

Update on creation of the new ICS website

SEL CCG EAC
21 March 2022



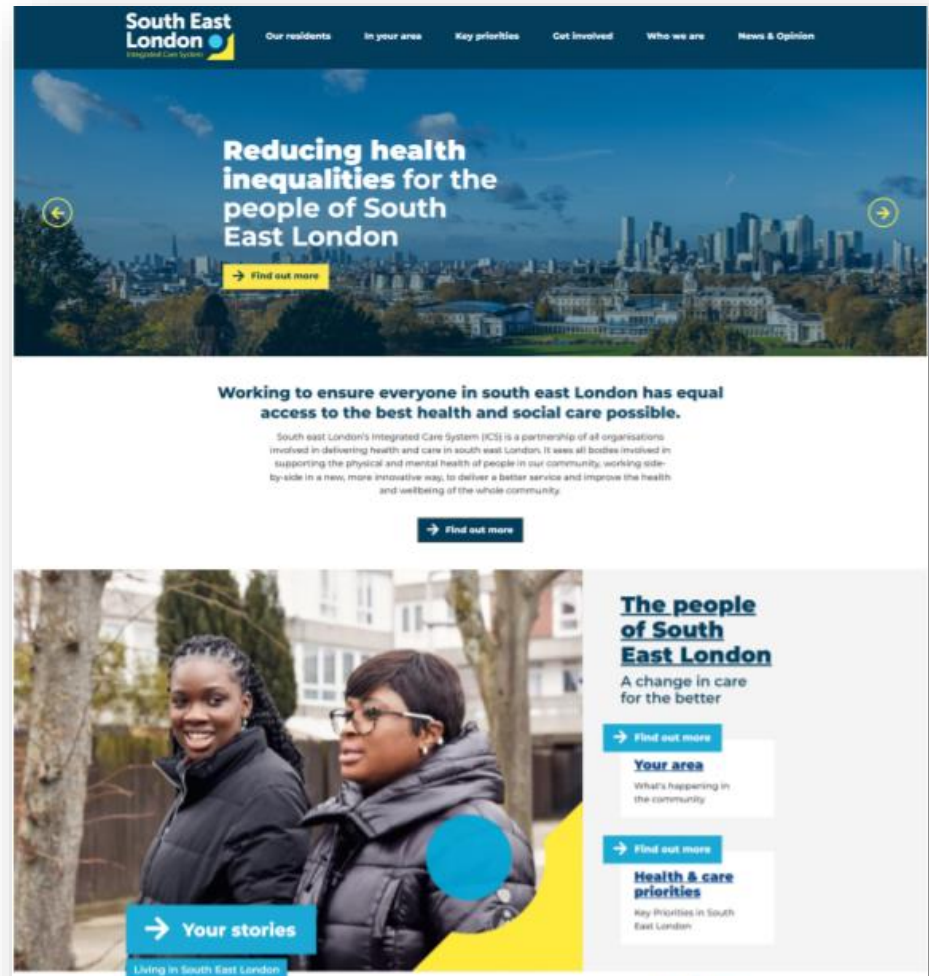
Jessica Levoir - Head of Partnerships, ICS

Background: Why we are building a new ICS website

- Current ICS website is no longer fit for purpose (platform, design, content)
- We are looking to create a site that is gold-standard in terms of accessibility, usability and interactivity (accessibility is a top priority), and fully representative of our partnership

Purpose / objectives

- Explaining **what SEL ICS is and how it serves local communities through storytelling** (personal stories, impact, tangible wins)
- A **central source of information for the public on how partners are working together** across the system (pulling in key partner content will be a priority)
- **Visual representation of people and place at the heart of the website**, governance / corporate info hidden toward back of site
- Giving public, partners, staff have a **reason to visit and return** to the website
- **Longer term:**
 - **Go-to hub for info on local services** (I.e exercise, diabetes groups, mental health)
 - Hub for **Job Ads from across ICS**



Timeline of the project so far...

July -
Dec 2021

- July: Formal procurement and agency hired
- August-September: Initial concepts and designs developed
- October: User testing and focus groups (positive feedback on early designs, branding and suggested content)
- November to December: Refinement and improving designs

Jan-March
2022
(Phase 1)

- January: BETA site being developed and final designs signed off
- February: External and internal testing period
- March: Refinement, sign off and **Phase 1 Launch** end of March/early April
- Phase 1 pages include: Homepage, In Your Area (LCPs), Stories, News, Blogs, Events, Our Mission, Partners, What is an ICS? + more

April-June
2022
(Phase 2)

- April: Continued content development, Phase 2 page designs
- May: Phase 2 page development and testing
- June: Refinement, sign off and **Phase 2 Launch**
- Phase 2 pages include: Team (Exec profiles), Governance, Get Involved, ICS Priorities and Campaigns, Interactive Map + more

Some content and design guidelines for this website



- Landing pages that lead with visual content (videos, imagery, graphics and iconography)
- Featuring real people and local, recognisable landmarks
- Text is short + easy for a public user to understand and skim
- A good balance of accessibility + interactivity
- Easy page navigation and cross-promotion so user can find similar content related to the page they're on
- Pages that evolve and improve based on analytics data
- Content that is shareable (Stories, videos, blogs etc)



- Pages that are heavily text-based and under-use sub-headings
- Pages with too many hyperlinks / CTAs and choices for user
- Use of jargon / complicated clinical terminology / acronyms
- Overuse of stock photography
- Pages that involve too much scrolling and dis-engage user
- Sections with complicated structure / navigation (too many sub-pages for user to get lost in)

Testing and feedback so far

User testing and focus groups...

- 3 x 15 person focus groups in Oct: range of ages and backgrounds – based in SEL
- Key takeaways (feedback for earlier designs with limited content) =
 - Positive overall reaction for look, feel and branding on the site
 - Easy to navigate and white space prevents ‘information overload’
 - *‘We like use of local imagery – we want to see more video content and also images of local places we recognise’*
 - *‘We like that you are using personal stories – we want to understand how partnership working will impact issues we care about (like waiting times)’*
 - *‘For us to keep returning, we want to see info about local services that can’t be found on NHS.UK’*

Taking place in February

- Completing cross-browser checks and mobile optimisation testing
- Sharing information with LCP comms leads and partners
- Asking for initial feedback from stakeholders on designs / content approach

Taking place in March and post-launch

- More in-depth testing with key stakeholders once all the pages are ready
- Working with [Shaw Trust](#) to complete thorough accessibility testing – testing groups will include a range of people with different disabilities and impairments
- More public user testing post-launch to inform ongoing development / improvement work
- Use of analytics tools such as Hotjar to continue improving user experience and gathering feedback
- Asking for initial feedback from stakeholders on designs / content approach
- Final Senior Exec sign off before launch

Currently live on Staging site

- Homepage*: <https://selondonics.wpengine.com>
- Our Residents: <https://selondonics.wpengine.com/our-residents>
- Individual Story: <https://selondonics.wpengine.com/stories/joannes-story>
- In Your Area: <https://selondonics.wpengine.com/in-your-area>
- Individual LCP**: <https://selondonics.wpengine.com/in-your-area/bromley>
- Our Team: <https://selondonics.wpengine.com/who-we-are/our-team>
- News and Option: <https://selondonics.wpengine.com/news>
- Events: <https://selondonics.wpengine.com/events/>

*Video included on Homepage is there as a placeholder.

**Reviewing use of carousels on all pages – may go with alternative.

***Many of the pages have still not been fully tested or finished, so some elements may not be clickable, or may not work as expected.

Still to come (content, page designs, functionality)

Content in the pipeline

- Stories content, finished copy for pages, News & Blogs schedule
- **Videos:** To bring to life resident stories section and partnership working
- **Animations:** 4-5 x 60-90 second animations explaining – ‘What is an ICS?’ and other areas such as Priorities, Mission, Partnership Working
- **Professional translation:** for key landing pages
- Public-facing email newsletter

Remaining Phase 1 pages: Our Partners (and corresponding sub-pages), Our Mission, What Is An ICS?, Who We Are

Phase 2 pages: Team (Exec profiles), Governance, Get Involved, ICS Priorities and Campaigns, Interactive Map + more, Working For Us, ICB section

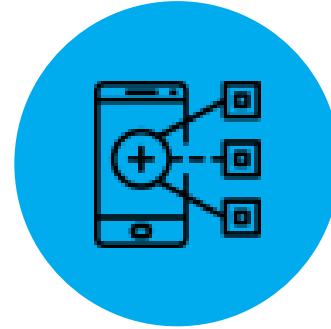
Functionality

- Browsealoud / Reachdeck accessibility tool
- Using tools to pull in live feed of combined partners social media content
- Longer term: Creating hub for local service info; Jobs Ad page for whole partnership, Informatics page presenting population health data

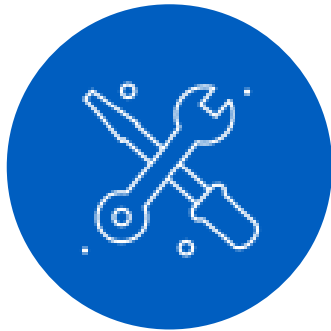
For now, we welcome your opinion or a discussion on...



Overall look and
feel of website



Useful functionality / content
that isn't covered already



Any changes to
current page designs?



Any questions?