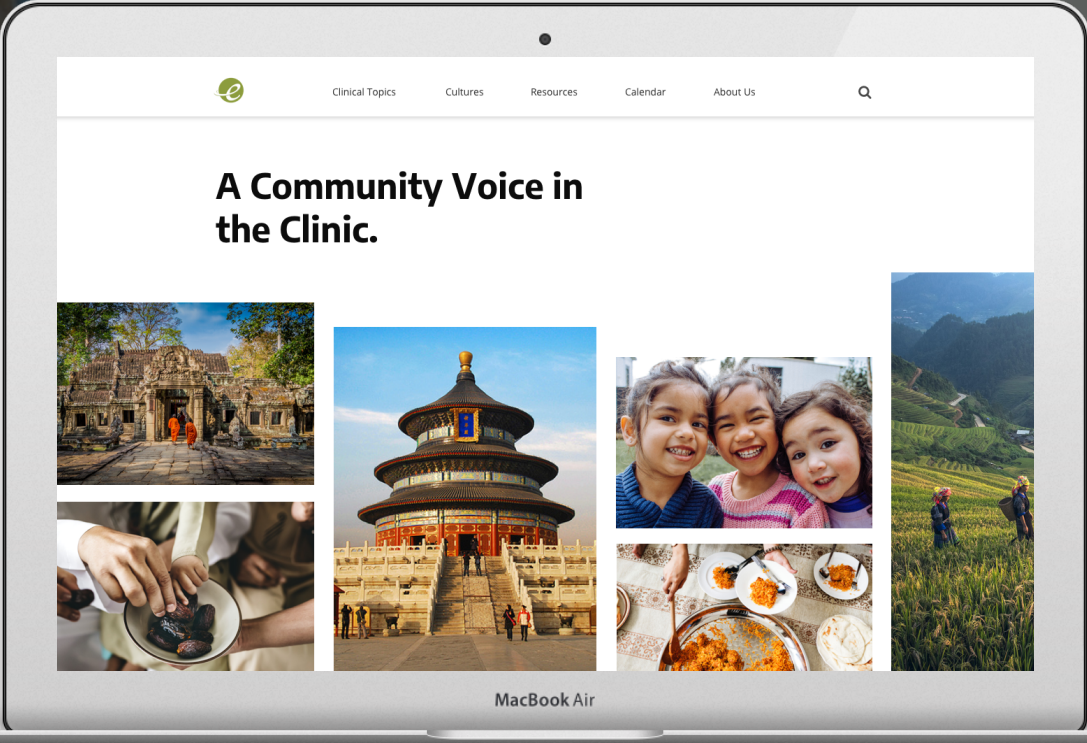# EthnoMed 2.0

Navigating through cross-cultural healthcare information at ease and with speed

PROJECT GOAL

EthnoMed is a program of Harborview Medical Center and the University of Washington Health Sciences Libraries, focused on reducing health disparities among refugee and immigrant communities. The program's website has been struggling with its poor user experience and site usage. The goal of the project is to help the program hear its site users' inner voice through in-depth and well-designed user research and transform this voice into a user-friendly website.

A Community Voice in the Clinic.

MacBook Air

OUR APPROACH

By identifying target user groups, digging into users' pain points with extensive user research, crafting and iterating the website based on users' feedback, we came up with a refreshed design - EthnoMed 2.0. The new design not only brings a new look and feel to the site, but also improves the site's information architecture and navigation, allowing providers to find information easily and quickly, thus attracting and retaining more users to the website.

Navigation
Intuitive navigation design and updated information architecture allow users to find information easily and quickly

Search
Newly designed search function makes information easy-to-find

Secondary Header
Secondary header allows users to identify content audience

Filter
Helpful filters allow users to locate the content they need instantly

Visual Components
More visual components make the site more engaging

Publish Date & Estimated Read
Publish date and estimated read allow users to evaluate the usefulness of content much quickly

Cambodian

Cultural Profile   For Providers   For Patients

Filter by Topic

All Topics
Asthma
Diabetes
Hypertension
Immigration / Legal Issues
Mental Health
Nutrition
Pharmacy
Tuberculosis
Women's Health

Cambodian Clinician Support

Cambodian Asthma Cultural Profile
Information about Cambodian perspectives on Asthma. Topics include methods, clinical features, treatment, translation or language equivalents, cultural knowledge and traditional treatment...
Jan 01, 1995 • 6 min read

Cambodian Postpartum Practices
Article about postpartum traditions in Cambodian culture. Topics include traditional birth attendants, caring for the mother after birth, tos, postpartum traditions/rituals, and postpartum dietary practices...
Sep 01, 2004 • 4 min read

Filter by Demographics

All
Adults

Cambodian Shop Around Program
Description of a pilot project to promote healthy eating and dietary management of diabetes in Seattle's Cambodian community; includes curriculum, recipes, photos and information about the prevalence of diabetes and other health conditions affecting Cambodian...
Feb 01, 2009 • 10 min read

DESIGN PROCESS

User Interviews

Affinity Diagram

Card Sort Study

Brainstorm & Ideation

Wireframes & Lo-fi Prototype

Usability Tests & Iteration

Hi-fi Prototype