



Development of a user driven digital platform

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Key Challenges

- 440k members
- Highly reliant on member fees
- 12 Boards (4 countries, 9 English regions)
- 121 Branches
- 16 sites in the RCN eco-system
- 200,000 calls to RCN Direct per year
- 30k pages/documents on the main site
- 200+ new documents every month
- Multiple sites on multiple platforms with multiple owners
- 100s of staff and member editors
- 50% of pages not updated in the last 3 years
- 30% of visitors are from 'mobile devices'
- Target 10k new student members per annum
- 12 years - average minimum length of membership
- 1 in 3 members have a login



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*60% of traffic going to
just 250 key pages
(out of 10,000)*

Delivery Framework

Quick Start

Senior stakeholder engagement and strategic definition

Prototype (Alpha)

Low fidelity conceptualisation and validation of IA, content strategy and key user journeys built in Sitecore.

Beta Release

Evolution of prototype into a functional Beta release with creative execution based on top 250 pages.



Discovery

Broad business engagement, requirements capture and prioritisation. Delivery plan approved

RCN Congress

Access to over 5k members at the annual congress event. Targeted user testing leading to solution refinement.

Centennial 2016

Enhancements include personalisation, automation and CRM integration.

How we overcame the challenges

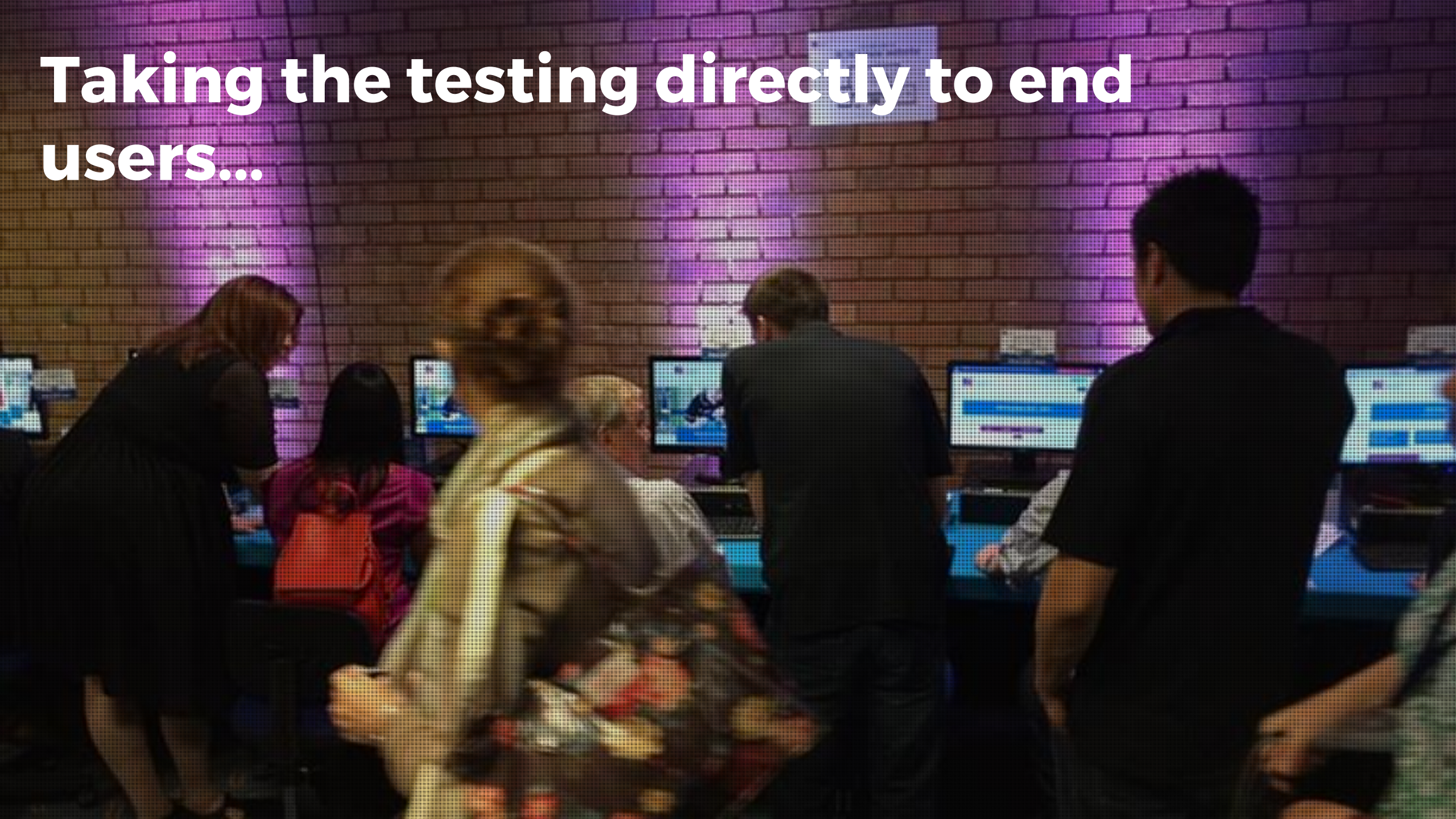
- Working in partnership with Box UK
- Quick start discovery project
- Audit of content to plan migration
- Tested current/ proposed Information Architecture with users
- Designed for mobile-first so that the experience scales up for different device types
- Aim to drive a personalised experience for users
- Integrated the Library & Heritage digital services into the main site:
 - “Jewel in the crown”
 - “Largest online nursing library in the world”
 - “Largest physical nursing library in Europe”

How we overcame the challenges

- Carried out user (not just member) research, to better understand the main drivers for coming to the site
- Involved users as **early** and as **often** as possible in the process
- Observed users completing tasks and navigating through the site
- Conducted interviews and workshops to find out what our users wanted, expected and needed.
- Analysed site statistics to identify typical behaviours and trends
- Used online surveys

“You are not your users”

Taking the testing directly to end users...



-
- Confluence – Document store
 - Jira – Ticketing system
 - CardboardIT – Story mapping and prioritisation
 - Sitecore - Content Management System (CMS)
 - Telligent Community - A suite of social applications (forums, wikis, blogs, etc.) and social services (likes, ratings, reviews, comments)
 - Microsoft Azure – Cloud platform
 - Usabilla – Feedback tool
 - HotJar - Feedback tool

Before

[Skip to main navigation](#) | [Skip to content](#)

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- Representing nurses and nursing
- Promoting excellence in practice
- Shaping health policies

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Archive site

This site has been archived and is no longer being updated. You can visit the new RCN website at www.rcn.org.uk

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Support for you

As a membership organisation, we recognise the importance of supporting you. This section covers advice and information on all of the things that matter to you.

Along with the latest news on pay and conditions, law and employment and retirement issues, you'll find details on our career and counselling services and what we are doing to ensure that the RCN is promoting and supporting diversity.

Policy

Want to know the RCN stance on topical policy issues that impact on nurses and nursing?

Visit the [policy section](#) to read briefings and statements including, for example:

- NHS reforms
- professional regulation
- health and social care policy

Consultations

Want to input into RCN consultation responses or see our previous submissions? Get involved by [visiting our consultation web pages](#).

Pay and conditions

Here you'll find the latest news and developments on Agenda for Change, including current pay scales and current consultations.

The working environment

This section provides information and guidance about issues affecting members in their working environment on health and safety, lone worker guidance, equality and diversity, sustainability and greening the workplace and working hours. It also has a section for members working outside of the NHS and a list of RCN employment relations publications.

Diversity

Whatever your job, and wherever you work, valuing diversity is a crucial part of workforce developments. Our diversity section supports our members at work. We offer up-to-date events and news on diversity and equality issues.

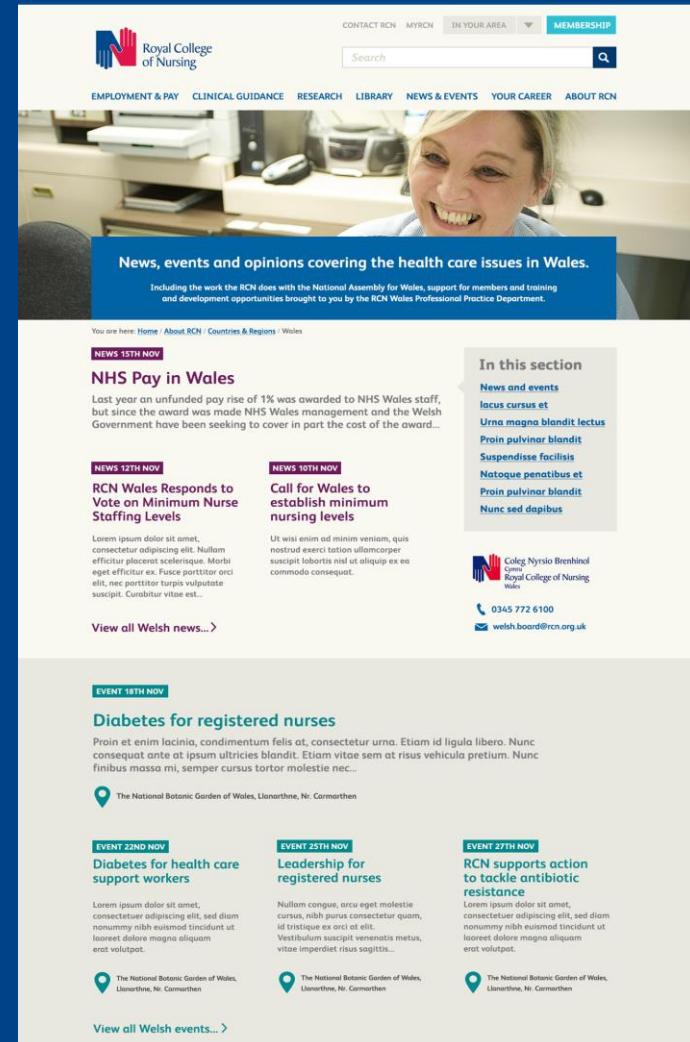
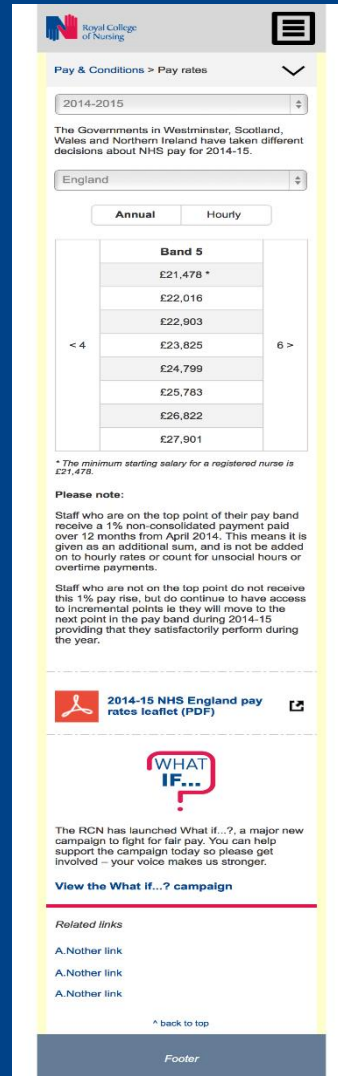
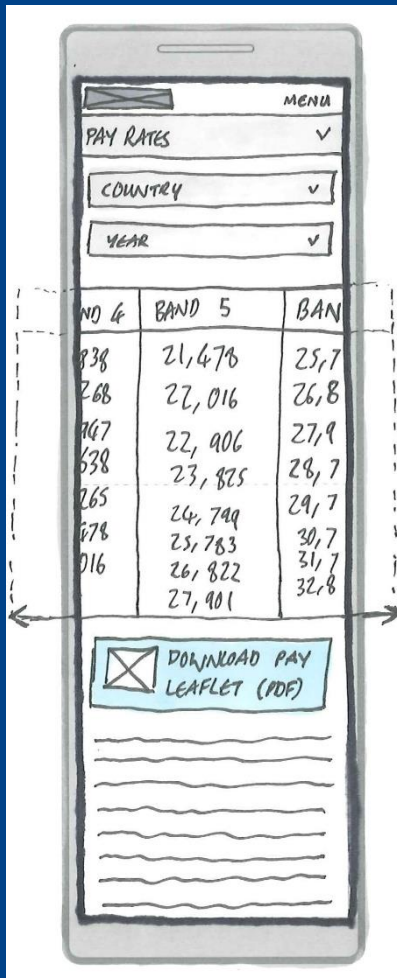
RCN activists

Do you want to get more involved in your organisation? Find out about the various activist roles that are available within the RCN, including learning representatives, steward and safety representatives.

Legal help

This section is delivered by the RCN's legal team. Here you can find out about the legal services that we offer.

Prototype Evolution





TODAY

**Come and
try it!**



AUGUST

Prototype
release



DECEMBER

Website
launch

User feedback



Tasks

15 minute usability tests on the new RCN website around common tasks, specific to each type of user, i.e. nurse



Exploration

Attendees were able to freely explore the website before completing a short card questionnaire



Dialogue

Team members actively engaged in dialogue with many attendees.



Presentation

A slideshow presentation was used to highlight key benefits of the new website, from its responsiveness to simplified design.

User Testing

Users were given tasks to test out the navigational structure of the website



The home page heat map showing spread of clicks across the navigation for task 'find student zone'.

User Feedback

Your occupation (optional)

About RCN's new website

POOR

GREAT

1

2

3

4

5

How would you rate the new look and feel?

☐☐☐☐☐

How easy did you think it was to use?

☐☐☐☐☐

Any additional comments?

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Our new live website



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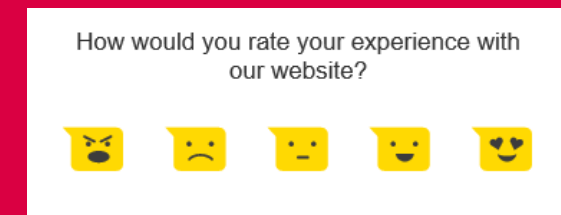
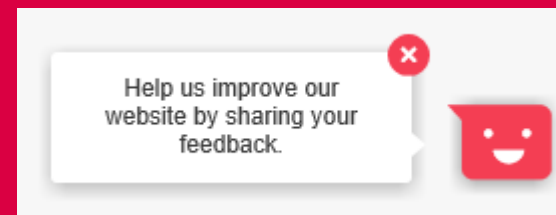
**Your new
RCN website
is now live!**

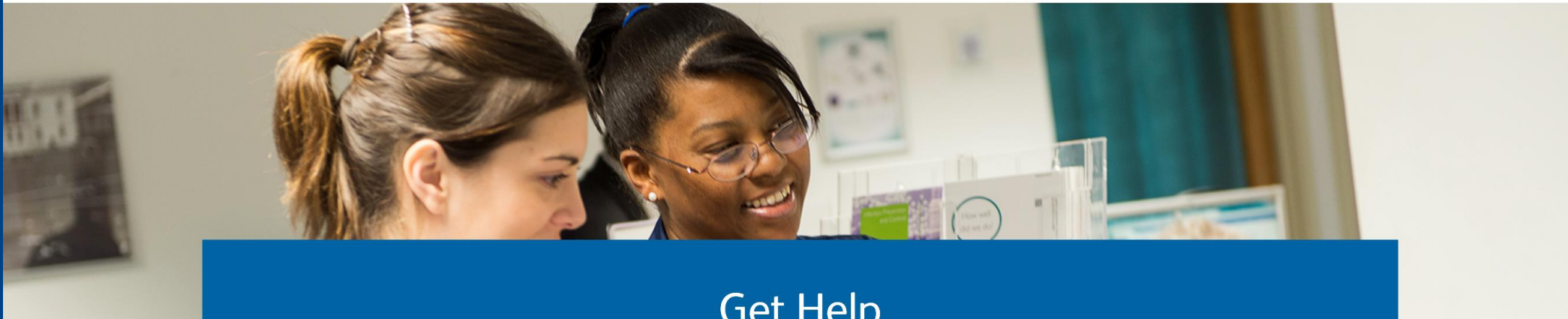
Clear. Informative.
Responsive.



www.rcn.org.uk

- Streamlined pages to make them clean, uncluttered and easy to navigate
- Responsive design providing great experience on PC, Tablet or Mobile
- Only content that meets a defined user need is posted
- Constant refinement – stats, feedback, etc.
- User input continues



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Get Help

Advice and support for RCN members

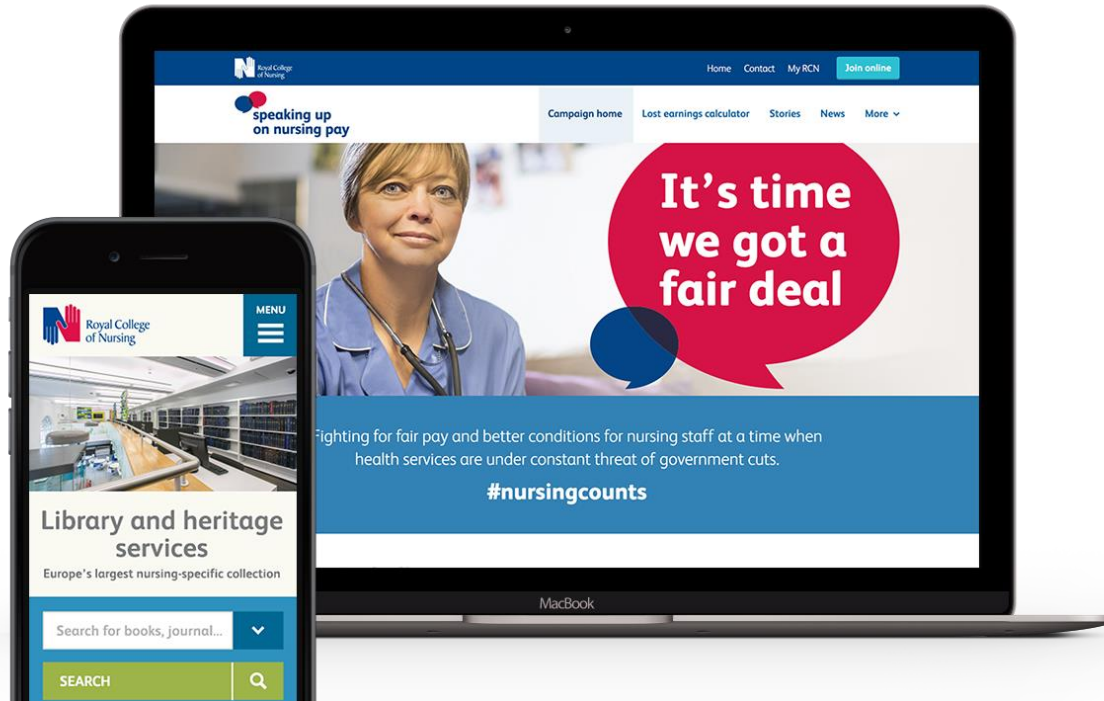
You are here: [Royal College of Nursing](#) / Get Help

Whether you're employed by the NHS or the independent sector, an agency worker, self-employed or a student member, you can get help here.

Our practical online advice can help you resolve your workplace problems. and more.



5x award-winning website



The Numbers

Before Launch

- Users: 5,891,504
- Sessions: 10,129,430
- No of sessions per user: 1.72
- Page views: 26,473,382
- Mobile and tablet: 37%

After Launch

- Users: 6,961,859 (18% increase)
- Sessions: 12,554,471 (24% increase)
- No of sessions per user: 1.80
- Pages views: 28,955,763 (9% increase)
- Mobile and tablet: 54%

By reducing the amount of content we had on the site and presenting content in a far more user friendly way.

Member feedback

“Massive improvement on looks and ease of navigation”

“It's a big improvement on the current website. It's crisp and clean. It's less cluttered than the current site. It's engaging and colourful, and still looks professional. It conveys the right image.”

“I like the design and format style of the website - I feel it to be user friendly in terms of searching for information - multiple search and filter boxes will work well once all the information is available.”

“Great look and feel. Easy to navigate. Amazing how you've taken a huge content site, and structured it in a well laid out way”

“Great! Straight to the point. Beautiful on phone and iPad. Well Done.”

“Loving the potential for controlling my information”



Thank you for your attention

Questions?

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Twitter:
[@PaulNewmanIT](https://twitter.com/PaulNewmanIT)