

CASE STUDY:
uxLab® Creates Award-
Winning Web Experience
for Members



Client: Nashville Health Care Council, a non-profit membership organization responsible for promoting Nashville's reputation as the center of America's healthcare industry

Issue: The Council did not feel its website reflected the needs of its membership and the professionalism of the association. The Council commissioned a website re-design and wanted to get member input as a basis for finalizing the design before activating the new site.

Methodology: Website usability testing via two uxLab® groups (User Experience Lab) with a total of 14 participants. Each participant had an individual laptop in front of them in order to view, use, and critique first the old site and then the new, proposed site in a structured discussion led by a CHR moderator.

Research ROI: Participants first identified the core problems with the old site, then expressed enthusiasm for the proposed site. They provided specific suggestions for improvement of the new site, including several formatting changes to the homepage such as navigation bar edits, events calendar formatting, and using a more prominent link to apply for membership with the Council. The uxLab® feedback was incorporated in the final website design to ensure optimum ease of use and clear navigation.

Google Analytics (compared the month before launch and 2 months post-launch) indicated:

- Website visitors increased 73%, with visits from search engines up 50%
- 20% drop in bounce rate across the website, with a 31% drop on the homepage alone
- Pages per visit increased 25%
- 29% more time spent on the website
- Increased membership application activity online

In addition to accolades from its members, The Council subsequently won an Achievement in Marketing Award (AIM) from the Nashville American Marketing Association and an Award of Merit from the Nashville Chapter of the Public Relations Society of America. These awards recognize excellence and above-expectations results in communications efforts.

"This research provided us with concrete evidence for reasons behind the website change and gave us more guidance for what members need."

*-Sophie Moore
Director of
Communications,
Nashville Health Care
Council*

