STRENGTHENING THE ALS COMMUNITY THROUGH PERSONALIZATION AND ACCESSIBILITY

PROJECT COMPONENTS

Discovery & research
UX design
Digital Accessibility
Web development

OPPORTUNITY

ALS is a relentless disease, progressively degenerating neutral pathways and gradually impairing your ability to walk, talk, move, and ultimately, breathe. The ALS Association approached us to develop an adaptive online platform to deliver valuable, relevant resources to people with ALS during every stage of the disease's progression.

INSIGHT

A challenge of ALS is that it affects everyone differently. We knew that accessibility and inclusivity would be pivotal to the success of the project, as there is no straight path of the disease's progression. Every person's experience is unique. Thus, the user experience needed to account for a broad spectrum of users, from individuals recently diagnosed who still have full mobility, to those reliant on eye-tracking devices for site navigation. To get the right resources to users at the right time, the tool required a high level of personalization.

SOLUTION

We worked closely with the ALS Association to craft a tool that would guide those living with ALS towards the information they need when they need it most — timely and tailored to their personal journey with ALS. We conducted three rounds of user testing throughout the development of the project to understand what was working well, and more important, what needed to be adjusted. Every aspect of the tool reflects this extensive user testing. When first entering the tool, users complete a 30-question intake form that asks them to quantify their experience with ALS symptoms, and based on responses to intake questions, the tool identifies resources likely to be most helpful to users. Not only is the content personalized for each user but so are the accessibility features to accommodate users' mobility levels and personal preferences to get the most out of the tool.

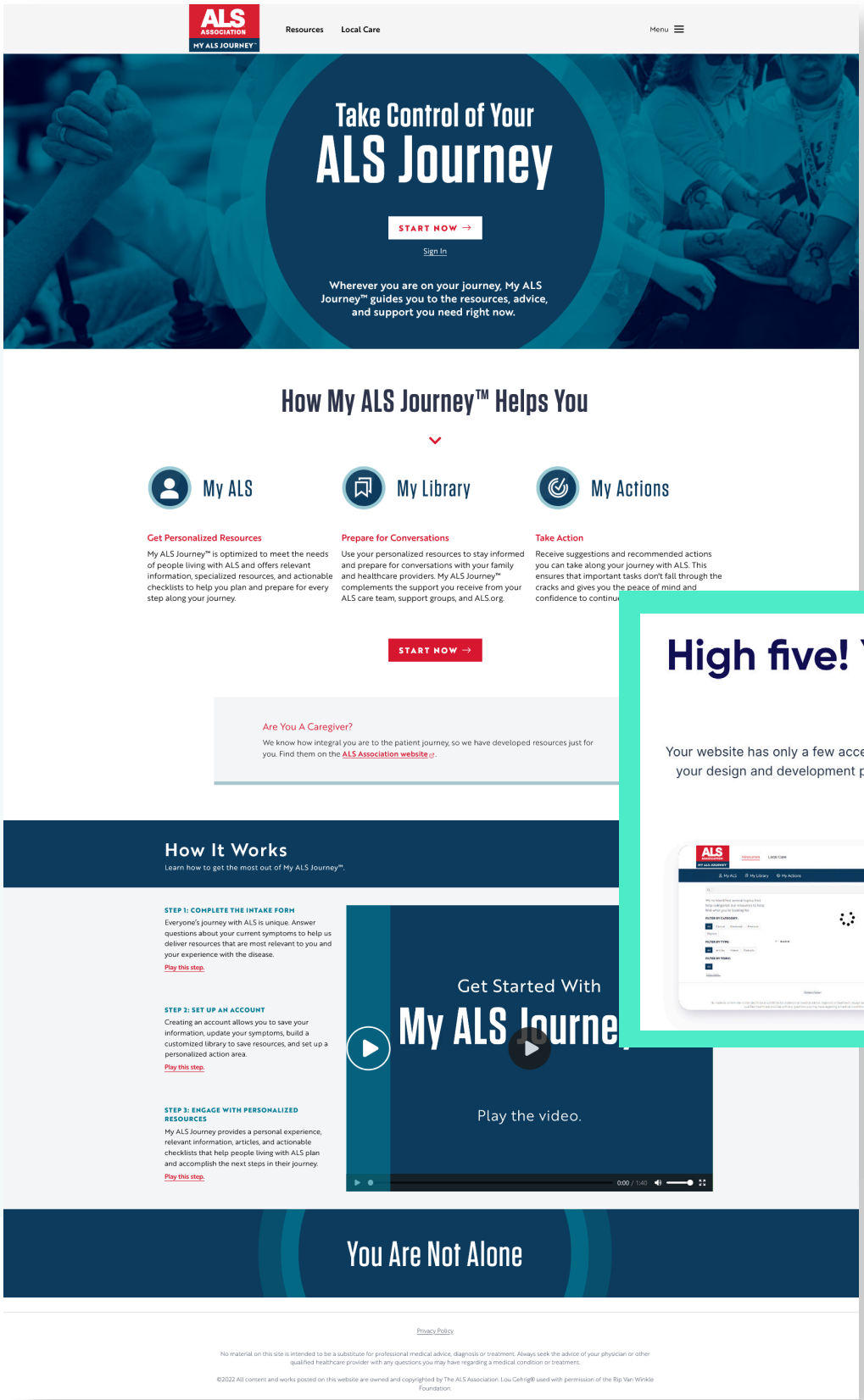
THE "&"

ALS creates an unequal playing field. Our goal was to do everything possible to level it for those impacted by the disease. This required a focus not only on the tool and resources it provides, but on the user journey. Yes&'s standard practice for web projects is to meet the AA international standard for website accessibility based on the Web Content Accessibility Guidelines (WCAG). For the My ALS Journey project, we aimed for AAA. The majority of the site's pages have attained this goal, and work is underway to ensure the entire tool achieves AAA conformance.

RESULTS

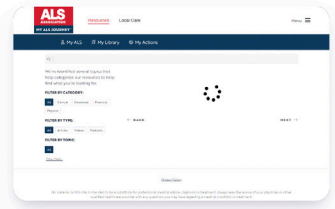
My ALS Journey launched at the end of May 2023 during ALS Awareness month. 350 accounts have been created since then and user engagement with the tool is high, according to early analytics derived from user testing. As the ALS Association expands availability of the tool, it continues to collect feedback, which it will use to inform future improvements.

STRENGTHENING THE ALS COMMUNITY THROUGH PERSONALIZATION AND ACCESSIBILITY (continued)



High five! You're ahead of the pack.

Your website has only a few accessibility issues. Stay ahead by ensuring accessibility is a part of your design and development process from the start. Maintaining an accessible website is an ongoing journey.



100/100

Overall page score