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## IPHC Communications – Website Review

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### PURPOSE

To provide the Commission with an update to the IPHC website redesign project.

### BACKGROUND

In late 2016, the IPHC Secretariat chartered a website improvement team with members from the Seattle-based staff. The team efforts were augmented with contracted professional website redesign services. The website improvement team intends to use the professional website design services to assist with a user-centered approach to the IPHC website redesign project.

Immediately following the 2016 IPHC Interim Meeting (IM092), the team released a website improvement survey. This survey is intended to follow up on our 2014 communications survey, with a specific focus on the website. The website improvement survey was announced in our news releases, in our social media outlets, and on our website.

### DISCUSSION

The website improvement survey is an important tool used when considering a user-centered design. We currently have received 15 responses to our survey, with very useful information that will allow the team to focus their efforts. It is important that we continue to receive feedback from our users throughout the process, and we will continue our survey as we work to design our new website.

The new website is expected to be launched in the summer of 2017. We expect to offer our website users a more intuitive interface, easier navigation, and improved search, and to present data that are available in different formats which are easier to find and use.

### RECOMMENDATION/S

That the Commission:

- 1) **NOTE** paper IPHC-2017-AM093-19 which provides an update to the IPHC website redesign.
- 2) **CONSIDER** the IPHC website redesign project and provide guidance to the staff team for potential improvements.
- 3) **ENCOURAGE** stakeholders and others to complete the website improvement survey.