

ELON



Healthcare Inclusive Pictures

Elon Healthcare Inclusive Pictures
Capstone Project Summary and Analysis
IME 6950 Interactive Media Capstone
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Project Overview

Currently, there are little to no pictures of technical hands-on demonstrations in textbooks, presentations and print products that black, indigenous, and people of color (BIPOC) and people with disabilities can relate to. In the healthcare industry, BIPOC and people with disabilities are underrepresented, which contributes to the healthcare education and medical treatment biases throughout the industry. With the rise of the importance of diversity and inclusiveness across all interdisciplinaries, especially healthcare, it is important to be diverse and inclusive, so that not only do BIPOC students and/or students with disabilities pursuing healthcare professions have content they can relate to, but also to build the cultural competence of all students to be ready to provide optimal patient care to any and all patients no matter their ethnicity or physical, mental and/emotional condition.

Project Type

Elon Healthcare Inclusive Pictures is an M.A. Interactive Media Capstone Project, which is a student-designed, faculty-mentored project that enables us to dive deeply into a selected area of interest. In this case, the EHIP website redesign was a client-clientele based project.

Goals and Objectives

Considering this was a continuation of a project, the main goals of the Elon Healthcare Pictures website redesign were:

Goal #1: To rebrand and reflect the brand on the website

Goal #2: To redesign the functionality of the website to be more user friendly

Goal #3: To improve the user experience

Description of Topic/Content

Elon Healthcare Inclusive Pictures (EHIP) is an online photo library of diverse, inclusive, medically accurate, and copyright-free imagery for healthcare education, where healthcare professionals, professors and students can access pictures to use in instructional materials. The redesigned website will feature images of technical hands-on demonstrations for physical therapy, taken by M.A. Interactive Media '22 graduate student, Julia Kocsis. The website acts as an ecommerce platform, yet all imagery is free for non-profit use.

Technologies and Tools

Some aspects of the user-centered design (UCD) process, a design process that focuses on the users and their needs in each phase of the design process, were used to develop the final project deliverable. The UCD process consists of five (5) stages: 1) Empathize, 2) Define, 3) Ideate, 4) Prototype and 5) Test. Furthermore, I used the Agile method as a way to manage the project and break it up into phrases, known as sprints, to stay on track and receive feedback along the way.

For rebranding, Adobe Illustrator, Bootstrap Icons and the Elon University style guide were used to design a new style guide for EHIP. WordPress (with additional CSS code)

and Envira Gallery contributed to the development of the new functionality of the website.

Target Audience

The primary audience for this redesigned website is healthcare educators, who want to make their BIPOC students and people with disabilities feel included and represented in lectures, presentations and other educational materials. As educators, it is important for them to be able to connect with all students from various demographic backgrounds when creating lesson plans and lecture presentations.

The secondary audience for this redesigned website is BIPOC healthcare students and healthcare students with disabilities. These demographics are in need of imagery of technical hands-on demonstrations for textbooks and presentations that they can relate to when reading and completing assignments, listening to lectures and conducting their own research to reference target demographics they are studying. Though there are technical hands-on pictures within textbooks and photo databases online, they are primarily pictures of white males and females. As a BIPOC or a person with a disability, it can be challenging to engage and connect with educational materials when your community is not being represented.

The tertiary audience for this redesigned website is healthcare professionals who would like to increase the diversity and inclusiveness within their practices and/or hospitals. If there is a specific target demographic within their region, this audience would be able to design their own healthcare materials and put them up in these spaces and/or create presentations when presenting research to make BIPOC and people with disabilities represented in these conversations more.

Project Timeline

Sprint 0: Research & Conceptual Design		
Week 3	2/13	<ul style="list-style-type: none">● Schedule meeting with Dr. Hannah and Dr. Scales for next week<ul style="list-style-type: none">○ Discuss website budget, WordPress login information, project expectations, website functionality, etc
	2/15	<ul style="list-style-type: none">● Develop user personas● Compare different WordPress gallery widgets
Sprint 1: Design, Production & Development		
Week 4	2/20	<ul style="list-style-type: none">● Sprint 0 Exhibition

		<ul style="list-style-type: none"> ○ User Personas ● Meeting with Dr. Hannah
	2/22	● <i>Sprint 0 Retrospective due</i>
Week 5	2/27	<ul style="list-style-type: none"> ● Lab Time <ul style="list-style-type: none"> ○ Create sitemap and user journey map
	3/01	<ul style="list-style-type: none"> ● Lab Time <ul style="list-style-type: none"> ○ Meeting with Dr. Hannah to discuss the new logo and style-guide
Sprint 2: Detailed Design, Production & Development		
Week 6	3/06	<ul style="list-style-type: none"> ● Sprint 1 Exhibition <ul style="list-style-type: none"> ○ User Journey Map(s) ○ Content Inventory ○ Style Guide
	3/08	<ul style="list-style-type: none"> ● <i>Sprint 1 Retrospective due</i> ● Lab Time <ul style="list-style-type: none"> ○ Work on key visual elements
Week 7	3/13	<i>Spring Break</i>
	3/15	
Week 8	3/20	● Work on sitemap and wireframes
	3/22	<ul style="list-style-type: none"> ● Lab Time <ul style="list-style-type: none"> ○ Continue to work on sitemap and wireframes ○ Compare the top WordPress gallery plugins
Sprint 3: Further Design, Production & Development		
Week 9	3/27	<ul style="list-style-type: none"> ● Sprint 2 Exhibition <ul style="list-style-type: none"> ○ Sitemap ○ Wireframes

		<ul style="list-style-type: none"> ○ Variation of Key Visual Elements
	3/29	<ul style="list-style-type: none"> ● <i>Sprint 2 Retrospective due</i> ● Lab Time <ul style="list-style-type: none"> ○ Start developing website
Week 10	4/03	<ul style="list-style-type: none"> ● Lab Time <ul style="list-style-type: none"> ○ Purchase WordPress gallery plugin ○ Continue to develop website
	4/05	<ul style="list-style-type: none"> ● Lab Time <ul style="list-style-type: none"> ○ Continue to develop website
Sprint 4: Testing & Optimization		
Week 11	4/10	<ul style="list-style-type: none"> ● EASTER HOLIDAY
	4/12	<ul style="list-style-type: none"> ● Sprint 3 Exhibition <ul style="list-style-type: none"> ○ Version 1 of Redesigned Website
Week 12	4/17	<ul style="list-style-type: none"> ● <i>Sprint 3 Retrospective due</i>
	4/19	<ul style="list-style-type: none"> ● Lab Time <ul style="list-style-type: none"> ○ Conduct usability testing
Sprint 5: Refinement & Project Launch		
Week 13	4/24	<ul style="list-style-type: none"> ● Sprint 4 Exhibition <ul style="list-style-type: none"> ○ User Testing Report ● <i>Project Ready Day</i>
	4/26	<ul style="list-style-type: none"> ● <i>Sprint 4 Retrospective due</i> ● Lab Time <ul style="list-style-type: none"> ○ Conduct usability tests and start refining website based on test reports
Week 14	5/01	<ul style="list-style-type: none"> ● Demo Day

	5/03	<ul style="list-style-type: none"> ● Project Refinement
Week 15	5/08	<ul style="list-style-type: none"> ● Sprint 5 Exhibition <ul style="list-style-type: none"> ○ Finished Website Redesign ● Meeting with Dr. Hannah
	5/10	<ul style="list-style-type: none"> ● <i>Sprint 5 Retrospective due</i>
	5/12	<ul style="list-style-type: none"> ● Final Product & Project Documentation Due
	5/16	<ul style="list-style-type: none"> ● Capstone Exhibition

Modifications of Project

Since my capstone proposal approval in February 2023, I would say there were no real modifications to my project, only a new perspective. The original plan was to use a WordPress gallery plugin to upload the images into a gallery and have the ability to categorize, filter, tag and search the gallery for images with role management for the different types of users. After all, installing and activating the ecommerce feature of the WordPress gallery plugin turned out to be an innovative performance on how to showcase and download images from a website. You can read more about this modification under the *Process Documentation* section in Sprint 3 through Sprint 5.

Project Deliverable

The final project deliverable for Elon Healthcare Inclusive Pictures is a redesigned WordPress website that can be accessed [here](https://elonhealthcareinclusivepics.com/) or by copying and pasting the URL <https://elonhealthcareinclusivepics.com/> into your search engine via laptops, desktops, tablets and mobile devices. This website showcases the purpose of the project and some of the content that would be featured. You will notice that most of the imagery is of technical hands-on demonstrations for physical therapy, and as the project progresses, other healthcare professions will be added.

Research

In this section, I describe all of the research during the preliminary stage and usability testing stage of the Elon Healthcare Inclusive Pictures website redesign project.

Preliminary

With great thanks and much appreciation to the M.A. Interactive Media '22 graduate student, Julia Kocsis, who started the foundation of this project last year, she was able to conclude that educational institutions need to include diverse and inclusive representation for their BIPOC students and people with disabilities in order to enhance all healthcare student's cultural competency and the classroom and clinical experience as a BIPOC student and/or person with disability. Now, let us take a slight technical turn into the world of databases. A website database is a system that can store, manage and

access information from local or network connections. Back then, it would take years to collect published material and/or images and store them in one area. Stephen Corrsin discusses the pros and cons of how he collected data about Sword Dancing and used the Stanford Public Information REtrieval System (SPIRES) to maintain and store data in the database. With everything at the tip of our fingers, information is easily accessible through online website databases for others to access as well. In 2008, Stefan Dressler and his team launched the photo-database *West African Plants—A Photo Guide* as a repository for images of plants from West Africa and as an online aid to help identify plant species from that region (Dressler, et al., 2014). The database was so successful that it received 220,000 visits in six years, good reviews and positive feedback from their users. This is primarily due to user-centered design. A lightweight, iterative design and implementation process incorporated elements of user-centered design and rapid prototyping, with multiple design reviews and a field test at a small conference before the main conference (Bill, et al., 2004). This process was able to assist them in building an effective digital photo library called *PhotoFinder Kiosk* that demonstrated how designers can utilize characteristics of a target user community to provide capabilities that otherwise would be impractical (Bill, et al., 2004).

Usability Testing

The purpose of this user testing was to gather information about the user's perception of the redesigned EHIP interface, and ways it can be improved. The study's objectives included determining ecommerce functionality, efficiency and task completion rate, what features enhance the interface and which features confuse and/or frustrate users. For this usability test report, five (5) participants, who agreed that diversity and inclusion is important in healthcare education, were tested in-person with a maximum length of a 30-minute test session. As moderator, I administered a set of three (3) short scenarios with 1-3 tasks for each to test the e-commerce functionality, task completion rate and time on task of participants. The usability test revealed that the users had frustrations and concerns with the ecommerce functionality and task completion with the redesigned website. To combat these issues, it was recommended:

- To enhance/change the checkout process by adding a guide on how to download pictures, a notifier telling users that they must complete the checkout process to download images and/or enabling the requirement to create an account and/or put in your billing address to download images.
- To use a more coherent word to replace "Album" to help users comprehend adding images to their "Album" is acting as a cart in order to complete the checkout process.
- To ensure the search bar feature is effective so that the search results correlate to the images being listed in the "Library," and that users are able to download those images from the search results.

Process Documentation

As stated, before in the *Technologies and Tools* section, for this project I used the Agile method as a way to manage the project and break it up into phrases, known as sprints, to stay on track and receive feedback along the way. In this section, I will be discussing and showing my work as it progressed over 5 sprints from ideation, rough sketches,

intermediate designs/development, to a live redesigned website. It includes ten (10) artifacts that contributed to the final project deliverable and their respective sprint. For each artifact, a narrative description explains what the artifact is, how it contributed to the completion of the final website and the program language, framework, template, and platform used to build the final website.

Sprint 0

According to my backlog for Sprint 0, the specific tasks planned for completion included contacting and meeting with Dr. Hannah and Dr. Scales, exploring the different types of users that would use the Elon Healthcare Inclusive Project website interface and comparing the different WordPress gallery plugins.

The specific work I completed in support of these tasks was meeting with Dr. Hannah and Dr. Lackaff to discuss the project schedule, budget, expectations and functionalities of the redesigned website. We went through how the website should function and what capabilities each type of user would have. Knowing this helped to develop different user personas to showcase the different types of users that would use the Elon Healthcare Inclusive Project website interface. During the meeting, I also received the

log-in information for the WordPress site to get familiar with the interface and compare different WordPress gallery plugins that would satisfy the necessary functionalities needed to fully function. The work I completed did address my goals for this sprint and helped outline how this semester would go. Meeting with Dr. Hannah and Dr. Lackaff clarified the expectations of each other and the main focal points of the project within the time-frame given. The accomplishments of Sprint 0 neither put me ahead of or



Dr. Ashley Stone

Dr. Ashley Stone is a 34-year-old professor who loves to connect with her students. Between lecture slides and physical therapy reading materials, she loves to showcase diversity and inclusiveness to relate to her BIPOC students and/or with disabilities. Dr. Stone hopes to enhance her connections by using a library of photos to better relate learning materials.

Age: 34 | Physical Therapy Professor at Elon University

"Connecting with my students helps me to relate the content we are learning."

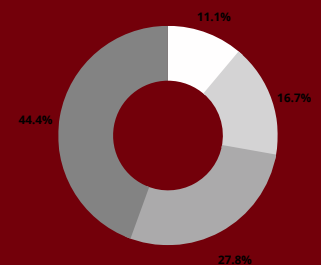
Motivations

- Helps students of color and/or with disabilities connect with learning materials
- Helps professor connect with students of color and/or with disabilities within healthcare
- Has access to variety amounts of technical hands-on images for different occasions (i.e. lecture slides, presentations, print-outs, etc.)

Frustrations

- Healthcare education materials are not diverse or inclusive
- Huge disconnect with students of color and/or with disabilities because of healthcare disparities
- Not enough resources to access diverse and inclusive images

Breakdown of Where Diverse & Inclusive Photos Are Used



Graph Key

- Lecture Slides: 44.4%
- Print-outs: 16.7%
- Presentations: 27.8%
- Other: 11.1%



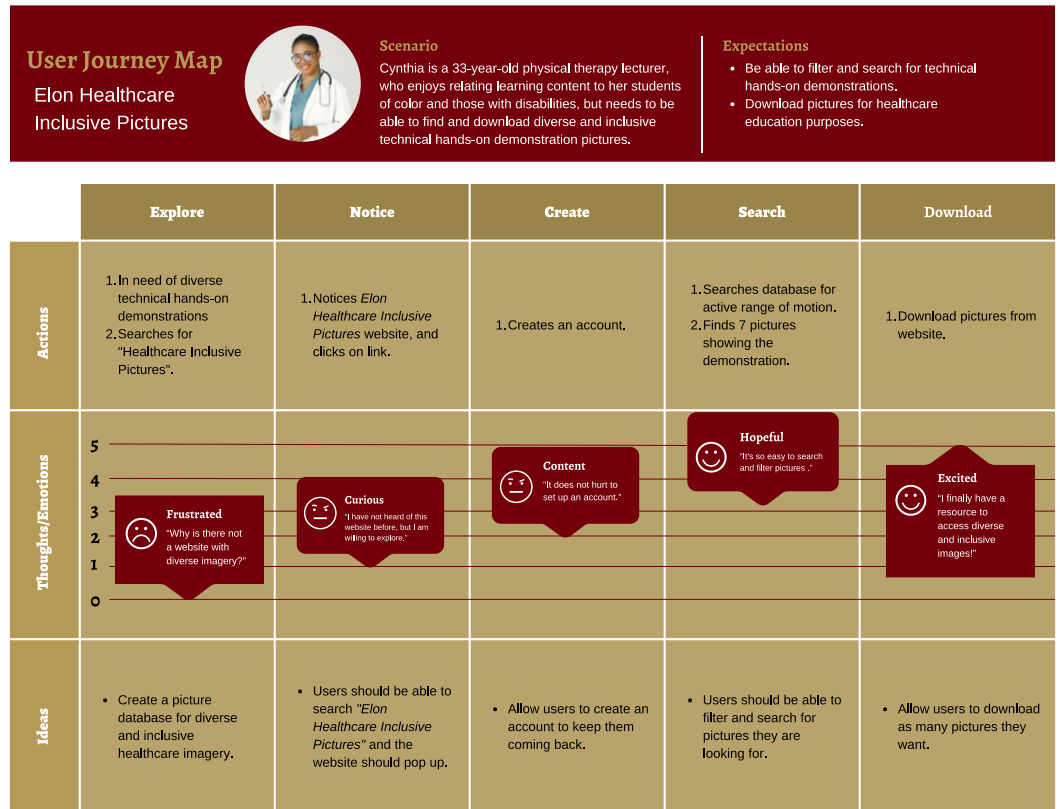
Favorite Websites

Pinterest iStock Pexels

behind schedule, but assisted with digesting the amount of work I would be doing this semester for this capstone project.

Sprint 1

According to my backlog for Sprint 1, the specific tasks planned for completion included creating user journey map(s) that matched the user personas developed in Sprint 0, meeting with Dr. Hannah to go over what content to include on the site, and rebranding the overall look and feel of the Elon Healthcare Inclusive Project brand to mimic Elon University.



The specific work I completed in support of these tasks was looking back at the user personas developed in Sprint 0 to curate their experiences of finding and using the EHIP website interface. This gave me the opportunity to distinguish the different types of users and their feature capabilities, like who can upload images, approve images submitted and so on and so forth. In addition to this, I had meetings with Dr. Hannah to discuss what content should be included on the site and the branding of the project. For the most part, the content of the current site stayed the same with revised and added copywrite of a private policy, terms and conditions, and a FAQs page to help users understand the purpose of the interface. As regards to the branding, Dr. Hannah wanted EHIP to mimic the Elon University brand, since a long-term goal of hers is for the site to be integrated into the official university's website. That was not a problem as the style guide for Elon University is easily accessible to the public on their website. Also, we played around with multiple ideas for a new logo from a camera shutter to BIPOC holding-hands. I designed a new logo that captures what this project is about and created two style guides: one with Elon University branding and another one with similar branding. The work I completed did address my goals for this sprint, which included creating user journey maps, confirming the content inventory and designing a new style guide for the project. The accomplishments of Sprint 1 neither put me ahead of or behind schedule, but assisted with checking off artifacts that needed to be completed for this capstone project.

ID	Page Level	Page Title	URL	Content Type	Description
1	1	Home	https://elonhealthcareinclusivepics.com/	Responsive Logo Basic Text Picture(s) Search Button (database) Privacy Policy Terms and Conditions	Main page where users can Login/Create an Account, access the database and read the overview of website's purpose
2	2	About	https://elonhealthcareinclusivepics.com/about/	Basic Text Picture(s) Literature Review (Julia Kocsis)	Page that explains the purpose of the project and website with research to back claims
3	3	Search	https://elonhealthcareinclusivepics.com/search-2/	Picture(s) Search Search Filter Download [Picture] Privacy Policy Terms and Conditions	Page with database of technical healthcare hands-on pictures that users can search and download
4	4	Contact	https://elonhealthcareinclusivepics.com/contact/	Contact Form Basic Text Picture(s)	Page with contact information of Dr. Hannah
5	5	FAQs	N/A	Basic Text	Page with frequently asked questions about the project
6	6	Create An Account	N/A	Sign Up Form	Page where new users can create an account
7	6.1		N/A	Terms and Conditions	
8	7	Login	N/A	Login Form	Page where reoccurring users can login
9	8	Submission	N/A	Submission Form Submission Guidelines	Page for users to submit pictures for approval
10	8	Approval	N/A	Approval Requests	Page for administrative users to approve pictures that have been submitted

Elon Healthcare Inclusive Pictures

Style/Branding Guide

Primary Logo



Secondary Logo



Submark Logo



Monogram Logo



Brand Colors & Fonts

Book Antiqua
 abcdef 1234567890
 ABCDEF 1234567890

Elon Maroon

Hex: #73000a
 RGB: 115, 0, 10

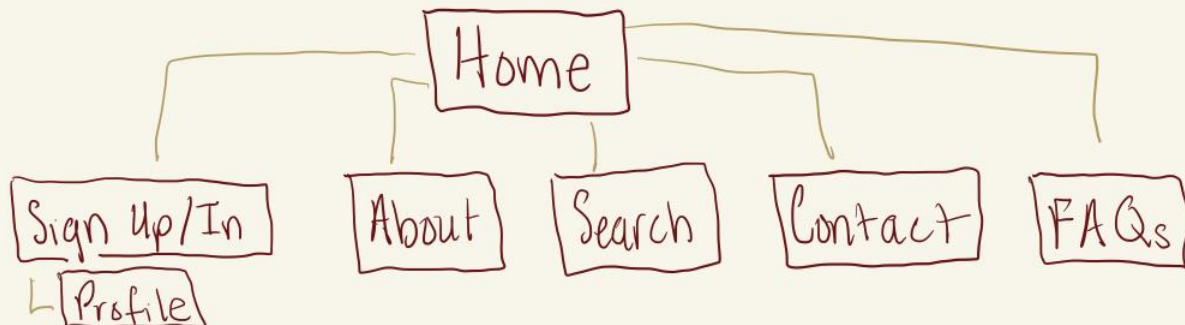
Myriad Pro Regular
 abcdef 1234567890
 ABCDEF 1234567890

Elon Gold

Hex: #b59a57
 RGB: 181, 54, 87

Sprint 2

EHIP Sitemap



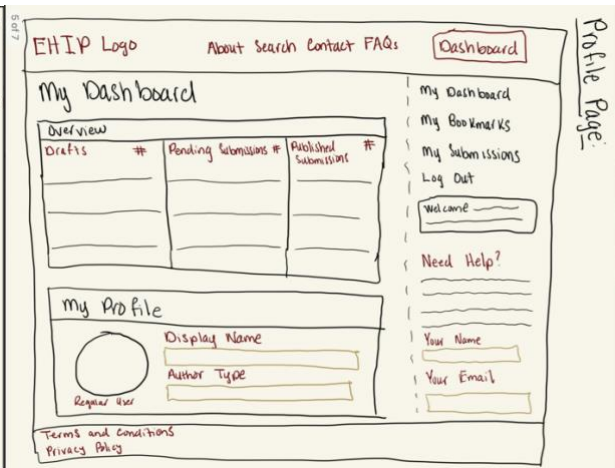
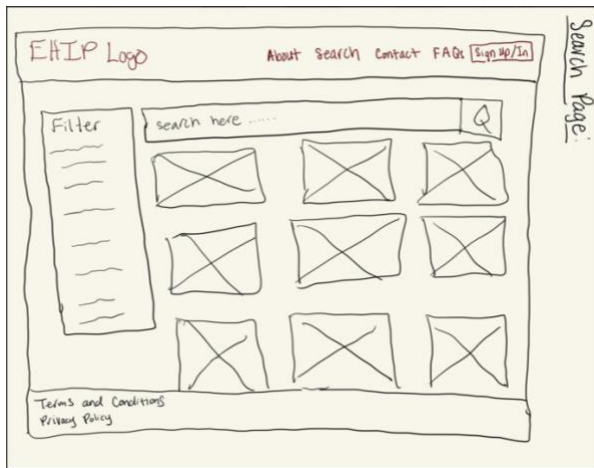
Content of Pages:

- | | | |
|--|---|---|
| <ul style="list-style-type: none">■ Home:<ul style="list-style-type: none">- Overview- Photo(s)- Search database bar or button | <ul style="list-style-type: none">■ About:<ul style="list-style-type: none">- Summary- Photo(s)- Lit Review■ FAQs:<ul style="list-style-type: none">- questions/answers about EHIP | <ul style="list-style-type: none">■ Search:<ul style="list-style-type: none">- Database of photos- Filter functionality- Bookmark- Upload/Download■ Contact:<ul style="list-style-type: none">- Simple message- Dr. Hannah + Dr. Scales info- Contact Form - Photo(s) |
| <ul style="list-style-type: none">■ Sign Up/In + Profile:<ul style="list-style-type: none">- Guest User- Regular User- Administrative User | <p>different functionalities</p> | |

According to my backlog for Sprint 2, the specific tasks planned for completion included developing a sitemap, creating wireframes to layout the structure of the EHIP website and designing key visual elements that would be recognizable and comply with the new style guidelines.

The specific work I completed in support of these tasks included looking at the content inventory to determine what content would go under specific tabs, developing a new sitemap, exploring the Elon University's site to mimic the structure and formatting of elements and designing key visual elements to go along with them. Taking the time constraint into consideration, by adding a FAQs page, private policy and terms and conditions, Dr. Hannah and Dr. Scales would be tasked with compiling the information on this page, so that I could format it. With there being an industry barrier between technology and healthcare when it comes to labeling, categorizing, etc. images medically and technically, creating wireframes was a little tricky. Remembering that the end goal is integration, I found that the *Today at Elon* user dashboard page was a great format to base the users' dashboard on. However, when it comes to categorizing images, Dr. Hannah explains that there are multiple images that can be labeled as more than one medical term, which is understandable. From a technological perspective, I

tried to explain to her the aspect of tagging images with more than one tag, however it was kind of a hard concept to grasp and picture. To continue, I began to explore WordPress gallery plugins and the idea of structuring the site as ecommerce was brought to my attention by Dr. Lackaff. So, this sprint was interesting because it brought new challenges to the table, yet innovative solutions to think about. The work I completed did address my goals for this sprint, which included developing a sitemap from the content inventory, creating wireframes for the new structure of the EHIP website and designing a style guide with necessary key visual elements for the project. The accomplishments of Sprint 2 neither put me ahead of or behind schedule, but assisted with checking off artifacts that needed to be completed for this capstone project.



Elon Healthcare Inclusive Pictures

Key Visual Elements

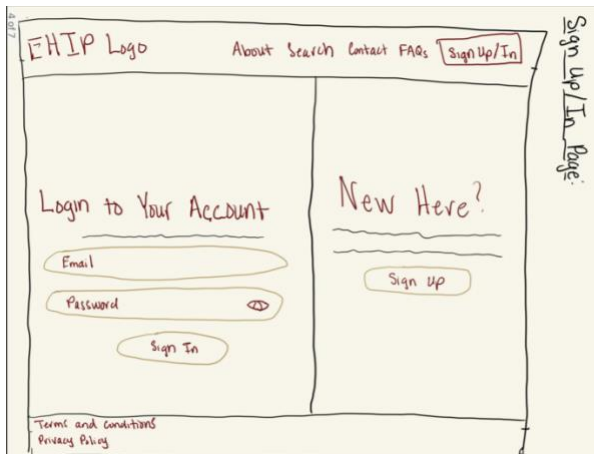
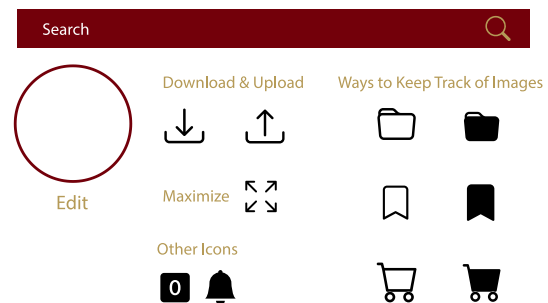
Primary Logo



Buttons



Icons & Other Elements



Sprint 3

According to my backlog for Sprint 3, the specific tasks planned for completion included buying a WordPress gallery plugin and developing the first version of the rebranded and redesigned EHIP website interface, which you can access [here](#).

The specific work I completed in support of these tasks included researching the top WordPress gallery plugins, purchasing the best one and installing/activating the features of that plugin. Dr. Lackaff and I met and discussed the key functions that the gallery plugin needed to have: watermarking, ability to download multiple sizes, ease of use, searching, classification, customizable, filter/tags and role management capabilities. Currently, the top four WordPress gallery plugins are NextGen, Modula, Envira Gallery and FooGallery. I convinced Dr. Hannah to purchase Envira Gallery to try out for a year and discontinue it if she doesn't like it. With the Envira Gallery plugin, I noticed that there was not a search bar ability until after a day or two of implementing its other widgets (or features). However, I came across the idea of activating the ecommerce widget and it worked out pretty well. I continued to play around and eventually went this route to showcase the concept of the overall project's idea and purpose. The work I completed did address my goals for this sprint, which included developing the first version of the rebranded EHIP interface that fully functions. The accomplishments of Sprint 3 put me a little behind schedule, because of exploring the idea of turning the site into an ecommerce site, but overall assisted with checking off artifacts that needed to be completed for this capstone project.

Sprint 4

According to my backlog for Sprint 4, the specific tasks planned for completion included conducting usability tests of the EHIP redesigned interface, which you can access [here](#).

The specific work I completed in support of these tasks included coming up with a usability testing plan, scheduling test time and writing a report to summarize my findings. The purpose of my usability testing was to gather information about the user's perception of the rebranded EHIP interface, and ways it can be improved. The study's objectives included determining EHIP ecommerce functionality, efficiency and task completion rate, what features enhance the interface and which features of EHIP confuse and/or frustrate users. I had five participants (4 students and 1 non-student), who agreed that diversity and inclusion is important in healthcare education, were tested in-person with a maximum length of a 30-minute test session. As moderator, I administered a set of three short scenarios with 1-3 tasks for each to test the e-commerce functionality, task completion rate and time on task of participants. The usability test revealed that the users had frustrations and concerns with the e-commerce feature functionality and task completion with the rebranded EHIP website. To combat these issues, it is recommended to enhance/change the checkout process, use a more coherent word to replace "Album" and make sure the search feature is effective. The work I completed did address my goals for this sprint, which included conducting usability tests in order to improve the functionality of the website. The accomplishments of Sprint 4 did put me a little behind schedule, because I was still figuring out the

ecommerce functionality and conducted my usability testing a few days beyond my original scheduled time.

Sprint 5

According to my backlog for Sprint 5, the specific tasks planned for completion included submitting a fully functioning Elon Healthcare Inclusive redesigned website, which you can access [here](#).

The specific work I completed in support of these tasks included implementing the recommendations I received from the usability tests and continuing to refine my final website. I changed the verbiage of the site, removed many pages that were repetitive and/or unnecessary to have, and added additional CSS code to not display ecommerce like terms, such as “Add to Cart”. I know most of my users from the usability testing did not like that you have to complete the checkout process and put in your billing information in order to download images, but I believe that is something that I am unable to solve at this moment, yet also serves as a key feature that allows Dr. Hannah and Dr. Scales to keep track of who is using images and where images are being used. The work I completed did address my goals for this sprint, which included refining the website to make it more user-friendly. The accomplishments of Sprint 5 neither put me ahead of or behind schedule, but assisted with digesting the amount of work I need to do to complete this project by the deadline.

Project Reflection

After completing each sprint, I reflected on the challenges and obstacles that I encountered through the process of that specific sprint and how I have handled them. In this section, I will discuss those challenges and obstacles, as well as the accomplishments that I experienced and the lessons that I have learned, that will help with future projects and my professional career.

Sprint 0

From my pre-proposal, my original plans were to contact Dr. Hannah, Dr. Scales and Dr. Morris to have a meeting regarding the EHIP project and how the semester would go with scheduling time to take new pictures and conducting usability tests with healthcare students, faculty and/or staff. I did reach out to all three professionals and learned that I should have contacted Dr. Hannah first, not only to confirm to her that I was happy to work on this project, but also to discuss her plans of where the project should be heading. This shortcoming did not affect my project’s trajectory at all, yet made me understand how a client-clientele relationship works. I viewed this outcome as a learning opportunity and room for improvement that would ultimately help me achieve a higher quality project.

Furthermore, the guidance from Dr. Lackaff and the limited timeframe forced me to rethink some aspects of my capstone project that I planned, which was not a bad thing. Taking out the factors of taking new pictures and not including nursing technical hands-on demonstrations, just yet, lifted some weight off of my shoulders. I moved forward

with focusing on making sure the functionality of the search feature and download feature were effective for users.

Sprint 1

During Sprint 1, I would say designing a new logo was a difficult aspect of this portion of the project because of the number of ideas that were given to me. Healthcare is a very broad and, at times, complex field, and I needed to capture it with one to two visual elements. This shortcoming did not affect my project's trajectory at all, yet made me be more confident in my design knowledge and skills. I viewed this outcome as a learning opportunity and room for improvement that would ultimately help me achieve a higher quality project.

In addition, the rebranding of the project to mimic Elon University forced me to rethink the structure of the EHIP interface. If the end goal is for the EHIP site to be integrated into the Elon University's site, then I had to take into consideration the layout and foundation of Elon University's website and mimic those same aspects for the EHIP's website. I addressed this new information in Sprint 2 by developing a sitemap and designing wireframes and key visual elements in order to do so.

Sprint 2

During Sprint 2, we were required to do a screencast presentation of our Sprint 2 artifacts, where we asked for feedback on certain details of our project and gained presentation skills. I received great quality feedback on my proposal of a FAQs page, how to categorize images, the formatting of the website and convenience of the upload functionality. With the FAQs being a beneficial aspect to this project, having its own tab would assist users to understand its purpose, why it is important, usage of the website and more. A filter would be beneficial so that users can use keywords, hashtags and discipline names in order to find the images they are searching for. The layout of the *Elon University Today at Elon* user's dashboard is easily navigable and not overwhelming. However, changing the placement of the user's profile from the bottom to the top would be more beneficial for users to access. The upload feature would be most convenient for both the Home and Search pages for all users to access, and the download feature would be most convenient for just the Search page. As far as my approach to presenting this capstone, I changed the approach of explaining the functionalities and purpose of the project. As stated before, since there was an industry barrier between healthcare and technology, this opened my mind that I have to be able to discuss this from a technical perspective and content perspective.

To continue the website redesign, the idea of structuring the website as an ecommerce site opened an opportunity to explore the functionalities and compare them to those of a WordPress gallery plugin. I addressed this new information in Sprint 3 by developing the first redesigned version of the EHIP website interface.

Sprint 3

During Sprint 3, the website redesign took a turn when purchasing the Envira Gallery WordPress plugin, but using the ecommerce features changed the formatting of the

content but in a good way. It brought a new and different perspective of how images would be searched and downloaded to devices. I addressed this new information in Sprint 4 by conducting usability tests to see if the ecommerce functionality of the site was user-friendly.

Looking ahead to the final production sprint (Sprint 4), the tasks that remained for the completion of the project included fixing the visual design of the website, uploading more images as products and making the site look and feel less ecommerce like. The personal/project management strategies I employed to ensure my project was ready for *Project Ready Day* were keeping the project goals in mind, asking for assistance when needed, celebrating the milestone along the way and staying persistent in completing the project.

Sprint 4

During Sprint 4, the continuation of installing/activating the ecommerce features of the Envira WordPress gallery plugin surprised me and my coding/technical capabilities. I became more confident in how I was developing the site and my ability to inspect elements on a webpage and change the HTML and CSS code. The usability tests also brought up that the site is not the most user-friendly and can be improved. I addressed this new information in Sprint 5 by implementing the recommendations I received from the usability tests to improve the ecommerce functionality so that the site would be more user-friendly.

Looking ahead to the final sprint (Sprint 5), the tasks that remained for the completion of the project included adjusting the functionality and verbiage of the site and making the site look and feel less ecommerce like. I continued to employ the same personal/project management strategies from Sprint 3 to ensure my project was completed by the deadline.

Sprint 5

During Sprint 5, we had a *Demo Day*, where our professors and other communications professionals came and participated in a practice presentation day. From my participation in Demo Day, I learned that I needed to share what I gained from doing this project and how I plan to position myself in the interactive media field. It was suggested that I talk about the technical aspects, knowledge and skills I used to redesign the website, instead of focusing on the content of the project. Also, I needed to work on my project pitch and how I am selling myself to employers when presenting. It is good to know what positions and/or fields that I am interested in, so that not only do I know what I want to do, but employers will too.

Looking ahead to capstone presentation day, the tasks that remained for the completion of the project included adjusting the site a tad bit more to feel less ecommerce like and working on my project pitch for our final presentation day. I continued to employ the same personal/project management strategies from Sprint 3 to ensure my project was completed by the deadline and ready to present for the Capstone Exhibition.

Credits

Elon Healthcare Inclusive Pictures is an interdisciplinary project, and I could have not done it without the software and tools, copywriters and the help of my project consultants. Each of these tools and individuals below were references and inspiration to aspects of this project including healthcare education, academic and technology research, web development functionality, user-centered design research, visual aesthetics and much more. I would like to sincerely thank each and every one of them for their support, feedback and encouragement throughout the development of this redesign. The resources used and the name and credentials of project consultants are listed below.

Software and Tools

WordPress
Envira Gallery
Adobe Illustrator
Bootstrap Icons
Elon University Style Guide

Images, Media, Copywriters, and Open-Source Code

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