



AN INTERACTIVE HEALTH CARE WEBSITE EMPOWERS CANADIANS TO TAKE CONTROL

The Canadian Digestive Health Foundation is making digestive health a priority for Canadians in their homes and online.

CLIENT Canadian Digestive Health Foundation LOCATION Oakville, ON WEBSITE www.cdhf.ca INDUSTRY Healthcare

SERVICES RENDERED



STRATEGY

Personas, Scenarios & Tasks
Card Sorting



RESEARCH

Stakeholder Research
User Interviews



DESIGN

Information Architecture
Interaction Design
Visual Design
Brand Identity
Corporate Communications



TESTING

Usability Testing

CHALLENGE

The Canadian Digestive Health Foundation (CDHF) has been advocating for digestive health awareness since 1995. Two thirds of Canadians suffer from digestive disorders, and the CDHF wanted to empower them with information about prevention and treatment. The CDHF needed to find a way to engage Canadians and position their organisation as the authority on digestive disorders.

APPROACH

With personal health, information is power so making prevention and treatment information easy for Canadians to find was a key priority. Akendi created a website that is optimised for both search and social sharing with easy-to-understand content that is logically organised. Audience analysis was a key insight in creating a new corporate identity, including a new logo, colour palette and website design that underlines the organisation's national leadership on digestive health issues.

IMPACT

Canadians are more equipped than ever to take control of their digestive health thanks to the CDHF's new website. Information is easy to find and the interactive features allow users to ask questions of healthcare professionals. Its new logo is helping CDHF gain recognition by being featured in television ads by multi-national food producer Danone.

“AKENDI HAS BEEN INSTRUMENTAL IN ELEVATING THE CANADIAN DIGESTIVE HEALTH FOUNDATION AND EMPOWERING CANADIANS TO TAKE CONTROL OF THEIR DIGESTIVE HEALTH WITH CONFIDENCE AND OPTIMISM.”

Catherine Mulvale EXECUTIVE DIRECTOR
& DIRECTOR OF STRATEGIC DEVELOPMENT