

Curtin University Industry Partnership with Lab Tests Online^{AU} and WA Health Consumer Council 2019

Curtin University, Lab Tests Online Australia (LTO^{AU}) and WA Health Consumer Council worked collaboratively to provide an inter-disciplinary, industry-focused learning experience for students. The overarching aim was to establish LTO^{AU} as a premier resource for information about pathology testing and laboratory-based diagnostics for health consumers. The goal was to investigate the current use of the website, improve website effectiveness and accessibility of content, and increase the use of LTO^{AU}.

The project primary sponsors was the LTO^{AU} management group and the WA Health Consumer Council. Central to the work was the perspective of the health consumer and consideration of the diversity in literacy levels and disabilities. The other stakeholders considered were groups who may use the site (health care workers, education providers and students) as well as those professional groups likely to promote LTO^{AU} to health consumers (pathology practices, general practitioners, hospitals and health clinics).

The project involved Curtin students from the disciplines of marketing, media and graphic design, and data analytics. Deliverables of the project included an analysis of Google Analytics to understand the publics' demand and patterns of use of educational material on pathology. Evaluation of the LTO^{AU} web design, consumer surveys and analysis of Google Analytics provided an evidence-base to re-design the website to improve performance for the user and optimise search engine capability. A media strategy, including the use of social media, was developed which has appeal for a diverse audience. Visual design of the existing website was reviewed and renewed to increase impact and address literacy issues. The re-designed website will incorporate icons, animation, and graphics that create an engaging and easy to navigate interface. The new website is informed by the findings emerging from the collaborative project with Curtin students and LTO^{AU}.

OUR 6 PROJECTS

FROM THE DEDICATED TEAM OF STUDENTS AND OUR COORDINATOR



Thank you to Zachary Riordan for designing this infographic.