

EngineersCanada.ca Web Revitalization

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Promoting and maintaining the integrity, honour and interests of Canada's engineering profession

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Engineers Canada is the national organization of the 12 engineering regulators that license the country's 280,000 members of the profession. Together, we work to advance the profession in the public interest.

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Promoting and maintaining
**THE INTEGRITY,
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of Canada's engineering profession

280,000 MEMBERS Engineers Canada is the national organization of the 12 engineering regulators that license the country's 280,000 members of the profession. Together, we work to advance the profession in the public interest.

Why?

- Finding content was made difficult by weak information architecture
- The diversity of content and calls to action were difficult to address on the homepage
- Visual approach reflected technical aspects of engineering not human aspects

Key Objectives of the Revitalization

- Make it easier for our users to find content
- Provide more flexibility for highlighting content
- Provide more human elements in the design and messaging

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Result

- The relaunch of engineerscanada.ca on Tuesday, May 24, after a months-long process to:
 - evaluate the usability of our existing site
 - understand the current traffic flows of users
 - establish our key goals and an approach that focussed on delivering content with a user-first mindset.

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Specific Changes

To achieve these goals, four key changes were implemented:

- Revised navigation structure
- Revised URL paths
- Refreshed homepage design
- Refreshed content page design

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Process

- **Usability Testing** - January 2015
- **Web Advisory Team Struck** - September 2015
- **Card Sorting Exercises** – September 2015
- **Tree Testing with External Stakeholders** – October 2015
- **Wireframes and Menu Approach** – December 2015 to February 2016
- **Design Mockups** March to April 2016
- **Development** – April to May 2016
- **From Staging to Launch** – May 2016

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Brief Tour

The screenshot shows the homepage of the Engineers Canada website. At the top, there is a navigation bar with links for 'Français', 'Contact', 'FAQs', 'Home', 'Member Area', and 'Logout', along with social media icons for Facebook, Twitter, and LinkedIn. Below this is a search bar with a 'Search' button. A main menu contains links for 'About', 'Accreditation', 'Become an Engineer', 'Regulatory Excellence', 'Public Policy', 'Diversity and the Profession', 'Reports', 'Services for Engineers', 'News and Events', and 'Awards and Honours'. The main content area features a large banner with the text 'Promoting and maintaining THE INTEGRITY, HONOUR AND INTERESTS of Canada's engineering profession' and an image of hands holding a wooden structure. Below the banner, it states '280,000 MEMBERS' and provides a brief description of the organization. At the bottom, there are five small images: a person in a lab coat, a group of people, a person working at a computer, a person in a meeting, and a stack of books.

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Evaluating Success

- There are number of benchmarks and approaches we will use to determine success:
 - **User flows as reported by Google Analytics.** Do the user flows indicate a logical progression through content or does it appear the user is bouncing from section to section?
 - **Traffic to audience landing pages.** What are the top pages the user visits following landing on an audience landing page?
 - **Traffic to the FAQ page**
 - **Direct feedback from users.** What problems are people reporting? How can those responses be used to improve the user experience?
 - **Continued usability testing.** Once launched we will continue to conduct small scale usability tests to investigate, resolve or improve specific concerns or potential issues.

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Next Steps

- Content review and revision

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Thank you

For more information:

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