

# 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 neural 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 practice 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.



## How My ALS Journey™ Helps You



### My ALS

#### Get Personalized Resources

My ALS Journey™ is optimized to meet the needs of people living with ALS and offers relevant information, specialized resources, and actionable checklists to help you plan and prepare for every step along your journey.



### My Library

#### Prepare for Conversations

Use your personalized resources to stay informed and prepare for conversations with your family and healthcare providers. My ALS Journey™ complements the support you receive from your ALS care team, support groups, and ALS.org.



### My Actions

#### Take Action

Receive suggestions and recommended actions you can take along your journey with ALS. This ensures that important tasks don't fall through the cracks and gives you the peace of mind and confidence to continue.

**START NOW** →

#### Are You A Caregiver?

We know how integral you are to the patient journey, so we have developed resources just for you. Find them on the [ALS Association website](#).

## How It Works

Learn how to get the most out of My ALS Journey™.

### STEP 1: COMPLETE THE INTAKE FORM

Everyone's journey with ALS is unique. Answer questions about your current symptoms to help us deliver resources that are most relevant to you and your experience with the disease.

[Play this step.](#)

### STEP 2: SET UP AN ACCOUNT

Creating an account allows you to save your information, update your symptoms, build a customized library to save resources, and set up a personalized action area.

[Play this step.](#)

### STEP 3: ENGAGE WITH PERSONALIZED RESOURCES

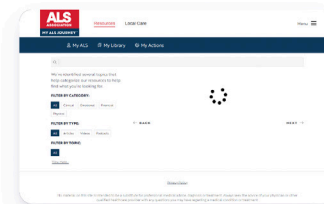
My ALS Journey provides a personal experience, relevant information, articles, and actionable checklists that help people living with ALS plan and accomplish the next steps in their journey.

[Play this step.](#)



## 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

## You Are Not Alone

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