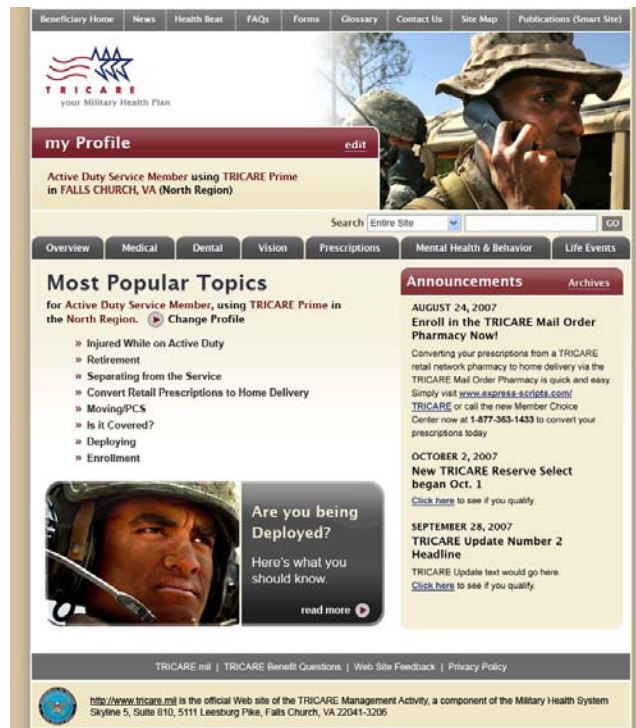


Case Studies: Government



TRICARE Information Architecture Redesign

The Challenge

TRICARE is the military's health care plan which serves 9.2 million beneficiaries. The TRICARE Web site, launched in 1995, quickly grew to over 684,000 pages of static content and 883,000 user sessions per month. Research indicated that users were overwhelmed and frustrated with the volume of information and their inability to find what they needed. TRICARE needed a streamlined way to provide accurate, up-to-date content to diverse audiences including beneficiaries, customer service staff and members of the media.

Our Strategy

Keymind worked with TRICARE to develop a new information architecture and content strategy for the beneficiary site. We reviewed existing research and conducted workshops and interviews to understand the audiences, their needs and the content. We developed a prototype of how the new site could work and tested that prototype with beneficiaries. The new approach focuses on custom navigation and content to meet an individual user's

needs. Understanding that beneficiaries visit the site when a specific issue or life change brings them there, navigation and content is shaped around "life events." All content is managed in a content management system, maintainable by staff.

The Impact

The new TRICARE site has simplified navigation, nomenclature that's familiar to beneficiaries and consistent page layout. Content is profile-driven, and provides users with information specific to their situation and location. They no longer have to weed through material that doesn't apply to them. A new dynamic feature of the site, which accounts for almost 600 different user scenarios, helps users determine which plans they may be eligible for. With the new site, TRICARE beneficiaries are more empowered to find out about their options and benefits and make informed decisions about their health care.

See More

<http://www.tricare.mil/mybenefit/>