

# PROPOSAL

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# Happy Gut



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## HAPPY GUT

Website Design Project

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Prepared by:

**Hunt Designs**

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Prepared for Happy Gut by Hunt Designs

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## Table of Contents

<b><u>Project Overview</u></b>	<b><u>2</u></b>
Importance	2
Goals and Objectives	2
<b><u>Project Approach</u></b>	<b><u>3</u></b>
Analysis	3
Design	3
Development	4
Evaluation	4
<b><u>Scope of Work</u></b>	<b><u>4</u></b>
Projected Timeline & Milestones	4
<b><u>Deliverables</u></b>	<b><u>5</u></b>
User Group Definitions	5
User Interviews	6
User Requirements	6
Tools	7
<b>User Personas and Scenarios</b>	<b>8</b>
Partial Content Inventory	12
Site Maps	18
Conceptual Site Map	19
Detailed Site Map	20
Wireframes	23
Home Page	23
About Page	26
Alternative Treatments, Chronic Health Conditions A-Z, and Diagnostics and Tests Pages	29
Find A Physician: Business Directory Page	32
Contact Pages	35
User Research Plan	38
<b><u>APPENDICES</u></b>	<b><u>40</u></b>
Appendix 1: User Interview Transcripts	40
Appendix 2: Usability Test Findings	43

## Project Overview

Happy Gut is a new health-related website. The objective of this site is to increase user knowledge of functional medicine techniques. Happy Gut will focus specifically on intestinal (gut) health for overall systemic health and wellbeing.

### Importance

More Americans are dying from the leading causes of death: heart disease, cancer, chronic lower respiratory diseases, unintentional injuries, stroke, Alzheimer's disease, diabetes, influenza and pneumonia, kidney disease, and suicide, decreasing the average life expectancy (78.8 years in 2015). The U.S. ranks 26<sup>th</sup> in life expectancy among other developed nations. Switzerland, Japan, and Italy rank 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup>. Despite medical and scientific breakthroughs, more Americans are dying for the first time in decades, and healthcare costs are skyrocketing. Happy Gut is needed – now more than ever – to inform people about more natural preventative medicine and treatment options and to empower and inspire them to take control of their health to prevent and treat leading causes of death and numerous other health problems.

### Goals and Objectives

Happy Gut's goals are to provide health-conscious college-educated and/or employed American men and women (ages 25-45) with a database of knowledge via helpful articles, scientific documents, and expert advice to research chronic health conditions and holistic/functional treatments. Users will be able to make informed decisions regarding their health as an alternative or supplement to traditional medicine to achieve optimal health. Happy Gut's target audience comprises both the unaware and uninformed and those intentionally seeking preventative tips and/or ways to treat and manage preexisting health conditions.

**Inform.** Many people do not realize that their current health complaints originated in the gastrointestinal (GI) tract – a very complex system that forms the core of the human body and subsequently, human health. Traditional medicine typically treats symptoms, but it fails to address the underlying issues. Happy Gut offers an alternative approach – treating the digestive system to heal a barrage of health conditions. Happy Gut must educate uninformed users about the importance of functional medicine for total health and wellness.

**Empower.** Happy Gut will deliver expertly, scientifically, and medically rated and referenced content to users through an extensive database of health-related information. Documents, articles, scientific reports, and newsletters will not only educate users about health conditions but will provide the tools they need to take control of their unique, individual health needs through holistic nutrition plans, dietary supplements, and lifestyle changes.

**Inspire.** Happy Gut must motivate users who are unfamiliar with functional medicine toward improving their health. Once users acquire the information and tools they need, it is up to them to take the next steps. Happy Gut should inspire users to take control of their health by

following specific recommendations and finding a practicing functional medicine practitioner to facilitate their journey toward healing and total health.

**Success.** Happy Gut’s success will lie in its ability to inform, empower, and inspire users in their health journeys whether they are new to functional medicine or already familiar with and accepting of its concepts. User feedback indicating fast efficient information retrieval will reveal site optimization. Once users have found desired health information, it will be necessary to check that they are taking desirable actions toward achieving optimal health.

Success will be measured by Google Analytics (plugin), which tracks the real-time number of site visits, acquisition of channels, and traffic sources details. Google Analytics will generate reports providing in-depth statistics and analysis for every page including organic searches, page views, bounce rate, keywords, and more. The number of newsletter registrations from the WPForms Lite plugin will also indicate success; more newsletter registrations will indicate a growing market. Positive feedback, ratings, and testimonials from user emails (WPForms Lite plugin) will prove that the information is both valuable and helpful in users achieving optimal health.

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## Project Approach

Hunt Designs begins every project with strategic planning to clarify a site’s specific purpose and concludes with testing to verify site usability. Hunt Designs uses a combination of ADDIE, the distinct phases of the sequential waterfall approach, and the flexibility of the agile method. Hunt Designs will begin intensive upfront planning to ensure that intricate details are identified early on to facilitate a faster launch, ensure user comprehension pre-launch, and produce more accurate budget estimates. The additional flexibility of the agile method will allow phases to be revisited as needed to make necessary adjustments based on user feedback provided during each succinct phase.

### Analysis

The audience, their characteristics, needs, existing knowledge and skills, learning constraints and behavioral outcome will be defined. Research will involve determining how different users are interacting with and using the site’s information and their subsequent actions. The project requirements and timeline for completion will be mapped out. Projected timeframe: 2 months.

### Design

The user interface and user experience will be designed. Interaction and visual concepts will be created and developed into detailed specifications. Optimized content will be written. Pages will be created using (sub)headings to alphabetically categorize various “Health Conditions” and their respective “Alternative Treatments” (“Diet,” “Supplements,” etc.). Each health condition/alternative treatment will be defined and linked to “Recommendations” pages based on substantiated medical and scientific information, studies, and reports. Similar, related, co-

existing conditions will be linked together to connect related information for optimal user experience. Projected time frame: 2 months.

Hunt Designs will focus extensively on site navigation and search features. The search tool will include controlled vocabularies to include all possible variations of known conditions for users to find exactly what they want. Tagging and filtering will be incorporated. Users will test Happy Gut before its launch to work out any issues in navigation, search, or user registration. Projected time frame: 2 months.

## **Development**

The content assets identified in the Design phase will be created and assembled. User testing will be conducted to check site organization, navigation, and overall functionality. User behavior will be measured to determine the number of newsletter registrations and the quality of article comments and ratings and user feedback and testimonials provided through the email form. The project will be reviewed and revised per any user feedback provided. Projected time frame: 2 months.

## **Evaluation**

A beta version of Happy Gut will be released to a select user group to gain feedback and to expedite changes before the official launch. Feedback will be incorporated into the website before its official launch. Projected time frame: 1 month.

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## **Scope of Work**

Hunt Designs will focus on the user experience design aspects of the website including creating a categorization structure that fits the mental model of users, incorporating a system for organic growth of content (i.e., tagging, filtering), and designing an effective search tool. Hunt Designs will provide detailed feedback on all aspects of Happy Gut in accordance to the project plan. Each design phase will take approximately one month beginning January 1, 2018.

## **Projected Timeline & Milestones**

<b>January 1-31:</b>	Create objectives/approaches to project development
<b>February 1-28:</b>	Conduct user research on user behaviors, needs, and groups
<b>March 1-31:</b>	Design for user experience – create personas and scenarios
<b>April 1-30:</b>	Create content strategy
<b>May 1-31:</b>	Design information architecture – organize schemes/structures
<b>June 1-30:</b>	Design navigation systems
<b>July 1-31:</b>	Create site maps and task flows – design search system
<b>August 1-31:</b>	Design web layout
<b>September 1-30:</b>	Develop project plan – research and wireframes
<b>October 1-31:</b>	Create website functionality
<b>November 1-30:</b>	Test website usability

**December 1-31:** Present website for review, revise, and launch

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## Deliverables

### User Group Definitions

**Demographics.** Happy Gut users are largely American, male and female, college or graduate students, working professionals, ages 25-45, with or without chronic/acute health problems seeking alternatives/supplements to traditional Western medical techniques. Some users may be unaware that they have underlying health conditions or be seeking ways to prevent them and will use Happy Gut to learn functional medicine techniques to optimize their health. Health-conscious American men and women want to find alternative/functional health information to take better control of their health in a largely Westernized/traditionally-derived healthcare system.

**Primary Goals.** Users will visit Happy Gut to learn about the principles of functional medicine, how it offers individualized treatment (vs. strictly treating the disease), and how to balance the complex systems of the body (primarily the gastrointestinal tract) for optimal health. Some users will be seeking answers to specific health-related questions. Others will be exploring to learn/discover more about functional medicine, their health conditions, and possible alternative treatments to medication (drugs and hormones). These users are looking to prevent and treat disease to ensure longevity, as well as to locate functional medicine practitioners within their geographical area.

**Roles.** Some users are aware of new alternative health trends and treatment options and are specifically seeking this type of information to make better informed decisions about their health and how to prevent and treat disease without medication. They are looking for an explanation/underlying reason for their conditions rather than a medication to simply treat it and mask symptoms. They are seeking to understand why their bodies (systems, organs) are not functioning properly and how to restore function. Other users will be unfamiliar with the principles of functional medicine and will be visiting Happy Gut to gain insight and understanding of what functional medicine is, how it differs from conventional medicine, how and why it's used, and why it's a better option.

**Experience.** User experience may vary, but most Happy Gut visitors will be educated (college or beyond), tech-savvy, and frequent technology users of the internet, smartphones, and apps. They will likely be familiar with health-based websites and apps and navigate Happy Gut intuitively. Some will have prior knowledge of the topic, others will not.

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## User Interviews

Interview/questionnaire results identified target user needs, expectations, and requirements. Interviewees included American females that fit into user group attributes (ages 25 to mid-40s), college graduates/graduate students and/or working professionals with little knowledge of functional medicine.

**Knowledge of Topic.** User knowledge and familiarity with functional medicine was overestimated, as it is not well-known or understood due to the current structure and focus of the current conventional healthcare model and system. Happy Gut must meet user needs while simultaneously integrating its goals and objectives. Potential users are not familiar enough with the subject to realize the need for functional medicine to prevent, treat, and manage disease. While they are curious and open to learning about the topic, their lack of knowledge proves why there is great need for a site like Happy Gut. One user misunderstood the mission/purpose to be strictly for gastrointestinal issues, which it is not limited to.

**Information Needs.** Potential users expressed that they would require “all information” about the subject including the science behind it, how functional medicine works, who uses or should use it, how useful it is, and how often it is successful. Potential users require clearly identifiable rubrics – the science behind functional medicine and what it does – with access to user and physician testimonials from authorities in the field.

**Technology Used.** One potential user does not use technology for this specific type of information, but she would use discussion boards and health-related websites to find other health-related information. Potential users rely on the internet and apps to find conventional health information, including Mayo Clinic, WebMD, and online health magazine websites.

**Site Use.** One user said they would use Happy Gut for exploratory purposes initially; then, they may try it out after much research, but she is currently happy with her physical health and life. Therefore, she does not have an immediate need for this type of site, but she might visit Happy Gut out of curiosity. Another user said they are open to functional medicine techniques should traditional over-the-counter methods fail, but she misunderstood the mission/purpose entirely.

**Site Structure.** One user recommended categorizing pages by health condition and to provide full definitions of functional medicine. She suggested adding a “Symptom Checker” tool and to keep the site personable, user-friendly, and highly readable.

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## User Requirements

**Information.** Interviews highlighted that Happy Gut users have needs similar to those anticipated when defining the preliminary user groups, though their knowledge of the topic was overestimated. User requirements align with the project goals and objectives – to inform, empower, and inspire. Happy Gut must focus on these areas to ensure that its mission reaches the target audience. Happy Gut must provide highly readable in-depth, substantiated, scientifically

and medically-backed information about functional medicine, health conditions, and alternative treatment options.

**Define Functional Medicine.** Users must be able to learn about functional medicine – what it is, how it works, who uses it, why it’s used, how/why it’s better than conventional medicine, and how successful it is. Happy Gut must inform and educate users about the basic principles of functional medicine and allow them to compare it against traditional medicine techniques to make informed decisions about their health. Happy Gut must clearly and effectively communicate the value in functional medicine to users who are skeptical or unfamiliar with the topic. Users should leave the site with a complete grasp of the topic and why it is relevant to their personal health and lives whether for disease prevention, treatment, or health maintenance.

**A-Z Health Index.** Happy Gut’s extensive, exhaustive health index allows users to search for in-depth information on chronic health conditions. This index must include alternative names for conditions, general discussion, detailed definitions, causes, symptoms, complications, and alternative treatment options (i.e. diet, nutritional supplements, herbal medicine, exercise, stress reduction).

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## Tools

**Find A Physician Business Directory (plug-in).** Happy Gut must leave users feeling confident enough to take the next steps toward total health including finding a functional medicine practitioner in their area and following specific treatments and therapies including dietary changes, nutritional supplementation, herbal medicines, exercise, and stress reduction techniques appropriate to their lifestyle.

The “Find a Physician” tool shall allow users to locate a functional medicine practitioner in their geographical region to assist them in their journey toward total health. The Happy Gut Find A Physician Business Directory will be based on The Institute for Functional Medicine’s (IFM) directory and will allow users to find certified functional medicine practitioners who have achieved the highest level of education available in functional medicine. Once all physician listings have been added to the Find A Physician Business Directory, users will be able to choose from IFM certified physicians by entering physician or practice names and addresses, phone and fax numbers, and URLs into the search listings box. Valid search results will help users select from a list of certified functional medicine practitioners in their area.

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## **User Personas and Scenarios**

User personas and scenarios provide insight into the Happy Gut target user and what they expect from the website. Happy Gut users are college-educated and/or working men and women, ages 25-45, who want to stay healthy. Some users are unfamiliar with functional medicine while others will have preexisting knowledge. The following personas and scenarios reveal usage behaviors expected of Happy Gut target users. They are generally tech-savvy and use health-related websites and apps to meet their current healthcare information needs. Users are curious and open to using Happy Gut to learn about functional medicine, how it works, and why they might consider it, but they are expecting to find relevant authoritative, scientific information to convince them of the need for functional medicine (and alternative treatments to chronic health conditions) in their personal lives. Once the more skeptical, hesitant users have ascertained all information from scientifically-sound articles and related resources, they may consider using functional medicine as a supplement or alternative to traditional medicine techniques. Users familiar with functional medicine are eager to learn more in-depth techniques to treat their current health conditions and to prevent chronic disease from occurring.

## User #1: Jennifer – Unfamiliar with Functional Medicine, No Known Chronic Health Issues, Early 40s



### Personal Background

Jennifer is a 43-year-old grant writer for a medical device startup company in Pennsylvania. She is well-educated with a Bachelor of Arts (BA) and is getting her Master's degree. She is a married mother of two children who loves literature, writing, and living a healthy lifestyle. She wants to stay healthy and happy and to ensure the health and happiness of her family, as well.

### More About Jennifer

#### Behaviors/Goals/Needs:

Jennifer considers herself to be happy and healthy, but she uses the internet to find health-related information from time to time to stay healthy. She must feel confident in the science behind any health claims that she reads about. Jennifer is unfamiliar with functional medicine, but she's open to exploring Happy Gut to learn about it. She may consider using functional medicine after much research, because she wants to stay healthy and ensure the health of her family.

### Engagement and Activities

#### Scenario:

Jennifer is looking for health-related information on the Internet as she normally does. She finds Happy Gut and wants to learn about functional medicine and why it may work for her. She uses the extensive database of documents and articles to become informed before trying any of the recommended alternative treatments for her own health and that of her family. After much research, she feels confident in functional medicine and decides to use Happy Gut to supplement other health resources.

## User #2: Stephanie – Unfamiliar with Functional Medicine, No Known Chronic Health Issues, Mid-20s



### Personal Background

Stephanie (25) is from Brooklyn, New York, and is an editorial assistant for a major university's alumni magazine. She is well-educated with a bachelor's degree and is getting her Master's degree. She is single but in a relationship and loves animals and wildlife. She is very health-conscious and active, and she makes time for health and fitness in her daily routine.

### More About Stephanie

#### Behaviors/Goals/Needs:

Stephanie is health-conscious and leads an active lifestyle. She uses websites/apps like Mayo Clinic and WebMD's "Symptom Checker" and the iPhone "Health" app to track fitness. She prefers online health-related material to have a reference book feel and avoids medical TV talk shows, because their claims are overly commercialized with little scientific evidence. She has no prior knowledge of functional medicine but is open to learning more and even trying it should over-the-counter methods fail.

### Engagement and Activities

#### Scenario:

Stephanie is healthy, but likes keeping up with the latest health information and is looking for something different than her go-to sites (WebMD, Mayo Clinic). She finds Happy Gut and is curious about functional medicine. She browses the site to learn why it may work for her. She searches the site's expansive collection of reliable information and remedies supported by convincing evidence and scientific citations. She is considering trying functional medicine if traditional, over-the-counter methods aren't working or if she suffers from chronic health issues in the future.

### User #3: Kate & John – Familiar with Functional Medicine, Known Chronic Health Issues, Mid-30s



#### Personal Background

Kate (35) & John (36) are a well-educated married writer and teacher from Michigan without children who are eager to begin a family in the next 3-5 years. They are sports fanatics, animal lovers, and walk for fitness regularly. They are extremely health-conscious, as they eat only organic, whole foods and are on strict diets per their physician to ensure optimal health. They enjoy an active lifestyle, attending sporting events, and concerts. They want to be as healthy as possible before having children.

#### More About Kate & John

##### Behaviors/Goals/Needs:

Kate & John stay current on health-related information, but grow increasingly concerned about the outdated, failing conventional healthcare system. They have some chronic health conditions that they are looking to treat naturally and have already consulted with a functional medicine practitioner. They want to take control of their health to live long, healthy lives. They frequently use health-based websites/apps, print magazines, and books but are frustrated by conflicting medical claims. They seek to fully understand functional medicine and how to use its techniques for optimal health and longevity for themselves and to prepare for starting a family.

#### Engagement and Activities

##### Scenario:

Kate & John are searching the Internet specifically for functional medicine techniques to address their chronic health conditions. They use Happy Gut to gain deeper insight into functional medicine and alternative treatment methods. They use the extensive database of scientific documents and articles to stay on the right path to wellness. They study pre-existing health issues and ways to reverse and prevent chronic/acute conditions and follow the recommended treatments (diets, supplements) in accordance with their functional medicine practitioner. They regularly use Happy Gut to better manage their own health for life and that of their future children.

## **Partial Content Inventory**

The partial content inventory details Happy Gut content strategy. The inventory identifies first, second, and third level navigation. Each page of the Happy Gut website is labeled with a page title which links directly to that page. A description is provided for each page noting its content format depending on whether the page contains text, images, and/or video. Most of the pages strictly contain text and images to supplement the text. The inventory includes information about each page's content length, which typically ranges from 500-1,000 words of content per page. Page functionality is noted where relevant, including for the "Find A Physician: Business Directory" page, in which users can search for functional medicine physicians in their local area; and the WPForms Lite plugin for email and newsletter registration. Comments are included to note changes to be made to each page's content over time. The partial content inventory will change over the course of the site build as more pages and content is added.

	<u><a href="#">Partial Content Inventory</a></u>					
	<u><a href="#">Navigation Title - 1st, 2nd, &amp; 3rd Level</a></u>	<u><a href="#">Page Title</a></u>	<u><a href="#">Content Format</a></u>	<u><a href="#">Content Length</a></u>	<u><a href="#">Functionality</a></u>	<u><a href="#">Comments/Changes To Content Over Time</a></u>
0.0	Home	<u><a href="#">Home</a></u>	Text, Image	560 words		
1.0	About	<u><a href="#">About Us</a></u>	Text, Images	300 words		
1.1.0	What Is Functional Medicine?	<u><a href="#">What Is Functional Medicine?</a></u>	Text	231 words		
1.2.0	Functional Medicine Vs. Conventional Medicine	<u><a href="#">Functional Medicine Vs. Conventional Medicine</a></u>	Text, Video	272 words		
2.0	Alternative Treatments	<u><a href="#">Alternative Treatments</a></u>	Text	500-1000 words		2nd level and content to be added
2.1.0	Diet	<u><a href="#">Diet</a></u>	Text, Image	500-1000 words		3rd level and content to be added
2.1.1	Candida Control Diet	<u><a href="#">Candida Control Diet</a></u>	Text, Image	500-1000 words		Content/images to be added
2.1.2	Elimination Diet	<u><a href="#">Elimination Diet</a></u>	Text, Image	500-1000 words		Content/images to be added
2.1.3	Food Rotation Diet	<u><a href="#">Food Rotation Diet</a></u>	Text, Image	500-1000 words		Content/images to be added
2.1.4	Gluten-Free Diet	<u><a href="#">Gluten-Free Diet</a></u>	Text, Image	500-1000 words		Content/images to be added
2.2.0	Nutritional Supplements	<u><a href="#">Nutritional Supplements</a></u>	Text, Image	500-1000 words		Content and internal hyperlinks to be added
2.2.1	Metabolic Detoxification	<u><a href="#">Detoxification Aids</a></u>	Text, Image	500-1000 words		Content/images to be added
2.2.2	Minerals	<u><a href="#">Minerals</a></u>	Text, Image	500-1000 words		Content/images to be added
2.2.3	Probiotics	<u><a href="#">Probiotics</a></u>	Text, Image	500-1000 words		Content/images to be added

2.2.4	Protein	<a href="#">Protein</a>	Text, Image	500-1000 words	Content/images to be added
2.2.5	Vitamins	<a href="#">Vitamins</a>	Text, Image	500-1000 words	Content/images to be added
3.0	Chronic Health Conditions A-Z	<a href="#">Chronic Health Conditions A-Z</a>	Text, Images	98 words	3rd level and content to be added
3.1.0	ADD/ADHD	<a href="#">ADD/ADHD</a>	Text	500-1000 words	Content/images to be added
3.1.1	Adrenal Disorders	<a href="#">Adrenal Disorders</a>	Text	500-1000 words	3rd level and content/images to be added
3.1.2	Allergies	<a href="#">Allergies</a>	Text	500-1000 words	3rd level and content/images to be added
3.1.3	ALS (Lou Gehrig's Disease)	<a href="#">ALS (Lou Gehrig's Disease)</a>	Text	500-1000 words	Content/Images to be added
3.1.4	Alzheimer's Disease and Dementias	<a href="#">Alzheimer's Disease and Dementias</a>	Text	500-1000 words	3rd level and content/images to be added
3.1.5	Anxiety	<a href="#">Anxiety</a>	Text	500-1000 words	3rd level and content/images to be added
3.1.6	Arthritis	<a href="#">Arthritis</a>	Text	500-1000 words	3rd level and content/images to be added
3.1.7	Asthma	<a href="#">Asthma</a>	Text	500-1000 words	Content/images to be added
3.1.8	Autoimmune Disorders	<a href="#">Autoimmune Disorders</a>	Text	500-1000 words	3rd level and content to be added
3.1.9	Cancer	<a href="#">Cancer</a>	Text	500-1000 words	3rd level and content to be added
3.1.10	Chronic Obstructive Pulmonary Disease (COPD)	<a href="#">Chronic Obstructive Pulmonary Disease (COPD)</a>	Text	500-1000 words	Content/images to be added
3.1.11	Chronic Sinusitis	<a href="#">Chronic Sinusitis</a>	Text	500-1000 words	Content/images to be added
3.1.12	Cystic Fibrosis	<a href="#">Cystic Fibrosis</a>	Text	500-1000 words	Content/images to be added
3.1.13	Depression	<a href="#">Depression</a>	Text	500-1000 words	Content/images to be added
3.1.14	Diabetes	<a href="#">Diabetes</a>	Text	500-1000 words	Content/images to be added
3.1.15	Digestive Disorders	<a href="#">Digestive Disorders</a>	Text	500-1000 words	3rd level and content to be added

3.1.15.0	Acid Reflux/GERD	<a href="#">Acid Reflux/GERD</a>	Text	500-1000 words	Content/images to be added
3.1.15.1	Candida Albicans	<a href="#">Candida Albicans</a>	Text	500-1000 words	Content/images to be added
3.1.15.2	Celiac Disease	<a href="#">Celiac Disease</a>	Text	500-1000 words	Content/images to be added
3.1.15.3	Colon Cancer	<a href="#">Colon Cancer</a>	Text	500-1000 words	Content/images to be added
3.1.15.4	Colon Polyps	<a href="#">Colon Polyps</a>	Text	500-1000 words	Content/images to be added
3.1.15.5	Crohn's Disease	<a href="#">Crohn's Disease</a>	Text	500-1000 words	Content/images to be added
3.1.15.6	Diverticulitis	<a href="#">Diverticulitis</a>	Text	500-1000 words	Content/images to be added
3.1.15.7	Irritable Bowel Disease	<a href="#">Irritable Bowel Disease</a>	Text	500-1000 words	Content/images to be added
3.1.15.8	Irritable Bowel Syndrome	<a href="#">Irritable Bowel Syndrome</a>	Text	500-1000 words	Content/images to be added
3.1.15.9	Leaky Gut	<a href="#">Leaky Gut</a>	Text	500-1000 words	Content/images to be added
3.1.16	Eating Disorders	<a href="#">Eating Disorders</a>	Text	500-1000 words	3rd level and content to be added
3.1.17	Fatigue Syndromes	<a href="#">Fatigue Syndromes</a>	Text	500-1000 words	Content/images to be added
3.1.18	Female Disorders	<a href="#">Female Disorders</a>	Text	500-1000 words	3rd level and content to be added
3.1.19	Fibromyalgia	<a href="#">Fibromyalgia</a>	Text	500-1000 words	Content/images to be added
3.1.20	Headaches	<a href="#">Headaches</a>	Text	500-1000 words	3rd level and content to be added
3.1.21	Heart Disease	<a href="#">Heart Disease</a>	Text	500-1000 words	Content/images to be added
3.1.22	Inflammatory Disorders	<a href="#">Inflammatory Disorders</a>	Text	500-1000 words	3rd level and content to be added; May reclassify
3.1.23	Interstitial Cystitis	<a href="#">Interstitial Cystitis</a>	Text	500-1000 words	Content/images to be added
3.1.24	Metabolic Syndromes	<a href="#">Metabolic Syndromes</a>	Text	500-1000 words	3rd level and content to be added
3.1.25	Memory Problems	<a href="#">Memory Problems</a>	Text	500-1000 words	Content/images to be added
3.1.26	Migraine Headaches	<a href="#">Migraine Headaches</a>	Text	500-1000 words	Content to be added; May change to a child page under Headaches
3.1.27	Mood and Behavior Disorders	<a href="#">Mood and Behavior Disorders</a>	Text	500-1000 words	Content/images to be added



3.1.28	Multiple Sclerosis	<a href="#">Multiple Sclerosis</a>	Text	500-1000 words	Content/images to be added
3.1.29	Obesity	<a href="#">Obesity</a>	Text	500-1000 words	Content/images to be added
3.1.30	Oral Health Issues	<a href="#">Oral Health Issues</a>	Text	500-1000 words	Content/images to be added
3.1.31	Osteoporosis	<a href="#">Osteoporosis</a>	Text	500-1000 words	Content/images to be added
3.1.32	Parkinson's Disease	<a href="#">Parkinson's Disease</a>	Text	500-1000 words	Content/images to be added
3.1.33	Psoriasis	<a href="#">Psoriasis</a>	Text	500-1000 words	Content/images to be added
3.1.34	Reflex Sympathetic Dystrophy (RSD) Syndrome	<a href="#">Reflex Sympathetic Dystrophy (RSD) Syndrome</a>	Text	500-1000 words	Content/images to be added
3.1.35	Restless Legs Syndrome	<a href="#">Restless Legs Syndrome</a>	Text	500-1000 words	Content/images to be added
3.1.36	Thyroid Disorders	<a href="#">Thyroid Disorders</a>	Text	500-1000 words	3rd level and content to be added
3.1.36.0	Hashimoto's Thyroiditis	<a href="#">Hashimoto's Thyroiditis</a>	Text	500-1000 words	Content/images to be added
3.1.36.1	Hyperthyroidism	<a href="#">Hyperthyroidism</a>	Text	500-1000 words	Content/images to be added
3.1.36.2	Hypothyroidism	<a href="#">Hypothyroidism</a>	Text	500-1000 words	Content/images to be added
4.0	Diagnostics & Tests	<a href="#">Diagnostics &amp; Tests</a>	Text	500-1000 words	Content/images to be added
4.1.0	Bloodwork	<a href="#">Bloodwork</a>	Text	500-1000 words	Content/images to be added
4.1.1	DNA/Genetics Testing	<a href="#">DNA/Genetics Testing</a>	Text	500-1000 words	Content/images to be added
4.1.2	Stool Sample	<a href="#">Stool Sample</a>	Text	500-1000 words	Content/images to be added
5.0	Find A Physician	<a href="#">Find A Physician</a>	Text	350 words	Plugin attached to Business Directory page
5.1.0	Business Directory	<a href="#">Business Directory</a>	Text	150 words	Plugin Search for physician name, business, etc.
6.0	Contact Us	<a href="#">Contact Happy Gut</a>	Text	150 words	

<b>6.1.0</b>	<b>Email Happy Gut</b>	<a href="#"><u>Email Happy Gut</u></a>	<b>Text</b>	<b>150 words</b>	<b>Plugin</b>	<b>WPForms Lite to contact Happy Gut</b>
<b>6.1.1</b>	<b>Get Newsletters</b>	<a href="#"><u>Get Newsletters</u></a>	<b>Text</b>	<b>150 words</b>	<b>Plugin</b>	<b>WPForms Lite to register for newsletters</b>

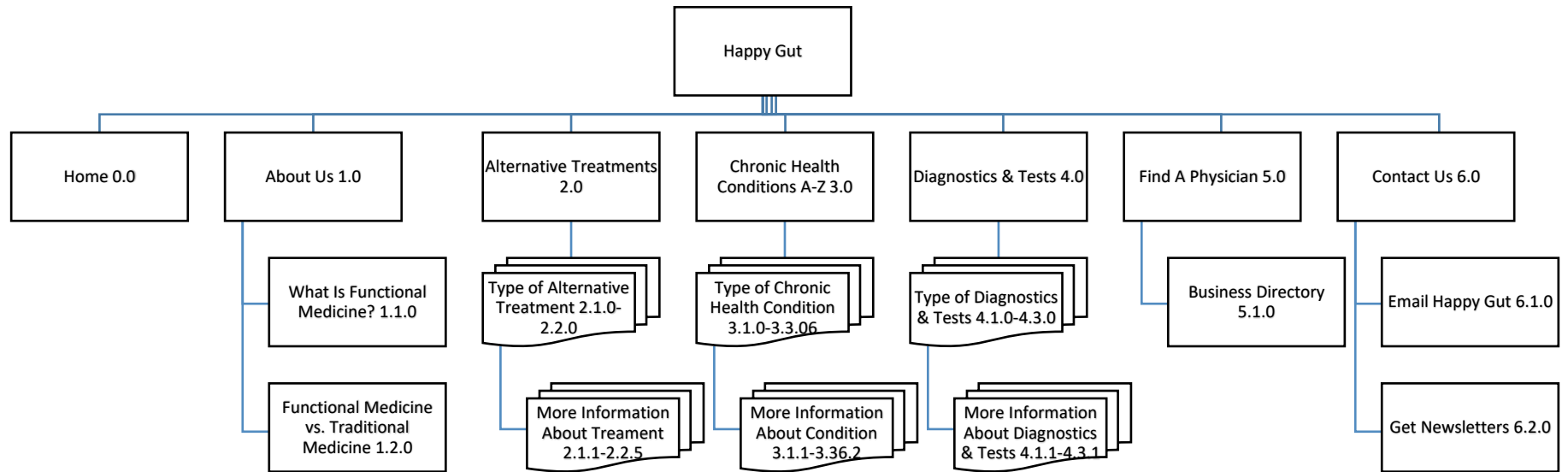
## Conceptual and Detailed Site Maps

Hunt Designs provides a combination of 1) a detailed conceptual site map and 2) a detailed site map in the form of an Excel spreadsheet to facilitate further understanding of the full scope of Happy Gut. Both types of site maps are included due to the large volume of content and pages available now and for the future as additional pages and content are added.

The detailed conceptual site map shows the hierarchical structure between the main (global) navigation and the connections between pages. Users can see major connections between main categories and page stacks and a brief overview of where they can go. The detailed site map provides a clear listing of pages, their titles, and numerical labels to enhance understanding of the scope of the site. Top-level headings, key pages, and relationships between pages and sections are easier to understand in this format when used in conjunction with the conceptual site map. Clicking on the hypertext for each page title within the detailed site map will redirect to that page within the Happy Gut prototype.

The main navigation categories include Home, About Us (describing Happy Gut and functional medicine), Alternative Treatments (offering alternative, natural treatments to health conditions), Chronic Health Conditions A-Z (describing chronic disease and illness), Diagnostics & Tests (featuring extensive testing available for user convenience), Find A Physician (allowing users to search for certified functional medicine doctors, and Contact Us (email and newsletter registration forms). The bulk of the content lies beneath the first-level Chronic Health Conditions A-Z category. More second- and third-level content will be added to those subcategories/subpages that are not as developed as others.

# Conceptual Site Map



## Detailed Site Map

No.	Title
0.0	<a href="#"><u>Home</u></a>
1.0	<a href="#"><u>About Happy Gut</u></a>
1.1.0	<a href="#"><u>What Is Functional Medicine?</u></a>
1.2.0	<a href="#"><u>Functional Medicine Vs. Traditional Medicine</u></a>
2.0	<a href="#"><u>Alternative Treatments</u></a>
2.1.0	<a href="#"><u>Diet</u></a>
2.1.1	<a href="#"><u>Candida Control Diet</u></a>
2.1.2	<a href="#"><u>Elimination Diet</u></a>
2.1.3	<a href="#"><u>Food Rotation Diet</u></a>
2.2.0	<a href="#"><u>Nutritional Supplements</u></a>
2.2.1	<a href="#"><u>Detoxification Aids</u></a>
2.2.2	<a href="#"><u>Minerals</u></a>
2.2.3	<a href="#"><u>Probiotics</u></a>
2.2.4	<a href="#"><u>Protein Supplements</u></a>
2.2.5	<a href="#"><u>Vitamins</u></a>
3.0	<a href="#"><u>Chronic Health Conditions A-Z</u></a>
3.1.0	<a href="#"><u>ADD/ADHD</u></a>
3.2.0	<a href="#"><u>Adrenal Disorders</u></a>
3.3.0	<a href="#"><u>Allergies</u></a>
3.3.1	<a href="#"><u>Allergies to Medications</u></a>
3.3.2	<a href="#"><u>Environmental Allergies</u></a>
3.3.3	<a href="#"><u>Food Allergies</u></a>
3.3.4	<a href="#"><u>Seasonal Allergies</u></a>
3.4.0	<a href="#"><u>(ALS) Lou Gehrig's Disease</u></a>
3.5.0	<a href="#"><u>Alzheimer's Disease (and other dementias)</u></a>
3.6.0	<a href="#"><u>Anxiety Disorders</u></a>
3.7.0	<a href="#"><u>Arthritis</u></a>
3.8.0	<a href="#"><u>Asthma</u></a>
3.9.0	<a href="#"><u>Autoimmune Disorders</u></a>
3.10.0	<a href="#"><u>Cancer</u></a>
3.11.0	<a href="#"><u>Chronic Obstructive Pulmonary Disease (COPD)</u></a>
3.12.0	<a href="#"><u>Chronic Sinusitis</u></a>
3.13.0	<a href="#"><u>Cystic Fibrosis</u></a>
3.14.0	<a href="#"><u>Depression</u></a>
3.15.0	<a href="#"><u>Diabetes</u></a>

- 3.15.1 [Gestational Diabetes](#)
- 3.15.2 [Prediabetes](#)
- 3.15.3 [Type I](#)
- 3.15.4 [Type II](#)
- 3.16.0 [\*\*Digestive Disorders\*\*](#)
- 3.16.1 [Acid Reflux/GERD](#)
- 3.16.2 [Candida Albicans](#)
- 3.16.3 [Celiac Disease](#)
- 3.16.4 [Colon Cancer](#)
- 3.16.5 [Colon Polyps](#)
- 3.16.6 [Crohn's Disease](#)
- 3.16.7 [Diverticulitis](#)
- 3.16.8 [Irritable Bowel Disease \(IBD\)](#)
- 3.16.9 [Irritable Bowel Syndrome \(IBS\)](#)
- 3.16.10 [Leaky Gut Syndrome](#)
- 3.17.0 [\*\*Eating Disorders\*\*](#)
- 3.18.0 [\*\*Fatigue Syndromes\*\*](#)
- 3.19.0 [\*\*Female Disorders\*\*](#)
- 3.19.1 [Menopause](#)
- 3.19.2 [Polycystic Ovarian Syndrome \(PCOS\)](#)
- 3.19.3 [Premenstrual Syndrome \(PMS\)](#)
- 3.20.0 [\*\*Fibromyalgia\*\*](#)
- 3.21.0 [\*\*Headaches\*\*](#)
- 3.22.0 [\*\*Heart Disease\*\*](#)
- 3.23.0 [\*\*Inflammatory Disorders\*\*](#)
- 3.24.0 [\*\*Interstitial Cystitis\*\*](#)
- 3.25.0 [\*\*Metabolic Syndromes\*\*](#)
- 3.26.0 [\*\*Memory Problems\*\*](#)
- 3.27.0 [\*\*Migraine Headaches\*\*](#)
- 3.28.0 [\*\*Mood and Behavior Disorders\*\*](#)
- 3.29.0 [\*\*Multiple Sclerosis\*\*](#)
- 3.30.0 [\*\*Obesity\*\*](#)
- 3.31.0 [\*\*Oral Health Issues\*\*](#)
- 3.32.0 [\*\*Osteoporosis\*\*](#)
- 3.33.0 [\*\*Parkinson's Disease\*\*](#)
- 3.34.0 [\*\*Reflex Sympathetic Dystrophy \(RSD\) Syndrome\*\*](#)
- 3.35.0 [\*\*Restless Legs Syndrome\*\*](#)
- 3.36.0 [\*\*Skin Conditions\*\*](#)
- 3.36.1 [Acne](#)
- 3.36.2 [Eczema](#)
- 3.36.3 [Psoriasis](#)
- 3.37.0 [\*\*Sleep Disorders\*\*](#)

- 3.37.1 [Insomnia](#)
  - 3.37.2 [Narcolepsy](#)
  - 3.38.0 [\*\*Thyroid Disorders\*\*](#)
  - 3.38.1 [Hashimoto's Thyroiditis](#)
  - 3.38.2 [Hyperthyroidism](#)
  - 3.38.3 [Hypothyroidism](#)
  - 4.0 [\*\*Diagnostics & Tests\*\*](#)
  - 4.1.0 [\*\*Bloodwork\*\*](#)
  - 4.2.0 [\*\*DNA/Genetic Testing\*\*](#)
  - 4.2.1 [23andme Saliva Test](#)
  - 4.3.0 [\*\*Stool Sample\*\*](#)
  - 4.3.1 [Genova Diagnostics Comprehensive Stool Analysis \(CDSA\)](#)
  - 5.0 [\*\*Find A Physician\*\*](#)
  - 5.1.0 [\*\*Directory\*\*](#)
  - 6.0 [\*\*Contact Us\*\*](#)
  - 6.1.0 [\*\*Email\*\*](#)
  - 6.2.0 [\*\*Get Newsletters\*\*](#)
-

## **Wireframes**

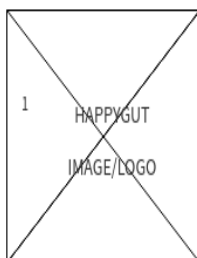
Happy Gut wireframes provide a more-detailed look at elements of specific navigation, content, and functionality pages including the Home page, About Us page, Alternative Treatments, Chronic Health Conditions A-Z, and Diagnostics and Tests content pages, Find A Physician functionality page, and Contact form pages. Each wireframe is complete with an overview of each page, a grid layout, and annotations detailing elements of interaction within each page. Annotations clarify content, rules, and interactions for users to fully understand the scope of the site and ways they can navigate. Some annotations (site logo, main navigation, footer menu, and copyright information) have been omitted beyond the initial Home Page Annotations, as they are available on all pages of the site.

## **Home Page Overview**

The Home page will orient users to this health-related website. Users shall use the main navigation categories and their subsequent drop-down menus to browse the site, or they can perform searches using the search box. The main navigation categories will allow users to explore or find pertinent health information about alternative treatments, chronic health conditions, and diagnostics and tests to better understand functional medicine techniques. They will also be able to find a physician using the business directory, email Happy Gut with any comments or questions, and register for newsletters using the appropriate forms. The footer menu provides links to the main navigation pages.



## Home Page Grid Layout



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2 HOME 3 ABOUT US 4 ALTERNATIVE TREATMENTS 5 CHRONIC HEALTH CONDITIONS A-Z 6 DIAGNOSTICS AND TESTS 7 FIND A PHYSICIAN 8 CONTACT US

---

9 Why A Happy Gut Is So Important

A large empty rectangular box with a thin border. In the bottom right corner, there is a small double-slash symbol "//".

### More HappyGut

- 10 About HappyGut
- 11 Alternative Treatments
- 12 Chronic Health Conditions A-Z
- 13 Diagnostics & Tests
- 14 Find A Physician
- 15 Contact Us

### Search HappyGut

16 HappyGut All Rights Reserved

## Home Page Annotations

- 1. Logo Image: Logo** shall function as a link to the home page of the website from any location within the website.
- 2. Home Navigation:** Shall link to the home page of the website from any location within the website.
- 3. About Happy Gut Navigation:** Shall link to the About Happy Gut landing page of the website from any location within the website.
- 4. Chronic Health Conditions A-Z Navigation:** Shall link to the Chronic Health Conditions A-Z landing page of the website from any location within the website.
- 5. Alternative Treatments Navigation:** Shall link to the Alternative Treatments Navigation landing page of the website from any location within the website.
- 6. Diagnostics and Tests Navigation:** Shall link to the Diagnostics and Tests landing page from any location within the website.
- 7. Find A Physician Navigation:** Shall link to the Find A Physician landing page from any location within the website.
- 8. Contact Us Navigation:** Shall link to the Contact Us landing page from any location within the website.
- 9. Content Area:** Shall introduce users to Happy Gut, what it is, and why it is important to their health. Provides background information on decreasing life expectancy in the U.S. and how it's related to worsening health conditions. Informs users about chronic disease, why a Happy Gut is vital to optimal health, and how it can help them prevent, treat, and reverse chronic health conditions to live their healthiest lives. Clicking on contextual links will allow users to access more information about various topics on internal pages within the Happy Gut website and on external websites.
- 10. About Happy Gut Link:** Shall link to the About Happy Gut page from any location within the website.
- 11. Alternative Treatments Link:** Shall link to the Alternative Treatments page from any location within the website.
- 12. Chronic Health Conditions A-Z Link:** Shall link to the Chronic Health Conditions page from any location within the website.
- 13. Diagnostics & Tests Link:** Shall link to the Diagnostics and Tests page from any location within the website.

**14. Find A Physician Link:** Shall link to the Find A Physician page from any location within the website.

**15. Contact Us Link:** Shall link to the Contact Us page from any location within the website.

**16. Copyright Content:** Copyright and name of company.

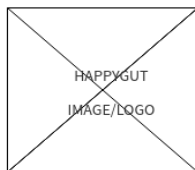
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### **About Us Page Overview**

The About Us page provides background information and statistics about decreasing life expectancy and chronic illness in the U.S. It shall inform users as to the importance of a site like Happy Gut and why this approach (functional medicine) is vital to restoring Americans' health, reducing chronic illness and related deaths, and ultimately - increasing life expectancy. It will inform users about functional medicine through links to internal pages and to authoritative external websites for further information.

Users shall become informed about their health and better understand why functional medicine is better than traditional medicine techniques. Users shall learn the origins of chronic illness, the keys to their prevention, and about alternative treatments to reverse and manage them. Users can access more information within the website to better understand chronic health conditions by clicking on links on this page, using the main navigation and footer menu, or by searching for content within the website.

## About Us Page Grid Layout

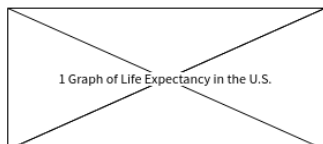


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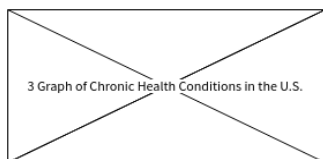
HOME ABOUT US ALTERNATIVE TREATMENTS CHRONIC HEALTH CONDITIONS A-Z DIAGNOSTICS AND TESTS FIND A PHYSICIAN CONTACT US

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### About Us

2 Background and statistics about life expectancy in the U.S. to stress the urgency and to provide explanation of the existence of a site like HappyGut. Links to external sites for further information. //



4 Background and statistics about chronic illness in the U.S. and why HappyGut is so important. Links to external sites for further information. //

5 List of Chronic Illnesses in Alphabetical Order. Internal links to individual pages for each chronic illness listed.

6 Button	7 Button	8 Button	X Button
----------	----------	----------	----------

//

### More HappyGut

- About HappyGut
- Alternative Treatments
- Chronic Health Conditions A-Z
- Diagnostics & Tests
- Find A Physician
- Contact Us

HappyGut All Rights Reserved

### Search HappyGut

## About Us Page Annotations

**1. Image:** Graph(s) showing life expectancy statistics. Clicking on the image shall allow users to access external sites for more information about the graph and this topic providing a deeper understanding of the severity of this problem and how it relates to health.

**2. Content Area:** Background and explanation for existence of this website. Users will gain understanding of decreasing life expectancy in the U.S. compared to other developed countries to stress the urgency of this site and toward improving health. Clicking on contextual links to external sites will provide further information from authoritative, reputable sites like the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO), for example.

**3. Image:** Graph(s) showing chronic health conditions statistics in the U.S. and as it compares to other developed countries. Shall allow users to access external sites for more detailed scientific information by clicking on the image.

**4. Content Area:** Background and statistics about chronic illness in the U.S. to illustrate the health epidemic facing Americans. Clicking on contextual links will allow users to access external substantive websites for more information about chronic health conditions and statistics. Clicking on other contextual links will allow users to access 3<sup>rd</sup> level About pages including information on functional medicine – what it is, how it's used, why it's a better alternative to Western, traditional medicine, and why users should care.

**5. Content Area:** Alphabetical listing of chronic health conditions. Each chronic health condition is labeled and identified with a button. Clicking on a button shall allow users to access individual content pages for more in-depth information (description/overview, symptoms and complications, diagnostics and tests, and alternative treatments) for each chronic health condition within the website.

**6-X. Buttons:** Individual chronic health conditions. Each button is linked to its own internal page without the site. Clicking on each button shall allow users to access more information on that topic provided on internal pages. The number of buttons may change over time.

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### **Alternative Treatments, Chronic Health Conditions A-Z, and Diagnostics and Tests 3rd Level Content Pages Overview**

The Alternative Treatments, Chronic Health Conditions A-Z, and Diagnostics and Tests 3<sup>rd</sup> level content pages are all structured the same except where noted in the annotations. These pages shall allow users to better understand complex medical information about alternative treatments, chronic health conditions, or diagnostics and tests (depending on the type of page).

Each of these pages will feature a heading of either 1) an alternative treatment, 2) a chronic health condition, or 3) a diagnostic and test. A corresponding image will complement each heading. Content areas shall provide users with an overview and facts about the featured content (alternative treatment, chronic health condition, or diagnostic and test) including a description and background information on all three of these types of content pages.

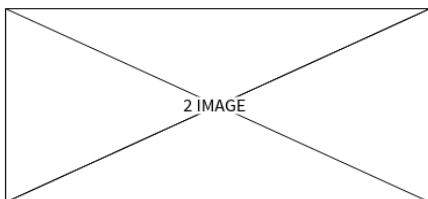
The Chronic Health Conditions content pages will also include content area about the causes, symptoms, and complications of each chronic health condition; a list and links to diagnostics and tests; and types of alternative treatments with corresponding links to internal pages.

# Alternative Treatments, Chronic Health Conditions A-Z, and Diagnostics and Tests 3rd Level Content Pages Grid Layout



HOME ABOUT US ALTERNATIVE TREATMENTS CHRONIC HEALTH CONDITIONS A-Z DIAGNOSTICS AND TESTS FIND A PHYSICIAN CONTACT US

## 1 Type/Name of Alternative Treatment, Chronic Health Condition, OR Diagnostics and Tests

3 OVERVIEW & FACTS: Description/Background Info for Alternative Treatment/Chronic Health Conditions OR Diagnostics and Tests (to be included on all of these content pages)

4 Causes, Symptoms, and Complications of Chronic Health Condition (for Chronic Health Conditions content pages only)

5 Diagnostics and Tests (for Chronic Health Conditions pages only)

6 Description/List and Links to Alternative Treatments (for Chronic Health Conditions pages only)

More HappyGut

About HappyGut

Alternative Treatments

Chronic Health Conditions A-Z

Diagnostics & Tests

Find A Physician

Contact Us

Search HappyGut

HappyGut All Rights Reserved

## **Alternative Treatment, Chronic Health Conditions A-Z, and Diagnostics and Tests 3<sup>rd</sup> Level Content Pages Annotations**

**1. Title:** of Alternative Treatment, Chronic Health Condition, and/or Diagnostics and Tests (depending on the page). The title identifies either a type of alternative treatment (diet, exercise, nutritional supplements), chronic health condition (allergies, asthma, etc.), or diagnostics and tests (bloodwork, stool sample, etc.).

**2. Image:** relevant to alternative treatment, chronic health condition, or diagnostics and tests (depending on the page). Clicking on the image allows users to access more information at authoritative websites.

**3. Content Area: Overview** (for Alternative Treatments, Chronic Health Conditions and Diagnostics and Tests content pages). Provides users with an overview and facts including description/background information about an alternative treatment, chronic health condition, or diagnostics and tests depending on the page. Clicking on contextual links will allow users to access internal pages or external websites to gain more information within or outside of the website about a topic featured on the page. Users will be better informed about alternative treatments, chronic health conditions, or diagnostics and tests depending on the page they are viewing.

**4. Content Area: Causes, Symptoms, and Complication** (for Chronic Health Conditions content pages only). Users will gain knowledge about chronic health conditions through a list of causes, symptoms, and complications of each health condition. Internal/external contextual links shall allow users to find more information within and outside of the website by clicking on them.

**5. Content Area: Diagnostics and Tests** (for Chronic Health Conditions pages only). Informs users about various diagnostics and tests available for a chronic health condition. Clicking on contextual links shall allow users to access more information within the pages of the website or to authoritative content at external websites. Users shall access external websites where they can learn more about specific tests (DNA, stool) and order their own kits through the mail. The results of these tests will reveal underlying chronic health conditions.

**6. Content Area: Alternative Treatments** (for Chronic Health Conditions pages only). List and contextual links shall allow users to access more information through internal/external pages for alternative treatments to chronic health conditions. Users will better understand alternative treatment options available for each chronic health condition to make informed decisions about their health.

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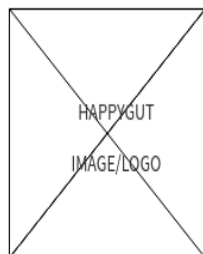


### **Find A Physician: Business Directory Page Overview**

The Find A Physician page allows users to search for a certified functional medicine practitioner by entering a doctor's name or business name into the text input box and clicking the "Find Listings" button, which returns search results for known-item searches. The advanced search link shall allow users to enter additional search criteria such as phone number or website URL to locate a functional medicine physician. Clicking on the "Directory" button refreshes the page and returns users to the main Business Directory page to enter a new known-item search. Clicking on "View All Listings" button allows users to view and browse all available listings without knowing any information.

Search results will list physicians by name, name of their practice/business, a short business description, a long business description, phone number, fax number, and website URL. The "Create A Listing" button is reserved for site administrators to create new listings by entering physician information. Once all physician listings have been added to the Business Directory (based on The Institute of Functional Medicine (IFM) directory), users will be able to find a certified functional medicine practitioner anywhere in the country.

## Find A Physician: Business Directory Page Grid Layout



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HOME ABOUT US ALTERNATIVE TREATMENTS CHRONIC HEALTH CONDITIONS A-Z DIAGNOSTICS AND TESTS FIND A PHYSICIAN CONTACT US

---

### Business Directory

3 Advanced Search

#### More HappyGut

- About HappyGut
- Alternative Treatments
- Chronic Health Conditions A-Z
- Diagnostics & Tests
- Find A Physician
- Contact Us

HappyGut All Rights Reserved

#### Search HappyGut

## **Find A Physician: Business Directory Page Annotations**

**1. Search Box:** Shall allow users to search for a physician by name or by the name of a functional medicine practice/business by filling in the text input box. This facilitates known-item searching.

**2. Find Listings Button:** Clicking on the find listings button shall allow users to see results for their known-item searches for a physician by name or by the name of a functional medicine practice/business. Search results will appear once the user has filled in the text input box and clicked the find listings button.

**3. Advanced Search Link:** Clicking on this link shall take users to an advanced search page to find a functional medicine physician or business by name, address, URL, phone, etc., which they enter in to the text input boxes.

**4. Directory Button:** Clicking on the directory button shall take users back to the main directory page at any point during a search.

**5. View All Listings Button:** Clicking on the view all listings button shall allow users to view and browse all listings (physicians and their practices/businesses) included within the directory without having known-search items to find a doctor. This will facilitate users who do not already know of a functional medicine practitioner by name or practice and need to find one in their local area. Search results will include the following information: physician name, practice/business name, a short business description, a long business description, phone number, fax number, and website URL. Search results will provide enough information for users to familiarize themselves with each physician and their practice/business to determine whether that physician is right for them. They can then use the provided contact information (phone, fax, web URL) to get more information and to schedule an appointment.

**6. Create A Listing Button:** Clicking on the create a listing button shall allow site administrators (not users) to add physicians and their practice/business information to the directory.

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### **Contact Pages: Email and Get Newsletters Overview**

The Contact pages (E-mail and Get Newsletters) are WPForms Lite plugins and are very similar in design. The E-mail page shall allow users to communicate with Happy Gut by filling in the required information within the input text boxes. The e-mail form requires users to enter their first and last name, e-mail address, and a comment or message. Clicking “Submit” shall send their completed form to Happy Gut for site administrators to respond to in a timely manner.

The Get Newsletters form requires users to enter their first and last name and an email address to receive newsletters containing the latest health-related and site information. Clicking “Submit” shall submit users’ completed registration form which will then generate their newsletter subscription.

## Contact Pages: Email and Newsletter Registration Forms Grid Layout



---

[HOME](#) [ABOUT US](#) [ALTERNATIVE TREATMENTS](#) [CHRONIC HEALTH CONDITIONS A-Z](#) [DIAGNOSTICS AND TESTS](#) [FIND A PHYSICIAN](#) [CONTACT US](#)

---

### 1 E-Mail OR 2 Get Newsletters

Name

E-mail

Comment or Message

More HappyGut

Search HappyGut

[About HappyGut](#)

[Alternative Treatments](#)

[Chronic Health Conditions A-Z](#)

[Diagnostics & Tests](#)

[Find A Physician](#)

[Contact Us](#)

HappyGut All Rights Reserved

## Contact Pages: Email and Newsletter Registration Forms Annotations

- 1. Email Form:** Shall allow users to contact Happy Gut through email by entering their first and last name, email address, and a comment or message.
  - 2. Register/Sign Up Form:** Shall allow users to sign up for Happy Gut newsletters to receive the latest news, information, and blog content.
  - 3. Text Input Box:** Shall allow users to enter their first name into the required text input box to contact Happy Gut by email or register for newsletters. (For Email and Registration pages).
  - 4. Text Input Box:** Shall allow users to enter their last name into the required text input box to contact Happy Gut by email or register for newsletters. (For Email and Registration pages).
  - 5. Text Input Box:** Shall allow users to enter their email address into the required text input box to contact Happy Gut by email or register for newsletters. (For Email and Registration pages).
  - 6. Text Input Box:** Shall allow users to enter a comment or message into the required text input box to contact Happy Gut by email. (For Email page only).
  - 7. Submit Button:** Clicking on the submit button shall allow users to submit their completed Email and/or Registration forms.
-

## **User Research Plan**

### **Test Subjects and Recruitment**

Hunt Designs will conduct user testing with the defined target user groups (health-conscious college-educated and/or working professional males and females ages 25-45) to gather user information about the designs and elements of the Happy Gut website and to validate and improve design decisions. Two groups of five to eight test subjects will be recruited: 1) target users who are familiar with functional medicine and 2) target users who are unfamiliar with functional medicine. To keep costs low, Hunt Designs will recruit users independently, from sites or groups relevant to health and traditional and functional medicine, unless the desired number of target users has not been reached. Potential test subjects will be screened through short surveys to ensure that they are right for the usability test.

### **Site Aspects to be Tested**

Test subjects will be given a series of questions and asked to perform a set of tasks to gain understanding of how they perceive and use the site's design decisions with the goal of determining the usability of Happy Gut's organization, navigation, and overall functionality. The test results will provide feedback on content source design goals including whether the site provides relevant content that increases user knowledge and self-sufficiency related to their health; how the site supports users who are seeking health-related information in different ways; whether the presentation of content is a primary draw for new and repeat visits to the site; how the categorization structure fits the mental model of users; and how effectively the search tool allows users to find specific health information.

### **Testing Method**

Usability testing will be conducted during the Design phase to allow users to complete (or simulate) tasks on the current Happy Gut prototype. A prioritized set of tasks will be created, users will perform the tasks, and any issues and/or successes will be noted. User groups will be asked to perform typical tasks to learn how they interact with the prototype and to flesh out any issues that may need to be resolved prior to the final launch.

Qualitative research will allow Hunt Designs to gain context and insight regarding user behavior by gauging user reactions while they interact with the prototype. A moderated test will be conducted to observe and question test subjects while they engage with the prototype to better understand how they use the site.

A moderator will speak directly with users and guide them through the testing process to gauge their attitudes and emotional responses by asking them open-ended questions and avoiding leading participants to behave a certain way. Users will be asked to perform specific tasks to assess their thought process and the steps they take to achieve that task or goal. (There are several ways to perform the same task such as using global/main navigation, the footer menu, or

searching for (un)known items). Users will be asked to find given (known) items (i.e., chronic health conditions, types of alternative treatments) and to complete tasks like emailing Happy Gut, registering for newsletters, and finding a certified functional medicine practitioner.

The moderator will note the steps each user takes to accomplish these tasks and whether they use the main navigation, footer menu, or search box. Each user will be observed to better understand which direction and steps they take to achieve that task and then compared against the rest of the group. Users will also be observed to see how they interact with content including contextual links to internal pages and external websites when asked how they would find more information about a topic.

Questions may vary depending on user attitude and response to dig deeper into areas of interest or to see why a user chose one path over another to achieve a task. Emotional responses and level of happiness or frustration will be recorded to understand issues users may encounter. Success and failure will be based on the level of intervention required by the moderator. Success and failure rates for all tasks will be used to make improvements to the site organization, navigation, design, and overall functionality. Usability issues will be prioritized, resolved, and tested in future iterations.

Automated remote research tools *may* be used (if needed) to provide an additional way for users to complete tasks online and have their behaviors and responses captured for later analysis until the target number of users has responded. This will provide a larger comprehensive sample of data to better understand user success/failure rates and behavior for specific questions and tasks.

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## APPENDIX 1

### User Interview Transcripts

#### User Interview #1: Lilach Mollick

##### Demographics

Age: 43

Occupation: Proposal Writer

Education Level: BA

Marital Status: M

Parent: Y

Geographical Location: PA

##### Questionnaire

Q1. Do you know what functional medicine is? If so, please define it in your own words. (This is to gauge awareness or lack of). If you're unsure, please do not look it up now. In other words, what do you know about this topic right now?

**A1. *I don't know what it is.***

Q2. What information do you think this site should provide on this topic? What do you think it needs to include? What would you expect to find here?

**A2. *It needs to include a lot of information including the science behind the idea, any health professionals who can speak to it, users and their experience.***

Q3. What technology do you already use to find information of this type of information?

**A3. *It can be any health-based resource (TV, internet (websites/apps), social media, etc.). Internet.***

Q4. What specific places do you search for any health-related information? List websites and/or apps.

**A4. *Mayo Clinic, online health magazines sometimes.***

Q5. Do you ever search for alternative, holistic, or functional medicine-related information?

**A5. *No.***

Q6. How would you use a site like Happy Gut?

**A6. *Not sure that I would at this point, maybe would poke around if curious.***

Q7. How would you structure information that you think I need to include?

**A7. *In clearly identifiable rubrics - science behind it, what it does, user interviews, and interviews with health professionals.***

Q8. What would you like to accomplish while visiting Happy Gut?

**A8. *Get well.***

Q9. Do you have a need for a site such as Happy Gut?

**A9. *No.***

Q10. Based on what you know, does Happy Gut seem like a site that you would use?

**A10. *I'm pretty healthy and happy with where I am physically so it really doesn't apply to me.***

## **User Interview #2: Julia Joy**

### **Demographics**

Age: 25

Occupation: Editorial Assistant

Education Level: Bachelor's degree + working on masters

Marital Status: Domestic partnership

Parent: No

Geographical Location: Brooklyn, NY

### **Questionnaire**

Q1. Do you know what functional medicine is? If so, please define it in your own words. (This is to gauge awareness or lack of). If you're unsure, please do not look it up now. In other words, what do you know about this topic right now?

**A1. *I do not know what functional medicine is, but I'm guessing it's related to alternative or homeopathic medicine.***

Q2. What information do you think this site should provide on this topic? What do you think it needs to include? What would you expect to find here?

**A2. *To start, I would want to find a comprehensive definition of what exactly functional medicine is, why it's effective based on specific examples, and why I would even consider using it.***

Q3. What technology do you already use to find information of this type of information? It can be any health-based resource (TV, internet (websites/apps), social media, etc.).

**A3. *For anything health-related I typically go online and look for material with a reference book-like tone. I typically stay away from anything health-related on TV, because there tends to be a commercial element.***

Q4. What specific places do you search for any health-related information? List websites and/or apps.

**A4. *Well, I typically ask my dad because he's a physician, but I also use WebMD, Mayo Clinic, and miscellaneous others. I've additionally used the iPhone "Health" app to track fitness.***

Q5. Do you ever search for alternative, holistic, or functional medicine-related information?

**A5. *No, but I'd be open to it if given a reason to, like if traditional methods weren't working for whatever reason. In that case, I would only take the information seriously if it seemed credible, i.e. supported by convincing evidence, and if no home procedures sounded risky. There would need to be scientific research cited.***

Q6. How would you use a site like Happy Gut?

**A6. *If I had gastrointestinal issues and found minimal success with traditional, OTC remedies, I might search the Internet for other solutions, like those found on Happy Gut.***

Q7. How would you structure information that you think I need to include?

**A7. *I would make an easy-to-read, user-friendly "Why functional medicine?" page. Perhaps I'd categorize other pages by health conditions. If you could somehow pull off a "Symptom Tracker"-like resource, that could be really effective too. Making information as personalized as possible is important, especially when it comes to health.***

Q8. What would you like to accomplish while visiting Happy Gut?

**A8. *As a person who doesn't have GI problems, I would just be curious to know what's up with functional medicine and if it has any legitimacy. If I really did need to use Happy Gut's resources, then I would expect to find helpful information regarding specific remedies.***

Q9. Do you have a need for a site such as Happy Gut?

**A9. *I personally do not.***

Q10. Based on what you know, does Happy Gut seem like a site that you would use?

**A10. *If I felt the need, then yes.***

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## APPENDIX 2

### Usability Test Findings

Hunt Designs conducted a usability test to determine user responses and behavior while interacting with the Happy Gut prototype. The potential user was asked to perform specific tasks relevant to organization, navigation, design, and overall site functionality similar to how the user groups would be tested. The goal was to determine the level of ease (success or failure) in achieving a specific task and the path the user chose to take versus alternative options. The test results revealed some potential usability issues and design decisions to consider to resolve them and improve site functionality.

### Questions Asked

#### **Q1. Can you explain the steps you would take to find a doctor?**

**A1.** When asked to explain the steps she would take to find a doctor, the user chose to use the main navigation category “Find A Physician” located clearly at the top of the page, which is what I expected/predicted she would do, as it is the most obvious path to achieve this task. I did not want to make the answer too obvious by asking her to find a “physician” specifically, so I used the synonym “doctor,” which is still clearly defining what it is I’m asking the user to do. The user clicked on “Find A Physician” and then clicked on “Business Directory” on the “Find A Physician” page. She noted that it is “clear how you would then search by specialty/location etc.,” although she did not specify exactly *what* she would do on the “Business Directory” page to fully achieve this task. At this stage, the moderator would ask users to try to perform the task to completion to see if they could do so successfully, if they would have to prompt the user with further questions or intervene, and the level of satisfaction or frustration with which the users could perform this task.

#### **Q2. Can you describe how you would sign up for newsletters?**

**A2.** Since “newsletter” is not a main navigation category, but a secondary category beneath the main “Contact Us” navigation heading, it is not immediately obvious to the user how to achieve this task without browsing the homepage and main navigation categories. The user responded that she would click on the “Contact Us” main navigation heading and then click on “Register/Sign Up” from the dropdown menu, but she didn’t seem sure. This indicates to me that I may need to rename my secondary category to better reflect that “Register/Sign Up” refers to signing up for newsletters – not registering as a user on the site itself. It should be clear to users once they access the “Contact Us” page by clicking directly on “Contact Us,” because there is a link to “Get Newsletters.” However, the main navigation heading “Contact Us” may be too vague; it may be better to create a new main navigation heading that is immediately recognizable to sign up for newsletters. The user did not explain the steps she would take to *actually* fill out the form to sign up for newsletters, which indicates that 1) she was guessing, didn’t get that far, and/or didn’t actually click on anything or 2) she would need further

prompting by the moderator to see how she would actually *complete* the task to sign up for newsletters.

**Q3. Can you tell me what steps you would take to find information about Irritable Bowel Syndrome (or any other chronic health condition)?**

**A3.** The user explained that she “thought” she would either go to the “Chronic Health Conditions A-Z” main navigation heading or use the search tool to type in the specific information she was looking for. She explained that she typed “irritable bowel syndrome” into the search box and successfully found the information that way. However, she commented on a blog post that was part of the search results, because it had the keyword “irritable bowel syndrome” in it, so I’m not 100% sure that she actually found the “Irritable Bowel Syndrome” page. The search method is what I predicted users would do first, because I was giving them a known search item, in this case, “irritable bowel syndrome,” and this is the easiest way to find this information.

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