

IBM CUSTOMER FACING SOLUTIONS

BC Ministry of Attorney General - WelcomeBC

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Challenge

The original BC government website for Immigration and Multiculturalism was disorganized and bureaucratic. Immigrants, and potential immigrants, were not finding or understanding the information on the website. The problem was that the material provided for the website was taken directly from literature from the government offices, and not intended to be used on the web. The language was not appropriate for the web, and not easy to understand for users with limited English skills.

The redesign project was aimed at addressing these issues and providing new and potential immigrants to British Columbia with a “one-stop shop” for up-to-date information on immigrating to the province.

Solution

The Solution was implemented in two phases. The first phase was a “quick fix” solution. The existing information was reorganized in an easy to understand format within the confines of the existing design structure. New navigation was added and simple language was used. In the second phase, a completely new design and structure was implemented. The visual design highlights the information with a layout that helps the user to quickly find key information while having access to related links on the right column. Colour coding of each section is a visual cue for users to orient them on the site. The design is expandable to full browser widths on a variety of monitors. The text size responds to the needs of a portion of the aging population and users with visual impairments.

In addition, accessibility-friendly code allows assistive technology users to make use of skip patterns to skip navigation if desired. Facilitating the need for users to share information, each page has the capability for the user to send it to a friend or family member. Work on the site continues with plans for expansion to multilingual access and regional services.

Results

The solution received high praise from both government officials and end users. There was a significant increase in traffic to the site, and positive feedback based on questionnaires submitted by visitors. The manager of Strategic Initiatives at the Ministry of the Attorney General of BC commented “... this was one of the biggest web projects we’ve undertaken in a long while in this shop... it absolutely wouldn’t have been possible without IBM...”.



<http://www.welcomebc.ca>

