OCP's 2019 WEBSITE REFRESH FAQs

Background and Research-Related Questions

Why did OCP re-design its website?

The College's website was last designed in 2014 and a lot has changed since then. The College, like the profession of pharmacy, continues to evolve in the pursuit of its public-protection mandate and we've learned a lot from those who visit the site, including members of the public and registrants, and how we can improve it to help make sure they can find what they're looking for quicker and easier.

Through research we conducted over the past two years, we determined that navigation and design challenges may be getting in the way of a positive website experience. We want website visitors to find the information they're looking for, and it was important that we seek the input from registrants and patients/public to understand their current experiences and their needs. We also want to make sure that the website meets or exceeds accessibility standards, that it considers latest website best practices and audiences preferences, and that it is viewable from mobile devices.

We also felt that the initiation of a new strategic plan, the launch of a number of exciting key initiatives and programs, and a renewed commitment to strengthening public awareness, confidence and trust in the role of the college and the profession represented an ideal opportunity to re-design the website to accomplish our goals and meet the evolving needs of our website visitors.

Was research conducted to inform the website re-design?

The College analyzed website visitor patterns and engaged with website users, including members of the public and registrants, to benefit from their insights and perspectives through online discussion boards and focus groups. This work was in addition to the ongoing feedback and engagement activities we've conducted with the public and registrants over the past two years, which we have considered in the development of the new site.

Website Navigation and Feature Questions

What has changed and what are the key benefits/ features of the new website?

We have been working hard to improve the user experience for pharmacy professionals, the public, and other stakeholders. The College's re-designed website allows you to:

- Access the content you're looking for quickly and easily with less clicks. The navigation menu has been re-designed so as soon as you click on an element in the top navigation bar (whether it's Regulations & Standards, Practice & Education, or anything else), you are able to view the pages relevant to that section

- View important and timely projects, key initiatives, consultations, and more right from the homepage. The re-designed website makes it easy for us to feature important College work in a visually striking way
- Convert web pages to print-friendly formats for printing out and referencing later
- Benefit from an improved website search, including a predictive search feature, that makes it easier than ever before to find a particular page
- Select an audience type and immediately be shown content relevant to you without having to navigate away from the homepage
- Get quick and easy access to the latest College news, as well as polices, fact sheets, and guidelines
- View OCP's latest videos and social media posts as soon as you land on the homepage
- Much more!

Do I navigate the website differently than I did before? What is the best way to find what I'm looking for?

For the most part, the location of content on the website remains the same, but we've enhanced your ability to get to that content more efficiently with some important navigation upgrades, aids and tools. The benefit to this, of course, is that website visitors who may have gotten used to the previous site will not have to spend a significant amount of time re-learning where to find the information they're looking for and new features will help them get to that content much quicker than in the past.

You will have a number of tools at your disposal to best find what you're looking for:

- Our MegaMenu gives you the ability to click on the main navigation options and immediately see what content is contained within each section of the site. As the MegaMenu options drop down and display different pages, you no longer have to navigate away from page to page to find content you're looking for
- You can use the "Quick Links" at the top right corner of the website to access a list of popular pages
- You can use the "How can we help you today?" feature on the homepage and select your visitor type and the homepage will display content that we believe you will find interesting and meaningful. It's one of the many features of the site that helps you get access to content quicker. And this feature will remember your selection so that the next time you visit the website, it will display your content preferences
- You can perform a search using our new predictive search tool

Are all the webpage URLs the same as what they were on the previous website?

For the most part links have not changed and we've been working with our vendor to limit any broken links. If any links have changed, our website will automatically redirect the visitor to the new correct link. That means that those who have linked to pages on our current website should not be required to update those links.

Miscellaneous Questions

Will the website work well on tablets and mobile phones?

Yes. Our re-designed website is fully mobile and tablet friendly. Plus, when visitors view the website from a computer or tablet and make their browser window smaller or larger, the content automatically adjusts to ensure the best user experience.

I have a question or feedback. Who do I contact?

Please email communications@ocpinfo.com.