Team X Presentation Cross Cultural Health Care Program www.xculture.org

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Client: The Cross Cultural Health Care Program





Upcoming events...

CCHCP Informational Webinar Tuesday, August 31, 2010 10:00 am - 11:00 am Online Free

2010 IMIA International Conference on Medical Interpreting Friday, September 3, 2010 - Sunday, September 5, 2010 Boston, MA

National Conference on Quality Health Care for Culturally Diverse Populations Monday, October 18, 2010 - Thursday, October 21, 2010 Baltimore, Maryland

Current Events and Initiatives... CULTURAL COMPETENCY TRAINING OF TRAINERS INSTITUTE

Find us on Facebook



October 4-8, 2010 Seattle, WA

REGISTRATION NOW OPEN!

Institute Information and Registration

Designed to build the internal training capacity of health and human service organizations, this Training of Trainers Institute provides an intensive 5-day course for organizations to meet mandates and recommendations for culturally



THE CROSS CULTURAL HEALTH CARE PROGRAM

CrazyEgg heat map of original homepage.



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Current events and initiatives

Bridging the Gap Interpreter Training (40 hours) - July 26 to 30, 2010 in Seattle, WA



Space is limited. Register NOWI Email: bridgingthegap@sculture.org or call Ishani at 206.860.0329 for a registration form or for more information.

Our interactive training methodology allows individuals to learn through role playing exercises and other types of activities that help you learn with the aid of our expects and your peers.

Since 1995. The Cross Cultural Health Care Program and its licensed agencies have trained over 10,000 interpreters worldwide. Through the years, the Bridging the Gap training program has been updated and refined to provide the most relevant information and effective training methods to new and experienced medical and social services interpreters.

Bridging the Gap is an internationally-recognized medical interpreter training program that is regarded as the leading

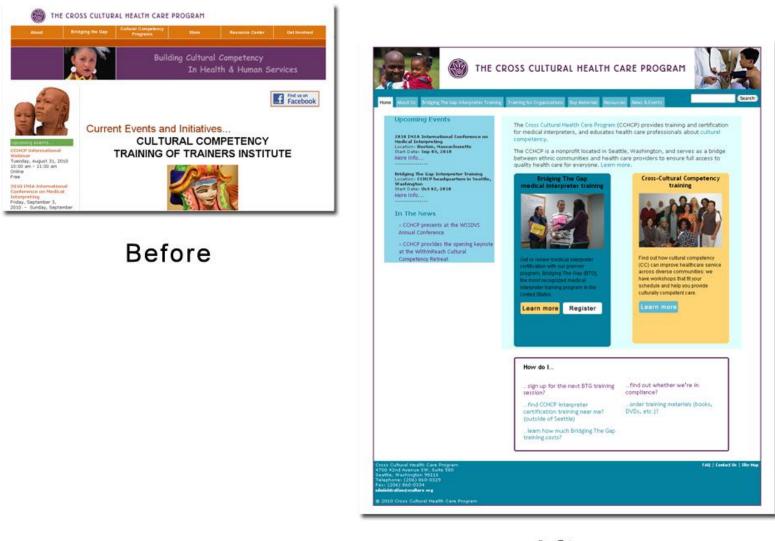
Research Methodologies Used

- competitive analysis
- user/task matrix
- interviews with stakeholders
- website task analysis
- user personas
- card sort
- CrazyEgg page tracking
- server log analysis

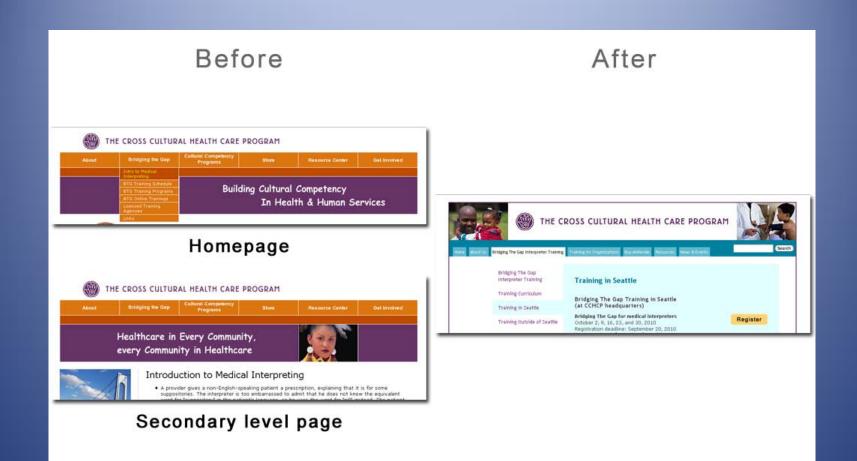
Key Findings: User Research

- Difficult to find needed information on site
- Jargon and confusing language on site
- Wide range in level of technical familiarity
- Confusion over location
- Most users not repeat visitors
- Purpose of site not easily understood





After



Menu/navigation