

A Proposal for the Ultimate Website Design: Clear Water Skilled Nursing Facility

Submitted to

Clear Water Skilled Nursing Facility
425 Lakeview Drive
Detroit, Michigan 48067

Prepared by

Detroit Consulting Company
781 Business Avenue
Detroit, Michigan 48067

November 28, 2018

Clear Water Skilled Nursing Facility

Advertisement and Client Relations
425 Lakeview Drive
Detroit, Michigan 48067

November 10, 2018

Sasha Jones
Lead Consultant
Detroit Consulting Company
781 Business Avenue
Detroit, Michigan 48067

Dear Ms.Jones:

Subject: Creating the ultimate website design

The global population continues to grow older and more people than ever will enter skilled nursing facilities. Approximately twelve million Americans are placed in long term care every year. Due to this natural increase in people needing credible skilled nursing facilities, Clear Water wants to design the optimal website to accommodate patients.

As mentioned on October 1, 2018, Clear Water Skilled Nursing Facility has requested consulting services from Detroit Consulting Company. The Detroit Consulting Company will analyze the top three skilled nursing facilities websites in the region: The Woodland, Harmony Senior Services, and The Brookedale. We would like the Detroit Consulting Company to evaluate the previously stated websites on the criteria of overall attractiveness, access to contact information, and information on therapy options.

We would like the formal report sent to us by November 30, 2018, in order to design the most creative and intriguing website possible. The report must be sent on time as we plan to have the website up and running by January 1, 2019.

Our company appreciates your efforts in completing this task. Please feel free to reach out to us at 434-859-2284 if you need any additional assistance.

Yours truly,

Ashley Crew

Ashley Crew
Department Head
Advertisement and client Relationships

Detroit Consulting Company

781 Business Avenue
Detroit, Michigan 48067

November 27, 2018

Ashley Crew
Department Head
Advertisement and Client Relations
Clear Water Skilled Nursing Facility
425 Lakeview Drive
Detroit, Michigan 48067

Dear Ms.Crew:

Subject: Creating the ultimate web design

Here is the formal report analyzing the three websites requested by Clear Water Skilled Nursing Facility on November 10, 2018.

The top three websites of the The Woodlands, Harmony Senior Services, and The Brookdale were evaluated on three criteria:

- Overall attractiveness: how appealing is the website's use of color, organization, and pictures.
- Access to contact information: Is the contact information readily available and easy to find.
- Information on therapy options: Are the different therapy options thoroughly explained.

We assure you that the provided analysis and recommendations in this formal report will allow Clear Water Skilled Nursing Facility to make the optimal website.

Our consulting company has taken pride in working on this formal report. We would like to thank the Advertisement and client Relations department at Clear Water for reaching out to us to evaluate the current top skilled nursing facility websites. If you have any questions or concerns about the formal report, please contact Edward Smith at 434-784-5562 or through our email at edward.smith@gmail.com.

Yours sincerely,

Sasha Jones

Sasha Jones
Lead Consultant
SJ/es

Enclosure: Report on skilled nursing facility websites

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Executive Summary

As the global population is growing larger, it is also growing older. With the increase of older people, there is a tremendous demand for new medical facilities such as skilled nursing facilities. In this day in age, the internet is the main tool used to find information. In order for skilled nursing facilities to be successful and profitable, they must be able to reach a substantial market of people through a creative and appealing website.

While there are an uncountable number of skilled nursing facilities, not all of them have successful online advertisement. This causes those businesses to lose patients and possible profits. Clear Water Skilled Nursing Facility has asked Chicago Consulting Company to analyze three websites that are currently being used to advertise skilled nursing facilities of the same size and quality of Clear Water.

The Chicago Consulting Company's goal with this analysis was to develop an understanding of which elements of the websites should be used in the Clear Water website. Clear Water wants the website to catch the attention of future patients and their family members and to be user-friendly when looking for information.

Each website was reviewed on the following criteria:

- **Overall attractiveness:** how appealing is the website's use of color, organization, and pictures.
- **Access to contact information:** Is the contact information readily available and easy to find.
- **Information on therapy options:** Are the different therapy options thoroughly explained.

In researching similar skilled nursing facilities in size, location, and style we found three contenders: The Woodlands, Harmony Senior Services, and The Brookdale. The Chicago Consulting Company used the following websites to make recommendations to Clear Water Skilled Nursing Facility:

- <http://www.thewoodlandinc.com>
- www.harmonyseniorservices.com
- <https://www.brookdale.com>

The goal of this formal report is to provide recommendations to Clear Water Skilled Nursing Facility in order for them to make their website optimal in style and use. Our analysis and recommendations are thoroughly crafted to ensure that Clear Water Skilled Nursing Facility can get the most benefit from this report.

Introduction

Senior living facility websites are crucial for both a potential client who is interested as well as their families. The website is the face of the facility before potential clients even get to see the physical building, therefore it must be appealing and as easy to navigate as possible for the potential client.

The Woodland, located in Farmville, Virginia, was founded in 1970. Started by a man who needed a place for his mother to live with the care she needed as well as comfortable living conditions, The Woodlands was started by Dr. Ray A. Moore and his community. Their mission statement proceeds as follows: "Quality Rehabilitation Services, Skilled Nursing Care and Retirement Living at Affordable Costs". Since its formation The Woodland has been making sure that its patrons are as comfortable as possible and able to live their lives to the fullest. When a general demographic was surveyed on which aspects of senior living facilities, they most focused on the overall attractiveness of the website, how important access to contact information was when viewing the website, and importance of therapy sessions given at the facilities. Harmony senior living, located in Chester, Virginia and Brookdale, located in Midlothian, Virginia like The Woodland were established to make sure their patrons could live their lives either assisted or independently with great care.

We took a survey asking a general populace of participants to give us feedback on what they found to be the most important when looking at the website of a senior living facility. The categories were as follows: How important is access to therapy information, how important is website attractiveness, and how important is it that the website have easy to access contact information. Figure 1 shows that the participants valued contact information the most over the other two categories. Attractiveness and therapy information also held importance to them but it was still second to their need for contact info.

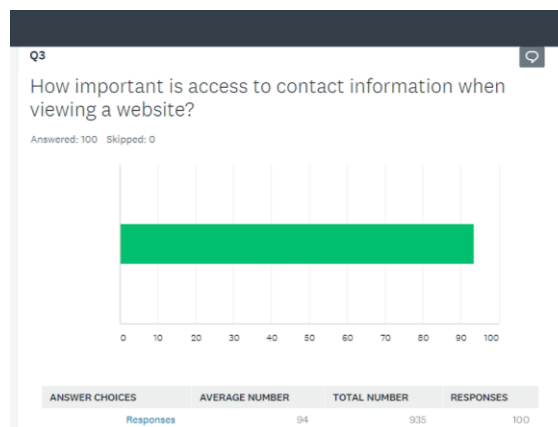


Figure 1: Contact information from survey

Analysis of thewoodlandinc.com

www.thewoodlandinc.com

Overall attractiveness

The overall design of The Woodland's website presents a comforting and cozy feel for potential clients who are viewing the website. Their layout is very simple, the color scheme that was chosen for the webpage is plain with only a display of white and green. The style of the website demonstrates an understanding of its audience by keeping it simple and non-complex, therefore making it easier on the eyes for potential clients. Their rotating photo gallery on the homepage switches every ten seconds to show the patrons that currently occupy The Woodland and the activities that will be available to potential clients. Short glimpses of information are shown on the slideshow images as they scroll past, indicating what part of the facility those activities take place in. This brings a very welcoming feeling and alerts the viewer to other parts of your website they may not have seen initially. The home page is balanced without an excess of photos on the cover, but the amount of white is very dull. The colors of the website may be easy on the eyes of the viewer, but it can also appear to be quite bland and mundane. This can make the display forgettable to the viewer when looking at an abundance of different websites in search of the facility that best suits their needs. In this case, it would be favorable to switch the color of the header space and the font. The header would then be green with white font and would leave a longer lasting impression on the viewer.

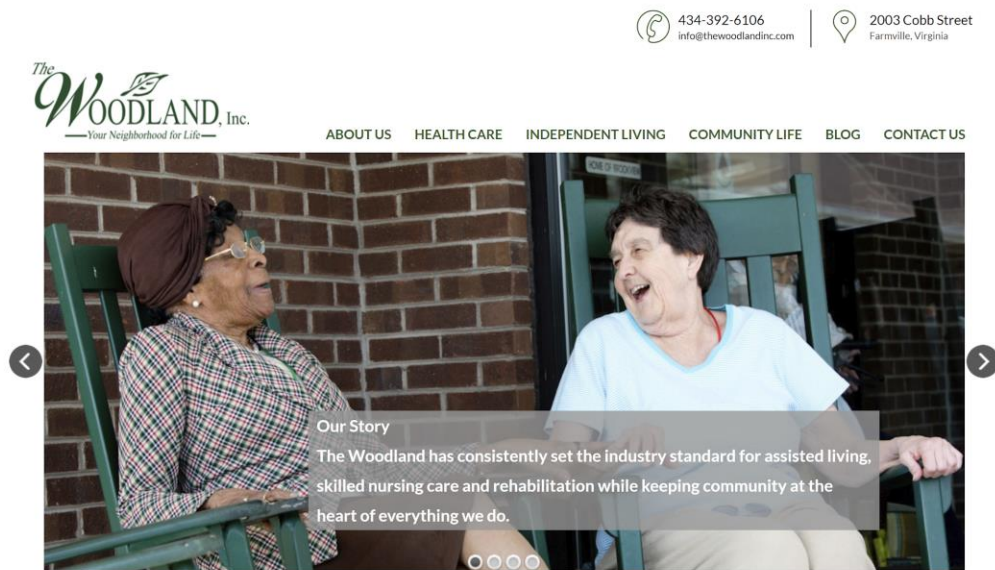


Figure 2: Home Page of Woodland's website

Access to contact information

The Woodland's website has an easy navigation design. The basic website link

formatting is provided at the top of the webpage and the sequencing of the tabs on the menu bar makes sense to the viewer. All the links listed on the site are active and don't give any error messages when attempting to access them. This meets all basic standards for making an easy to use website. All outsourcing links indicate that they are outsourced while the rest of the links show that they are active and inwardly sourced. The Woodland's website also provides the company phone number at the top of the webpage to the right-hand side so that potential clients can call the facility if they have any outstanding questions. If you prefer to use text as a messaging source you can click on "contact us" on the menu bar, where a request form will appear and you can ask the facility questions (see figure 3). The only issue with the contact information page is their choice in typeface, the typeface for the contact information page is too thin and too small for users with weak eyesight to view. A bolder, more legible, font would be recommended when building such an important part of the website.

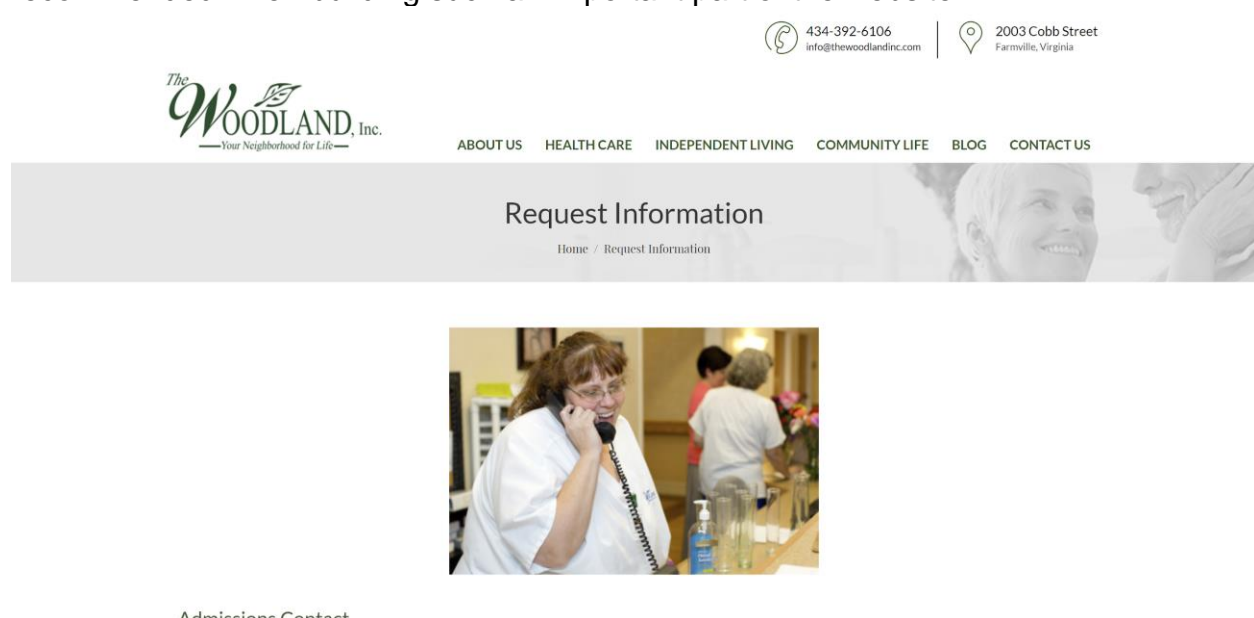


Figure 3: "Contact Us" page of the Woodland's website

Information on therapy options

The information about therapy at The Woodland is provided in simplified descriptions. Information about rehabilitation therapy (see figure 4) can be found under the health care tab at the top of the homepage. The information provided by the website only gives a brief and vague overview of what they can provide for their patrons. However, it does go into detail about other types of care that can be provided for the patrons such as their wellness center where they are able to engage in organized exercise classes and aerobics. Assisted living is also explained in detail, such as how the patrons will be taken care of by the staff if need be. Skilled care also briefly talks about the medical care assistance that the patrons will be provided while residing at the Woodland. This is all a great overview, but the downside is that the website doesn't go into greater detail about the programs they provide.

Patient care is the first and foremost passion and priority at The Woodland. Throughout our health care facilities, the sincere desire to serve and care for our residents brings a family atmosphere and a strong sense of community to every aspect of what we do. Our residents gain security in knowing they can make seamless transitions, as needed, across the full continuum of health care available here at The Woodland.

“What I love about working at The Woodland is that we are able to deliver the level of care and services that I feel the people we serve deserve.”

~ Greg Cole, President and CEO

The Woodland's desire to grow as the needs of our community grow drives us to provide the best facilities, the best equipment, the best practices and the best staff to give our residents the best possible outcome.

Rehabilitation Therapy

The **Moore Rehabilitation Center at The Woodland** first opened in 2005 and expanded in 2011. It has rapidly established itself as an outstanding rehabilitation center, drawing patients of all ages from all over Central Virginia. This spacious state-of-the-art facility also augments and enhances our independent living options. The highly qualified team of physical, occupational and speech therapists at the Moore Center provides exceptional care in helping patients to recover mobility and strength. The Moore Rehabilitation Center provides residents with every advantage in achieving success in their rehabilitation: excellent therapists, advanced equipment, a gymnasium, private treatment rooms, therapeutic whirlpools and two heated saline pools.

For those who are receiving inpatient rehabilitative care, bright, spacious rooms add to their comfort and well-being.

All rooms are private with a bath and walk-in showers, telephone and cable television.



Assisted Living

Figure 4: Information on therapy under the “Health Care” page

Analysis of harmonyseniorservices.com

www.harmonyseniorservices.com

Overall attractiveness

The overall design of Harmony Senior Services' website presents a laid back yet sleek presentation. Their layout is simple with a color scheme of white and four shades of blue. The style is attractive to a potential viewer's eye and not overwhelming but still maintains a sense of design that will pull clients in. The colors of the website are very easy on the eyes to potential clients, while also eye catching. Harmony Senior Services also uses pictures with every subsection. All of their photos have a warm and welcoming feeling, which makes the potential client feel welcomed and cared for. The homepage is balanced without an overwhelming amount of photos bombarding the viewer, but there are linked categories of interest towards the bottom of the homepage that are formatted in photo blocks. This should help Harmony Senior Services stand out to viewers when they are searching multiple sites for potential facilities to consider. This demonstrates to the average viewer that time and money was placed into the facility's website which can make the client feel like the facility had a lot of care put into its structure and staff. Harmony Senior Services' homepage displays a variety of video images of patrons at the facility and engaging in activities. The slideshow is also linked to an introductory video of the facility as well as a link to schedule a tour to the actual location (see Figure 5). All information about Harmony Senior Services is linked in the right-hand corner, below the video header. This is the only con to the homepage, the menu bar should be at the top of the screen when the viewer first enters the website. Having a menu bar at the top of the website makes the webpage easier to understand and looks more like a reputable website for a skilled facility.

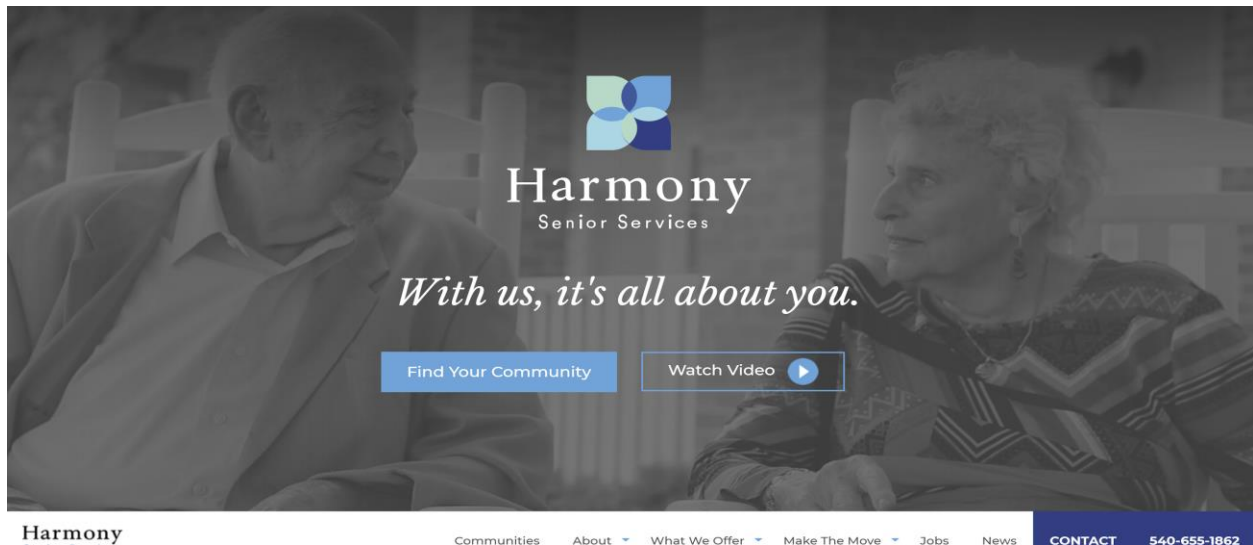


Figure 5: Homepage of Harmony Senior Services

Access to contact information

Harmony senior services' website has an easy navigation design. The basic menu bar is provided below the video image slideshow on the homepage and the sequencing of the menu tabs makes logistic sense to the viewer. All the links listed on the site are active and don't give any error messages when attempting to access them. This meets all basic standards for making an easy to use website. All outsourcing links indicate that they are outsourced while the rest of the links show that they are active and inwardly sourced. Harmony senior services' website also provides the company phone number at the top of the webpage to the right-hand side so that potential clients can call the facility if they have any outstanding questions, this number is below the slide show images until you scroll to the bottom of moving header image where it becomes the top of the webpage. Harmony senior services' website provides solid access to their contact information and any inquiries that potential clients may have by providing a question/comments fill out form at the bottom of the webpage (see Figure 6). There are multiple routes that can be accessed on the website that will lead you to the "contact us" page to make any potential inquiries.

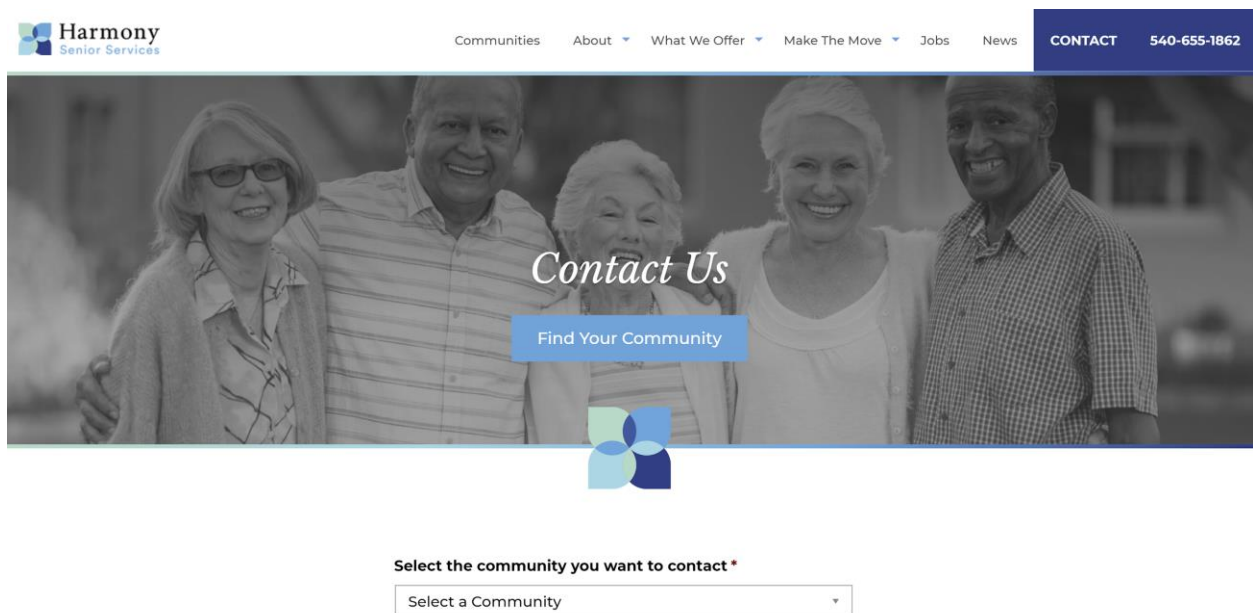
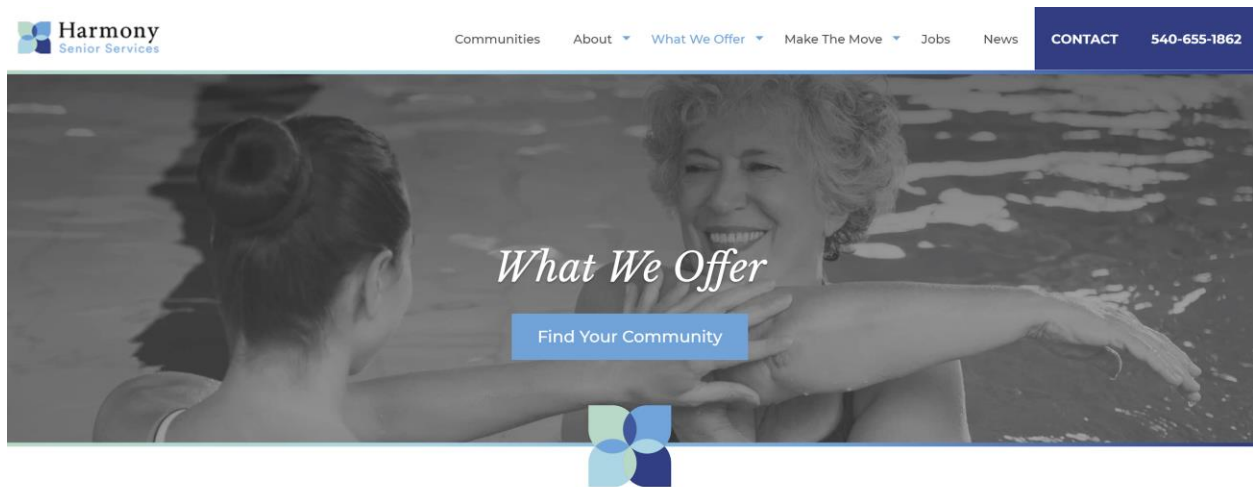


Figure 6: "Contact Us" page of Harmony Senior Services

Information on therapy options

The information about therapy provided at the Harmony senior services is limited. The information provided by the facility is given under the "what we offer" tab (see Figure 6). This tab talks about all of the services that the facility will provide, however therapy is scarcely mentioned here. This section mainly focuses on what quality of life the potential patron will have once they live at Harmony senior services. This includes assisted living versus independent living and what they provide, as well as what type of trained staff will be available to the patrons living there. This page gives general descriptions of what type of care they give to their patrons. It would be a more effective

section if the page provided specific information about therapy. This can be bullet pointed so that the viewer does not become overwhelmed by the amount of information on the page.



WHAT WE OFFER

Personal Accommodations

Figure 7: The "What We Offer" tab on the Harmony Senior Service website

Analysis of thebrookedale.com

<https://www.brookdale.com>

Overall attractiveness

The design for Brookdale Senior Living's website displays a familial mood with a picture of smiling seniors. The choice of color for information on the site complements it with bold greens and blues; and the white backdrop draws the other elements together to make them easy to look at (see Figure 8). The links to information on specific locations appear above and below the main picture: those of which have a bold format that provide the ease of visual navigation that a website requires. Aside from specific site locations, information on beginning the process of introducing the target audience to senior home living exists by accessing the "Where to Begin," "Our Services," and "Brookdale Life" tabs in the top left-hand corner of the home page (see Figure 8)

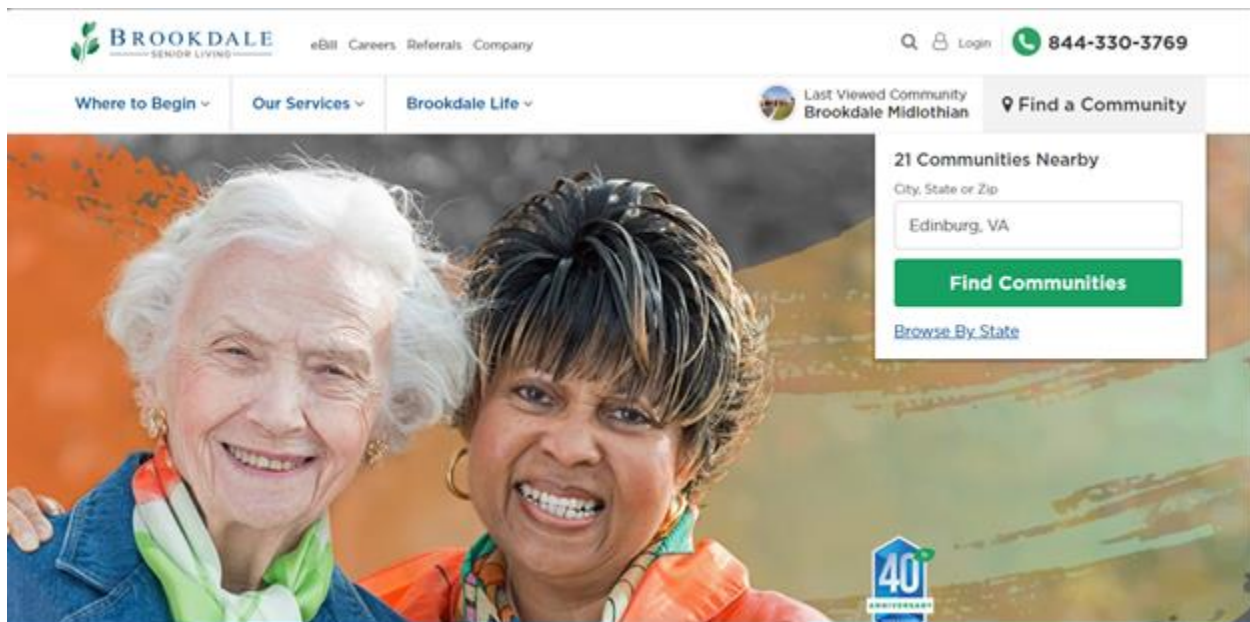


Figure 8: Brookdale Senior Living Home Page

Upon finding the preferred location, a different page appears for that specific area (see Figure 9). Each page has a corresponding picture of its designated living center, which helps provide an attractive idea of their residents' living conditions. Overall, the layout of this Brookdale's website has a simple, minimalist feeling. In addition, it provides a set of categories that help the audience become comfortable with the site's instruction.

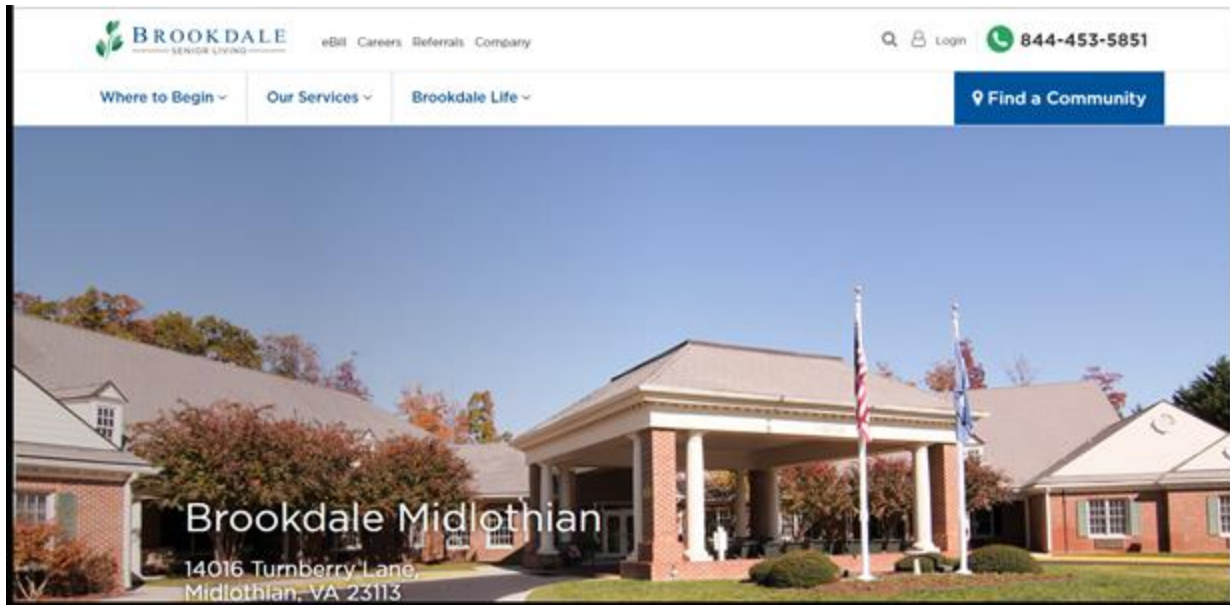


Figure 9: Brookdale Midlothian Home Page (top)

Access to contact information

As with many professional websites, Brookdale's access to information has a link to contact information at the bottom of the home page (see Figure 10). Clicking on the "Contact Us" section leads to the center source of contact of the company, which includes: mailing address, hours of operation, phone number, fax number, and career and HR department. Overall, the listing for contact information is useful. However, the location of the contact button may need to be relocated to the top of the screen much like Harmony senior services and The Woodland for immediate use. The phone number is provided at the top; but possibly including the hours with it can help clients be mindful of what time to call if they feel the need. (see Figure 11).

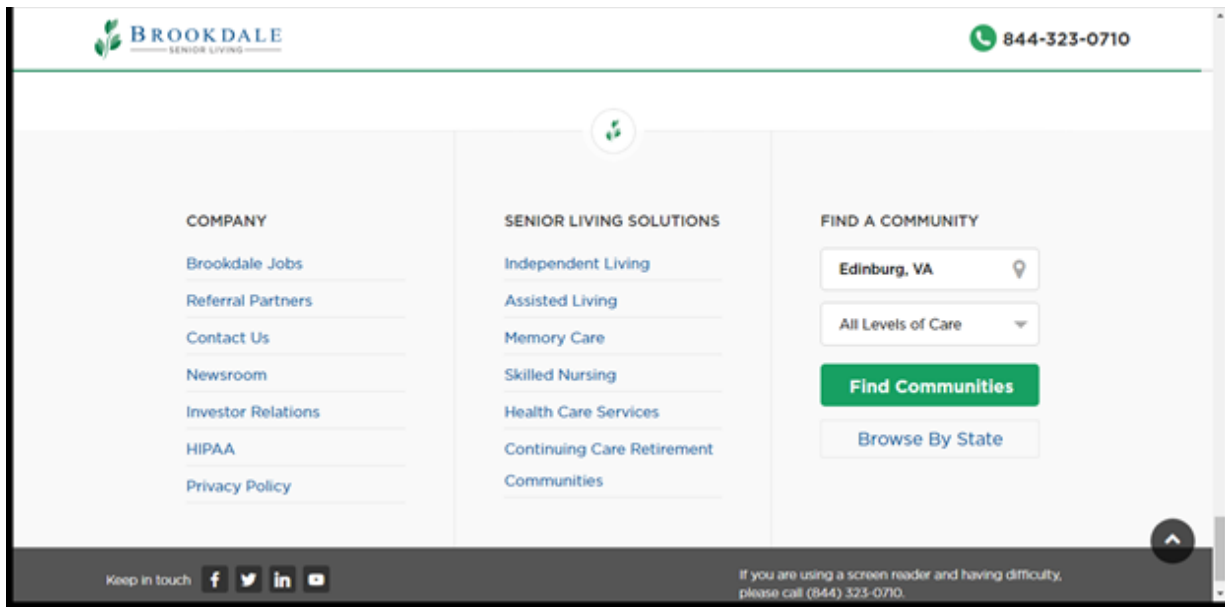


Figure 10: Brookdale Midlothian Home Page (bottom)

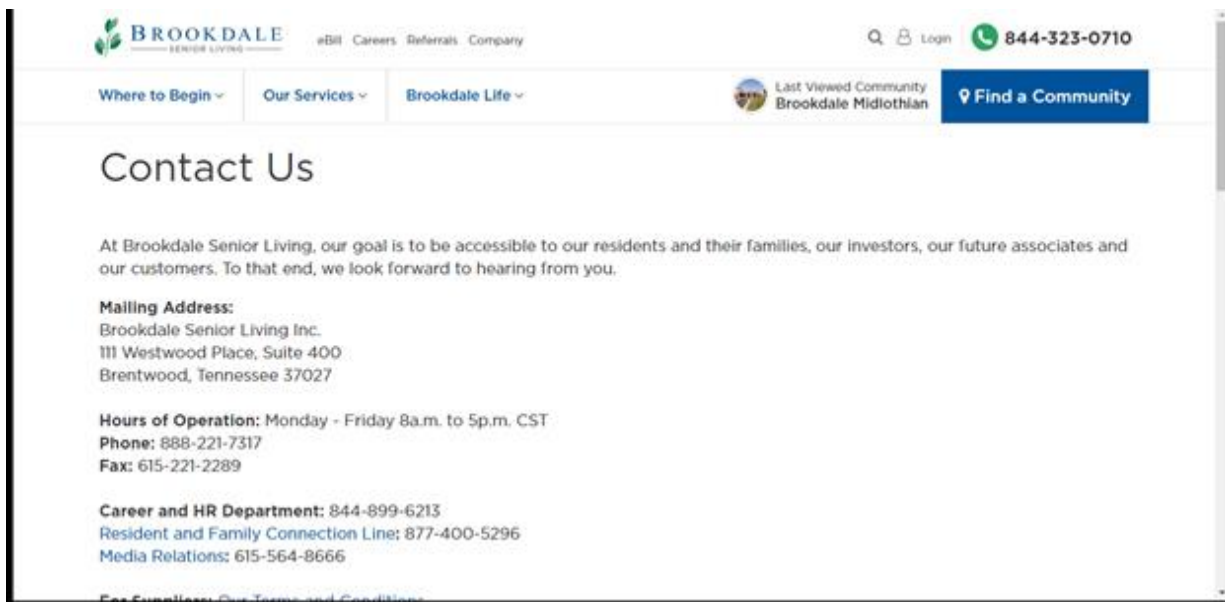


Figure 11: Contact Information page

Information on therapy options

The navigation of this website becomes more difficult when searching for information on the types of therapy that can be provided at the facility. These criteria is the only one that needs more work, as the types of therapy are categorized under pages with misleading titles (See Figure 12 and 13). Methods to fix this issue include taking more time and consideration to concisely categorize the options for their target audience. Also, under “health care services” should be a list of the different types of therapy

provided at Brookdale. A bulleted list would be ideal.

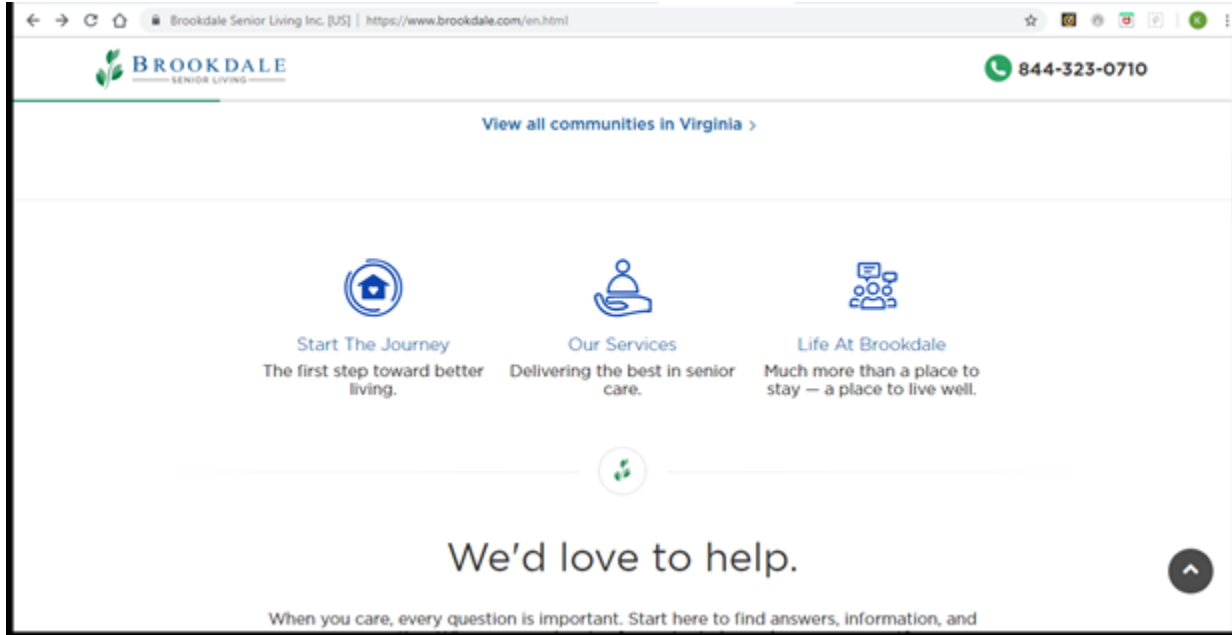


Figure 12: "Our Services" tab with access to all the provided forms of care

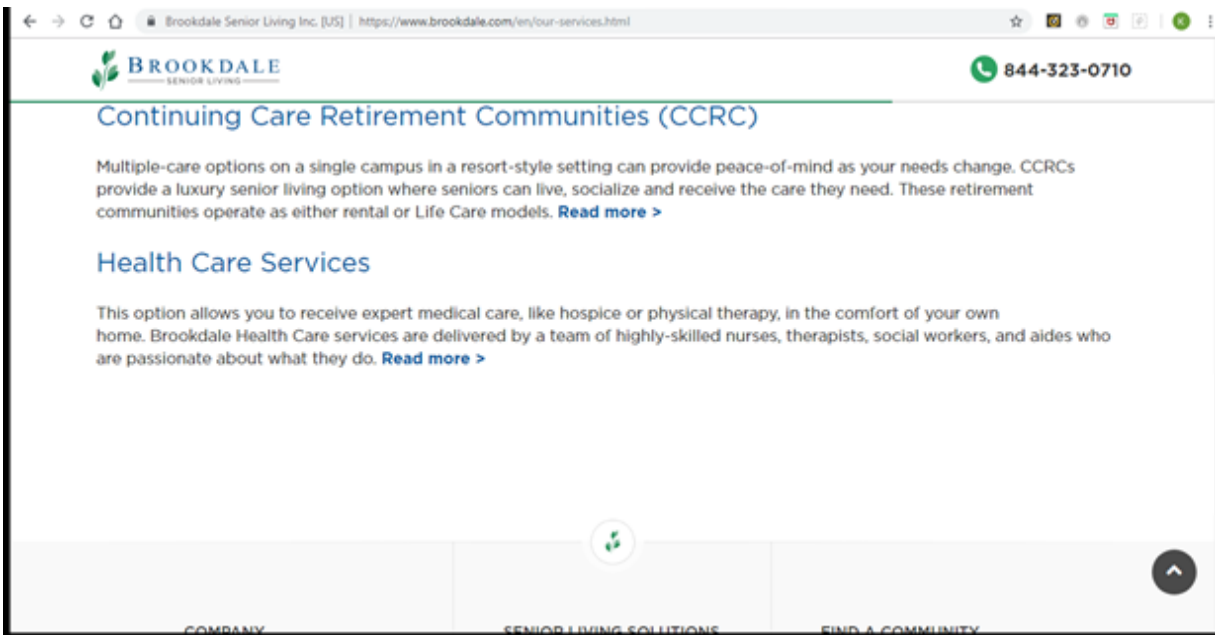


Figure 13: List of care options

Conclusion

In conclusion, all three websites compose a simple and visually appealing Home Page. Harmony Senior Services and The Woodland both have a more animated appeal in contrast to Brookdale, but each make good use of white space for the backdrop. The “Contact Us” tabs are easy to find on each site, with Harmony Senior Services and The Woodland’s contact information in the top right hand corner, and Brookdale’s at the bottom of the Home Page.

A larger issue that all of the websites have in common were their lack of detailed information about therapy that can be provided. This needs to be a top priority when building a website for a nursing and senior living facility.

Clear Water Skilled Nursing Facility needs to focus on creating an attractive and easy to navigate website. Therefore, this potential website needs to follow the basic construction of the other websites used here as exemplar for overall attractiveness. Also, Clear Water requires easy access to contact information for the clients and viewers of the website; preferably following the example of Harmony Senior Services’ and The Woodland’s where they are placed in the top right corner. Then, it needs to have a simpler yet more concise organization of therapy options for their clients. This will lead to less confusion when looking for the optimal care that Clear Water will provide. It will also reduce the probability that clients will overlook the therapy options.

Recommendations

The Detroit Consulting Company not only recommends an attractive and easy to navigate site: it also recommends revisions in the three websites reviewed for our main criteria.

First, Clear Water needs to make good use of its white space (if it chooses to use it). Colors in the backdrop should be bold but not too bright to provide optimal viewing. The pictures for the Home Page need to be lively and contain happy senior citizens and dutiful nurses at work. If possible, using videos and photos is the optimal choice for this display, as it shows effort to provide a good idea of the experience the clients will have.

Second, Clear Water must provide a complete list of contact information on its “Contact Us” page at the top right corner for ease of access. This ensures the client of the options available to reach out to the nursing facility.

Last and most important, the listing of health care options and therapy needs to be concise and simple to navigate. None of the researched websites show a simple system of organization, which is crucial due to the age and comprehension of the clients Clear Water appeals to.

Appendix A: Survey Questions About Websites

For questions one through four, a sliding scale of 1-10 was used to indicate the respondents feelings about a topic. On the sliding scale, 1 represented not important and 10 represented very important.

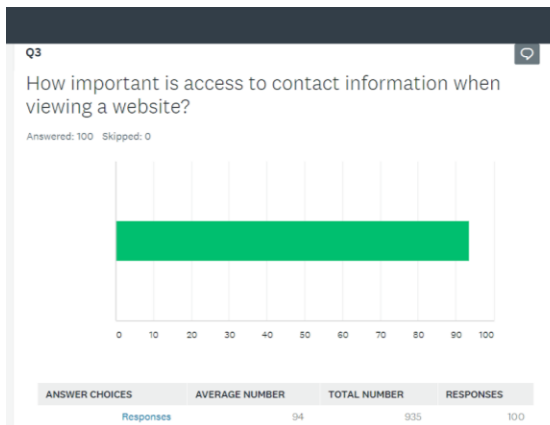
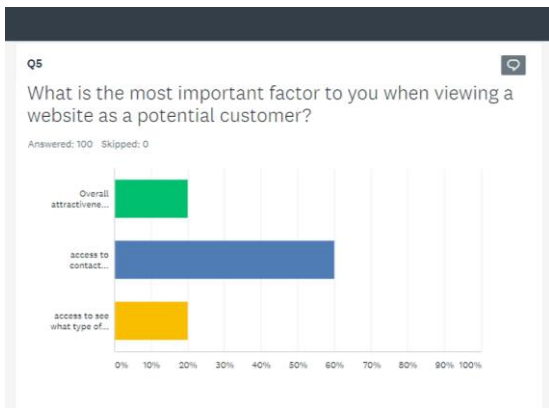
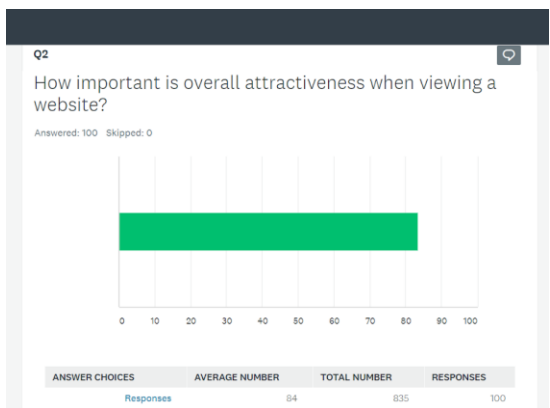
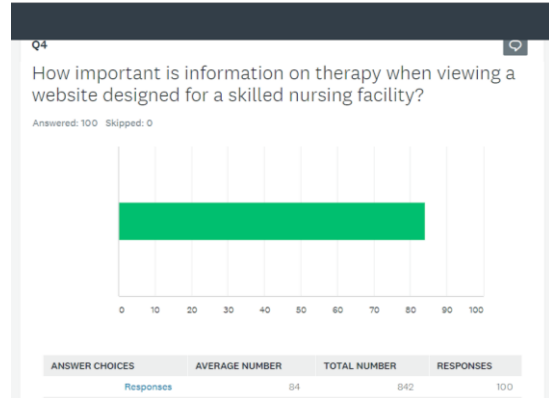
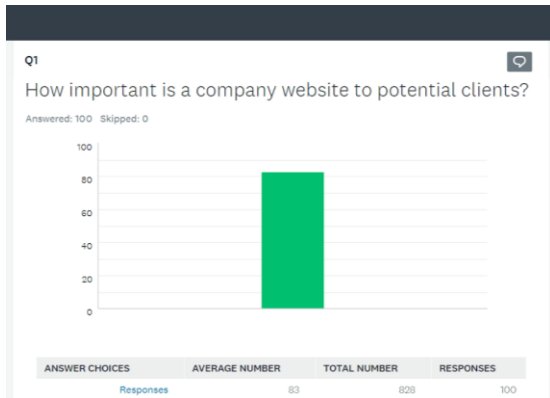
Questions:

1. How important is a company website to potential clients?
2. How important is overall attractiveness when viewing a website?
3. How important is access to contact information when viewing a website?
4. How important is information on therapy when viewing a website designed for a skilled nursing facility?

For question five, a multiple choice question was given.

5. What is the most important factor to you when viewing a website as a potential client?
 - a. Overall attractiveness of the website
 - b. access to contact information
 - c. access to see what type of products the company offers

Appendix B: Survey Results From Websites



Appendix C: Summer Chenault's Minutes

Detroit Consulting Company

Progress Meeting

Grainger 207

Wednesday, October 24th, 2018 at 6:15 pm

AGENDA

1. Call to order-6:19 PM

- A. **Present:** De'Siree Fairley and Summer Chenault
- B. **Absent:** Kirsten Wachsmann
- C. **Recording Secretary:** Summer Chenault

2. Approval of the agenda

- A. Summer moved, seconded by De'Siree. Passed unanimously.
- B. Consulting Company name: Detroit Consulting Company
- C. Industry we are consulting for: Small Skilled Nursing Facility
- D. 3 websites in the same in Industries:
 - www.harmonyseniorservices.com -Summer
 - <http://www.thewoodlandinc.com/> -De'Siree
 - <https://www.brookdale.com>-Kirsten

H. Criteria that we are going to access the websites on: Overall attractiveness, Contactability, Informativeness on therapy options

3. Reports from group members: There were no new reports.

4. Other business:

- A. Summer and De'Siree divided up some of the formal report work.
- B. Summer would start on the front matter, while De'siree and Kir look into two of the websites that will be critiqued for the formal report.

6. Next meeting:

- A. Group members will have completed some of the front matter for the formal report as well as start designing a logo for the consulting company.
- B. The next meeting will be held November 14th, at 6:30 pm to discuss the progress of the formal report.

5. Adjournment:

- A. Summer moved to adjourn the meeting at 6:39 pm, De'Siree seconded. Passed unanimously.

Appendix D: De'Siree Fairley's Minutes

Detroit Consulting Company
Progress Meeting
Grainger 207
Monday, November 12th, 2018 at 6:25 pm

AGENDA

1.Call to order-6:27 PM

- A. **Present:** De'Siree Fairley, Summer Chenault, Kirsten Wachsmann
- B. **Absent:** N/A
- C. **Recording Secretary:** De'Siree Fairley

2.Approval of the agenda

- A. Summer moved, seconded by De'Siree and Kirsten. Passed unanimously.
- B. Consulting Company name: Detroit Consulting Company
- C. Industry we are consulting for: Small Skilled Nursing Facility
- D. Confirm website approval from previous session.

3.Reports from group members: Summer has completed five pages of the report.

4.Other business:

- A. Summer and De'Siree divided up some of the formal report work.
- B. Summer would start on the front matter, while De'Siree and Kirsten look into two of the websites that will be critiqued for the formal report.
- C. Analysis of the websites were briefly done.
- D. The key points that were to be looked at on each website were discussed during the analysis.

6.Next meeting:

- A. An assessment of the amount of work done on the formal report will be conducted.
- B. The next meeting will be held November 21st, at 6:30 pm to discuss the progress of the formal report.

5.Adjournment:

- A. De'Siree moved to adjourn the meeting at 6:45 pm, Summer and Kirsten seconded. Passed unanimously.

Appendix E: Kirsten Wachsmann's Minutes

Detroit Consulting Company
Progress Meeting
Grainger 207
Wednesday, November 21th, 2018 at 6:30 pm

AGENDA

1. Call to order-6:30 PM

- A. **Present:** De'Siree Fairley, Summer Chenault, Kirsten Wachsmann
- B. **Absent:** N/A
- C. **Recording Secretary:** Kirsten Wachsmann

2. Approval of the agenda: Finalization of formal report tasks

3. Reports from group members:

- A. Summer moved, seconded by De'Siree and Kirsten. Passed unanimously.
- B. Summer has completed most of her assigned tasks
- C. De'Siree has completed one analysis and is still working on the other
- D. Kirsten has completed one analysis on paper and is going to put it on the google doc

4. Other business:

- A. Summer confirmed that everyone was okay with the tasks they had.
- B. De'Siree and Kirsten agreed that they were on track to completion.

6. Next meeting:

- A. There will be no further meetings.
- B. The group presentation is on November 28th, 2018.

5. Adjournment:

- A. De'Siree moved to adjourn the meeting with Clear Water at 7:00 pm, Summer and Kirsten, the representatives of Clear Water, seconded. Passed unanimously.

Appendix F: Work Cited

Brookdale Senior Living, Brookdale Senior Living Solutions, 2018, <https://www.brookdale.com/en.html> . Accessed 28 November 2018.

Harmony Senior Services, Harmony Senior Services, 2018, <https://harmonyseniorservices.com/>. Accessed 28 November 2018.

The Woodland, Inc., The Woodland, 2016, <http://www.thewoodlandinc.com/>. Accessed 28 November 2018.