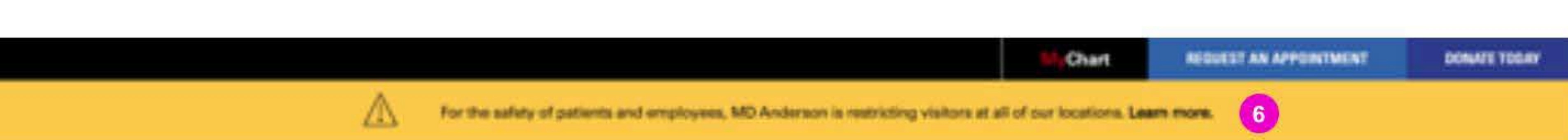


On target

- 1 Colorful and end engaging page. The swoosh makes it more interesting as well.
- 1 Image creates a feel good human feeling

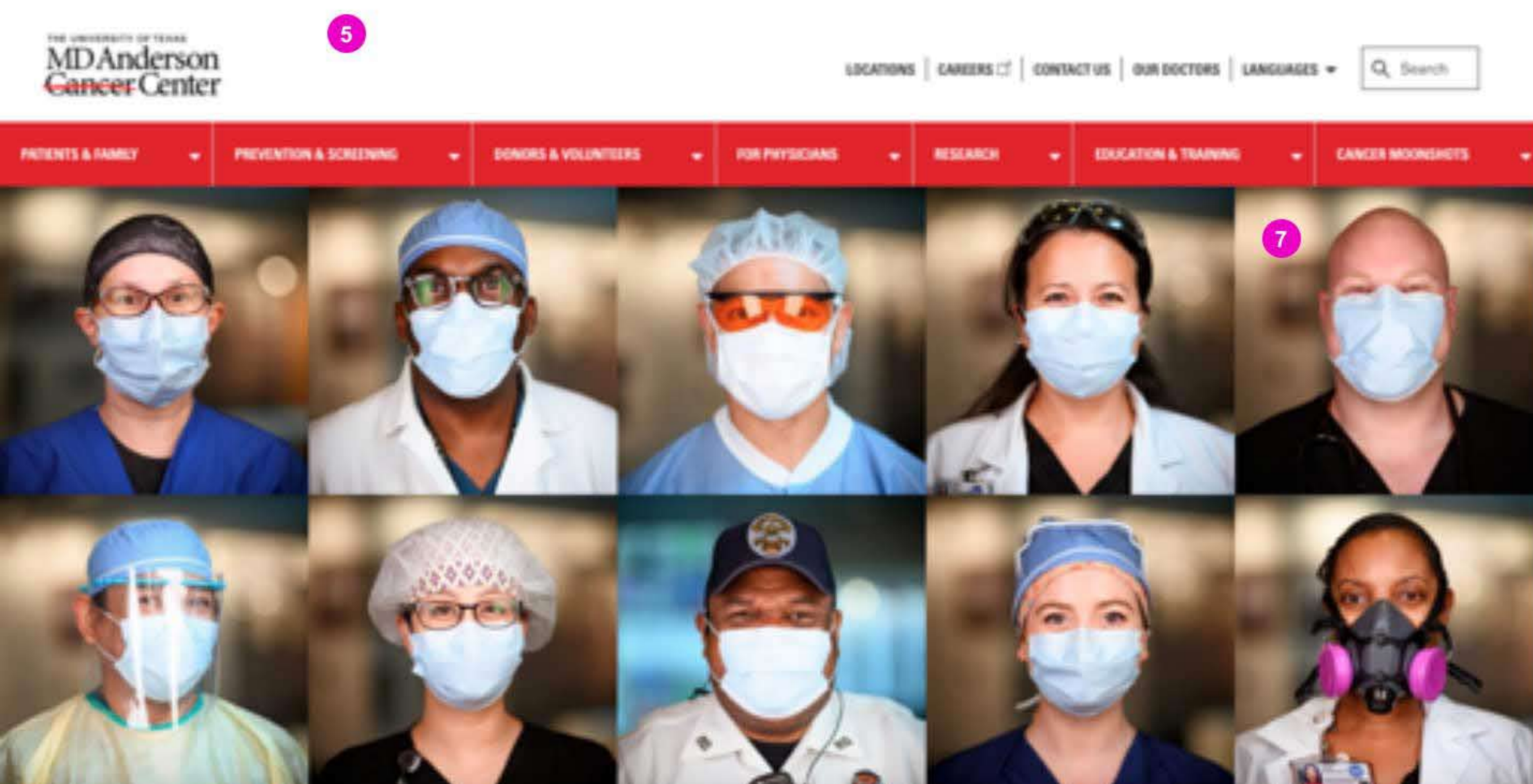
Areas for improvement

- 3 Takes up too much space and is too wordy, hence making it awkward looking.
- 4 Region selection should not be this prominate. We should have user-centered content here like, why should I go to Providence over someone else?



On target

- 5 Very clean, colorful, and engaging page!
- 5 Nice use of an info bar, not too wordy or too tall to push other content down th epage.



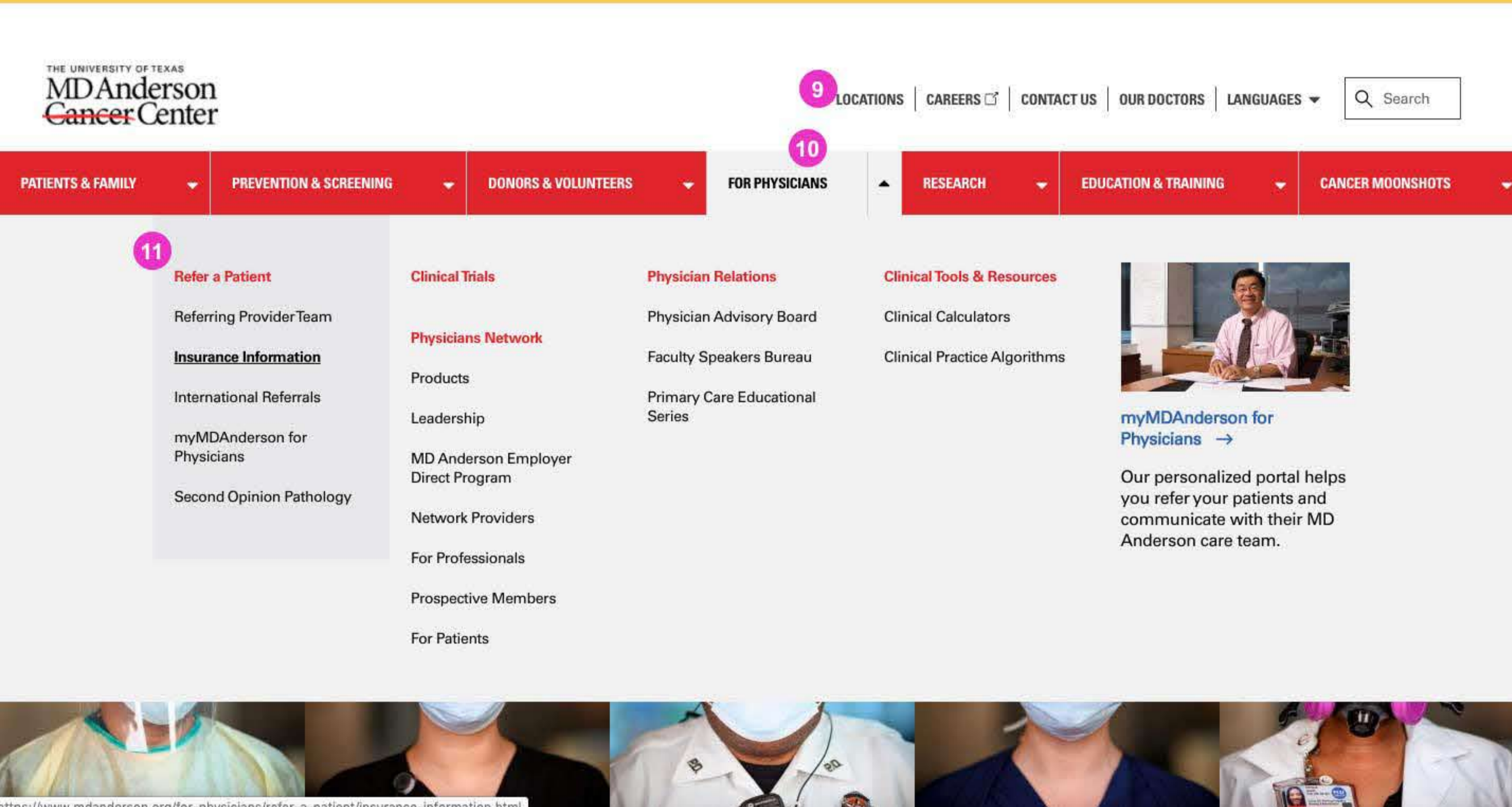
Areas for improvement

- 7 Maybe these images could mean something as well, instead of just being attention grabbers. Maybe they could also be dashboard type entry points for different site categories etc. Also, does this make everyone feel more safe, or less safe?



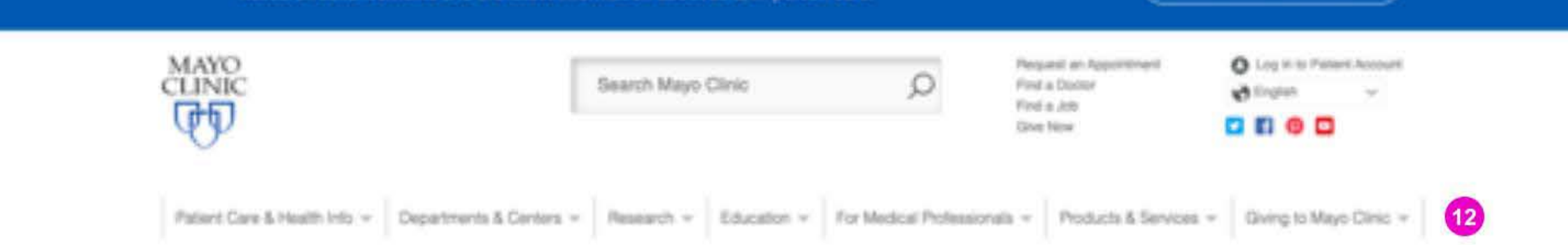
On target

- Clear navigation heirarchy
- 8 Nice that these more commonly used entry points are sticky and remain showing while scrolling down the page
- 9 Secondary navigation
- 10 Main navigation
- 11 Good use of mega drop menu to keep the surface UI clean



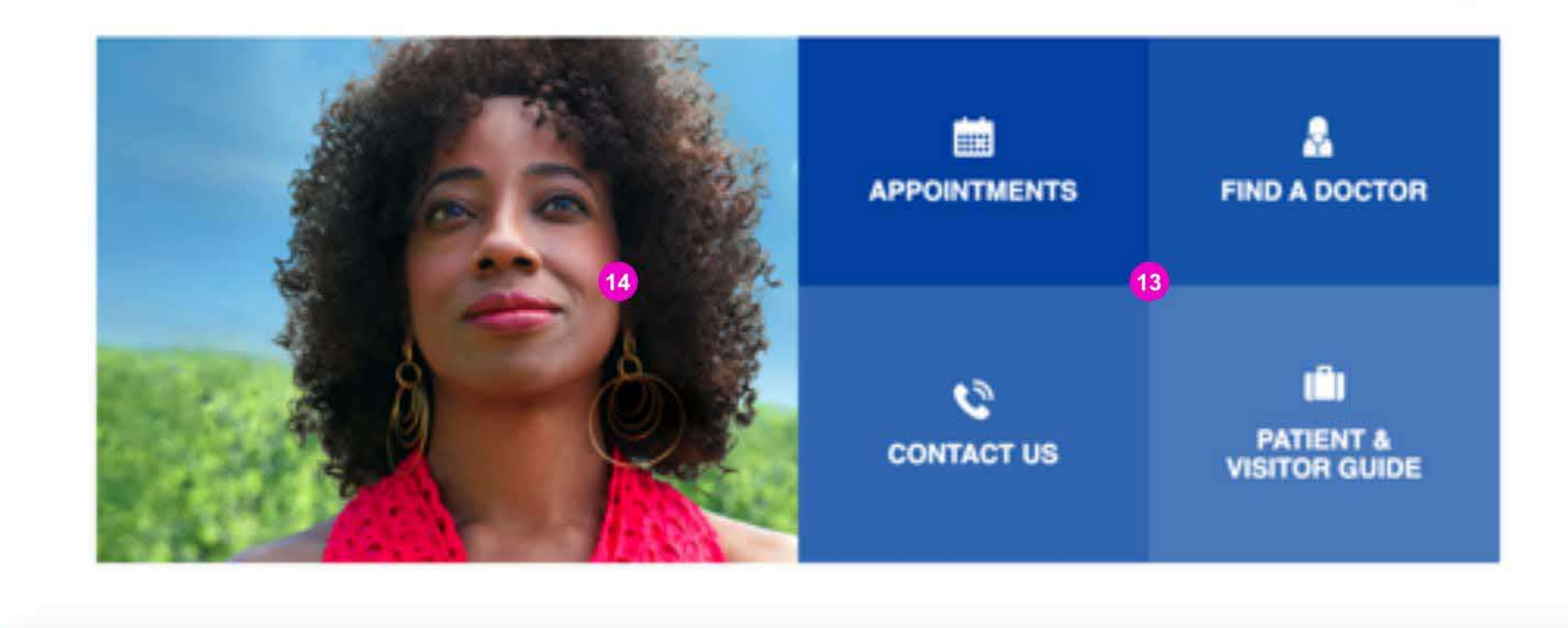
On target

- Nice clean and uncluttered layout with good visual hierarchy.
- 12 Secondary navigation
- 13 Main (most used) navigation



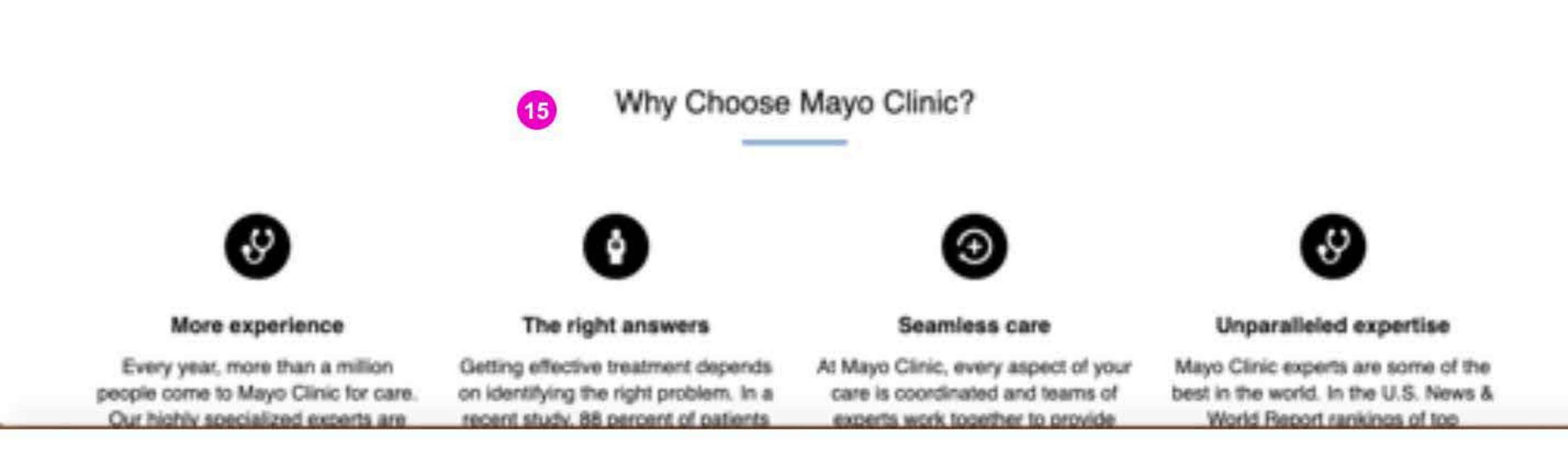
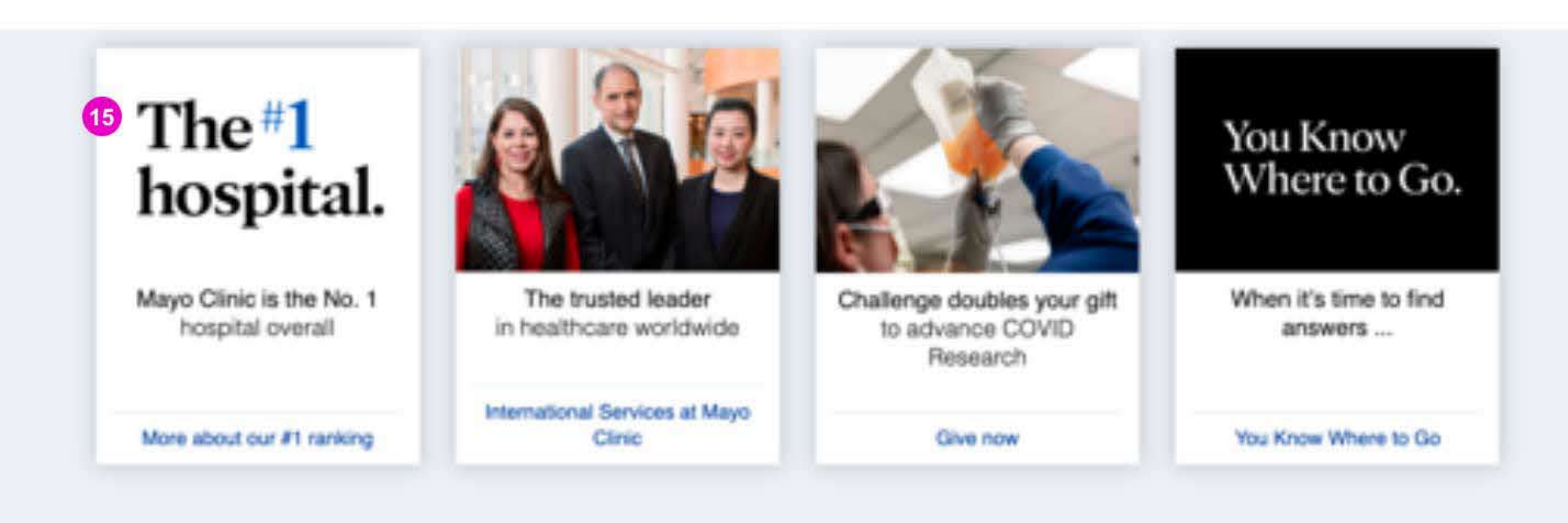
Areas for improvement

- 14 This is a great image to grab your attention with it's colorful and happy nature. However, it has now meaning. Surely, we can use imagery as more than just eye candy. What does she have to do with Mayo or what I need?



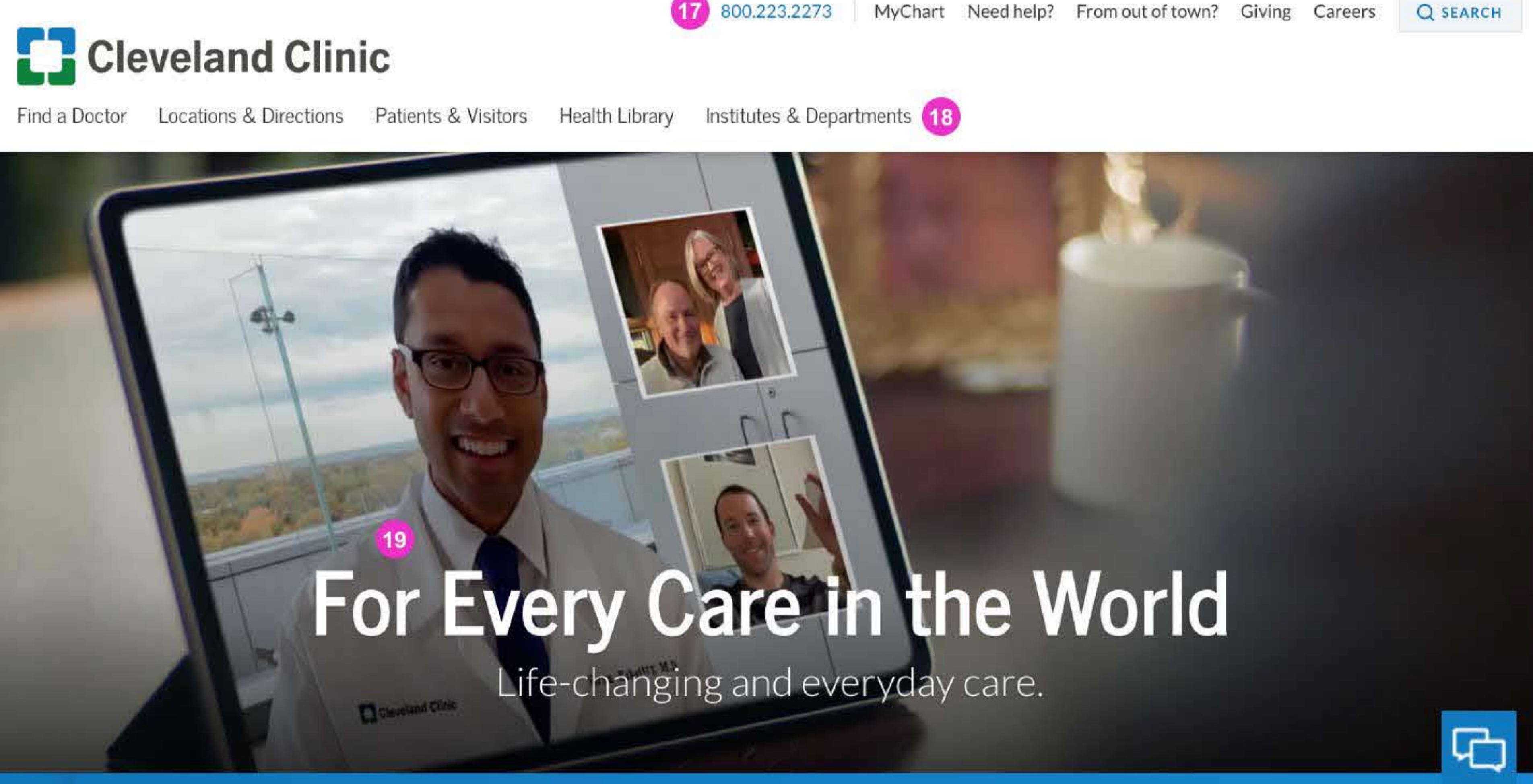
On target

- 15 Nice example of telling the story of why to go to Mayo rather than somewhere else. And it is not something that has to be discovered, it is surfaced to the top of the unauthenticated experience.



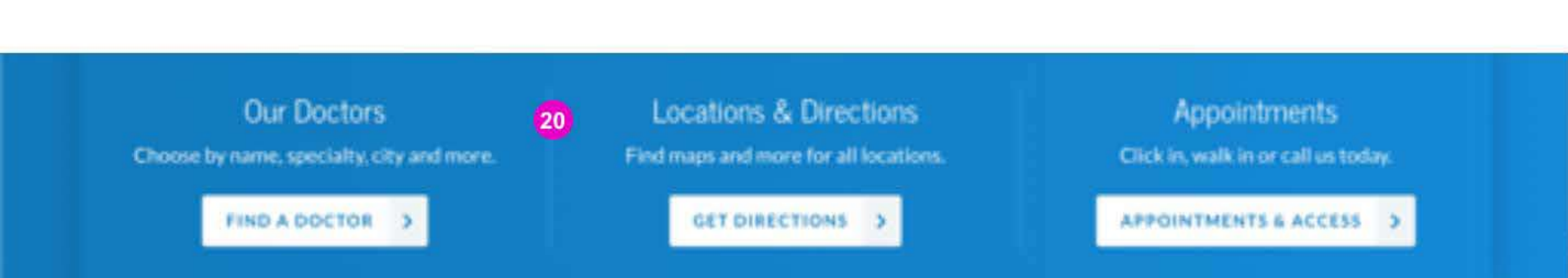
On target

- 16 Nice spin on the COVID messaging by using green to accent that they are being increasing safety procedures.
- 17 Nice that I can easily find a phone number to call.
- 18 Nice that this is only one of two nav locations. Nice and clean.
- 19 Gives an engaging glimpse into who Cleveland is and the breadth of what they do. Both the image and the wording are good and straight to the point.



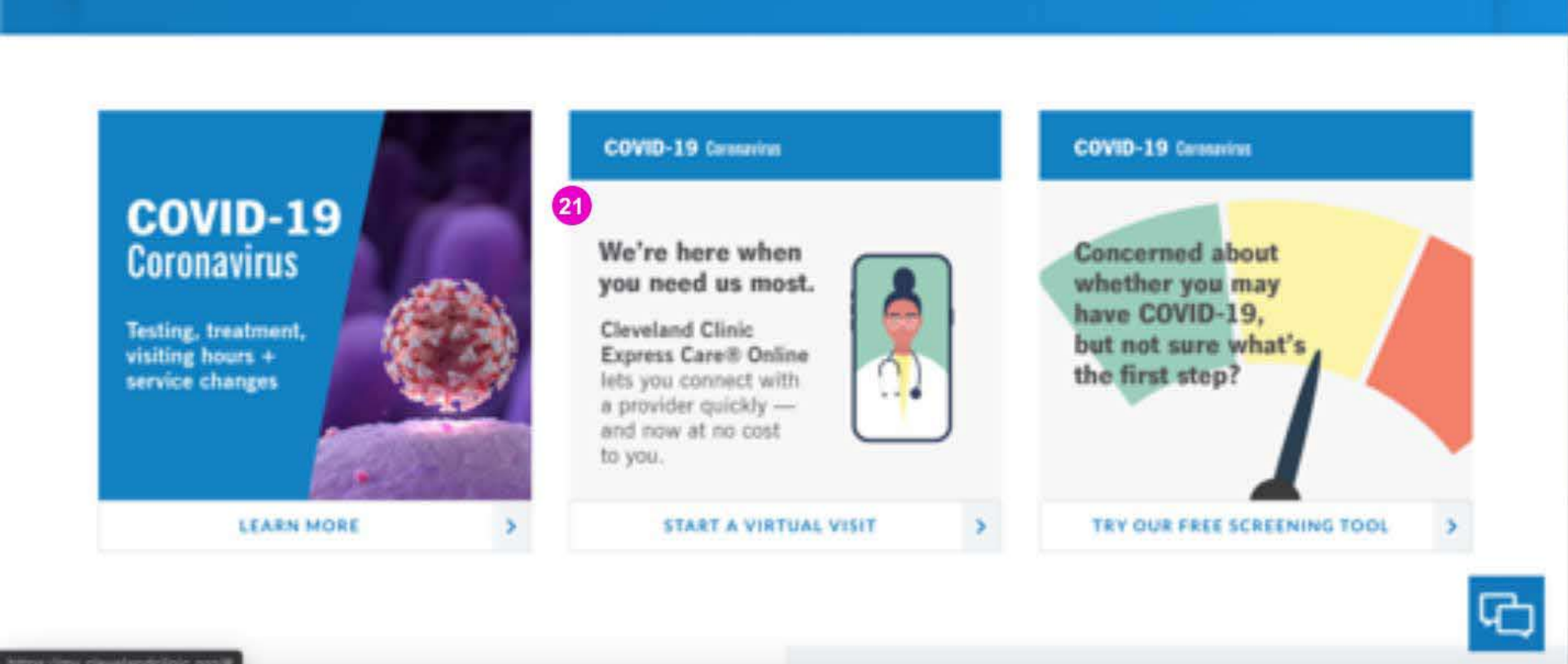
Areas for improvement

- 19



Areas for improvement

- 20 Nice bank of common tasks, however, maybe they should be above the fold.



- 21 The order should be:
 1. Make me feel safe
 2. Make me feel like you are the place to go
 3. Then provide my most common tasks
 It would be too much to put all of this above the fold, but maybe give more of a hint of these capabilities at least above the fold.