

# Visual design refresh

Nov. 27, 2018



Stanford  
MEDICINE

Digital Services

*Information Resources & Technology*

# 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

4

Billion internet users

3

Billion Google searches/day

2

Billion websites

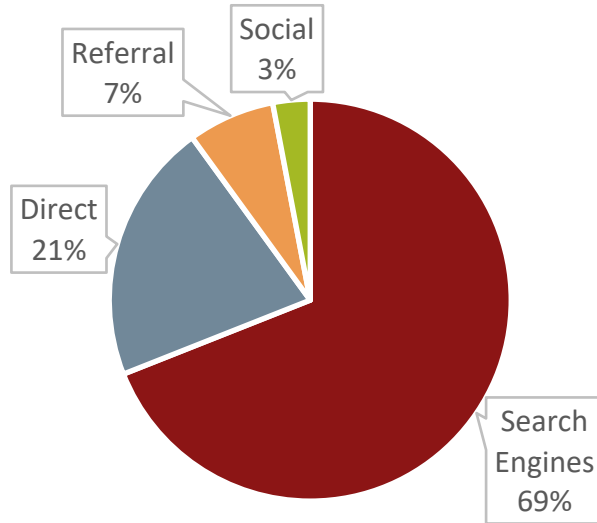
1

Thousand SOM websites

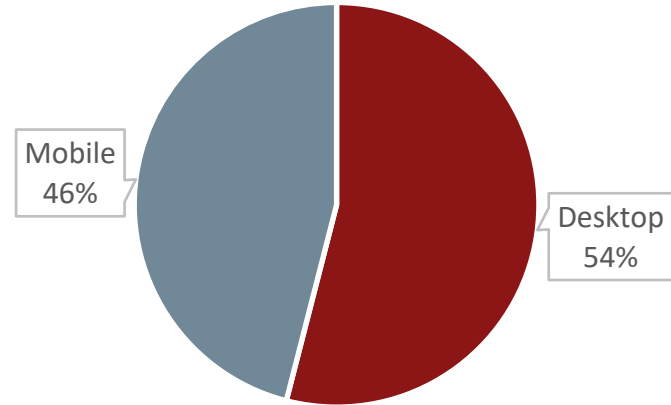
How we work  
How we teach/learn  
How we share  
How we research  
How we play  
How we collaborate  
How we inform

# Our Audience

Search Engine is King



Mobile is Key



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.



January 11

## 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.

Follow Stanford Medicine



Faculty



Students



MD Admissions

PhD Programs

Master's programs

Dual-degree programs

More about the School of Medicine

Staff



January 11

## From the Dean

Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus.



### Health Care

Healing through compassion and world-class science



### Research

Fueling discovery and innovation to advance human health



### Education

Empowering tomorrow's leading physicians and scientists



## About Stanford Medicine

Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus.

SCOPE BLOG



# Stanford Medicine Homepage (coming soon)



Stanford MEDICINE

PhD Programs

Master's programs

Dual-degree programs

More about the School of Medicine

January 11

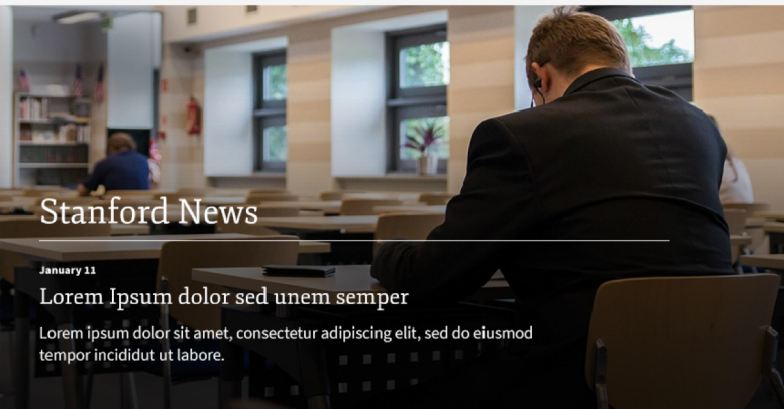
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## About Stanford Medicine

Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus.

Staff



## Stanford News

January 11

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SCOPE BLOG

January 11

Lorem ipsum dolor sed unem semper diwi tandem



1:2:1 PODCAST

January 11

Lorem ipsum dolor sed unem semper diwi tandem



STANFORD MEDICINE MAGAZINE

January 11

## Hearing things, Solving the mystery of why some people can hear their eyeballs move



## Events

January 11

Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius.

January 11

Investigationes demonstraverunt lectores

January 11

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# Stanford Medicine Homepage (coming soon)



STANFORD NEWS

January 11  
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January 11  
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1:2:1 PODCAST

STANFORD MEDICINE MAGAZINE

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Stanford Medicine	Health Care	Research	Education
News	Stanford Health Care	Basic Science Departments	A-Z Directory
Events	Stanford Children's Health	Clinical Science Departments	Academic Programs
Careers		Centers & Programs	Faculty Development & Diversity
Contact		Institutes	School Contacts

- Find People
- Visit Stanford Medicine
- Search for Clinical Trials
- Make a Gift

# Expanded Super Footer





## About the Medical School


Academic Calendar

Leadership 

School Directory

Administrative Offices 

Registrar

Campus Environment 

Community Engagement

Facts & Figures

Contacts 

*The School of Medicine improves health through leadership, diversity and collaborative discoveries and innovation in health care, education and research."*

Learn more about our core missions: [Health Care](#), [Research](#), and [Education](#)



**Lloyd Minor, MD**  
DEAN, STANFORD SCHOOL OF MEDICINE



June 22, 2017



August 30, 2017

## Staff Mentorship Program





Find a Course

Learning Opportunities

My CME Account

Planning Services

About Us



## International Humanitarian Aid Skills Course

Click to learn more about this program

## Stanford Medicine Continuing Medical Education

The Stanford Medicine Continuing Medical Education Center improves patient care by providing physicians and other health care professionals with evidence-based training on advances in medicine, new medical technology and biomedical research.

Find a Course



### Conferences and Workshops

Experience a wide range of exemplary CME offerings including conferences, workshops, simulation, and Maintenance of Certification activities.



### Online Courses

Connect online anytime from anywhere, to learn and apply best practices through interactive media using games, videos, case studies and more.



### Regularly Scheduled Series

Education planned by and for Stanford faculty, staff, and affiliates to stay current on the latest clinical, research, and technological developments.

# McKinley





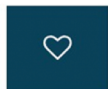
## Newborn Nursery

# 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 trainees as well as health professionals worldwide who

# McKinley



Reserach

Education

About

News

Events

FAQs

Contact

 January 9 - December 25  
2018

12:00 PM - 1:30 PM

Tue - Tue

2nd and 4th

Tues every month

Event



## 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:

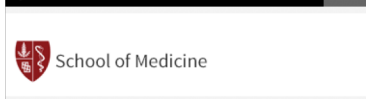
- 3/27/18
- 4/10/18
- 4/24/18

## Location


 Stanford University School of Medicine  
291 Campus Dr.  
Palo Alto, CA 94305 USA

# Event page





Site Tagline



### About the Medical School



*The School of Medicine improves health through leadership, diversity and collaborative discoveries and innovation in health care, education and research.*

Learn more about our core missions: [Health Care](#), [Research](#), and [Education](#)



June 22, 2017  
**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.

Search Stanford Medicine  
Search by name or topic...

- Academic Calendar
- Leadership
- School Directory
- Administrative Offices
- Registrar
- Campus Environment
- Community Engagement
- Facts & Figures
- Contacts

### Explore Stanford Medicine

- Health Care
- Research
- Education
- Give
- About

# Mobile

# 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

**Headline**



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[Footer Link](#)

Feature Box

**Five Questions**



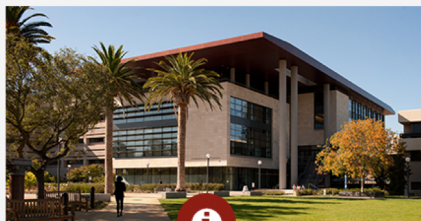
February 6, 2018

### Q&A with Team USA physician

A native of South Korea, the sports medicine specialist will be traveling to his home country for the Winter Olympics, where he'll be on call to treat American athletes.

News List

# Feature box



## Headline for feature box

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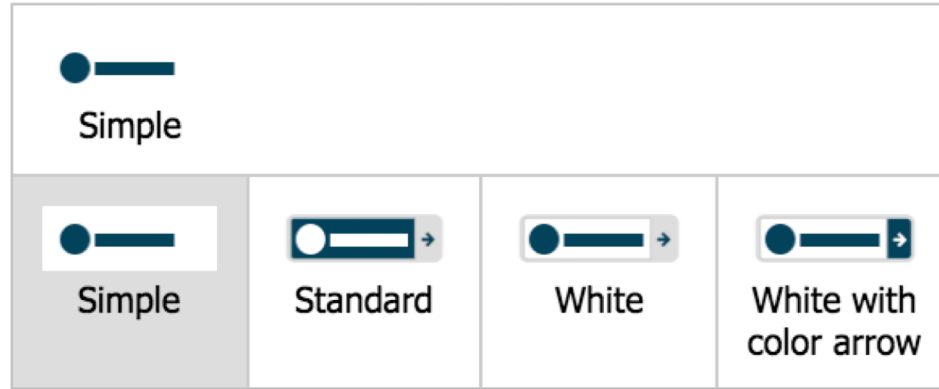
[Foot Link](#)



Stanford  
MEDICINE

# 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

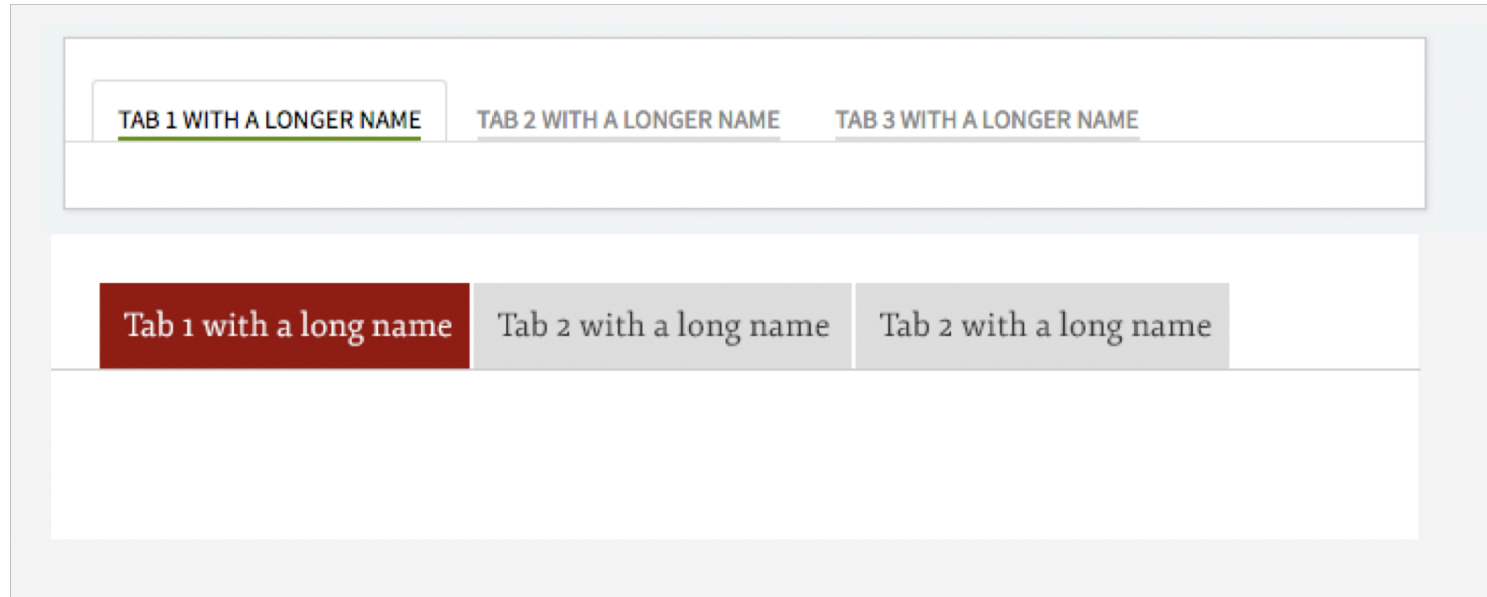
H1 Feature 100% Panel Builder white with link

Subheading

H1 Block Panel Builder with link

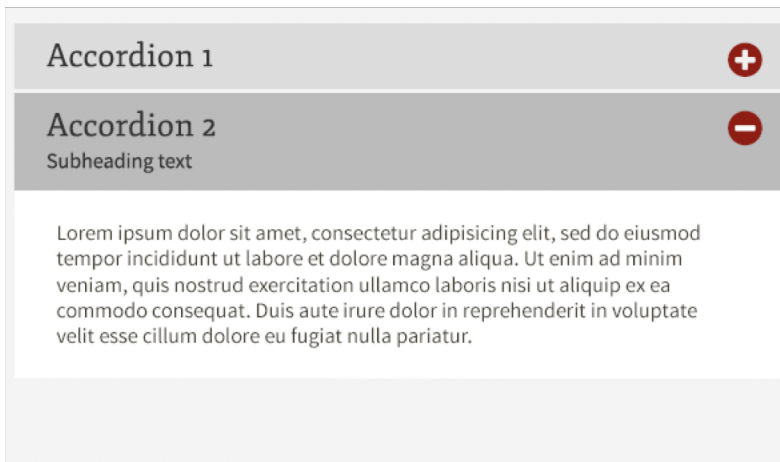
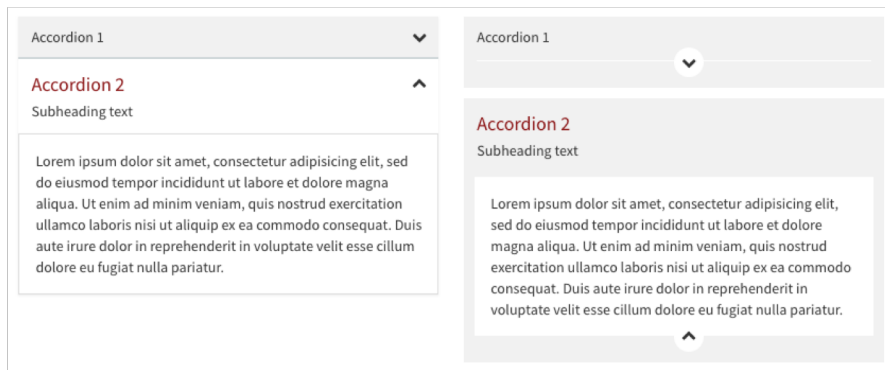
Subheading

# Tabs

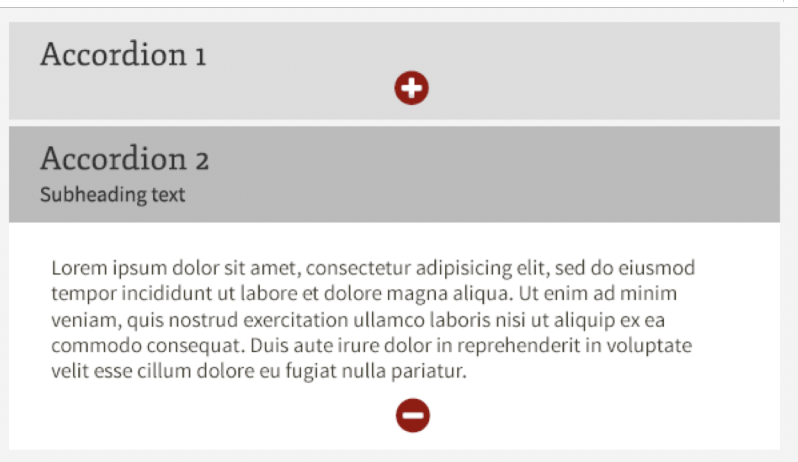




# Accordions



Standard



Bottom Centered Arrow

# 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
  - [Support by Zoom](#)
- Digital Services website update
  - [Announcements and events](#)
  - [Documentation and support resources](#)
- [Bits and Bytes](#) - monthly newsletter
- Author survey in early 2019

# Visual design refresh

Nov. 27, 2018



**Stanford**  
M E D I C I N E

Digital Services

*Information Resources & Technology*