Visual design refresh

Nov. 27, 2018
Agenda

• Opening remarks
  Peter Chen, Web Services Manager

• Stanford Medicine Websites vision
  Mark Trenchard, Director, Academic and Interactive Technology

• Author outreach and analytics
  Marianne Ford Bishop, Sr. Project Manager

• Visual Design Presentation
  Zak Akin, Sr. User Experience Designer
The Growth of the Web for Stanford Medicine

• AEM is our predominant platform for building websites for SoM
  – Consistent theming, branding, centralized support, quick provisioning
  – Provision about 15 new sites per month, 40% are for labs
  – Everest vs. McKinley: about 2:1, Theme improvements coming

• Now support over 1000 SoM Web Sites in AEM alone
  – Recently migrated 100 static Dreamweaver sites into AEM templates
  – Specialty sites: Connected, Clinical Trials, Marketing & Info sites (AHS, ISP)

• Adding new component features and improvements like better News lists, improved search, and lightweight data sheets integration (coming soon)

• Growing pains: Increased from 600 to 1k in 3 years; data storage needs have doubled, maintain a small staff, relying on 100s of active authors to be largely self sufficient.

• Need that we are thinking about: Analytics, automated feedback, UX/digital strategy, training, asset management, graphics and content.
The Web of Things

- Billion internet users
- Billion Google searches/day
- Billion websites
- Thousand SOM websites

How we work
How we teach/learn
How we share
How we research
How we play
How we collaborate
How we inform
Our Audience

Search Engine is King
- Direct: 21%
- Social: 3%
- Referral: 7%
- Search Engines: 69%

Mobile is Key
- Mobile: 46%
- Desktop: 54%

70% United States
The Vision

The Stanford Medicine brand is the most compelling, clear online voice leading the biomedical revolution

Easy to Find | Easy to Navigate | Easy to Engage
Design History

• Original designs launched in July 2014
• Number of sites has grown from 200 to 1000+
• Average 15 new site requests each month
• Sites support departments, labs, studies, events, and internal communications
Presentation Agenda

• Background and change drivers
• What will change and why
• Component updates
• Summary and questions
Let’s start with the fun stuff… pictures.
Stanford researchers defend NIH and relevance of basic research

A trio of Stanford researchers rose to the defense of the National Institutes of Health and of the importance of basic research in a letter (subscription required) published this week in the Wall Street Journal.

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Lloyd Minor, MD
DEAN, STANFORD SCHOOL OF MEDICINE

Staff Mentorship Program
Newborn Nursery at Lucile Packard Children's Hospital
Excellent Care from the Moment of Birth

- Photo Gallery of Physical Findings
- Breastfeeding
- Jaundice and Phototherapy
- California Newborn Screen
- Newborn Hearing Screen
- Circumcision

Expectant Parents
For information about maternity services at Lucile Packard Children's Hospital, please visit the Johnson Center for Pregnancy and Newborn Services website.

About this site
Part of the Johnson Center for Pregnancy and Newborn Services, we specialize in the medical evaluation and care of newborns who are at or near term.

We designed this site to be a resource for our pediatric teams as well as health professionals and their families.
Event page

Addressing Memory Issues: New Perspective

Group meetings provide a supportive environment in which individuals can gain insight into memory issues and develop better coping skills. The group’s agenda will respond flexibly to the needs of group members. Meetings are led by Shamala Kanchan, MD, who has extensive experience treating memory disorders.

The group is primarily designed for people who have a family history of dementia, who care for a relative with dementia, or who worry that their memory may become worse. Potential members should not have a diagnosis of dementia or other cognitive impairment.

Upcoming Dates:
+ 3/27/18
+ 4/10/18
+ 4/24/18

Location

Stanford School of Medicine
291 Campus Dr
Stanford, CA 94305 USA

Get Directions
Physician wellness expert joins Stanford Medicine

Tait Shanafelt, MD, will become Stanford Medicine’s first chief wellness officer at a time when physician burnout is a national epidemic.
The visual design refresh will...

Create a cohesive look and feel
- Standardize options across some components
- Maintain layout flexibility while improving design consistency
- Provide authors with a more modern design

Improve accessibility
- Left justified text
- Larger fonts
- Minimize all-caps
- Improved color contrast
- Improve mobile experience
Exploring component updates

• Feature box
• Buttons
• Heading styles
• Tabs
• Accordion
Mix and match components…it’ll all work together
Buttons

• Larger
• Cleaner
• Simpler
Heading Styles

• More consistent across styles
• No more ”golf club”
• More “Fjord” for a more collegiate look
• Less all-caps for accessibility
Tabs

[Image: Diagram of tabs with long names]
Accordions

**Standard**

Accordion 1

Accordion 2

Subheading text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

**Bottom Centered Arrow**

Accordion 1

Accordion 2

Subheading text

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Summary

- Stanford Medicine websites will have a more unified web presence
- Update will be applied to all websites automatically – no action needed by authors.
- Modern, open look and feel that provides authors with flexibility
- Improved adherence to best practices for accessibility
- Release planned after Winter break
- Watch for announcement in Bits and Bytes, the monthly newsletter for web authors
Questions?
Author Support and Engagement

• Increased support options
  o Support by Zoom

• Digital Services website update
  o Announcements and events
  o Documentation and support resources

• Bits and Bytes - monthly newsletter

• Author survey in early 2019
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