

# ACCESS Project

## Accessible Content for Enhanced System Support

**Date of Request:** January 15, 2014

**Requestor:** Digital Transformation Office, eHealth Ontario

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## Purpose of the Document

The **ACCESS** Project—**Accessible Content for Enhanced System Support**—is a strategic initiative aimed at transforming eHealth Ontario’s internal content strategy to improve accessibility, usability, and efficiency across its intranet platforms.

This document serves as a blueprint for implementing a user-centered content strategy that addresses staff challenges, streamlines workflows, and ensures alignment with accessibility standards. By fostering clear, scalable, and actionable content, ACCESS bridges the gap between complex systems and the staff who rely on them daily.

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### Introduction

This section establishes the purpose of the UX Content Strategy and its role in improving internal access to resources, tools, and information within eHealth Ontario’s intranet. By providing a clear roadmap, this document ensures that content supports staff adoption, usability, and operational efficiency.

- **Purpose and Scope of the UX Content Strategy**  
Defines the strategy’s objectives, scope, and intended outcomes for internal stakeholders.
- **Bridging Complex Systems and Staff Understanding**  
Highlights how thoughtful content design improves workflows and helps staff navigate complex systems with ease.

## Defining the Challenge

To solve content-related challenges, we must first define them. This section identifies barriers that prevent staff from effectively accessing, understanding, and utilizing intranet resources.

- **Identifying Barriers to Staff Adoption and Engagement**  
Outlines common obstacles, such as unclear navigation, inconsistent content, and redundant information, that hinder adoption and efficiency.
- **Assessing Gaps in Existing Content and Processes**  
Evaluates current intranet content, structures, and workflows to identify gaps that need to be addressed.

## Understanding Staff Needs

Content decisions must be driven by the needs of those using the intranet. This section focuses on gathering insights to develop content that aligns with staff workflows and organizational objectives.

- **Conducting Evidence-Based User Research**  
Describes methods for gathering staff feedback, usage data, and workflow requirements.
- **Developing Personas and Use Cases**  
Defines representative staff groups (e.g., administrative, clinical, and technical teams) and their content needs.
- **Mapping Workflows and Pain Points**  
Identifies where staff encounter challenges, inefficiencies, or gaps, and outlines opportunities to streamline processes.

## Establishing the Content Framework

A strong content framework ensures clarity, consistency, and scalability across the intranet. This section introduces key structural elements to improve internal accessibility and usability.

- **Structuring Information for Accessibility and Clarity**  
Provides principles for organizing intranet content to ensure staff can locate and understand information quickly.

- **Developing Scalable Content Models and Standards**  
Ensures content can adapt to organizational growth, restructuring, and evolving staff needs.
- **Aligning Tone and Voice with Staff Expectations**  
Establishes content guidelines that reflect a professional, approachable tone tailored to internal audiences.

## Cross-Functional Collaboration

Successful implementation requires collaboration across teams. This section focuses on integrating content processes into daily workflows and fostering alignment between teams.

- **Integrating Content Development with Technical Teams**  
Outlines approaches to ensure content creation aligns with intranet design and technical project goals.
- **Facilitating Collaboration with Designers, Developers, and Stakeholders**  
Defines roles, workflows, and tools to streamline contributions from all relevant teams.
- **Ensuring Effective Review, Approval, and Quality Assurance**  
Details processes for maintaining content accuracy, consistency, and usability throughout its lifecycle.

## Delivering Accessible and Scalable Content

Content must be clear, actionable, and usable for all staff. This section explains strategies for balancing technical detail with simplicity while ensuring accessibility compliance.

- **Writing with Precision, Clarity, and Accuracy**  
Offers strategies for creating clear, concise, and task-oriented content.
- **Balancing Technical Detail with Usability**  
Ensures that content conveys critical information without overwhelming users with unnecessary complexity.
- **Ensuring Compliance with Accessibility Standards**  
Highlights best practices to meet AODA and WCAG 2.1 AA requirements, ensuring accessibility for all employees.

# Measuring and Iterating for Success

Improvement is an ongoing process. This section focuses on defining success, measuring content impact, and iterating based on data-driven insights.

- **Defining Key Performance Indicators (KPIs)**  
Establishes measurable goals to evaluate intranet content performance, including search efficiency and staff satisfaction.
- **Collecting and Analyzing Staff Feedback**  
Outlines methods for gathering staff input through surveys, usability testing, and analytics.
- **Implementing Continuous Improvements**  
Explains how to iteratively update and refine content based on feedback and performance data.

## Conclusion

This final section summarizes the outcomes of implementing a UX Content Strategy for eHealth Ontario's intranet and outlines opportunities for future improvement.

- **Summary of Outcomes and Future Recommendations**  
Recaps key successes, such as improved staff engagement and streamlined workflows, and provides recommendations for sustaining and enhancing content strategy efforts.

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# Introduction

The success of eHealth Ontario's internal tools and platforms depends on the clarity and accessibility of the content that supports them. A well-defined **UX Content Strategy**, as part of the **ACCESS Project** (Accessible Content for Enhanced System Support), is essential to ensure staff can efficiently navigate the intranet, access critical resources, and perform their roles effectively.

This strategy focuses on:

- **Reducing barriers to information** through clear and intuitive content,
- **Enhancing staff workflows** by addressing gaps and inefficiencies, and
- **Ensuring compliance** with accessibility standards, such as AODA.

By implementing the steps outlined in this document, eHealth Ontario will create a scalable, user-centered intranet that improves operational excellence and staff engagement while supporting the organization's digital transformation goals.