

A TAILORED FIT: DESIGN AND EVALUATION OF A WEBSITE STRUCTURE SELF-TAILORING OPTION FOR OLDER ADULTS



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Tuesday, November 21, 2023

1:00 pm – 2:00 pm

ZOOM LINK

<https://utoronto.zoom.us/j/85094243925>

Older adults are increasingly turning to online sources for health information. In doing so they bring distinct lived experiences and face unique combinations of barriers which must be considered when creating websites. One method for accommodating these experiences and barriers is by using specific website structures. In particular, different website structures can be used to address certain barriers faced by older adults. However, the benefits of each structure are not uniformly experienced by all older adults.

This talk discusses the design and evaluation of a health information website which allows older adults to choose, or self-tailor, between two different website structures. Based on a focus group and website usability evaluations with older adults, the findings indicate that older adults are able to successfully select their preferred structure when self-tailoring and that having the option to self-tailor gives them a greater sense of control over their experience. The findings also demonstrate that user involvement led to design changes which were received positively by subsequent website users.

Trevor Cross is a recent graduate of the University of Toronto's Faculty of Information where he completed the Master of Information program. He completed his thesis on the benefits of website structure tailoring for older adults under the supervision of Dr. Olivier St-Cyr. Trevor is also a member of Dr. Priyank Chandra's STREET Lab at the Knowledge Media Design Institute where he is working on several projects related to accessibility and inclusive design.