

Evidence-Based Recommendations¹ For Maximizing Health Educational Website Usability And Corresponding Strategies Used in the Design of HPSCare.com

Feature	Description	How it Was Addressed in Website Design
Accessibility	Readability, following Web Content Accessibility Guidelines (WCAG) 2.0 ²	<ul style="list-style-type: none"> • Text edited to recommended readability level for health education websites (8th grade) • Small image sizes to ensure fast upload at low Internet speeds • High contrast text • Ability to increase and decrease text size • Video is transcribed and narrated
Ease of Use	Navigation aids, design consistency across webpages within website, search functionality, uncluttered screen views, condensed text	<ul style="list-style-type: none"> • Colours, headers, designs, font style kept consistent across web pages • Different sections of the website targeted at different audiences have consistent colour schemes • Free word search function created for the entire website
Interactivity	User-interactive website features	<ul style="list-style-type: none"> • Playable web-video • Movable “blur screen” on image of clubbing • Downloadable information sheets for patients • Downloadable referral forms for providers
Credibility cues	Clues to aid readers in gauging website credibility and quality	<ul style="list-style-type: none"> • Names and institutions of contributors • Logos and links to relevant partner organizations • References for all informational content
Use of multimedia	Inclusion of various multimedia features	<ul style="list-style-type: none"> • Playable video • Multiple Images
Esthetics	Attention to visual appeal of the website	<ul style="list-style-type: none"> • Expert media designer optimized website design • Graphic designer created website logo
Catering to distinct learning styles	Creating a web-program that appeals to all three kinds of learning	<ul style="list-style-type: none"> • Images (pictorial-based learning) • Text (reading-based learning) • Video (video-based learning)

1 Ghajar-Khosravi S, Tarlo SM, Liss GM, et al. Development of a web-based, work-related asthma educational tool for patients with asthma. *Can Respir J* 2013;20:417-23

2 Our website achieved an “AA” level of conformance with the Web Content Accessibility Guidelines (WCAG) 2.0 [Caldwell BC, M. Reid, L.P. Vanderheiden, G. Web Content Accessibility Guidelines (WCAG) 2.0, 2008]