Comparative analysis document findings

Navigation

- **South Australia**
  - Cancer Council South Australia redundant navigation (that which has already been stated somewhere else on the same page) dominates the space. There is no option for the possibility of someone who thinks they might have cancer, and by default they have to take on the mindset that they already have cancer to find out any information. This negative reinforcement of an undesirable situation does not encourage users to stay on the site long, nor are they like to repeat visit.
  - Top navigation for the South Australia website is clearly identifiable as navigation and is clean and uncluttered. There is an emphasis on the donate button to clearly direct users to donate money. 13 11 20 is also prioritized.
  - This user-centered approach has its merits in considering navigation from a person-centric concept, however, assumptions have been made about users which are inaccurate. The site is divided up into "I have cancer", "I know someone with cancer" and "I want to cut my cancer risk". To get to cancer information all users must channel themselves through one of these options, which are limited and do not take into consideration those who think they have cancer, or those who want to find out general cancer information, but do not have cancer or know anyone that does.
  - The need to click on a button that says "I have cancer" to get to cancer information, when one does not have cancer is a demoralizing activity that is reinforcing a negative. If one does have cancer they probably don't need to be reminded of this by clicking this button, and if one doesn't, it almost feels like one is tempting fate having to click that button to get to cancer information. Information needs between "I have cancer" and "I know someone with cancer" do not differ as greatly from one another as those who do not have cancer and those who do.
  - The drop downs for the top level navigation are very large, and on smaller screens scroll below the fold, which is not good practice. There are also too many options in each of these menus and information needs to be more streamlined.
- **Victoria**
  - Overall, the Victorian website had the best depth of cancer information of all the sites surveyed, and the use of images is excellent, however, it has been presented in a way that is too dense and difficult to read.
- **New South Wales**
  - Navigation is clearly identifiable as such, and top level appears above the fold. Content is compartmentalized which is engaging, however this is extensive and given there is another set of navigation in the footer area, this could be minimized somewhat. Footer area navigation currently runs the risk of being overlooked as many users will not scroll this far.
  - Using the top level navigation, getting to cancer information about specific tumor types - in this case bowel cancer - is easy and involves one click from the home page, however the amount of links on offer is extensive and may overwhelm some users. Once in the bowel cancer section, the left hand navigation is used correctly and has been dedicated to second level information.
- **National**
  - Currently on Cancer Council websites cancer types a second level of navigation from the top navigation which are minimized on the "off state", then expanded on when a user mouses over, or clicks on "About Cancer" or similar links in the top navigation. Once the list is expanded, this is often an overwhelming amount of links coming directly off a top level navigation bar. National Cancer Institute (https://www.cancer.gov/) actually "Cancer

Types" as one of the top level information groups, and this enables users to bypass the need for looking for this under any other links of the top navigation bar and more directly access cancer information about common cancer types.

- o The site architecture was confusing, with only 50% of users agreeing with the statement that "Finding the information I was looking for was easy".

Content

- **South Australia**
  - o Test participants indicated they were highly distracted by other content on the website and found the layout difficult to navigate to the information they were looking for. Agreement was also strong for the statement "Sometimes I felt I was going round in circles".
  - o Comments that participants made when engaging with the website were:
    - "I'm getting distracted"
    - "I need to assume I have cancer (to get to the information), but that's not me" – from a participant whose persona was Dave, whose cancer stage is "I think I might have cancer".
    - "This is not what I was looking for"
    - "Too slow, too much content"
- **New South Wales**
  - o Observations of participants interacting with the NSW website showed that on the whole information was well structured and clear, even thorough at times the amount of information or navigation options was sometimes a little too much.
  - o Particularly popular were the downloadable pdf information booklets that were available on the right-hand side of the page when in Cancer Information.
- **National**
  - o Participants using the Australia website rated the Australia website highly in terms of being able to understand the way in which the information was written with 91% strongly agreeing or agreeing that they were able to understand the way in which the information was written.
  - o When starting tasks, each time on the home page, users spent much longer reading content and going through all options on the Australia website, as opposed to the NSW one. On the Cancer Council Australia website feedback was participants were distracted by "advertising" not realizing that the "advertising" they were referring to was actually content. The layout and page design of the Cancer Council Australia website is very busy which makes completing tasks difficult. Such a layout is good for a portal or people who are browsing news or entertainment sites, but this is not often the case with those seeking cancer information.

Users

- In mapping a person cancer journey, different stages were articulated and later used for the basis of developing persons. These 6 stages were:
  - o I think I have cancer
  - o Recently diagnosed with cancer
  - o In active treatment for cancer
  - o Living with a chronic condition for cancer
  - o Survivorship
  - o End of Life