

Introduction

Hey, I'm LaVar

LaVar is an educator, entrepreneur, owner of HeyDesignGuy, mentor, and tech geek with a passion for increasing diversity through community engagement and good design.

He's an experienced, innovative, and creative professional with an extensive 20+ year career in the areas of **graphic design**, **brand development**, **design strategy**, **user experience design**, and **social media marketing**.

He has managed complex creative projects, supervised large cross-functional teams, and created award-winning national campaigns for clients and partners such as **Amazon Kindle**, **ASAE**, **Bayer Foundation**, **Center for Medicare & Medicaid**, **Digital Yalo!**, **Digitas Health**, **FedEx**, **K12**, **National PTA**, **NCLD**, **NSBE**, **PNC Bank**, **Rosetta Stone**, **University of Pittsburgh**, **Washington & Jefferson College** and others.

LaVar taught design students at the Art Institute of Pittsburgh and recently received **Executive Certification in Human-Computer Interaction (HCI)** from the **Massachusetts Institute of Technology (MIT)** to enhance his understanding of learners of various ages, stages and overall design processes regarding accessibility for web design, digital and mobile creation.

As a certified small business and minority enterprise, he believes that real growth starts with education and engaging our diverse communities through the creation of **AdventureSTEAM**, a program of print and online resources for young students; and **HDG University** to encourage IT and Tech jobs to displaced adults through workforce development initiatives in Baltimore, Chicago, DC and Pittsburgh.

He holds a **BAS** from **Robert Morris** and dual **MFA** from **Full Sail University** in brand development and internet marketing.

The Project

GSK Web Redesign (Digitas Health)

Conduct discovery & redesign a new experience for GSK Nucala websites & USXF platform

- Enable better communication with key stakeholders and tell the GSK story to the world
- Significantly reduce the amount of development time and inconsistencies
- Creates a best-in-class user experience
- Improve UX for search, navigation on desktop/mobile
- Update the USXF platform



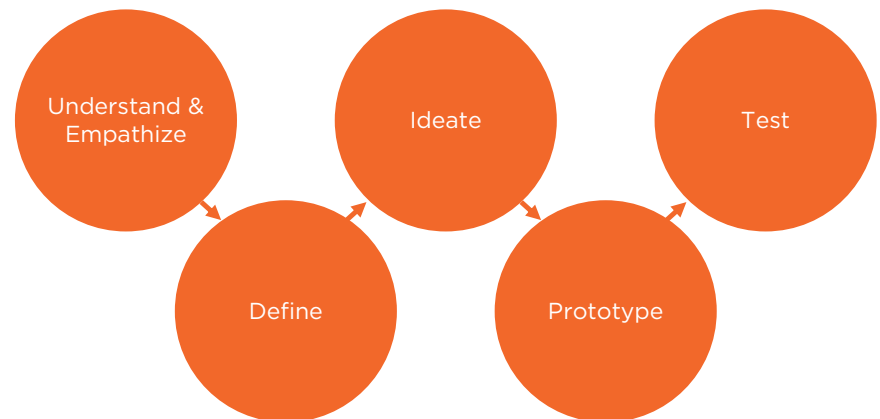
The Project

Apply design thinking & strategy to GSK's challenges

GSK and Nucala are more than a set of webpages; they are part of an interconnected system of services and processes that are experienced by internal and external stakeholders

Apply design thinking and strategy through human-centered design process:

- **Understanding** the needs of all stakeholders
- **Researching** as part of the design process, helping to optimize content strategies and interaction design
- **Identify** key measures of success to ensure the experience is meeting the needs of the business and stakeholders



Overview: activities and deliverables

Defining Success

- **Stakeholder Interviews**
- **Discovery**
- Competitive Assessment
- Analytics Audit
- **Content Audit**
- SEO Strategy Assessment
- **Prototype Development**
- **Research**

Setting the Foundation

- Content Strategy
- **UX Definition**
- Analytics Measurement Approach
- Technology/Creative Alignment Workshop

Creative and UX Development

- **Creative and UX Development**
- Manuscript Development
- Asset Production
- **Style Guide Development**
- Stakeholder Reviews and Approvals

Creative File Handoff

- **Style Guide**
- **Creative/UX Specifications**
- Manuscript
- **Creative/UX Asset Package**

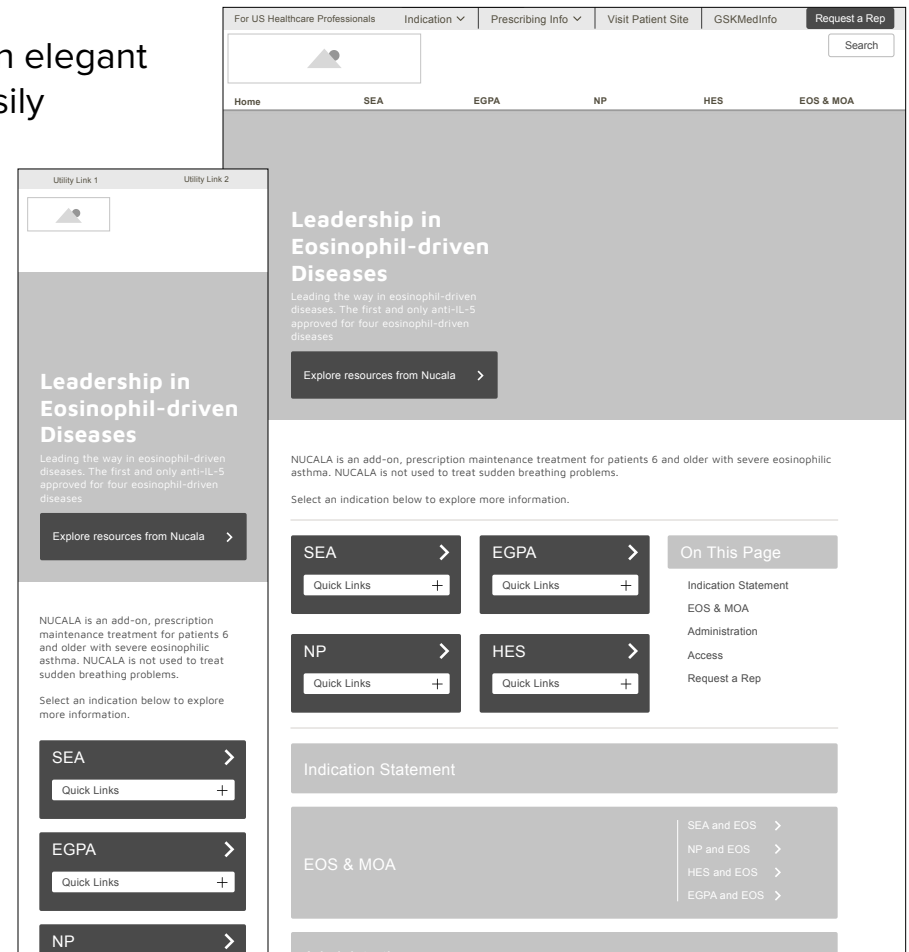
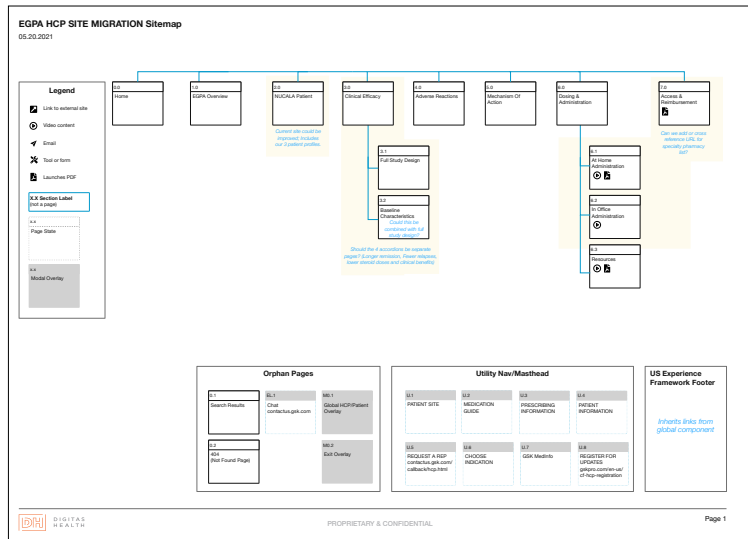
Post-Handoff Activities

- **Creative UAT/ Consultation**
- Training

Unifying the experience

Recognize, design, and plan for the interplay between the front end user-experience and the back end processes and workflows

- Front end**
 Strengthening the GSK and Nucala brand through an elegant user experience that helps diverse set of visitors easily accomplish their tasks
- Back end**
 Increasing organizational agility by designing tools, components and workflows to create, manage, and optimize corporate digital presence



Through the stakeholders lens

Visitor expectations have been set outside of health and pharma websites as user expectations for the front end are set by leading digital brands across categories like Amazon, Google, Apple, Uber, and Airbnb)

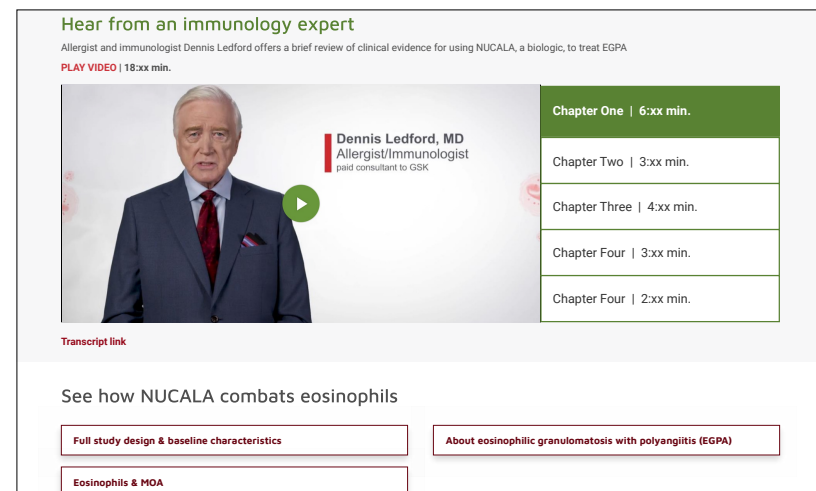
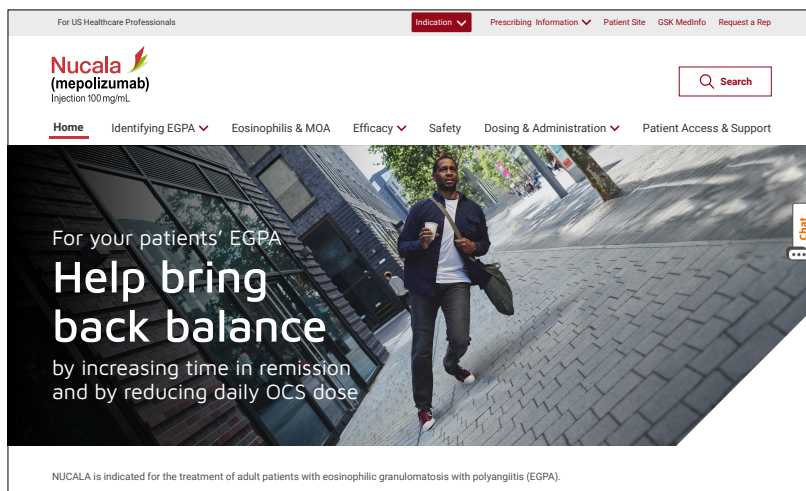
Understanding that visitors expect speed, responsiveness, ease of navigation, and information that meets their immediate needs. We understand how well competitor experiences are performing, the team and reviewed competing corporate sites in biopharmaceuticals, pharma, and other industries against the following criteria:

1. Alignment with **audience** needs
2. Alignment with **brand mission** and **vision**
3. Site **usability** and **accessibility**
4. Overall site **performance**



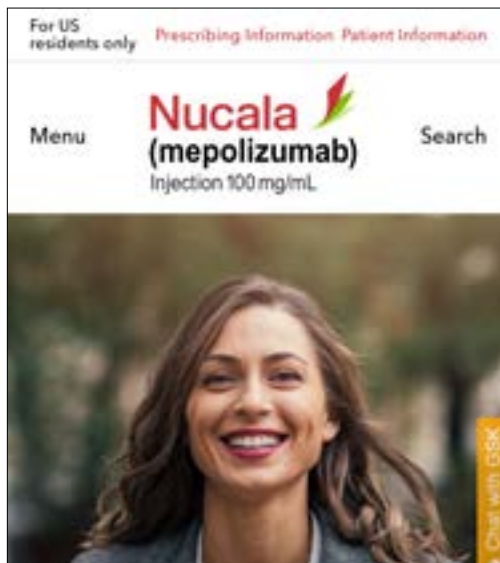
Top findings

- Most corporate sites follow the same playbook, relying on big hero boxes and editorial-style content to communicate the brand mission and values.
- Across most competitor sites, navigation is highly complex (especially on mobile) and requires multiple taps/clicks to see available options
- The breadth and depth of most corporate experiences also compounds these challenges – visitors must sift through dense sections on sites with hundreds of pages
- Across most competitors, content is written for high reading levels (8th-11th grade on average), with Novartis and Pfizer featuring content written for the highest reading levels
- Sites also feature varying levels of compliance with web accessibility standards, introducing barriers to visitors



Learning and solutions

- Identified an optimal navigation pattern for large scale sites via primary research and quantitative analysis.
- Exposed section navigation drives more engagement than top navigation
- The breadth and depth of most corporate experiences also compounds these challenges – visitors must sift through dense sections on sites with hundreds of pages
- On-page, contextual CTAs drive similar levels of engagement as section nav, ranging from 20-29% usage rates
- Redesign of the HCP experience for Nucala, we crafted a new content strategy, site architecture, and visual design to elevate clinical content and resources in the experience



Delivering centralized capabilities

Develop a solution that would enable GSK to develop a robust digital presence, without extensive development or infrastructure costs.

Integrated the design and development teams and connecting them with contemporary collaboration tools.

Author UI design components to solve for the moment of choice and accelerate tasks.

Employed an agile process through the project, staggering design hand-offs, development, and review cycles to maximize time.

Focus on a simple easy to use interface and innovate within guardrails

The image displays a collection of design assets for a patient enrollment system. On the left is a screenshot of a web form titled "We're here for every step of your treatment journey." with fields for name, email, and address. In the center is a "TYPOGRAPHY LINKS" section showing various link styles (Link, Anchor Link, Link Out of Site, Link to PDF, Link to email) and their visual states (light background, hover effect, visited link, dark background). To the right are "COLOR" palettes: "GLOBAL TRELEGY PALETTE" with colors #061F5C, #815936, #C3A58F, #D8C1B2, #F0E8E2; "LINK" with #333333, #999999, #DDDDDD, #3959B0, #E3EAFD; "COPD PALETTE" with #337399, #BED2DE; and "ASTHMA PALETTE" with #9EAEDE, #D8E0FF. Further right are "ACCORDION / CLOSED" and "ACCORDION / OPEN" components, each featuring a blue "Accordion Label" and a toggle button. A text box at the bottom right explains that these are helpful accessibility aids for screen readers and keyboard users, and that expandable sections should be coded to be accessible via keyboard shortcuts like spacebar and Enter.

The Final Project

GSK Website and USXF Platform Design



Power of Engaging Web Content

Getting your readers to interact with your site should be an integral part of your website design and content strategies. While it's essential to continue to generate informative and insightful online content, your web pages should be bolstered with features that make your content easily shareable and enjoyable to read.

Create Engaging, Ultra-Useful Content

Having a blog is a great way to get users to engage with your website. According to the Content Marketing Institute (CMI), small businesses that have blogs get **126%** more leads than businesses without.

If you're providing ultra-useful content like tutorials, users will think of your site as a trusted resource. They'll know that if they have a question or want to learn something new, they can always visit your blog for help.

You can make your content is extra shareable by including eye-catching images and making it easy to read.

Collect Email Addresses

Growing your email list is essential to building a community for your business. And email marketing is one of the biggest money-makers.

Collecting email addresses will let you speak to them directly any time you have something to say. If you want to promote a product or announce a sale, an email list is the best way to do it.

Targeted popups are the most effective way to grow your email list. A Lightbox Popup grabs the attention of your visitors and fades your other content into the background, which is why it converts so well. It's a stellar way to grow your email list at lightning speed.

You might be thinking that popups suck and you'd never use them on your site. It's true that generic popups that interrupt you right when you land on a page are annoying.

That's why using Exit Intent popups is a better option. OptinMonster's exit-intent technology detects user behavior and prompts them with a targeted campaign at the exact moment they are about to leave.