



INTRANET REDESIGN: PHARMACEUTICAL INDUSTRY

AdaptivEdge develops a more intuitive and aesthetically pleasing intranet for a global pharmaceutical company.

A multi-national biotechnology company headquartered in Northern California was in the process of migrating its intranet from SharePoint 2010 to SharePoint Online. In conjunction with that effort, the company engaged AdaptivEdge to redesign the intranet to enable more intuitive access to content. The existing intranet design was dated, and did not reflect the brand of a \$2 billion pharmaceutical company with offices around the globe.

While many web developers begin with the “look and feel” of a site, AdaptivEdge emphasizes the information architecture and user experience in creating an intranet. The AdaptivEdge team worked closely with the company’s staff to understand how content should be organized, rather than simply placing it where a designer thought it should go.

The project was launched in October and had to be completed before the company’s staff began taking off for the holidays. As a result, AdaptivEdge had about eight weeks to develop a working design. AdaptivEdge was able to meet this deadline through its proven design methodology and extensive experience in SharePoint implementations and migrations.

PROCESS

The AdaptivEdge team began by conducting short, targeted interviews with a predefined set of questions to determine what users liked and did not like about the existing intranet. The interview process also gave AdaptivEdge an opportunity to better understand the company’s culture and business processes in order to develop a valuable solution.

Because the existing intranet had evolved over time, there was some duplicative content and lists of “miscellaneous” information. Some valuable content was clustered at the bottom of the home page, such that users had to scroll to access it. AdaptivEdge focused on the home page content, and created an online sorting exercise with various “buckets” for the information.

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There were also buckets labeled “Don’t Know” and “Don’t Use,” enabling users to identify information that was not valuable. By asking users to group the content in ways that made sense to them, AdaptivEdge learned what information should be prioritized and what content could be placed in a less prominent position on the page.

PROCESS, CONTINUED...

Next, AdaptivEdge started mocking up various page layouts, and used wireframes to assess the user experience. Because the wireframes had no colors or titles — just shaded areas where content would appear — users were forced to focus on the layout and visual balance of the page. Again, the various wireframe options were presented online so AdaptivEdge could engage as many users as possible around the world. Once they had feedback on the wireframes, the AdaptivEdge design team began designing pages in Photoshop and reviewing them with users in an interactive process.

With the basic design agreed upon, the project was turned over to the development and implementation team. The team used an Agile Scrum methodology, with weekly review and planning calls and daily 15-minute updates. This highly efficient process enabled them to deliver a complete site within the required time frame.

RESULTS

Most of the content within the intranet remained the same — AdaptivEdge organized it in a more coherent way based upon input from users. Vague nouns were replaced by verbs in link names — for example, “Working Here” for HR-related information. Action verbs were also used for all navigation links to make it clearer how to move through the site. Lists of miscellaneous information were eliminated or recategorized, and useful content such as stock tickers and news feeds added.

Professional designers created an aesthetically pleasing layout that could easily be scanned by busy users. The designers also added a carousel slide show on the home page that conveys the stories of patients who have been impacted by the company’s products. The company’s culture emphasizes dedication to helping patients, and the home page of the intranet reflects that.

PROFESSIONAL DESIGNERS CREATED AN AESTHETICALLY PLEASING LAYOUT THAT COULD BE EASILY SCANNED BY BUSY USERS

Once users had an opportunity to review the home page, they naturally wanted to add to it. The AdaptivEdge team worked through the revisions and delivered a production website on a very short timeline. The site has been well received and is accessed by users every day.

To learn more about how AdaptivEdge can help your business, contact us at sales@adaptivedge.com to see us in action.