# AEM Blog Project

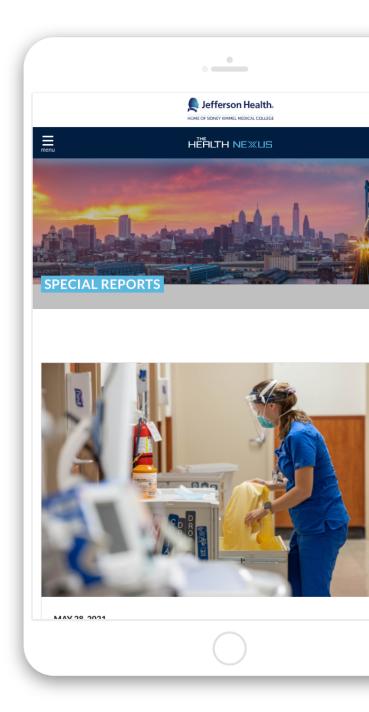
HEALTH NEXUS REDESIGN



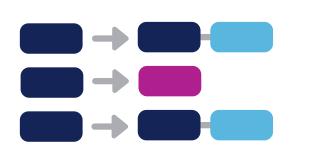
#### HEALTH NEXUS REDESIGN

# **Project Proposal**

Our team was tasked to identify problem areas and analyze the current Health Nexus blog site. Through research and design thinking we provided recommendations and best practices to influence audience retention and increased page views. In order to create a seamless digital experience the first step is to build a cohesive brand across all Jefferson Networks. We will propose a new UI skin through prototypes all while referencing Hero Digital's design system to influence audience retention, components, and page layouts.



# Just a few intended design steps for success.



### **User Flow Mapping**

We mapped out user touchpoints and different ways users access the Health Nexus blog articles and podcasts.



### **Component Comparison**

Identified pre-existing components and their Hero Digital counterparts for a 1:1 match in the AEM transfer.



### **Blog Redesign**

Took findings, components, prototypes, and UI skin/spec sheet into consideration for a seamless visual transfer.

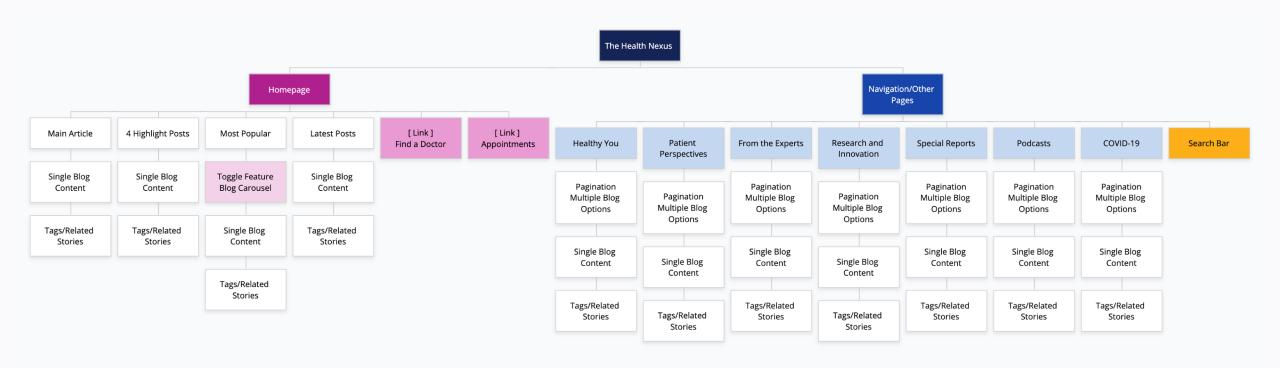
#### 1:1 Component Prototypes The Roadmap Comparison Hero Digital Design System Review Other Deliverables Project Brief ٠ Documentation • Content & Design Best Practices • External & Current Blog Findings • Case Study ٠ XML Sitemap Information Crazy Egg Architecture User Insights **Client Review**

User Flow Mapping

UI Skin &

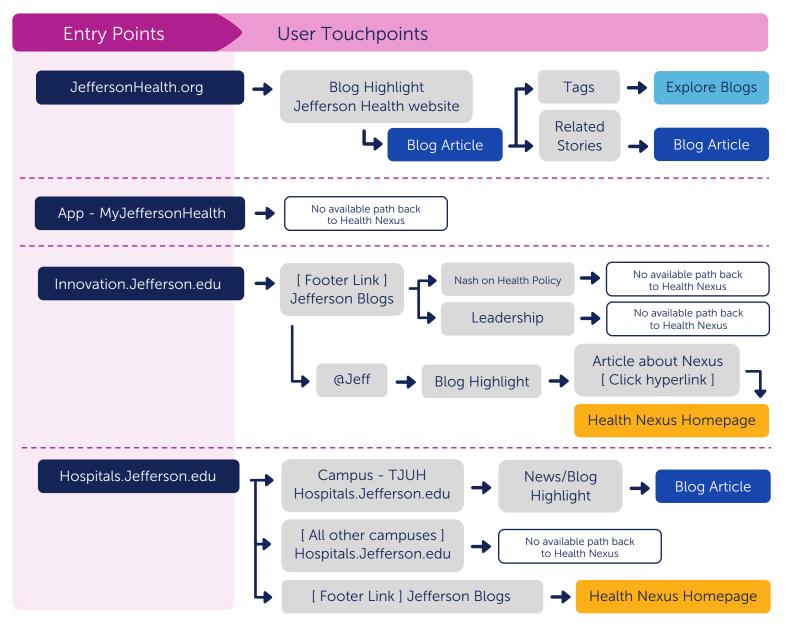
Spec Sheet

# Information Architecture



Sitemap created using GlooMaps

# User Flow Mapping



## No Brainer

Having blog highlights or featured posts on your page will help direct users to your top pieces of content.

## Suggestions

- In the MyJeffersonHealth app include related blogs to direct patients after telehealth calls for further exploration.
   Would need to look into HIPAA protocol.
- Add a direct touchpoint in the footer section of Innovation.Jefferson.edu.
- Include blog highlights or featured posts on all institutes and main campus pages.

# XML Sitemap

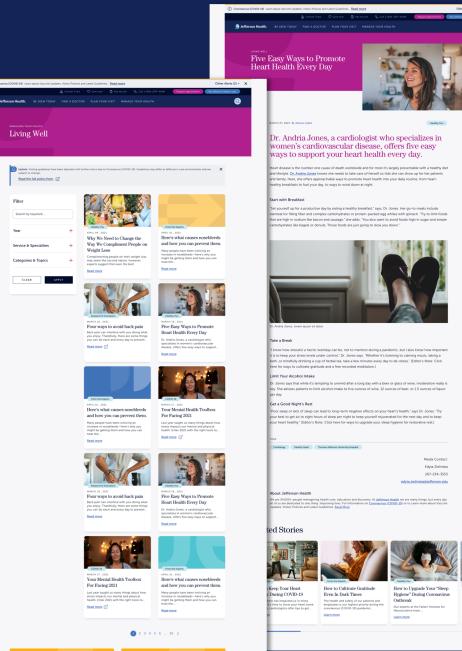


<u>View Sitemap</u>

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75	ARING A MASK CAN BE VERSIAL	Researchers investigate the social drivers of mask wearing during COVID-19.	Research & Innova Covid-19	we	ttps://thehealthnexus.org/why- earing-a-mask-can-be-controver al/	3/19/2021	Patrick Monaghan
	D WORST TYPES OF FACE MASKS R IN COLDER MONTHS	A pulmonologist weighs in on whi types of masks provide the best protection against COVID-19, from traditional face masks to winter scarves.		an	ttps://thehealthnexus.org/best- nd-worst-types-of-face-masks-to vear-in-colder-months/	11/24/2020	Meg Solomon
FOR		Daily light therapy from a tableton box and walks in bright winter sur lead the way in relieving seasonal affective disorder—even during th	nshine	na ht	ttps://thehealthnexus.org/seaso al-affective-disorder-tips-for-brig tening-your-mood-on-shorter-d rk-days/	11/20/2020	Barry Gutman

# Hero Digital

Aligning the brand of the Health Nexus site with the rest of Hero Digital's Jefferson pages is the first step at building a cohesive brand across Jefferson's Network. Patients come first and so should their seamless digital experience.



News headline here

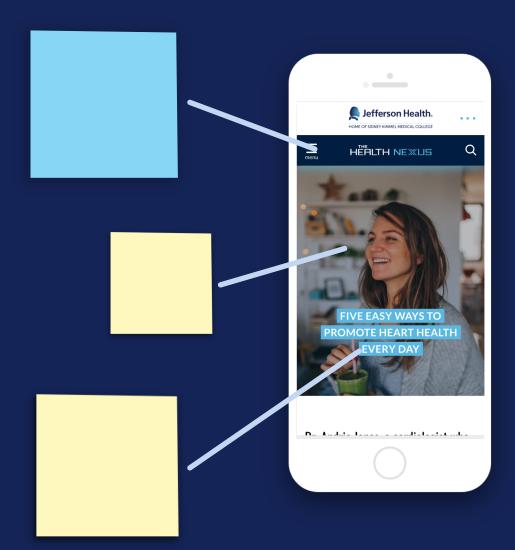
lealth Nexus headline here orm igum doirs st amer, contextur adjacing eit, sed do umod tempor individuel st labore et doirser magna aliqua

# "Sticky Notes"

#### CONTENT & DESIGN RECOMMENDATIONS

During this exercise, Miro Board was used as a great tool to quickly review and add callouts or "sticky notes" on top of page layouts or components.

Yellow – Comment or suggestion for areas of improvement Blue – Kudos or emphasizing what's working well





BLOG BEST PRACTICES

# Health Nexus Analysis

Evaluating each blog component on the existing site provides a robust visual audit to point out areas of success or identify components that need improvements. View the Miro Board to see all suggestions.

Social

sharing on

side of image

Decrease image

size, so it doesn't

take up 1024 of

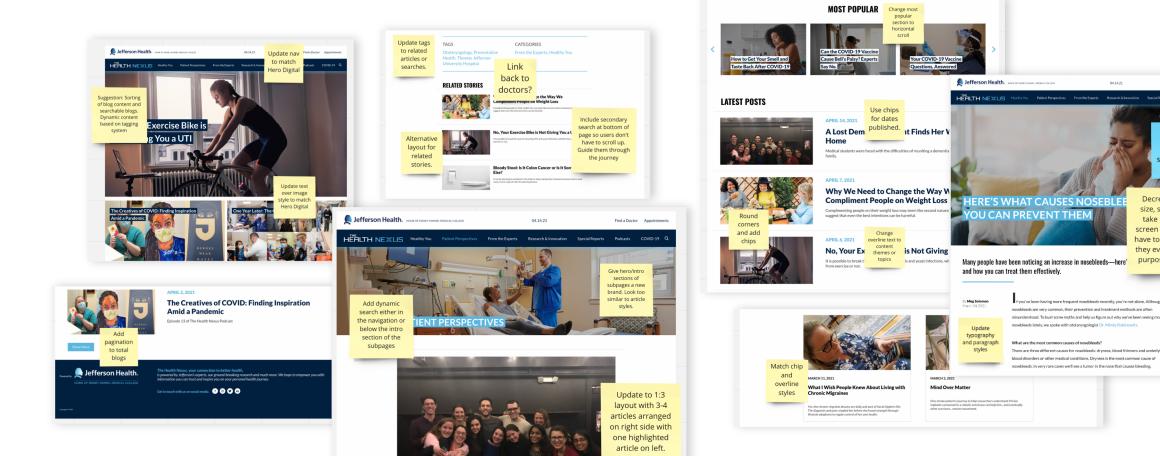
screen space. Users

have to scroll before

they even get to the

purpose / subtitle.

ds: dryness

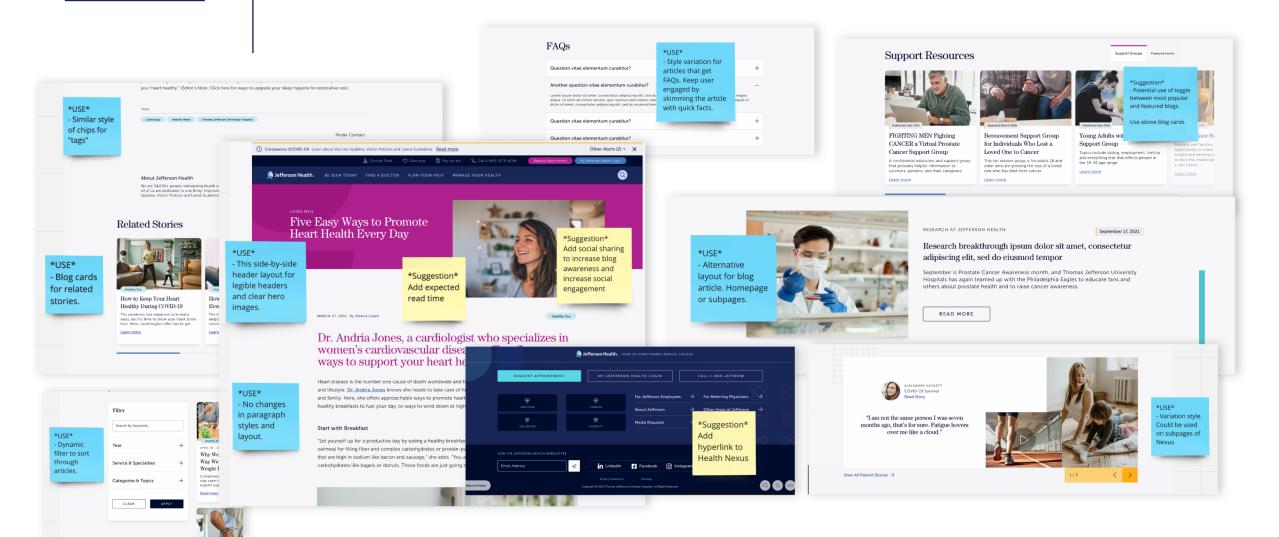


# View Miro Board

### BLOG BEST PRACTICES

# Hero Digital Analysis

A similar exercise was conducted for Hero's designs. View the Miro Board to see all suggestions.



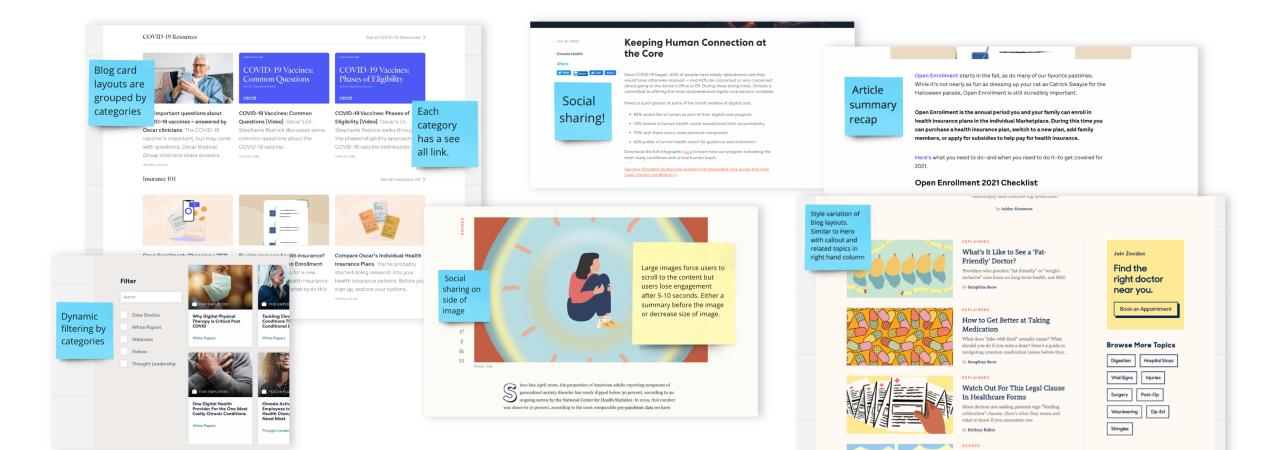


View Miro Board

### BLOG BEST PRACTICES

# **External Resources**

Referring medical blogs such as <u>The paper gown</u> by Zocdoc, <u>Omada</u>, and <u>The Oscar Blog</u> by Oscar for analysis provides competitive insights for opportunities to strengthen content and blog layouts. View the Miro Board to see all the comments.



PART ONE

# **Content Best Practices**

### **Blog Subscription**

Increase customer engagement by adding blog subscriptions. Building trustworthy content will promote loyal customers to share and recommend your brand to others.

#### Sign up for the Health Nexus blog articles

Don't miss out and join our healthcare blog to get the latest news right to your inbox.



### Create a cumulative "learning center"

- Have versatile content that cover different areas that users can filter through.
- Organize content into pillars, this will help users spend more time on your site. An increase in page viewership will result in higher rankings on Google.
- Google gives higher priority to websites with fresh content, so if you want to get more attention from search engines, update your blog at least twice a week.
- Fresh content degrades over time, make updates to older posts to boost search engine traffic. Takes less time and produces faster results.

#### MARCH 24,2020 By Karuna Meda



### Social Sharing

Expand your reach by making social sharing accessible on all devices.Post with social icons are 7 times more shareable than without them.

### Highlighting Authors

By highlighting your authors readers will have a better user experience and save time if they can search for content written by authors they enjoy. PART TWO

# Content Best Practices

MARCH 24,2020 By Karuna Meda 11 min read

MARCH 24,2020 By Karuna Meda 11 min read

#### Show expected read time

Setting expectations up front for how long an article will take you to read is a great way to let users know if they will have plenty of time to fully dive into the content.

This is another way to measure engagement by comparing the length of an article to the actual time users spend on a page.

#### **Quick Fixes**

Typically, users come to blog articles with the intent of skimming them until they find the section(s) that spark their interest or provide answers to their questions. Your headings should aid this goal by being specific and descriptive.

- Include skimmable content.
- Use article quick-summary boxes.
- Include the most important points in the first two paragraphs on the page.
- Use short descriptive subheadings.
- Add heading tags to easily break up content.

#### Continue Care and Support for Mental Health Conditions

For those who are already dealing with mental health challenges like anxiety and depression, stressful times like these can heighten symptoms. It's important to develop a plan with your mental health provider and make sure you can reach them on a regular basis. Many therapists and counseling services, including Jefferson's Student Personal Counseling Center, and Emotional Health and Wellness Program for House Staff offer telehealth appointments. "We

have fully transitioned to telehealth, so everyone can medication, make sure you've contacted your provide pharmacy delivers

Don't Rush to Fill Spare Time

Turn to Trustworthy Sources of Information

Grounding exercises like keeping a gratitude journal, practicing mindfulness, and Some of us may find that we have some spare time i meditating can also help with stress yourself daydream, think about things that you're loo reduction."There are so many different apps restaurant, when this is all over. Because it will be ove now that provide guided meditations for all levels, whether you're just starting out or For healthcare workers on the frontline, maintaining s

We have to make use of the tec emotionally connected. Start te your friends and family, exchar

extent that they can, she recommends taking a moment

reaching out for help when necessary. "As a commun they're doing their best right now in very stressful and

#### Stay Connected

Humans are social creatures, and with social distancin "We have to make use of the technology available to texting chains, FaceTime or Skype your friends and fa playlist - some are lighthearted and upbeat songs, an relationships that creates lightness." Google Chrome allows you to watch Netflix remotely with friends for has group chat. People are also doing virtual book clu



Image source, lorem insur

#### Try to Reduce Stress

Grounding exercises like keeping a gratitude journal, practicing mindfulness, and meditating can also help with stress reduction."There are so many different apps now that provide guided meditations for all levels, whether you're just starting out or practice regularly" says Dr. Nobleza

PART ONE

# Design Best Practices

### Use narrow grids

- Keep blog content contained in the middle of the page.
- By limiting where content can go, users avoid having to scroll side-toside to read. This a balance between having a healthy amount of white space, content and imagery.







### Imagery

Separate imagery from the main heading, if the hero image is too busy users may find it illegible or miss it entirely. If using text over images, make sure all images are high in contrast. Keep in mind it can be difficult to find consistent imagery both quality and quantity.

- Use large, high-quality featured images.
- Add imagery to easily break up content.

### Typography

- Utilize legible typography across all devices.
- Keep number of fonts used to a minimum. No more than 3.
- Body font should be somewhere in between 17px to 21px, depending on what font you are using (some are naturally larger than others).
- Do not use blue for content: users associate blue text with links and can thus try and click on it. This will result in dead clicks.

PART TWO

# Design Best Practices

### Article Placement

• Strategically place your most viewed articles near the top of a page for quick access.

Most Popular
--------------

• Encourage users to stay on your page for longer than a few seconds by checking out related articles on your site before leaving.

PREVIOUS Taking Care Of Your Mental Well-Being During A Pandemic NEXT ARTICLE Your Guide to Women's Health Screening

### Blog card layouts

The architecture of cards helps users easily recognize, recall, and read important information.

Using a variety of different blog card sizes with fonts that scale proportionately to the box they're contained in helps dictate the hierarchy of the cards.

#### **Related Stories**









MAY 25,2021 What to Eat Three Days Before Your Colonoscopy Whether this is your first screening or your first since the pandemic started, here is a refresher on how to prep... Read More JULY 22,2021 Dementia and Disease: What Here, a neurologist di: dementia and Alzheim treatments, genetic di

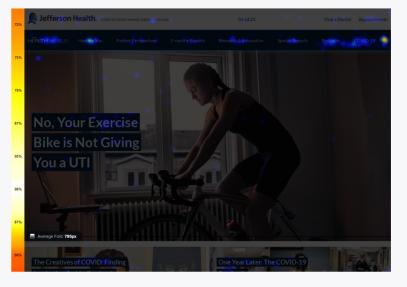
# DESKTOP part one

# Crazy Egg User Insights

#### Desktop Scrollmap



#### Desktop Heatmap – Top of Page/Nav



#### Desktop Heatmap – "Show More" Button



#### Crazyegg Testing Created on: April 14, 2021 – 58 Days

## 1,508 Visits

## 1,028 Clicks

### Scrollmap & Heatmap

**Top Focal Points:** Users interacted with the search functionality and scrolled right through the content to the "Show More" button.

#### Takeaways:

- Adding a search feature on the blog page can help increase page views and help users find content faster.
- By decreasing the size of the main image and showing more content, users will be encouraged to scroll and interact with features further down the page.

Insights from crazyegg

DESKTOP PART TWO

# Crazy Egg User Insights

#### Confetti Overview

Total - 796

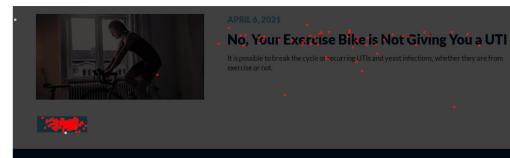
Active Clicks - 703

Dead Clicks - 93

Desktop Confetti – Top of Page/Nav



#### Desktop Confetti – "Show More" Button



#### Page Bounce Overview

Bounce rate: **Poor – 67%** Median Page Load: 0.76s Slowest Page Load: 28.0s

#### Page Bounces



#### Bounce rate: Poor

You may want a high bounce rate depending on the purpose of your page, but to reduce your bounce rate, you could improve your page speed, content and navigation.

The average bounce rate falls somewhere between 41-55% while 26-40% is considered excellent.

### Confetti & Page Bounce

#### Takeaways:

- Majority of active clicks were found on the navigation and the "Show More" Button.
- If a page takes more than 5 seconds to load the probability of bounce increases to 90%.
- Improve page load time by optimizing images. Format images by compressing them through lossy or lossless compression.
- Reducing page load can also be done by enabling lazy loading.

# MOBILE part one

# Crazy Egg User Insights

#### Desktop Scrollmap



#### Mobile Heatmap – Top of Page/Nav



Mobile Heatmap – "Show More" Button



### Crazyegg Testing Created on: April 14, 2021 – 58 Days

**4,718 Visits** (Page visit difference from desktop - 3,210)

### Scrollmap & Heatmap

**Top Focal Points:** Similar to desktop users interacted with the main menu navigation, search icon, and the "Show More" button.

#### Takeaways:

• Mobile users rarely scrolled past the average page fold. The navigation must be intuitive enough that all touchpoints are accessible within the first few seconds of the page load time.

Insights from crazyegg

667 Clicks

MOBILE PART TWO

# Crazy Egg User Insights

#### Confetti Overview

Total: 416

Active Clicks: 237

Dead Clicks: 179

APRIL 6, 2021

Giving You a UTI

Mobile Confetti – "Show More" Button

No, Your Exercise Bike is Not

It is possible to break the cycle of

whether they are from exercise or

Mobile Confetti – Top of Page/Nav

RECORDER FORMELIAR OCCURS

### Median Page Load: 0.86s

Slowest Page Load: 12.0s

Bounce rate: Poor – 93%

Page Bounce Overview

#### Page Bounces



You may want a high bounce rate depending on the purpose of your page, but to reduce your bounce rate, you could improve your page speed, content and navigation.

The average bounce rate falls somewhere between 41-55% while 26-40% is considered excellent.

### Confetti & Page Bounce

#### Takeaways:

- Active clicks were more accurate on desktop than on mobile.
- Reduce dead clicks by intentionally making clickable items links. Current blog card layouts don't have clear links.

Insights from crazyegg



# 1:1 Component Comparison

Identifying the pre-existing components and their Hero Digital counterparts for a 1:1 match will result in a seamless AEM transfer.

77

Hinchman



MARCH 3, 2021

menu

Mind Over Matter

One stroke patient's journey to help researchers understand if brain implants connected to a robotic arm brace can help him...and eventually other survivors...restore movement.

Previous Blog Card Layout



MARCH 18 , 2021 Five Easy Ways to Promote Heart Health Every Day

Dr. Andria Jones, a cardiologist who specializes in women's cardiovascular disease, offers five easy ways to support...

Read more

. . .

Q

Updated Blog Card Layout

 ↓ Jefferson Health.
 Q

 HOME OF SIDNEY KIMMEL MEDICAL COLLEGE
 Q

 ↓
 The Health Nexus Menu

#### Updated Navigation



Don't have weights? You can make a

weight out of cans of soup. No pull-up

bar? A sturdy branch can help. -Toril

Previous Quote Typography

Previous Pagination

Jumping jacks. Mountain climbers. Jump rope. Skaters. High knees. Butt kickers. <u>Running man. 180 jump squats.</u>

#### 36

Don't have weights? You can make a weight out of cans of soup. No pull-up bar? A sturdy branch can help. – Toril Hinchman

36 The "500 Ab Challenge"

Hones in on the abdominal muscles with a series of exercise, done in repetitions of 25:

Updated Quote Typography



Updated Pagination



🜉 Jefferson Health

HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

# Prototypes







Healthy You es, Meditating Can Reverse Cognitive Decline and Reshape the Brain. Here's How

See all Healthy You Stories

READ MORE

Healthy You



How to Cultivate Gratitude Even In Dark Times The health and safety of our patients and employees is our highest priority during the coronavirus (COVID-19) pandemic. Learn More

Here's What Causes How to Keep Your Heart Healthy During COVID-19 Nosebleeds and How You Can Prevent Them. The pandemic has impacted us in many ways out it's time to show your heart some love. Many people have bee Read More Read More



#### Featured Stories



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MARCH 24, 2020
Taking Care of Your Mental
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Well-Being During A
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Pandemic
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We are living in unprecedented times, with
the virus COVID-19 continuing to wreak
                                       Lear
 havoc across the globe
Learn More
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#### Browse by Topic

Healthy You

#### Patient Perspectives

From the Experts

#### Research & Innovation



#### Podcasts



#### Tips and strategies from a mental health expert on coping with stress, keeping up routines, and staying connected while in isolation.

f in 🕑

We are living in unprecedented times, with the virus COVID19 continuing to wreak havoc across the globe. Fear and anxiety are natural responses to the uncertainty and chaos of this pandemic. Dr. Deanna Nobleza, Director of the Student Personal Counseling Center and Emotional Health & Wellness Program for House Staff at Jefferson, shares some tips and strategies to care for our emotional wellbeing and stay connected to friends and family while practicing social distancing.

#### Turn to Trustworthy Sources of Information 'With all the different sources of media, there's a lot of stories that are based on belief misinformation, and not on evidence, which can feed panic and anxiety," says Dr. Nobleza. "We can protect ourselves by making sure we have accurate information from trusted sources."Knowledge and information can also help soothe catastrophic or irrational thinking, which is common in these situations. "In cognitive behavioral therapy, we tell people to act as if you're being your

If you find yourself overly focused on that worst-case scenario, weigh all the evidence for and against. It helps stop those cyclical and inflammatory thoughts." says Dr. Nobleza.

#### Tune Out When You Need to

While staying informed is helpful, Dr. Nobleza recommends limiting your intake of the news and social media. "For many of us, especially if you are working from home, it's easy to have the news going on in the background or go down rabbit holes of news articles online," says Dr. Nobleza. "We can get inundated with information, and that can raise levels of stress and anxiety." She recommends turning off news alerts, visiting your trusted news sources only once a day, and limiting the news shows you watch to one or two per da

#### Try to Reduce Stress

Grounding exercises like keeping a gratitude journal, practicing mindfulness, and meditating can also help with stress reduction."There are so many different apps now that provide guided meditations for all levels, whether you're just starting out or practice regularly" says Dr. Nobleza.

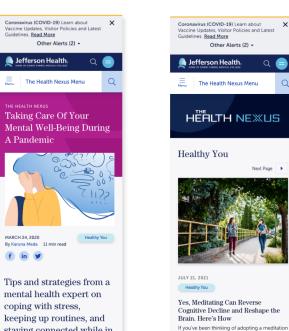


#### Set Aside Some "Worry Time"

When stress begins to feel overwhelming, Dr. Nobleza recommends a cognitive technique called "scheduling worry time." Instead of letting our thoughts run away at every moment, we can proactively set aside a regular time each day (10-30 minutes) to think about or list the things that cause worry. "In this way we accent that we have worries but also create a limit and/or boundaries to our worry so they don't overtake our day," she explains.

#### Continue Care and Support for Mental Health Conditions

For those who are already dealing with mental health challenges like anxiety and depression, stressful times like these can heighten symptoms. It's important to develop a plan with your mental health provider and make sure you an reach them on a regular basis. Many therapists and counseling services, including Je



#### staying connected while in isolation.

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practice, let this interview be your sign to start and perhaps give Kirtan Kriya meditation a try.

READ MORE

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OVERLINE

Learn More

Title

×

Next Page

subscription. They are also giving special free access to the app for the next 6 months or more for healthcare workers, as well as meditations specifically designed for them. Allowing time for stillness and calm in a time of crisis can go a long way toward diffusing stress.

Apps like Ten Percent Happier and Headspace are

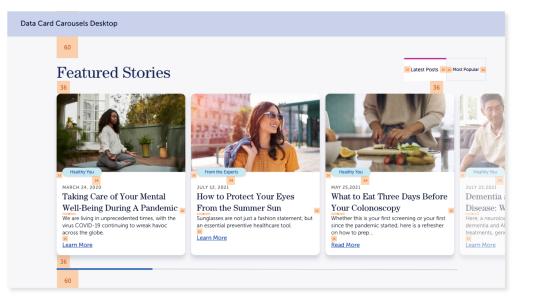
offering collections of exercises that don't require a

# Skin & Spec Sheet

The Web Technologies team handed off finalized prototypes and the UI Skin and Spec Sheet to developers. They referenced findings from this deck and external links for a smooth visual transfer.

Developers built a new Content Management System (CMS) infrastructure in AEM with a well-executed tagging system to decrease page bounces. This will ultimately help intended users navigate through hospital services faster and secure a sense of connectiveness to Jefferson.

Accent Styles					
Aa	Aa	Aa	Aa	Aa	Aa
H1 Century Book 60/60 HEX #010B2D	H2 Century Book 44/44 HEX #010B2D	H3 Century Book 32/36 HEX #010B2D	H3 Museo Sans 500 30/36 HEX #010B2D	H4 Century Bold 24/32 HEX #010B2D	H4 Museo Sans 500 20/24 HEX #010B2D
Body Styles			Quotes		
Aa	Aa	OVERLINE	Aa		
B1 Museo Sans	B2 Museo Sans	O1 Museo Sans	H3 Century Book		
300 18/30	300 15/20	500 (caps) 12/14	32/36		
HEX #000517	HEX #000517	HEX #464646	HEX #AF1F83		



# Thank you!



# Resources

- Hero Digital App Abstract
- <u>https://neilpatel.com/blog/updating-old-content-to-boost-ranking/</u>
- <u>https://www.impactplus.com/blog/blog-layout-best-practices</u>
- <u>https://databox.com/increase-blog-and-newsletter-subscribers</u>
- <u>https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/</u>
- <u>https://webflow.com/blog/7-beautiful-blog-layouts</u>
- <u>https://usabilitygeek.com/make-your-blog-more-readable/</u>
- <u>https://usabilitygeek.com/12-typography-guidelines-for-good-website-usability/</u>
- <u>https://inspirefirst.com/top-13-proven-strategies-to-get-more-page-views-on-your-blog/</u>
- <u>https://www.crazyegg.com/blog/why-users-leave-a-website/</u>
- <u>https://blog.hubspot.com/marketing/how-to-reduce-your-websites-page-speed</u>