

# **The Florida State University Center for Health Informatics**

---

Website Development Project Plan

**By: Andrew Bertino**

**May 27, 2008**

# Table of Contents

---

Executive Summary.....	3
Introduction .....	4
Who is the Project Sponsor?.....	4
Who is the Project Team?.....	4
What is the Business Problem?.....	4
How Does the Project Solve the Problem? .....	4
When Will I Deliver the Completed Project to the Sponsor? .....	4
Template .....	5
Description of Layout.....	6
Work Breakdown Schedule.....	7
Content .....	9
What I Have.....	9
What I Need .....	10
Main Page .....	11
Marketing.....	12

## Executive Summary

---

The College of Information has a variety of health informatics and other medical related resources such as ongoing research, publications, grants, terminology, conferences, journals, etc. The problem is that sometimes this information is hard to find since it is spread out in many different locations. Also, there are many resources that are not currently displayed anywhere. As such the information is lost to the general public and is not being fully utilized.

This project will develop a single website that will combine the many health informatics resources found around the University. The project sponsor is Ebrahim Randeree, an Assistant Professor at The Florida State University's College of Information. The mission of the project sponsor is to coordinate with the project team in order to develop a website for the University's Center of Health Informatics. The project team consists of just myself, Andrew Bertino. I will deliver the completed project to the sponsor no later than **August 8, 2008**.

First, I have to create a prototype layout. Once the layout is agreed upon, the content must be brought together. Some of the content can be easily scraped off the current sites, including: History of Health Informatics, College of Information Faculty, Alumni Students, the Terminology Wiki Page, Health Informatics User Group Information, Health Informatics Links, HIUG Membership Form, and the Contact Form. However, there is still some content I require from the project sponsor and other sources, including: Assistant Faculty, Research, Courses, Current Students, Careers, Journals, and Conferences.

Once all of the content is in place, the main page is the next thing that must be considered. The main page needs to be concise, but yet have enough content to encourage the user to view the rest of the site. For example, the main page could begin with a brief summary of what health informatics is. From there you could give a small preview of the health informatics courses that are offered. Next you could include some of the more prominent research articles and ongoing research. On the main page, underneath the main navigation, you can also add some information such as highlighting an alumni or current student. Either in the left bar or in the main content area you could include links to more prominent health informatics resources. You could also consider adding a link to encourage users to become a member of the health informatics user group.

After completing the website development, including transferring all information and resources, the site will be tested by several users through Pilot Tests. These users include a student not in the Information Technology program, a student in the IT program that has taken the health informatics courses, a doctoral student, and others if necessary. After pilot testing the site needs to be marketed. A good place to start would be to place a link to the site on the College of Information's website. This way anyone who goes on the College of Information's site can find out more information about health informatics. Secondly, the CHI site needs to be optimized for search engines. Finally, using Google Analytics will help us track the traffic coming to the site to see where we might be able to improve.

# Introduction

---

## **Who is the Project Sponsor?**

The project sponsor is Ebrahim Randeree, an Assistant Professor at The Florida State University's College of Information. The mission of the project sponsor is to coordinate with the project team in order to develop a website for the University's Center of Health Informatics. The sponsor is responsible for instructing the project team on subject matter and for directing the team during the development process.

## **Who is the Project Team?**

The project team consists of just myself, Andrew Bertino. However, I do receive some assistance from outside sources such as Melissa Raulston, the Webmaster of The College of Information. This project incorporates a website layout designed by Melissa, and as such, she assists me with any questions I have regarding the source code. However, I am still fully responsible for all objectives and all aspects of this project.

## **What is the Business Problem?**

The College of Information has a variety of Health Informatics and other medical related resources located in several different locations. This information includes ongoing research, publications, grants, health informatics terminology, conferences, journals, and the courses the College offers relating to Health Informatics. The problem is that sometimes this information is hard to find since it is spread out in many different locations. Also, there are many resources that are not currently displayed anywhere, and as such the information is lost to the general public. These resources are not being fully utilized.


## **How Does the Project Solve the Problem?**

This project will develop a single website that will combine the many health informatics resources found around the College. This site will bring together all of that information so that it is in one, easy to find location. This will make it easier for the public, and students, to find more information about health informatics, the programs the college offers, and more.

## **When Will I Deliver the Completed Project to the Sponsor?**

I will deliver the completed project to the sponsor no later than August 8, 2008. The completed project includes a developed website that meets all requirements set forth by the sponsor and is fully functional and ready for use.

# Template




**The Florida State University Center for Health Informatics**

- [Faculty](#)
- [Research](#)
- [Courses](#)
- [Students](#)
- [Resources](#)
- [About CHI](#)
- [Contact Us](#)

## Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis elementum posuere est. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam consectetur urna eu arcu tristique viverra. Sed placerat pede. In nulla mauris, semper in, tempus nec, bibendum non, sapien. Ut nec dolor. Curabitur porta magna nec augue varius scelerisque. In massa diam, pretium et, pharetra eget, mollis sed, tellus. Nullam aliquet, elit eget rhoncus tincidunt, mi massa sollicitudin orci, in aliquet sapien felis non turpis. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas ac dolor.



>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis elementum posuere est. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam consectetur urna eu arcu tristique viverra. Sed placerat pede. In nulla mauris, semper in, tempus nec, bibendum non, sapien. Ut nec dolor. Curabitur porta magna nec augue varius scelerisque. In massa diam, pretium et, pharetra eget, mollis sed, tellus. Nullam aliquet, elit eget rhoncus tincidunt, mi massa sollicitudin orci, in aliquet sapien felis non turpis. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas ac dolor.

## Sub-Heading

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis elementum posuere est. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam consectetur urna eu arcu tristique viverra. Sed placerat pede. In nulla mauris, semper in, tempus nec, bibendum non, sapien. Ut nec dolor. Curabitur porta magna nec augue varius scelerisque. In massa diam, pretium et, pharetra eget, mollis sed, tellus. Nullam aliquet, elit eget rhoncus tincidunt, mi massa sollicitudin orci, in aliquet sapien felis non turpis. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas ac dolor.


## List Heading

- Augue varius scelerisque
- Tristique viverra
- Penatibus et magnis

**Location:**  
101 Louis Shores Building  
142 Collegiate Loop  
Tallahassee, FL 32306-2100

**Contact:**  
[Contact Information](#)  
**Voice:** (850) 644-5775  
**Fax:** (850) 644-9673

**iSchools Caucus Member**



### Upcoming Events

[Chepko Memorial Fund](#)

[Career Placement Forum - January 22](#)

[Blazek Fund: A Contribution Opportunity](#)

### Center News

[Bertot receives Developing Scholar Award](#)

[Bank of America Seeking Techs at FSU](#)

[Associate Librarian Opening at the School](#)

[ASIT Hosts IBM Presentation](#)

### HIT News

[Alumni Information Update: Making Connections](#)

[Alumni and Student Reception in Orlando](#)

[All Students: Tell-the-Dean Session](#)

Figure 1 - Template including links, new logo, and right bar news

<b>CI Faculty</b>
<b>Assistant Faculty</b>

Figure 2 - Faculty Submenu

<b>Ongoing Research</b>
<b>Publications</b>
<b>Grants</b>
<b>Doctoral Research</b>

Figure 3 - Research Submenu

<b>Undergraduate</b>
<b>Graduate</b>
<b>HIT Certificate</b>

Figure 4 - Courses Submenu

<b>Current</b>
<b>Alumni</b>
<b>Careers</b>

Figure 5 - Students Submenu

<b>Terminology Wiki</b>
<b>HIT User Group</b>
<b>HIT Links</b>
<b>Journals</b>
<b>Conferences</b>

Figure 6 - Resources Submenu

## Description of Layout

This layout closely follows the new developmental site for the College of Information. By keeping a similar feel to the College of Information site, a user could easily recognize that this site was part of the College of Information. Figure 1 shares the same layout structure, color design, and fly-out menus as the College of Information's site.

A few things have been altered however. The logo and title have been changed to say CHFSU and The Florida State University's Center for Health Informatics. Also, the news bar on the right has been changed to include Center News, Upcoming Events and HIT (Health Informatics) News. As the project progresses, it may be discovered that HIT may be too confusing for some users and it may need to be changed to Health Informatics to help clear up the label.

On the left side of Figure 1 you will see the menu items. Some menu items have submenus. These menu items are Faculty (Figure 2), Research (Figure 3), Course (Figure 4), Students (Figure 5), and Resources (Figure 6). The last two links, About CHI, and Contact Us do not have sub menus and will hover like normal links. For the links that do have submenus, when the user hovers over the link, the fly-out menus seen above will appear near the hovered link. This effect is created completely using CSS, with no JavaScript needed. This allows for proper XHTML and CSS validation as well as better accessibility.

# Work Breakdown Schedule

---

This work breakdown schedule outlines the project from start to finish. It describes each task and subtask that the project entails. For each task, I include the start and finish date for that particular task. These dates are the estimated dates that I expect to start and finish that task and its subtasks.

Task Name	Start Date	End Date
<b>1. Prepare a website template wireframe</b>	5/6/2008 8:00	5/6/2008 17:00
<b>2. Obtain CI Dev Source Code</b>	5/6/2008 8:00	5/6/2008 17:00
1. Obtain all images used on the CI dev site	5/6/2008 8:00	5/6/2008 17:00
2. Obtain all includes files	5/26/2008 8:00	5/26/2008 17:00
<b>3. Write up project plan</b>	5/5/2008 8:00	5/27/2008 17:00
1. Showcase the template	5/5/2008 8:00	5/5/2008 17:00
2. Talk about what content I have and what I need	5/27/2008 8:00	5/27/2008 17:00
3. Go over what the main page might look light	5/27/2008 8:00	5/27/2008 17:00
4. Detail the pilot testing	5/27/2008 8:00	5/27/2008 17:00
5. Discuss marketing strategy	5/27/2008 8:00	5/27/2008 17:00
<b>4. Meet with Randeree to discuss project plan</b>	5/28/2008 8:00	5/28/2008 17:00
<b>5. Using CI Dev site source code, code a prototype site using the wireframe</b>	5/28/2008 8:00	6/1/2008 17:00
<b>6. Meet with Randeree to review prototype</b>	6/2/2008 8:00	6/2/2008 17:00
<b>7. Begin scrapping content that I have</b>	6/3/2008 8:00	6/16/2008 17:00
1. Take the history of HIT from the HIUG site	6/3/2008 8:00	6/3/2008 17:00
2. Create the CI Faculty links, linking them to the bios found on the current CI page	6/3/2008 8:00	6/3/2008 17:00
<b>3. Create the pages for each of the Alumni and put their links in the navigation</b>	6/4/2008 8:00	6/9/2008 17:00
1. Consult with each alum for link to IR	6/4/2008 8:00	6/9/2008 17:00
2. Ask each alum for a bio to place on their page	6/4/2008 8:00	6/9/2008 17:00
<b>4. Determine the best option for transferring over the terminology wiki page.</b>	6/4/2008 8:00	6/10/2008 17:00
1. Install the wiki software to the server (if necessary)	6/4/2008 8:00	6/10/2008 17:00
2. Transfer (or link to) the wiki posts	6/4/2008 8:00	6/10/2008 17:00
3. Determine how to allow Randeree to operate and maintain the wiki (if software is installed)	6/4/2008 8:00	6/10/2008 17:00
4. Meet with Randeree to show how to use and maintain new wiki software (if necessary).	6/4/2008 8:00	6/10/2008 17:00
<b>5. Create the HIUG information page</b>	6/10/2008 8:00	6/16/2008 17:00
1. Transfer over the HIUG's mission and purpose.	6/10/2008 8:00	6/10/2008 17:00
2. Bring over all information regarding members and events	6/11/2008 8:00	6/12/2008 17:00
3. Transfer the HIUG Membership Form, checking to make sure it functions properly	6/13/2008 8:00	6/13/2008 17:00

6. Transfer or create a contact form and link to it from the main navigation	6/16/2008 8:00	6/16/2008 17:00
<b>8. Meet with Randeree to cover scraped content and discuss remaining required content</b>	6/16/2008 8:00	6/16/2008 17:00
<b>9. Obtain the remaining content from Randeree</b>	6/17/2008 8:00	6/24/2008 17:00
1. Get Assistant Faculty Information	6/17/2008 8:00	6/24/2008 17:00
2. Obtain all research information including ongoing research, publications, etc	6/17/2008 8:00	6/24/2008 17:00
3. Receive information regarding the courses and HIT internship. Obtain course syllabi	6/17/2008 8:00	6/24/2008 17:00
4. Obtain information about current HIT students	6/17/2008 8:00	6/24/2008 17:00
5. Look for more information regarding careers and obtain some from Randeree	6/17/2008 8:00	6/24/2008 17:00
6. Discuss and determine which journals should be included	6/17/2008 8:00	6/24/2008 17:00
7. Obtain dates and times for upcoming conferences	6/17/2008 8:00	6/24/2008 17:00
<b>10. Create a few variations of the main page.</b>	6/25/2008 8:00	6/29/2008 17:00
<b>11. Meet with Randeree to ensure all content has been included and discuss the main pages</b>	6/30/2008 8:00	6/30/2008 17:00
<b>12. Conduct Pilot testing</b>	7/1/2008 8:00	7/15/2008 17:00
1. Contact testers to setup a time and date for testing	7/1/2008 8:00	7/4/2008 17:00
2. Have tester run through the site	7/7/2008 8:00	7/14/2008 17:00
3. Discuss with the user what they thought about the main page	7/7/2008 8:00	7/14/2008 17:00
4. Talk with the user about what information they think should be included	7/7/2008 8:00	7/14/2008 17:00
5. Ask the user if they feel the information is organized properly (is it easy to find information)	7/7/2008 8:00	7/14/2008 17:00
6. Create a report of results from pilot testing (add to project plan)	7/14/2008 8:00	7/15/2008 17:00
<b>13. Meet with Randeree to discuss results and what changes need to be made.</b>	7/16/2008 8:00	7/16/2008 17:00
<b>14. Make any necessary changes to the site</b>	7/17/2008 8:00	7/21/2008 17:00
<b>15. Being marketing process</b>	7/22/2008 8:00	7/23/2008 17:00
1. Add link to the CI site	7/22/2008 8:00	7/22/2008 17:00
2. Setup Google analytics	7/22/2008 8:00	7/23/2008 17:00
3. Make sure site is search engine optimized	7/22/2008 8:00	7/23/2008 17:00
<b>16. Meet with Randeree to go over final product</b>	7/25/2008 8:00	7/25/2008 17:00
<b>17. Make changes (if necessary)</b>	7/25/2008 8:00	7/31/2008 17:00
<b>18. Document any procedures (if necessary)</b>	8/1/2008 8:00	8/8/2008 17:00

# Content

---

With this website consisting primarily of resources and information there is a great deal of technical and subject matter content. As such, there is some content that I can freely collect from the already available resources and there is some content which will require the project sponsor to obtain for me. These include research and publications, etc. Below is a list of what information I have easy access to and what information I require from the project sponsor.

## What I Have

- **History of HIT** – The site for the FSU Health Informatics User Group already has a brief history of the health informatics and how it came to be. I can take this information and make any necessary alterations.
- **CI Faculty** – I have the links to the biography pages found on the College of Information's website.
- **Alumni Students** – For the most part, I have a list of students I need to include. I would need to obtain a bio from them and find out a link to their Interactive resume. I however may need information about graduate or doctoral students.
- **Terminology Wiki Page** – I have all of the terminology found on the HIT wiki page. However, I am still uncertain how to transfer this information to new site. A solution would be to install Wiki software to the server with the website and create a custom wiki page so that more terminology can be added by the students in the health informatics courses.
- **HIUG Information** – Using the Health Informatics User Group's page, I will collect the information regarding their introduction/purpose as well as all of the members and events. I will take this information and combine it to create a single page.
- **HIT Links** – On the Florida State University's library site there is a list of health informatics resources. This list includes many resources. However, there are many more resources that could be added.
- **HIUG Membership Form** – I have the HIUG membership form found on the HIUG site. I will simply transfer this over to the newly created HIUG page.
- **Contact Form** – I currently do not have contact form to transfer over, but this will be easy to create. I do have contact information from the College of Information site as well as the HIUG site.

## What I Need

- **Assistant Faculty** – I need more information about the assistant faculty and the doctoral students that play a part in health informatics at FSU.
- **Research** – Most of what I need is from the Research category. From my project sponsor, I would require all ongoing research, publications, grants, doctoral research and other research materials.
- **Courses** – I also have very little information about the courses. I have some information about one of the courses, but do not have any for the second course or the health informatics internship. I also need information about the graduate level courses as well as information about the Health Informatics Certificate (which to my knowledge is received when completing both HIT courses and the HIT internship).
- **Current Students** – I would need more information about the current students as I may not be familiar with any of them.
- **Careers** – I would also need a list of careers for the new site.
- **Journals** – I have some information about journals and such from the FSU library's page, but I need more information about which ones to include. Also, I need to get the names of more journals that are not on the FSU library's page to include on the site.
- **Conferences** – I will need to be the dates and times of the various conferences that are held relating to health informatics.

# Main Page

---

The main page on any website is a difficult decision. What information needs to be on the main page and how do you make it so it is direct and to the point? It is a difficult balance, but you want to have the main page encourage the user to continue browsing the site. So simply putting a dry mission statement may deter using from continuing on the site.

For this website, the main page will need to give a little bit of everything, but be concise enough so that it is not too long either. For example, the main page could begin with a brief summary of what health informatics is. From there you could give a small preview of the health informatics courses that are offered. Next, you could include some of the more prominent research articles and ongoing research to entice users to look at more of the research currently being conducted. On the main page, underneath the main navigation, you can also add some information such as highlighting and alumni or current student. Either in the left bar or in the main content area you could include links to more prominent health informatics resources. You could also consider adding a link to encourage users to become a member of the health informatics user group.

The main page will most likely go through several iterations. Once one is agreed upon, we should heavily test the main page during Pilot testing (more below). This will allow us to see if the main page encourages those testers to visit those parts of the site. We also need to ask the testers if they would like to see more or different information presented on the main page. In fact, preparing multiple main pages for these users to test maybe a good way to get feedback on information the users like to see on the main page and what works well for the main page.

# Marketing

---

Another thing that must be looked into is how to market this new site. The information that is currently available online is difficult to find mostly because it is not being marketed very much. Once the site is completed, efforts will need to be made to get this new information out there.

First, a good place to start would be to place a link to the site on the College of Information's website. Since the sites will at some point share the same design, it makes sense to link each site together since they both relate to each other. This way anyone who goes on the College of Information's site can find out more information about health informatics.

Secondly, the CHI site needs to be optimized for search engines. To do this, the site will need to include header tags and many keywords. These keywords need to be used frequently throughout the site so that many of the pages can be indexed, increasing the possibility for traffic. Also, using Google Analytics will help us track the traffic coming to the site to see where we might be able to improve.