Hearthstone Website

Focus Group

Overall Resident Comments:
“It is very interesting to know what you are doing.”
New Site is more: “Charming, colorful, better feeling.”

Unless otherwise documented, all comments are quotes or very close paraphrases by the residents who took part in the group.
Photo 1-BEST
It is nice to see so much color

Photo 2

Photo 3
All photos are good, though “#12 has open vistas”
Photo 14-BEST
Busier is good; more action; three different people.

Photo 15
Photo 6—staff like this one a lot.
You see this a lot; I like the hat, Hats can spoil your hairdo.

Photo 17-BEST
A lot of things going on here; More interesting; Different ages
All residents like this photo better

- They are having fun
- Mother and daughter? Granddaughter?
- Maybe they are tickling each other.
What phrase should we use to entice people to look at the photos? For example, it could say “TOUR OUR HOME!”

Residents preferred something like:
- “Have a look around”
- “Stop by for a visit”
- “Tour our garden”
What title should we use for the page that has all of the images of your home? For example, it could say, “ENJOY OUR PHOTO GALLERY!”

Enjoy our “photography” gallery-i.e., they like the term “photography” instead of “photo.”
What should we tell people about your home?

- How much it costs (It is worth the price!)
- Good place to live
- It is very comfortable
- We keep busy
- Making friends
What should we tell people about the people who work here?

- Different age groups showing interest
- Very accommodating
- Absolutely friendly
- Every hour they look in on us
- Definitely compassionate
- Willing and able to help
Thank you for helping us!

Would you be willing to help us again in the future?

- Why not?
- Sure!
- Absolutely!