

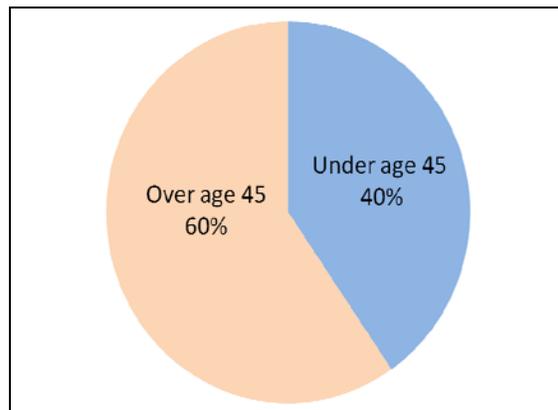
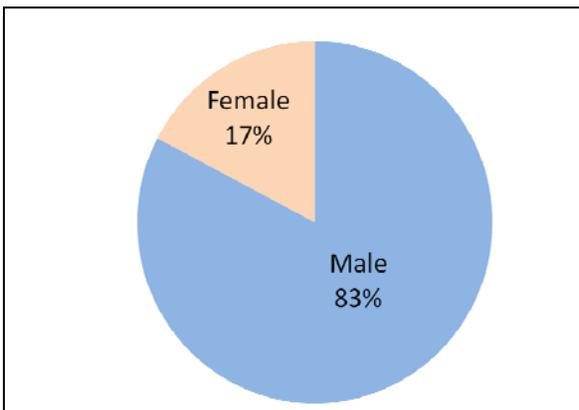
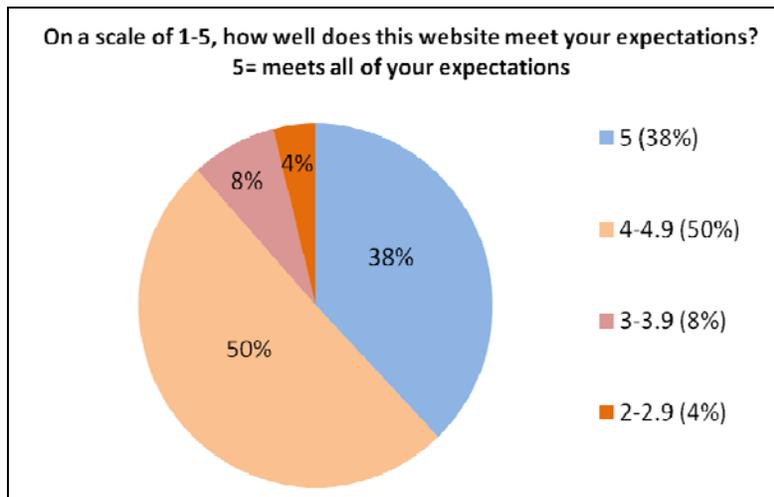
User Report: Acr.org Website Prototype Test *May 2011*

ACR members attending AMCLC were asked to participate in a user experience test to provide feedback that will help develop the final information architecture and design of the new *acr.org*, which is scheduled to launch December 2011 or January 2012. The user experience consisted of a series of six interactive wireframes and one composite home page graphic design. The wireframes included:

- Unauthenticated home page
- Authenticated home page
- Member account page
- Meetings and News/Publications pages
- Search page

Results

104 ACR members, approximately 15% of those attending AMCLC, participated in the test and provided feedback. **88% rated the website 4 - 5 on a scale of 1 - 5!**



Comments

In general, members found the proposed site to be a big improvement over the existing website. We received very positive responses to the display of content, use of images, personalization, navigation structure and advanced search options. There were no major change suggestions but the following comments will be considered where practical and achievable.

Unauthenticated home page

- Would like to see 'Locate a Chapter' functionality higher on page
- Want drop down menus for navigation items
- Too busy, especially below fold
- News and publications should be above fold so make 3 picture boxes smaller
- Too much emphasis on news and publications
- ACR in Action image is large and takes up space which forces user to scroll
- There should be some way to link RADPAC
- Include staff directory in Tools
- Footer content is very helpful; footer is too congested; tools and resources repetitive with footer
- Case in Point is great. Move it up on the page
- Design must be iPad compatible—no Flash
- Add international section with meetings, guidelines, issues and foundation
- Link to “about radiation oncologists” and to “about medical physicists” sections for prospects
- Larger type fonts and smaller images
- Links to Image Wisely and Image Gently
- Would like content/resources to address patient/media concerns related to radiation safety (e.g., pregnant patients/concerned parents)
- S&Q should include info on equipment recalls; call it Q&S
- Include all 5 pillars in top-level navigation
- Top-level navigation was very clear (two small issues: Are education courses located in Meetings or in Education? Are journals in Education or in News & Pubs?)
- ACR in Action too big
- Put member login box in upper top right corner
- Like the expanded footer
- GR should be re-labeled 'Advocacy'

Authenticated Home Page

- Want hotlinks under three boxes to change with my personalization
- Include specific sections for specific user groups (i.e. board, councils, committees, state chapters)
- My Profile should show that I'm a practice leader, an AIRP alum, or an MIT and link to relevant content for each; plus include state/local licensing; MOC/SAM, ABR status/compliance
- Show all CME. Not just ACR

- Personalized content should be on left side not right to catch my attention
- Can standards and guidelines be specific to my specialty once I've logged in?
- Add alerts like dose registry alerts on all dose measures
- Would like ability to post own CME (like CEbroker.com)
- Get rid of ACR in Action after login
- A lot going on and it requires too much scrolling ... don't need ACR Store
- Poll not necessary
- Would like to see percent of Case in Point cases that I have completed
- "Submit" should be "log in"
- Chapters would like to have option for live streaming video and presentation slides
- Can we have personalized email? Push news and other information alerts out to us?
- Member login should log me into JACR also

Meetings page

- Really liked customized meeting content, esp. chapter meetings
- List more than ACR meetings, include other orgs and societies
- Include archive of presentations from past meetings
- Include all upcoming committee and commission meetings with WebEx/call in information
- Would like to see one year ahead to plan meetings and have a calendar view to see one month at a glance
- Would like upcoming chapter meetings higher on page
- Link to Rad Onc chapter meetings
- Lead meeting item should be customized
- Don't understand 'featured' meetings vs. 'recommended' meetings vs. 'all' meetings
- Did not see notice tabbed interface under 'More Meetings'
- Want to be able to filter meetings based on geography/location, CME/SAMs, sub-specialties
- Would like 'add to calendar' and 'sync to iPhone' functionality
- Include MOC-eligible meetings

News/Publications Page

- Like "news for you"
- Include archive of past Daily News Scan and Practice Leaders news report
- Put publications (Bulletin and JACR) above the fold
- Personalized content should be on the left side of the page
- Highlight articles that offer CME from internal and external publications

My Account Page

- Nice snapshot of membership status with ability to quickly renew membership
- Collapse Interests section. Show them when they last updated as a nudge
- Not sure if I'm managing my subscription or just accessing?
- Recommend things of interest to me in more places (pop-ups)

- Easy to understand method of updating the user profile and contact information
- Nice to be able to see CME total and have links to CME Gateway
- Setting preferences seemed intuitive, but examining the list of preferences
- “Subscriptions” didn’t seem to have an “Edit” function
- “Interests” section above the fold
- Keep residents’ procedural logs online (currently on RSNA)
- Wondered if ability to change username/password was possible
- Link to purchase CME or cross promote ways to earn more
- Link to Maintenance of Certification (MOC) and/or stats for it similar to the CME
- Interested in seeing more PRED information on the page (Practice, License Info, etc.)
- Make sure that all subscriptions available are listed (JACR, RTOG News, etc.)
- Would like to see email preferences as well as Subscriptions
- Should be able to see list of everyone on a commission/committee
- Should be able to see other members’ profiles with all their roles included (e.g., committees, chapters)
- Would like to see phone numbers and contact information for “Membership Staff”

Search Page

- Expect articles on the right to dynamically change as I check boxes (rather than click Search Again)
- Search is much more sophisticated ... very good
- On search results page, put “go” after each field
- On search results page, link to all radiology information journals
- Link to SCARD intersocietal website
- On the search page, include an advanced text search so you can refine search with keyword
- List all available CME sources
- Include “Resources” section with easily downloadable PDFs for education, policy and member benefits
- Faceted search options can be confusing (need to hone this list to make sure it makes sense)
- Needs to be able to still produce results with complex search strings (Boolean Search)
- Filters and GO button should be higher
- Could have the ability to show more/less results on a single page for faster scanning
- Flag articles that carry CME

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