The Pathway” really lead a user to information about the artwork?



The website features stories about individual experiences of people throughout the AIDS crisis from the early 1980s to present day. Data labels for filtering these stories was also questioned. CAG members were also concerned about the ability for users to complete tasks such as submitting their own stories

As a member of the CAG, I was in the meeting and asked about feedback from the usability study. Silence. The lead from the donor organization was the first to speak, “no one ever mentioned anything about usability.”

What I did

I suggested a usability study to get potential user feedback. I got buy-in and then organized and led the study; I wrote the [final report](#) of findings and recommendations; I worked with the AMP project manager and the donor organization that created the website to make changes that were needed and managed the required content updates.

Before starting the usability study, the CAG discussed the navigation labels and other areas of concern. The new website was updated based on feedback from these discussions.

During the usability study we had 7 participants each do 5 common tasks that exercised the areas of concern. In general changes made by the CAG were validated, although a number of improvements were identified also.

In the end

The website was vastly improved through the CAG’s initial pre usability study review, and with updates made from the findings and recommendations of the usability study. As a direct result of the usability study I recommended and directed, the AMP is close to ready to deliver a visually appealing website that is also highly usable. Navigation is clean and reliable. Content is complete and meaningful.

Checkout the site after 9/1/2020 (old site until then): <https://theamp.org/>

