

Central Manchester University Hospitals NHS Foundation Trust (CMFT) is one of the largest hospital facilities in Europe. Their vision is to become the leading integrated health, teaching, research and innovation campus in the NHS. As part of the thriving city region of Manchester - with its strong emphasis on economic regeneration, science and enterprise - CMFT will strengthen its position as a major international Biomedical Research Centre.

The requirement

A new £500m hospital development opens in the summer of 2009. An integral part of the new facilities is a web site with comprehensive information about the hospitals, information for patients and visitors, academic students as well as research and development professionals.

The web site needed to take care of a range of usability and accessibility issues, ensuring that the information will be available to the widest possible audience. Finally, the vast and varied content of the web site needed to be easily maintained by the staff at the hospital.

The solution

CMFT and Brand Attention worked very closely on the web site design, the key focus being the issues of accessibility and usability. The site was built to Disability Discrimination Act (DDA) and Worldwide Web Consortium (W3C) guidelines relating to the web. This has resulted in a site that allows broader accessibility including from users who may suffer from eye defects and other disabilities that often cause interaction difficulties with web sites.

With such vast content, it was critical that the web site was built around an open structure that provides patients and other users with a clear and precise navigational structure.

A bespoke web-based content management solution (CMS) was designed specifically for the needs of the hospitals, allowing all content to be instantly updated by hospital staff. This also allows the uploading of rich content such as imagery and video content where necessary.



The result

The new web site underwent several usability tests, including an independent review by Steve Beesley, member of the Disability Rights Commission. His comments included: "The site presents a clean, uncluttered appearance which is consistent across the entire site. This consistency allows for ease of navigation. The site's ambience is professional but approachable. The site is not graphics-heavy and loaded quickly."



“ We were delighted to be working with Brand Attention. Throughout the lengthy design and development process we were able to remain updated through access to their development platform. This ensured that the key issues of accessibility and usability remained at the core of the overall design. The Trust has been delighted with the results and the web site is now forming a key role in communicating to our community. ”

Sue Allison
Director of Corporate Services