

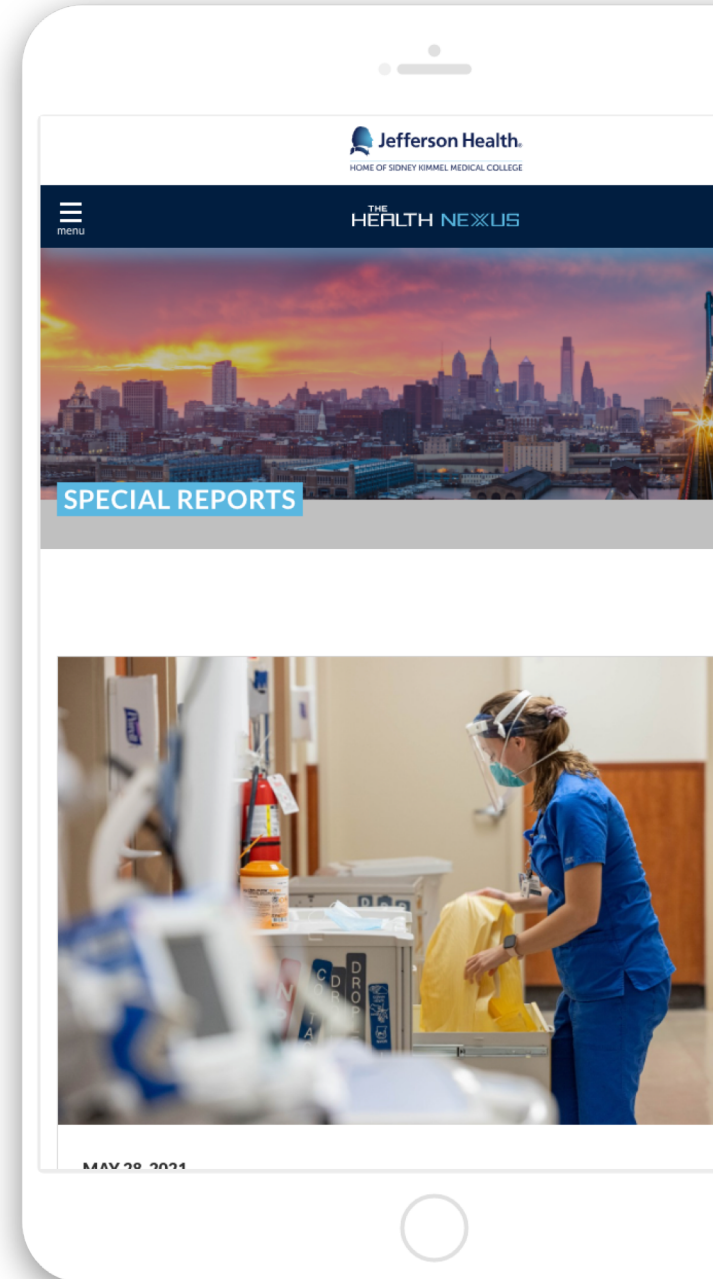
# AEM Blog Project

HEALTH NEXUS REDESIGN

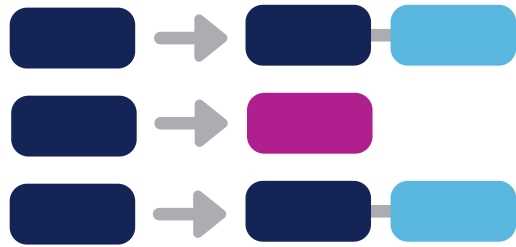
HEALTH NEXUS REDESIGN

# 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.

# 1:1

## 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.

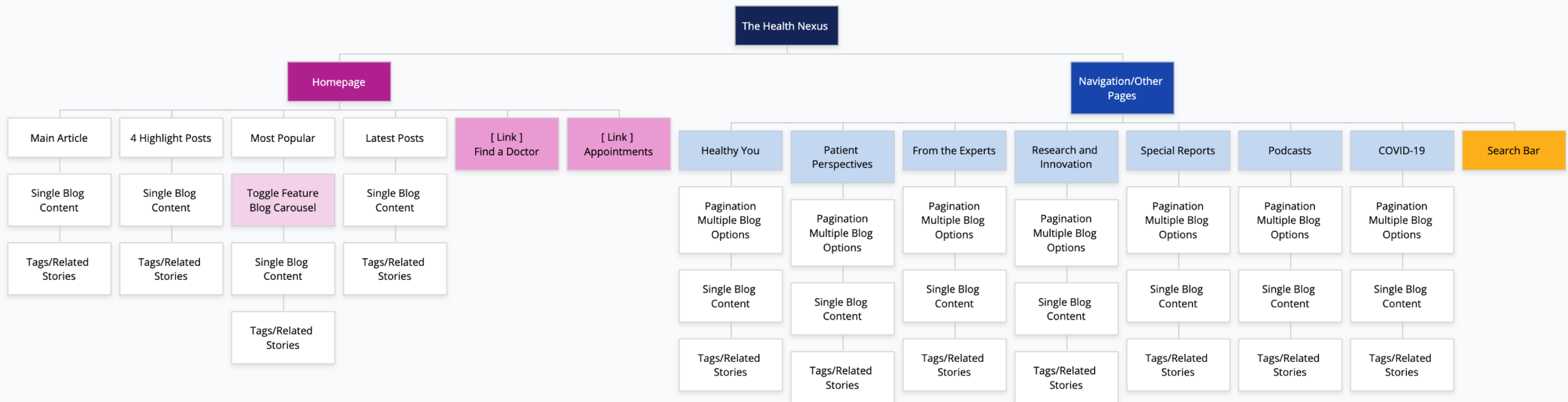
# The Roadmap

## Other Deliverables

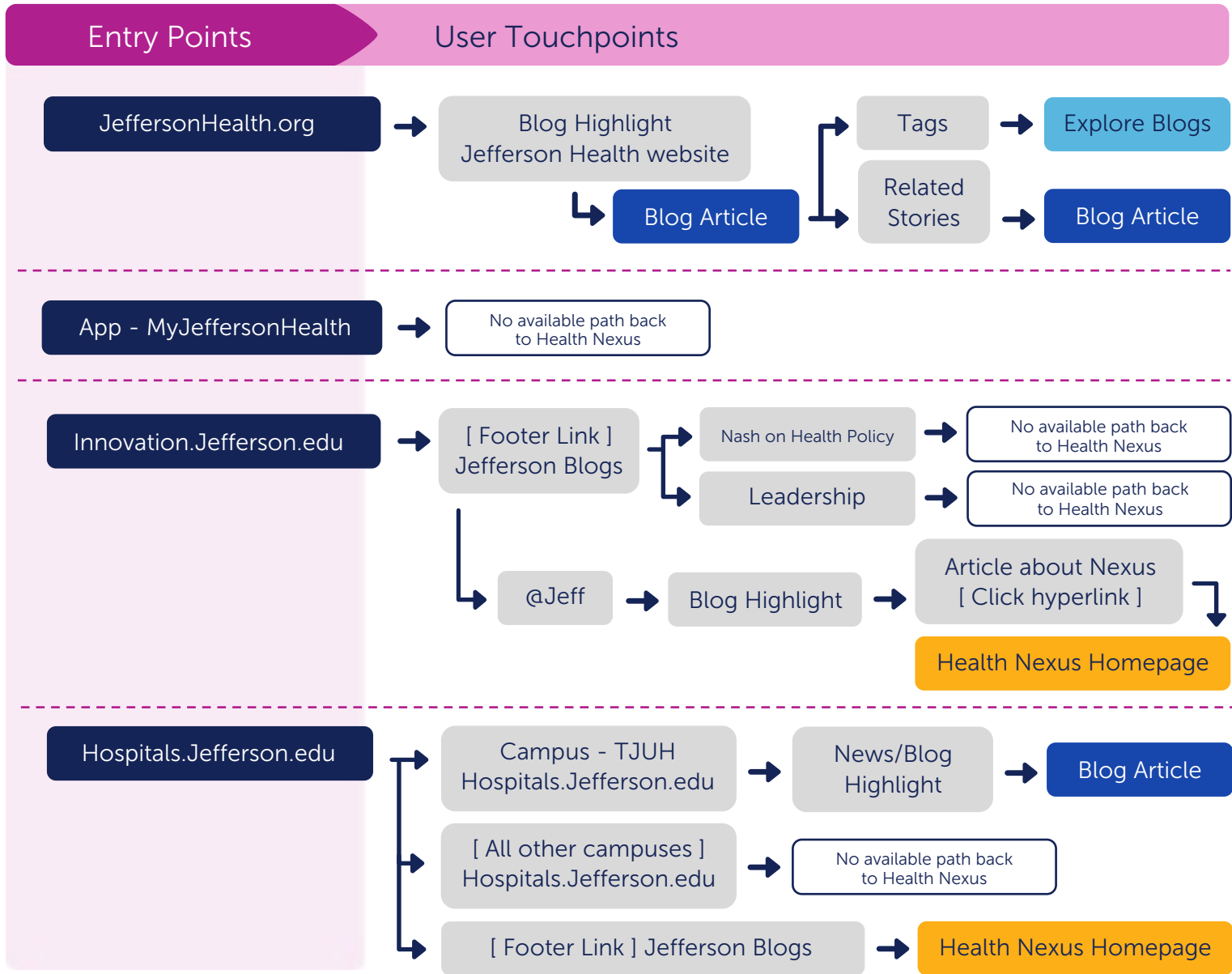
- Project Brief
- Documentation
- Content & Design Best Practices
- External & Current Blog Findings
- Case Study



# Information Architecture



# 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



[View Sitemap](#)

Excel AEM Blog - XML Sitemap - Saved

Search (Option + Q)

File Home Insert Draw Page Layout Formulas Data Review View Automate Help Open in Desktop App Editing

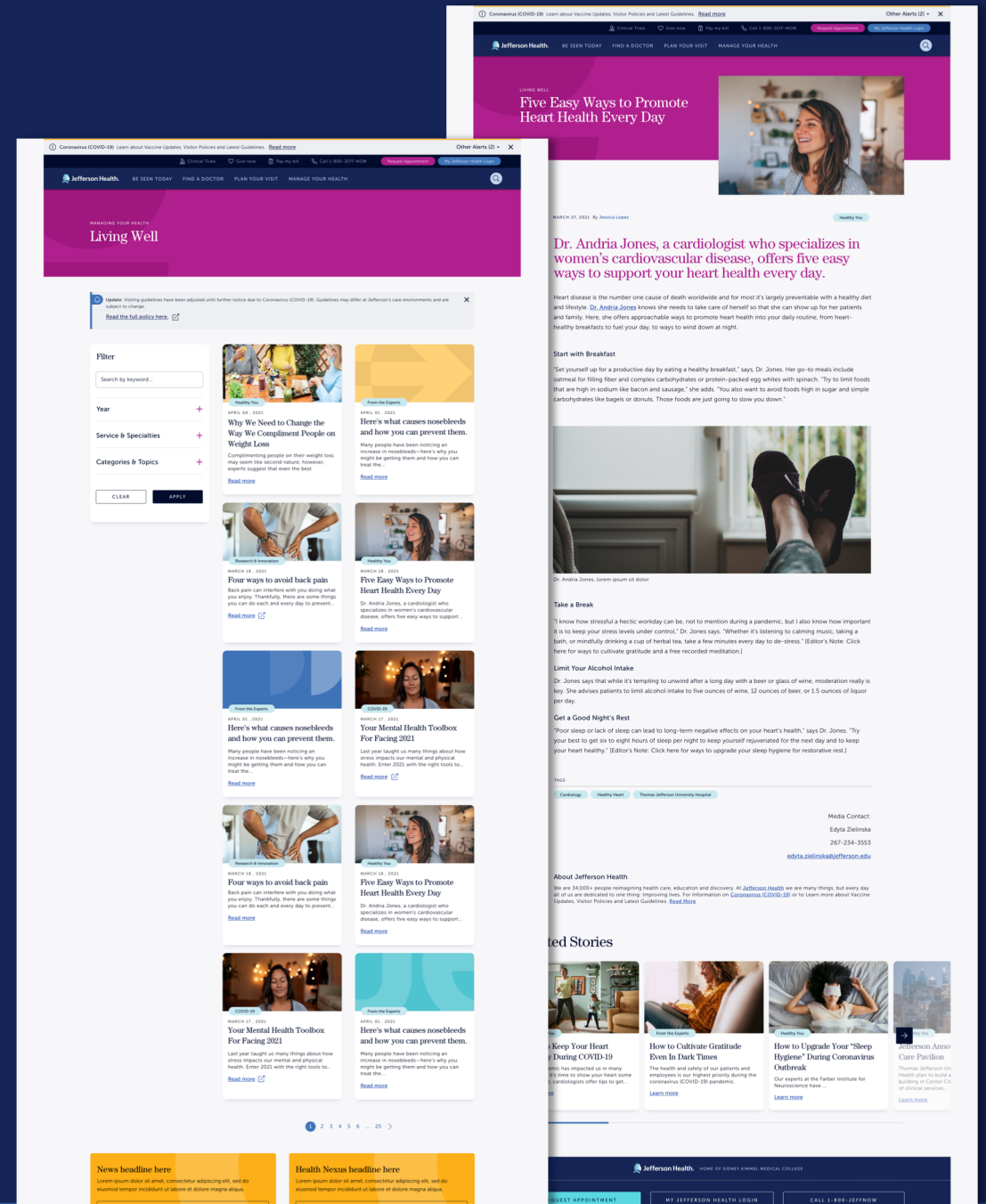
Calibri 11 B Merge General

	A	B	C	D	E	F
	Blog Title	Subtitle	Type/Feature	URL	Date	Author
1						
75	WHY WEARING A MASK CAN BE CONTROVERSIAL	Researchers investigate the social drivers of mask wearing during COVID-19.	Research & Innovation/ Covid-19	<a href="https://thehealthnexus.org/why-wearing-a-mask-can-be-controversial/">https://thehealthnexus.org/why-wearing-a-mask-can-be-controversial/</a>	3/19/2021	Patrick Monaghan
76	BEST AND WORST TYPES OF FACE MASKS TO WEAR IN COLDER MONTHS	A pulmonologist weighs in on which types of masks provide the best protection against COVID-19, from traditional face masks to winter scarves.	From the Experts/ Covid-19	<a href="https://thehealthnexus.org/best-and-worst-types-of-face-masks-to-wear-in-colder-months/">https://thehealthnexus.org/best-and-worst-types-of-face-masks-to-wear-in-colder-months/</a>	11/24/2020	Meg Solomon
77	SEASONAL AFFECTIVE DISORDER: TIPS FOR BRIGHTENING YOUR MOOD ON SHORTER, DARK DAYS	Daily light therapy from a tabletop light box and walks in bright winter sunshine lead the way in relieving seasonal affective disorder—even during the COVID-19 pandemic	Healthy You/ Covid-19	<a href="https://thehealthnexus.org/seasonal-affective-disorder-tips-for-brightening-your-mood-on-shorter-dark-days/">https://thehealthnexus.org/seasonal-affective-disorder-tips-for-brightening-your-mood-on-shorter-dark-days/</a>	11/20/2020	Barry Gutman

# Hero Digital

BUILDING A COHESIVE BRAND

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.





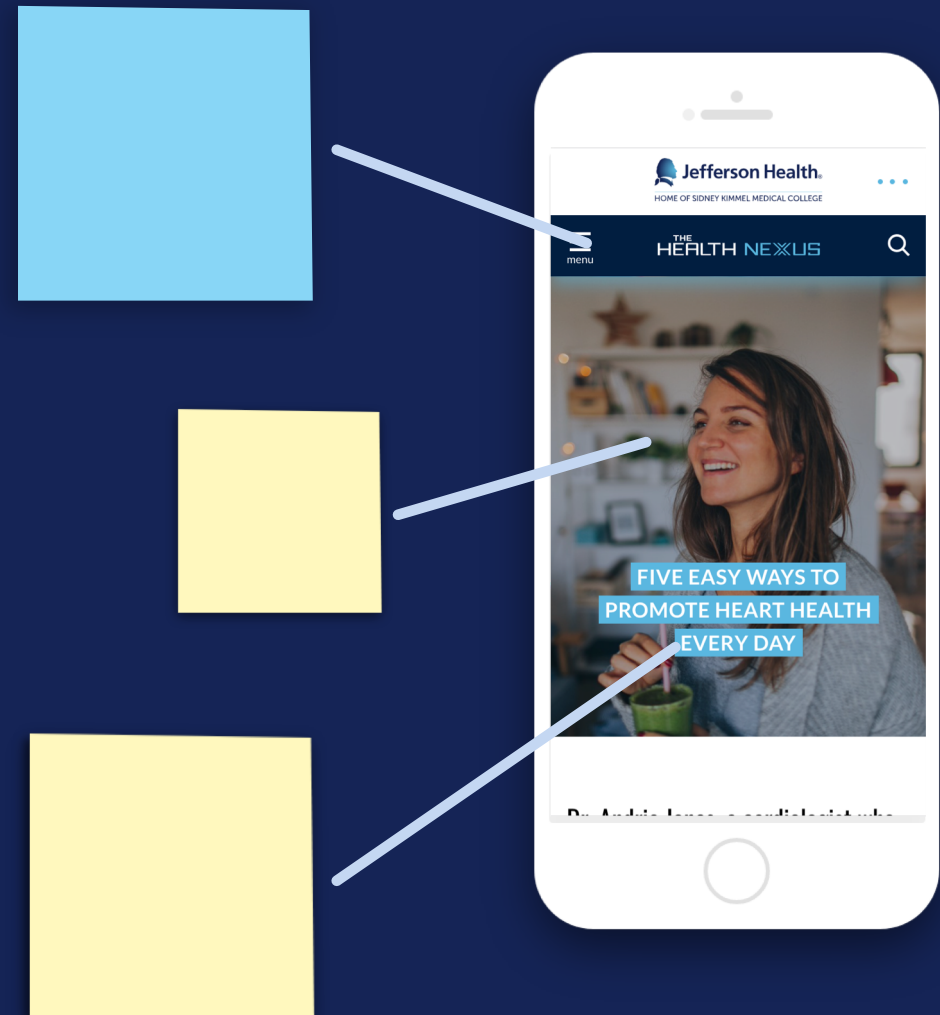
# “Sticky Notes”

## 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



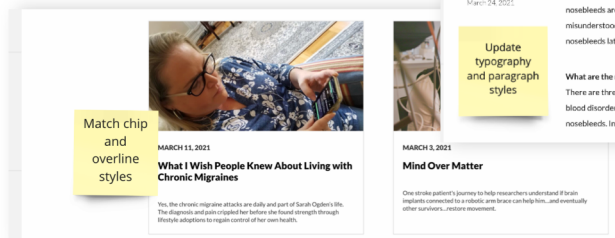
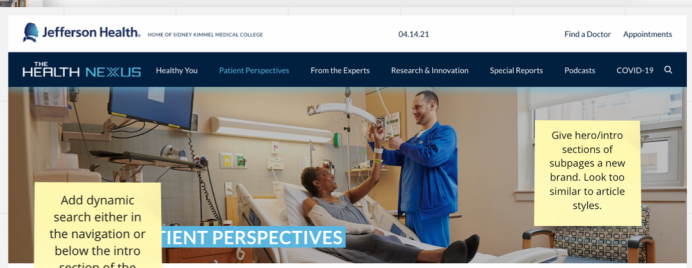
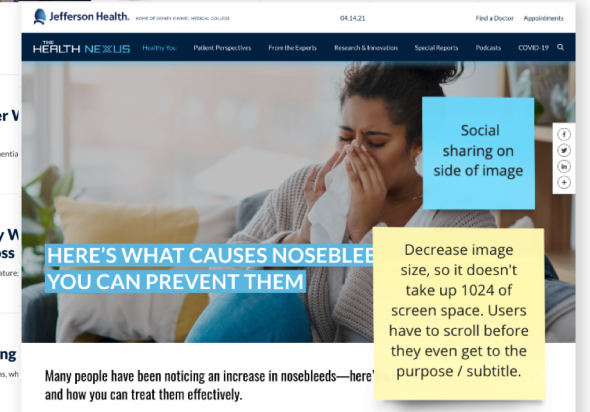
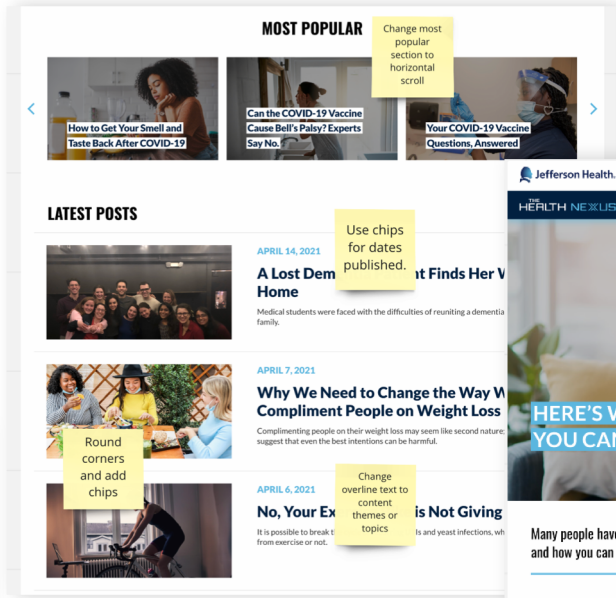
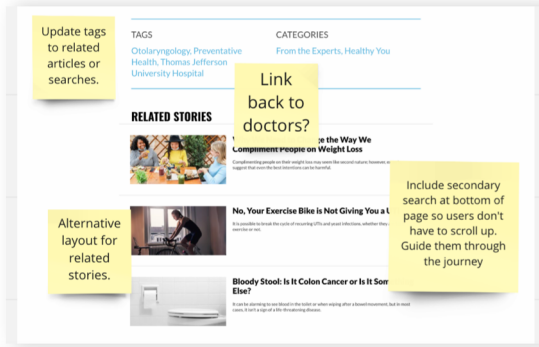
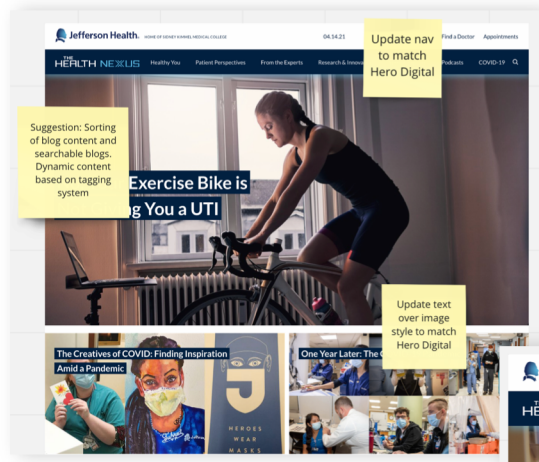


[View Miro Board](#)

## 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.





[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.

**\*USE\***  
- Similar style of chips for "tags"

**\*USE\***  
- Blog cards for related stories.

**\*USE\***  
- This side-by-side header layout for legible headers and clear hero images.

**\*Suggestion\***  
- Add social sharing to increase blog awareness and increase social engagement

**\*Suggestion\***  
- Add expected read time

**\*USE\***  
- No changes in paragraph styles and layout.

**\*USE\***  
- Dynamic filter to sort through articles.

**\*Suggestion\***  
- Add hyperlink to Health Nexus

**\*USE\***  
- Style variation for articles that get FAQs. Keep user engaged by skimming the article with quick facts.

**\*Suggestion\***  
- Potential use of toggle between most popular and featured blogs. Use above blog cards

**\*USE\***  
- Alternative layout for blog article. Homepage or subpages.



[View Miro Board](#)

BLOG BEST PRACTICES

# External Resources

Referring medical blogs such as [The paper gown](#) by Zocdoc, [Omada](#), and [The Oscar Blog](#) by Oscar for analysis provides competitive insights for opportunities to strengthen content and blog layouts. View the Miro Board to see all the comments.

**Blog card layouts are grouped by categories**

**Each category has a see all link.**

**Social sharing!**

**Article summary recap**

**Style variation of blog layouts. Similar to Hero with callout and related topics in right hand column**

**Dynamic filtering by categories**

**Social sharing on side of image**

**Large images force users to scroll to the content but users lose engagement after 5-10 seconds. Either a summary before the image or decrease size of image.**

**Open Enrollment 2021 Checklist**

**Join Zocdoc Find the right doctor near you. Book an Appointment**

**Browse More Topics**

- Digestion
- Hospital Stays
- Vital Signs
- Injuries
- Surgery
- Post-Op
- Volunteering
- Op-Ed
- Shingles

# 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.

# 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 provider, and pharmacy delivers."

### Don't Rush to Fill Spare Time

Some of us may find that we have some spare time in our day. Instead of yourself daydream, think about things that you're looking forward to, like a restaurant, when this is all over. Because it will be over soon.

For healthcare workers on the frontline, maintaining as much of their lives as they can, she recommends taking a moment to reach out for help when necessary. "As a community, we're doing their best right now in very stressful and uncertain times."

**We have to make use of the technology available to us. We have to be emotionally connected. Start texting your friends and family, exchange playlists, and watch Netflix remotely with friends for support. People are also doing virtual book clubs.**

### Stay Connected

Humans are social creatures, and with social distancing, it's important to stay connected. "We have to make use of the technology available to us. We have to be emotionally connected. Start texting your friends and family, exchange playlists, and watch Netflix remotely with friends for support. People are also doing virtual book clubs."

### Turn to Trustworthy Sources of Information

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.



Image source, lorem ipsum

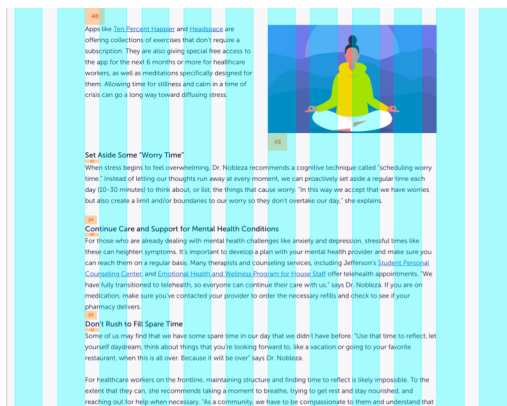
### Try to Reduce Stress

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.

# 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-to-side** 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.

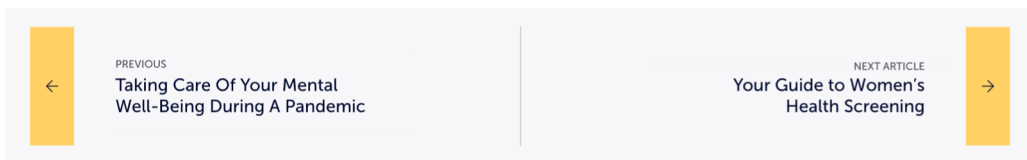
# Design Best Practices

## Article Placement

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



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

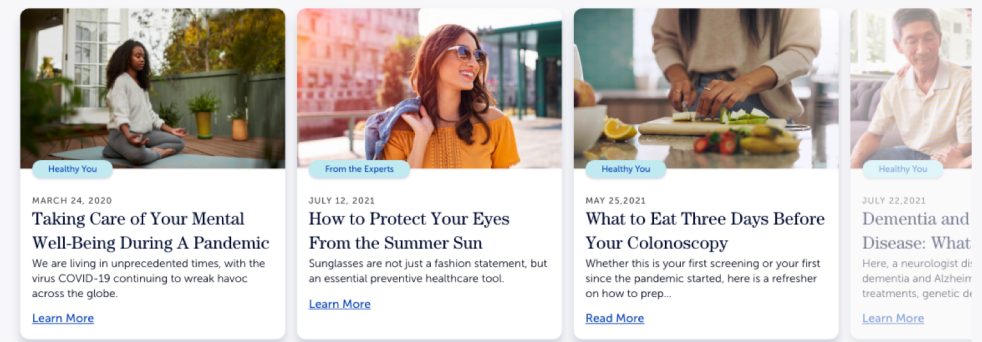


## Blog card layouts

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

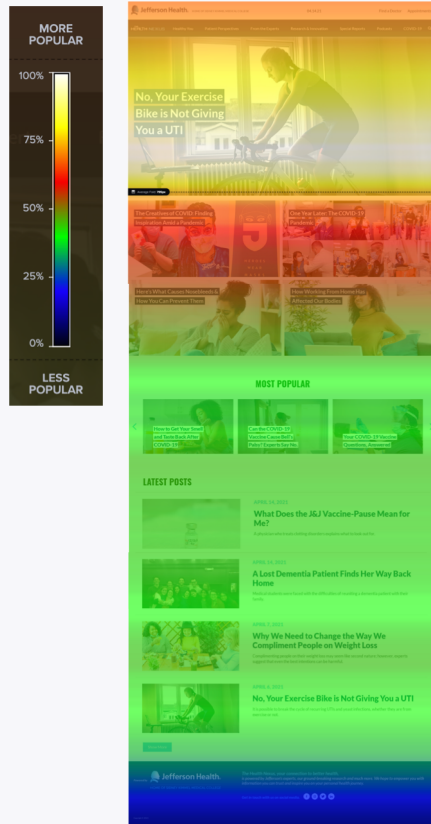




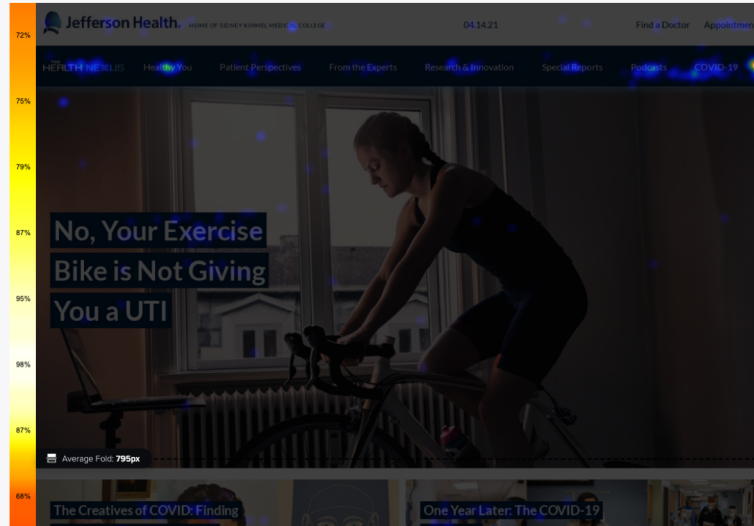
# DESKTOP PART ONE

# Crazy Egg User Insights

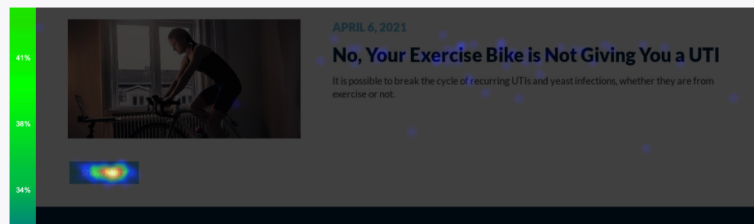
Desktop Scrollmap



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.

## DESKTOP PART TWO

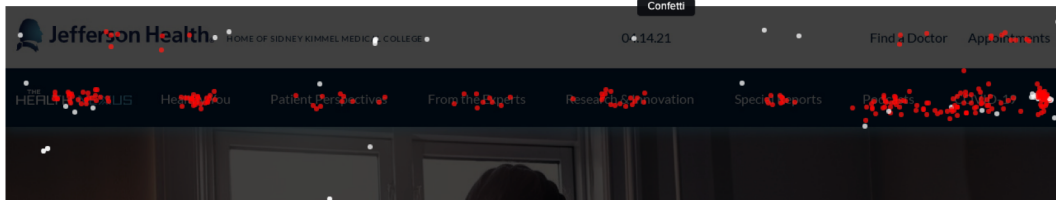
# Crazy Egg User Insights

### Confetti Overview

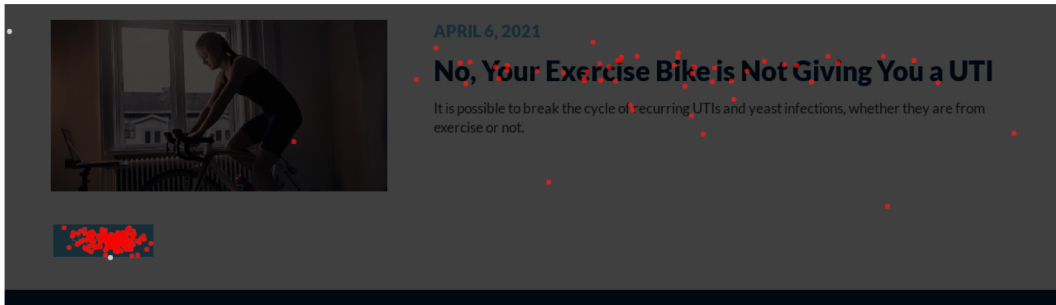
Total - 796

 Active Clicks - 703  Dead Clicks - 93

Desktop Confetti – Top of Page/Nav



Desktop Confetti – “Show More” Button



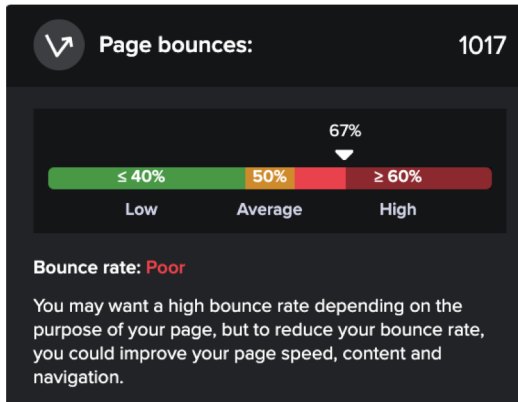
### Page Bounce Overview

Bounce rate: **Poor – 67%**

Median Page Load: 0.76s

Slowest Page Load: 28.0s

Page Bounces



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

### Confetti & Page Bounce

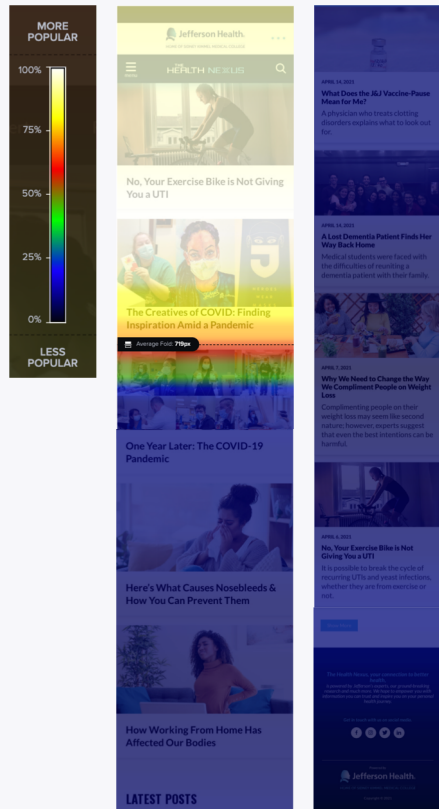
#### Takeaways:

- 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.

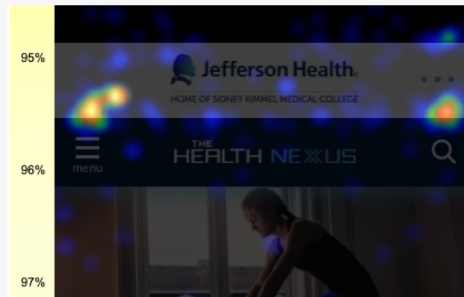
# MOBILE PART ONE

# Crazy Egg User Insights

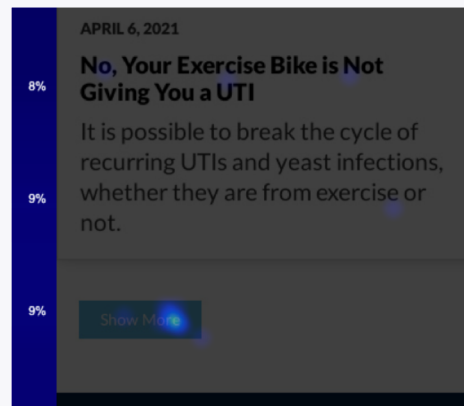
Desktop Scrollmap



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)

667 Clicks

## 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.

# Crazy Egg User Insights

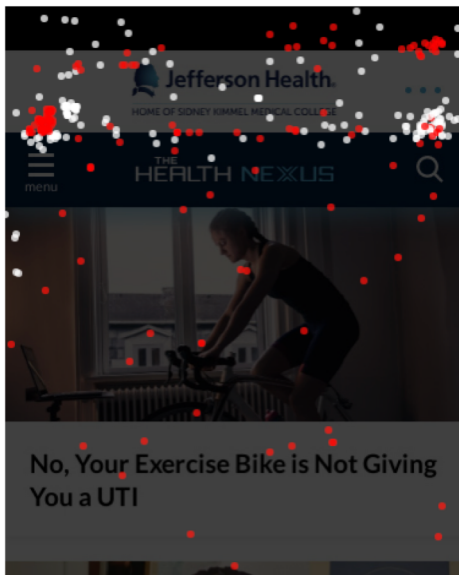
## Confetti Overview

Total: 416

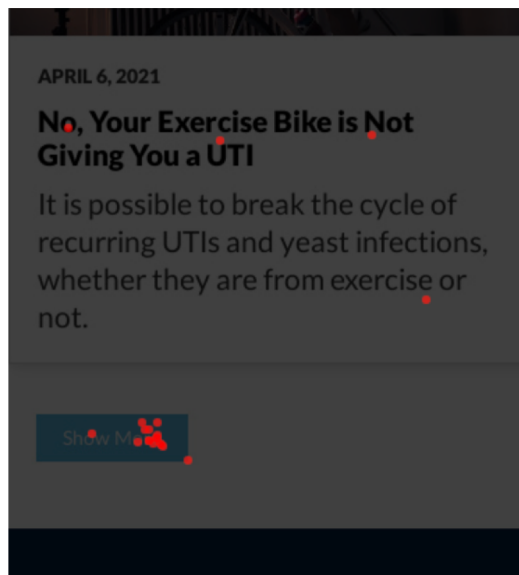
● Active Clicks: 237

○ Dead Clicks: 179

Mobile Confetti – Top of Page/Nav



Mobile Confetti – "Show More" Button



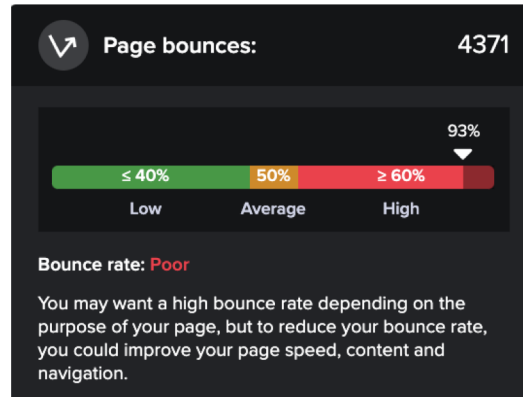
## Page Bounce Overview

Bounce rate: **Poor – 93%**

Median Page Load: 0.86s

Slowest Page Load: 12.0s

Page Bounces



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

## Confetti & Page Bounce

### Takeaways:

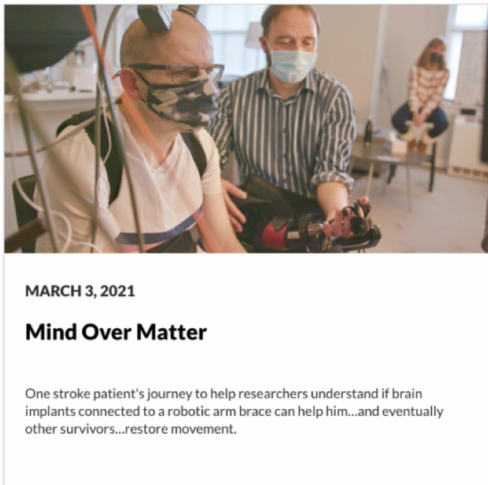
- Active clicks were more accurate on desktop than on mobile.
- Reduce dead clicks by intentionally making clickable items links. Current blog card layouts don't have clear links.



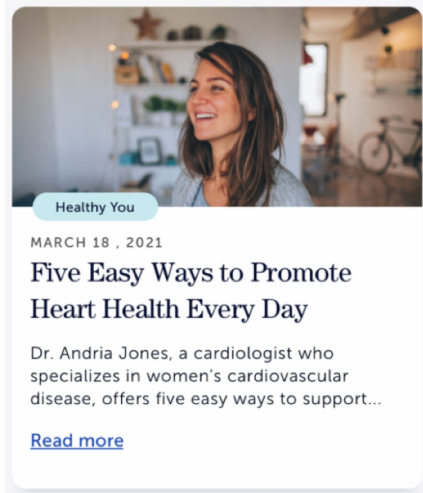
[View All Components](#)

# 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.



Previous Blog Card Layout

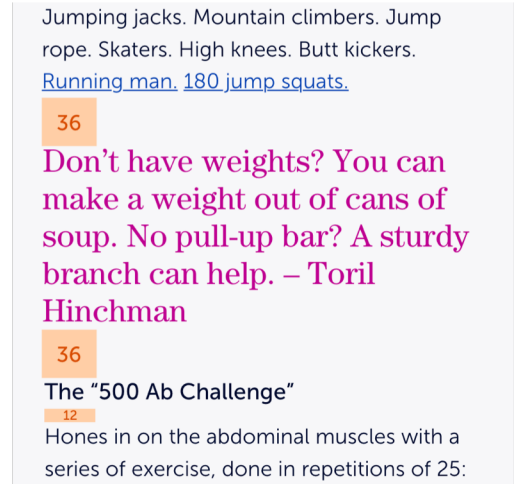


Updated Blog Card Layout



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

Previous Quote Typography



Updated Quote Typography



Previous Navigation



Updated Navigation



Previous Pagination

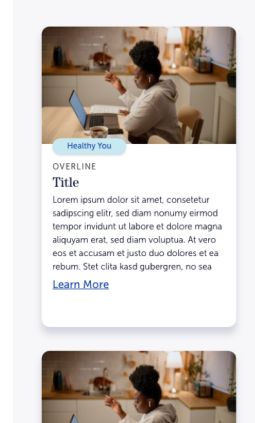
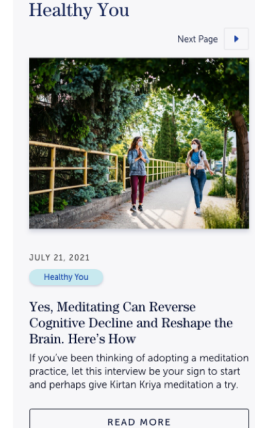
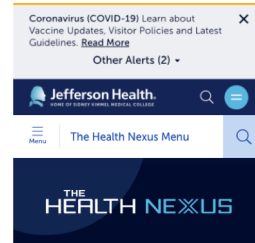
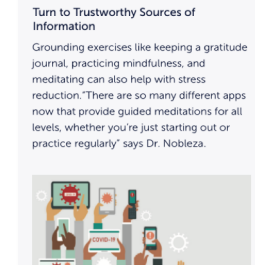
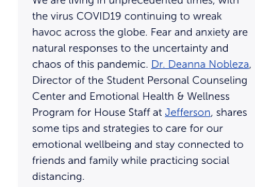
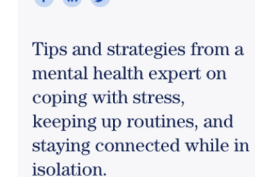
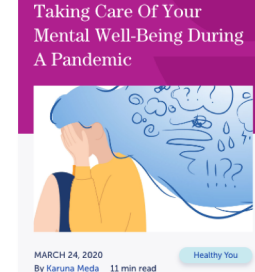
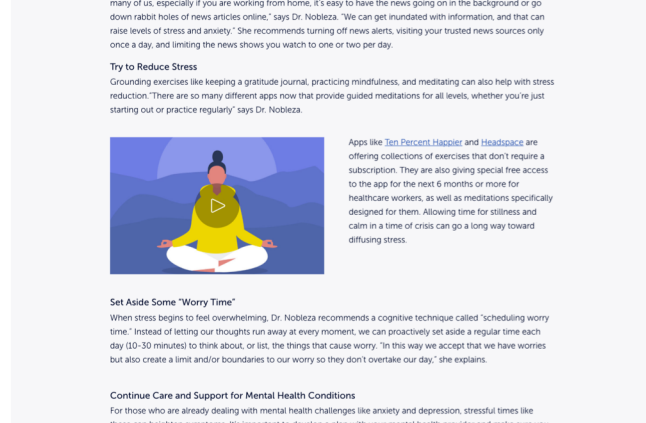
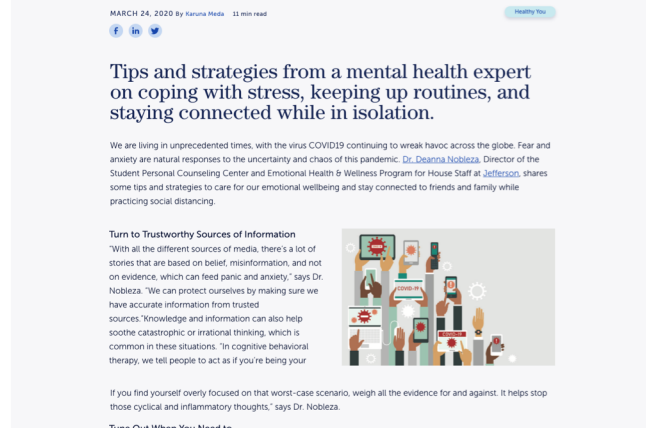
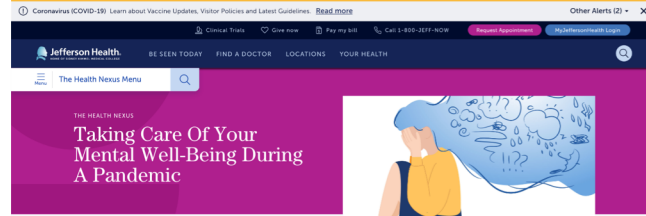
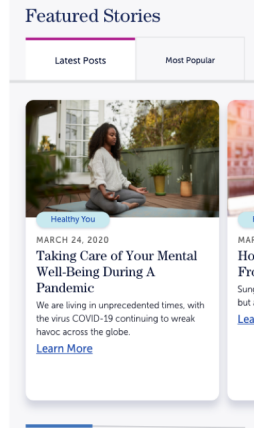
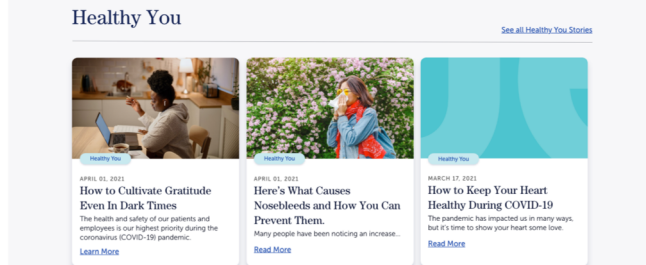
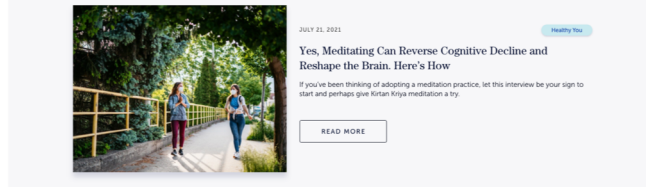
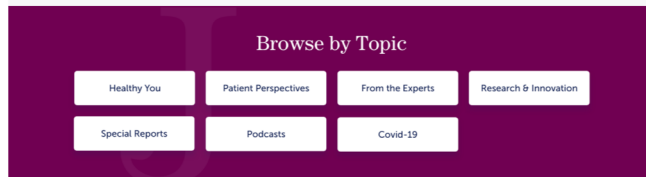
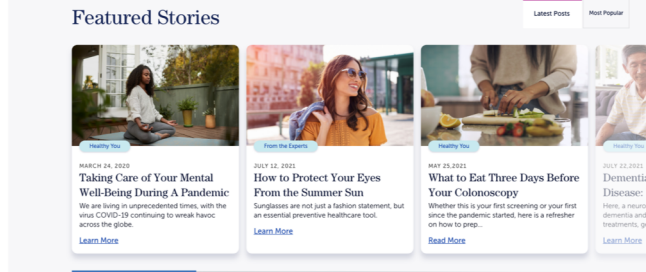
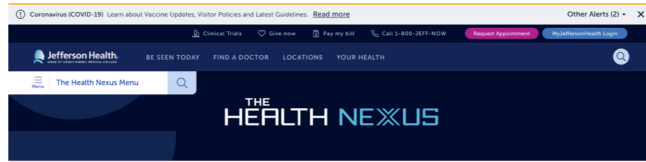


Updated Pagination

# Prototypes



View Prototypes



# 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.

### Desktop Heading Tags

#### Accent Styles

<b>Aa</b>	<b>Aa</b>	<b>Aa</b>	<b>Aa</b>	<b>Aa</b>	<b>Aa</b>
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

<b>Aa</b>	<b>Aa</b>	OVERLINE
B1 Museo Sans 300 18/30 HEX #000517	B2 Museo Sans 300 15/20 HEX #000517	O1 Museo Sans 500 (caps) 12/14 HEX #464646


#### Quotes

<b>Aa</b>
H3 Century Book 32/36 HEX #AF1F83

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# Resources

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