

# COMPARATIVE ANALYSIS

THRIVE WITH CENTENNIAL

The purpose of this document is to provide comparisons between Thrive with Centennial's current web platform and other similar institutions. We assessed how well comparative web platforms do in guiding the user towards accessible and engaging mental health and wellness resources. We have defined in our project scope and mission statements that thriving is a spectrum, so we examined each web platform keeping in mind that the end user group is diverse and coming to the material with different levels of comfort. To do this, we used the theme of empathy to examine how well each institution recognized the spectrum of users, both in tone and content provided on their web platform. We also included the currently available Centennial college platform to see how well it competed with the overall user theme.

## COLOUR SCHEME:

We have ranked each criteria with the following colour scheme. The rating has been determined by how successful we feel each component has been in recognizing the spectrum of thriving and being empathetic towards a diverse user base.

- **Red:** Needs improvement
- **Yellow:** It works, but with major caveats. Not universal and not always successful.
- **Green:** Excellent, best in class
- **Grey:** Meets basic standards

	CENTENNIAL COLLEGE STUDENT HEALTH AND WELLNESS	CENTENNIAL COLLEGE THRIVE WITH CENTENNIAL	GEORGE BROWN COLLEGE	SENECA COLLEGE	SHERIDAN COLLEGE	RYERSON UNIVERSITY MENTAL HEALTH AND WELLBEING	RYERSON UNIVERSITY: THRIVERU	UNIVERSITY OF TORONTO MENTAL HEALTH SERVICE	UNIVERSITY OF TORONTO HEALTH AND WELLNESS
EFFECTIVE CTAS <i>(Calls to action)</i>	A lack of effective CTAs. Only shows "learn more" or "view more", there could be more information for CTA buttons.	A lack of effective CTAs. Only shows "learn more" or "view more", there could be more information for CTA button	Effective call-to-action buttons for most of the content. The buttons guide the users to the landing page, users know what they are about to read (e.g. Take Care of Your Mental Health).	No CTA buttons for mental health resources. Content is too short for CTA buttons.	No CTA buttons for mental health resources. Content is too short for CTA buttons. Content is designed to inform rather than to connect.	Effective call-to-action buttons for most of the content. The buttons guide the users to the landing page, users know what they are about to read (e.g. Wellbeing at Work)	Effective and compelling call-to-action buttons for most of the content (e.g. Start Now). The buttons guide the users to the landing page, users know what they are about to read.	Only one effective CTA button on the top right corner. Buttons/links are hidden as images.	Effective call-to-action buttons for most of the content. The buttons guide the users to the landing page, users know what they are about to read (e.g. "Learn more about 5 Ways to Wellbeing").
EASE OF USE <i>(eg. Ease of navigation, content length)</i>	No navigation bar. Users need to read through the whole page. Headings are large, bolded. Information clearly segmented and indicated.	No navigation bar. Subheadings are clearly organized and provide excellent structure.	Easy to use. The category bar is organized based on the type of services. The website provides users with convenient to access the information they need.	Very little content, but easy to skim through everything. No anchor links or on-page navigation.	The content is short and easy to read. Categories of services are in a sidebar. The categories are clear and straightforward to the corresponding services.	Clear categorizations of services and target audiences.	Clear categorizations of services and target audiences. Links to workbooks and activity guides provided.	Content is organized based on the service categories. Dropdowns do not always contain relevant links to services.	Content is organized based on the service categories.
TOPE OF CONTENT	Informative but not empathizing. Content currently does not seek to start a conversation with the user, rather, it looks to funnel the user to the correct page quickly.	Informative but not empathizing. Lack of current content makes it difficult to assess.	Informative and empathizing. Eg. "How can we help" - this kind of content engages the user at their level. E.g. "Let our professional counselling staff support you in learning to solve problems and develop ways to attain your goals - in your education and in your life."	Rigid tone and formal content. Context is neither informative nor empathizing. E.g. "Counselling and Accessibility Services offers support for current students trying to manage the complexities of college life. Students are seen on a voluntary basis."	The tone is formal and does not show empathy. E.g. "Counselling Services are offered to assist students in building solutions to their own personal, emotional, or interpersonal concerns that may be impacting their academic success at Sheridan."	Empathizing content. Eg. "The resources on this website are available on-campus, in our communities or online, so you can access the support you need, in the way you need." - Content like this makes the user feel seen and heard.	Informative but not empathizing. Content here feels more focused towards faculty program facilitators rather than students or alumni.	Informative but not empathizing. Very formal content does not look to engage the end user on their level or to start a continuing conversation. The site feels strictly designed to facilitate the access of basic information.	Content is short, mostly consisting of prescriptive links for specific topics. The programs are described well but are not direct enough and are too wordy. Focus on what "We" provide rather than what the user can get out of it.
CRISIS CONTACT NUMBERS	No crisis contact number rendered on the page.	No crisis contact number rendered on the page.	Urgent resources are listed on one page, the title of the service is also clearly indicated. Does not offer college hotlines for emergencies/crisis on their website. Crisis, therapy and online doctor service are provided on an external service page called RealCampus.	Urgent resources are listed on the page. Contact numbers do not link for mobile users.	The webpage only indicates 911. Phone numbers given to contact counselling services at each campus. Numbers do not link for mobile users. Links to online counselling services (EmpowerMe, KeepMeSafe) College does not offer a crisis service hotline.	This site lists the crisis services, including 911, safety & security, distress etc.	No crisis contact number rendered. Thrive in Action service requires users to sign in.	No crisis contact number rendered. Available through the link at the top of the page. Health & Wellness reception number is available.	Contacts are listed at the bottom of the page. Does not offer college hotlines for emergencies or crisis on their website.
EASILY SCANNABLE CONTENT	Content is segmented into short paragraphs, which is easy to read.	Content is segmented into short paragraphs, which is easy to read. Content under 'faculty and staff' and 'alumni' is filler text, but these headings provide a great jumping off point for future content.	Presents straightforward content, it is easy to read. All the information is either in a short paragraph or in bullet format.	The content is extremely concise, it is either in short paragraphs or in bullet format. All the services and information are crammed on one page.	Easy to scan. The content is extremely short.	Content is segmented into short paragraphs, which is easy to read. Buttons, headings and text all give the user a good idea of what's going on on the page.	Content is segmented into short paragraphs, which is easy to read.	Content is segmented into short paragraphs, which is easy to read. Dropdowns provide quickly scannable content and allow the user to choose what they engage with on the page.	Content is segmented into short paragraphs, which is easy to read. Some program descriptions are too long winded to quickly get a sense of what they offer.
LIVE CHAT/ INTERACTIVE APPLICATIONS	College does not offer live chat services or applications.	College does not offer live chat services or applications.	The college does not offer live chat services. Students are required to fill out a registration form to access counselling services. A list of recommended applications at the bottom of the page, (Not developed by GBC).	Does not offer a human live chat. Phone numbers are available for making appointments at the bottom of this page. A chatbot service 'Chat with Sam' at the bottom right corner of the website(Does not work with counselling services).	Does not offer live chat directly. Live chat available through auxiliary services. Appointments are required to make for counselling services.	Ryerson University does not offer live chat services or applications.	ThriveRU does not offer live chat services or applications.	Navi (a virtual assistant for students to access mental health issue)	Navi (a virtual assistant for students to access mental health issue)
VISUAL APPEAL	Content is in an organized layout. The page renders a somewhat unrelated image. Content includes video content and clear icons.	Content is in an organized layout but lacks visuals.	Most counselling pages do not have pictures, but the content is short and concise. Some pages use simple icons to identify the category of the content. (Using briefcase icon for Employee Resources for Supporting Students)	No pictures or icons. All the information is in text form. Heading text does not stand out well from body text.	No pictures, but the content is concise. Some information is listed in bullet format. Information is flat and bland. It does not encourage active engagement. Headings are clear but small.	Most pages have pictures or icons that relate to the content. Good use of the school colours to highlight what is important.	Most pages have pictures or icons that relate to the content.	Content is in an organized layout. The page shows pictures. Pictures used are not always relevant to the page content.	Content is in an organized layout. The page shows a COVID related picture in the header that is not related to the majority of content on this page.
CURRENT UPDATES	COVID updates are highlighted in blue on the top of the page.	No COVID updates and service changes. Specific details about interruptions in Thrive services are not mentioned.	Indicates the change of counselling method during COVID-19. Also links to student FAQ website for detailed COVID-19 updates.	COVID update is shown at the top of the page.	COVID update is shown at the top of the page.	COVID-19 updates are on the very top of each page. Users might neglect it because of the location.	COVID-19 updates are on the very top of each page. Users might neglect it because of the location.	No updates on the services or COVID-19.	COVID updates are highlighted in yellow on the top of the page.
KEY TAKEAWAYS	It would be compelling to users if the website includes more understandable content, organized format and appealing visuals.	We have the opportunity and flexibility to create an engaging user experience that starts a conversation rather than just an information funnel.	Content is succinct, organized and empathizing. Lack of visual appeal can make the content seem a little daunting. Content does a good job of speaking to the user on their level.	Bland content structure and lack of visual appeal gives the user no reason to engage. The tone of the content is very formal and does not speak to the user on their level. The site overall gives users the sense of an indifferent or aloof attitude, like content is there only as a formality and not really to help.	Very little content provided, and none of it looks to start a conversation with the user. This website simply lists common issues faced by students and provides a limited number of ways (often not clear) to start the journey towards solving them. There is no clear path forward.	Straightforward navigation provides a convenient experience. The tone of the content looks to start a conversation and meet the user on their level. Clear images and buttons help guide the user towards a successful journey.	The content here is not as effective as the main page. It focuses on one program, but the content isn't clear at first glance how it benefits or helps students. It feels more directed to in-organization use for college staff or admin.	It is important to inform audiences of updated information. UoT doesn't indicate what services are currently available. The content here looks to funnel the user to text-based information rather than helping them engage with resources or start any kind of meaningful journey.	The focus on what the services provided are rather than what the user can gain, learn, or help by engaging with the content.