/ CONTENT STRATEGY PLAYBOOK

FEBRUARY 2020

/ TABLE OF CONTENTS
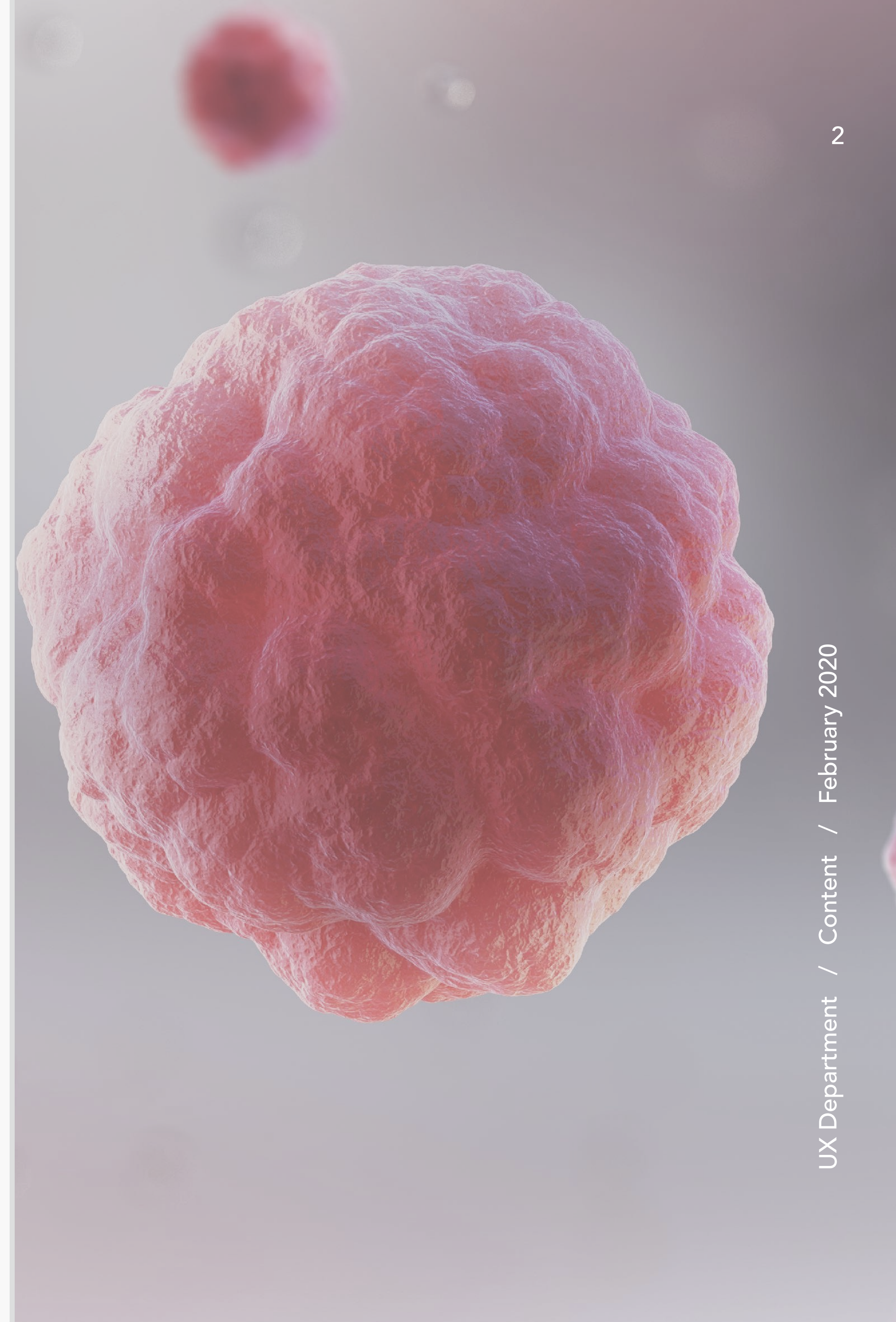
/ PURPOSE & OBJECTIVES

/ PURPOSE

The purpose of this document is to establish page-level content strategies that inform the flow of content of each page type. It includes general guidance around usage, style, and voice and tone, as well as page- and component-specific guidance for authoring content. Use this guide as a writing reference for the new templates in conjunction with the Style Guide and A. Hospital Brand Guidelines.
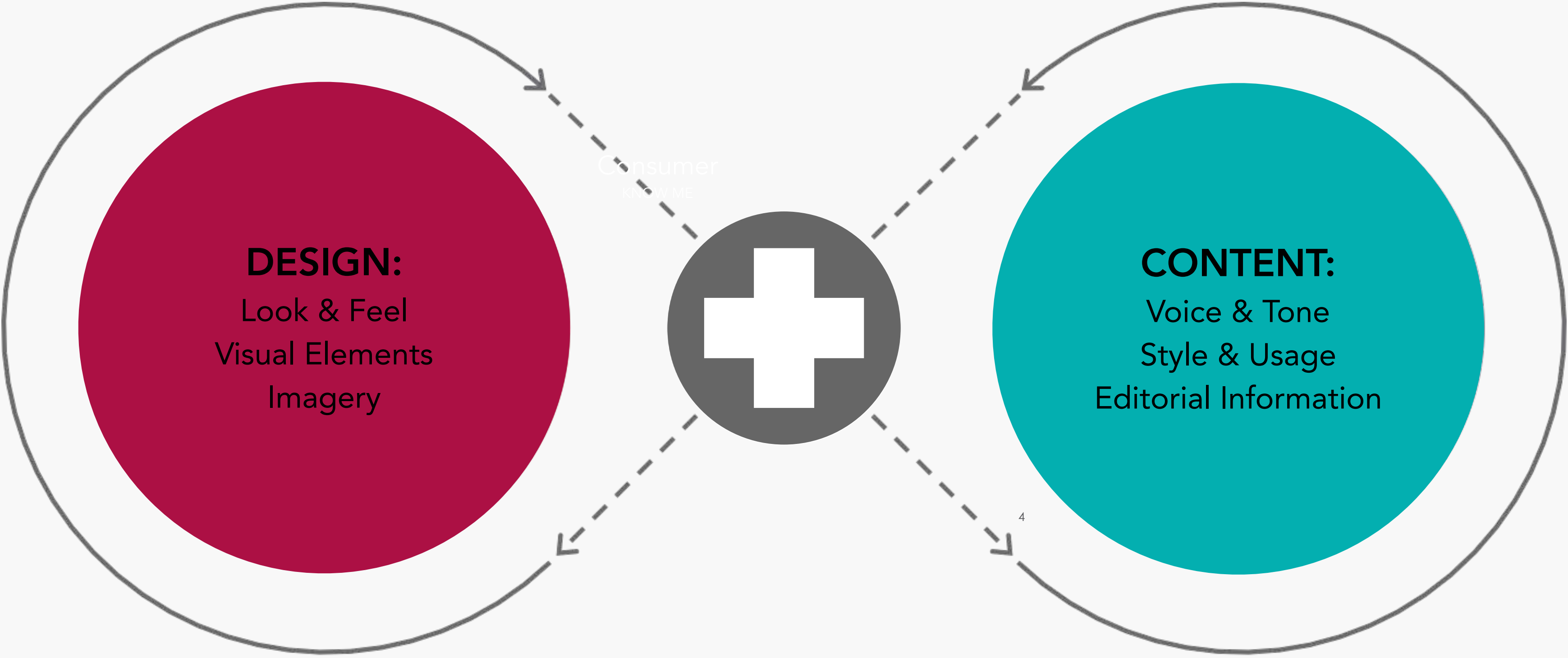
/ OBJECTIVES

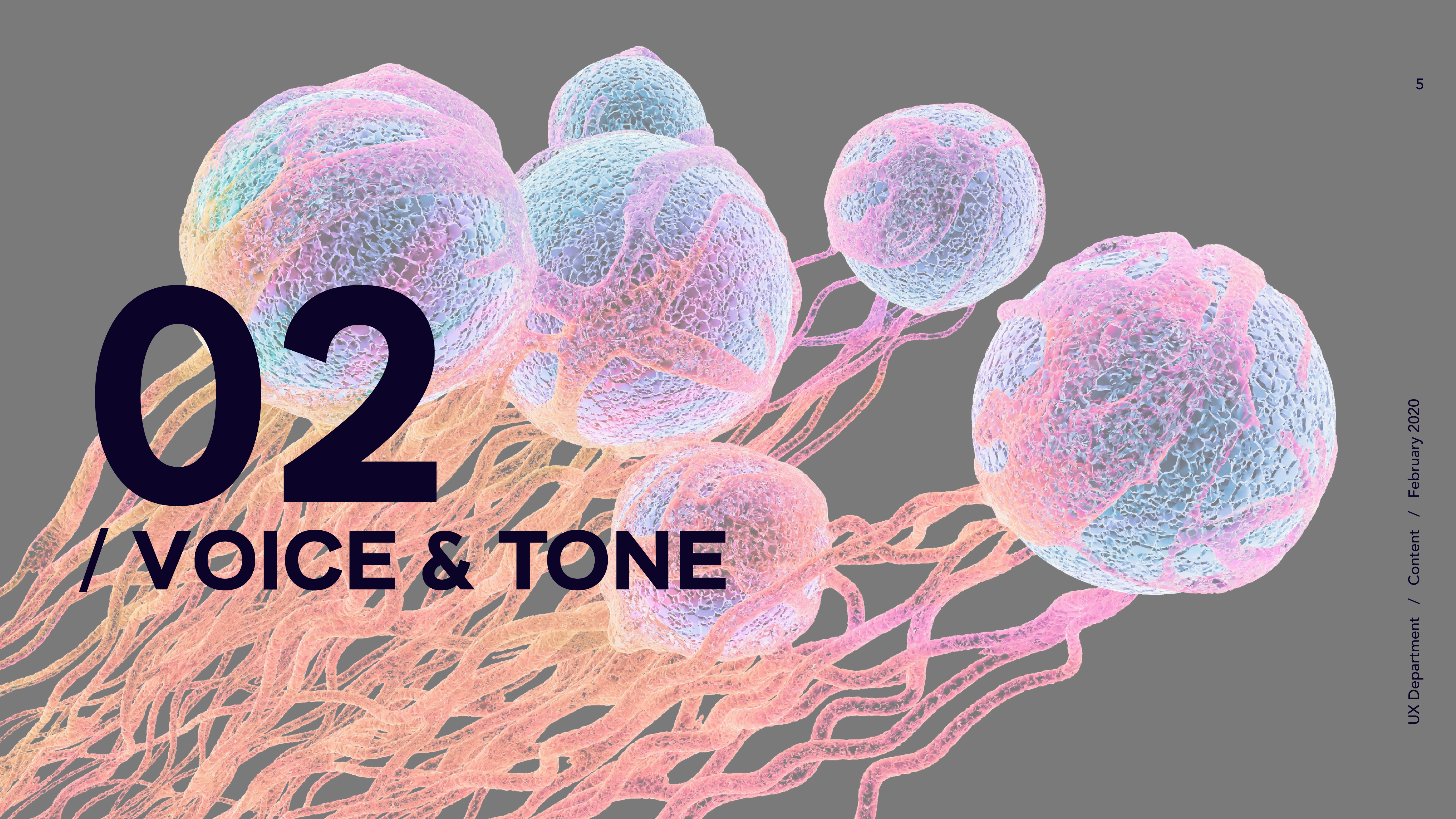The objective is ensure consistent presentation and standards across the experience to help ensure the integrity of the design and to keep a consistent voice and style for each set of pages.

/ DELIVERABLE

This Content Strategy Playbook.

/ A. HOSPITAL BRAND PERSONALITY

DESIGN:
Look & Feel
Visual Elements
Imagery

CONTENT:
Voice & Tone
Style & Usage
Editorial Information

02
/ VOICE & TONE

/ **VOICE & TONE**

Voice is a balancing act that simultaneously positions A. Hospital within a larger spectrum that our audiences will experience digitally.

Voice is how A. Hospital speaks to its audiences. Tone is how it feels. Taken together, they are an expression of the A. Hospital brand personality.

The accompanying experience filter and voice scale is a way of thinking about the process by positioning brand personality attributes between opposing, but valid, options.
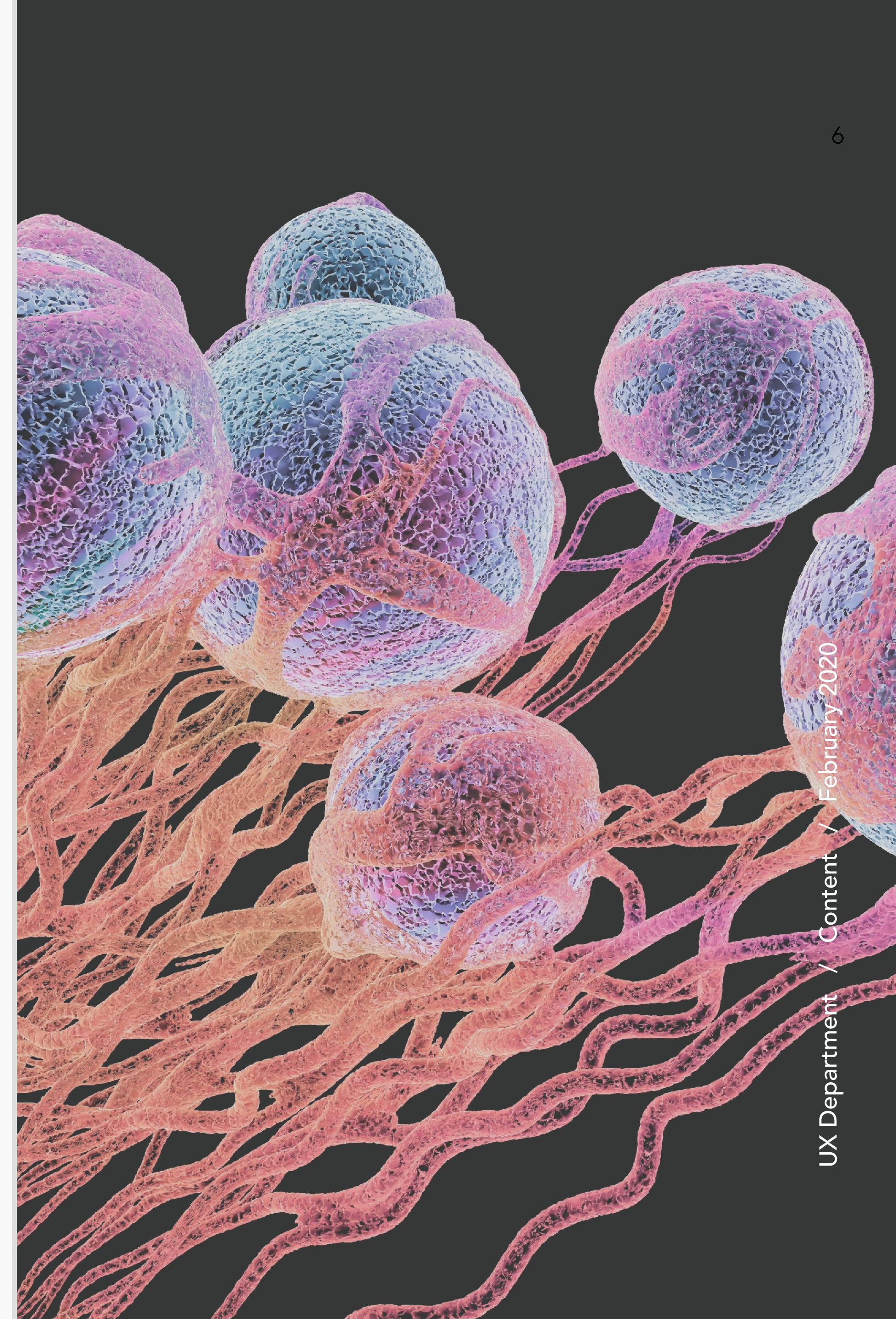
/ VOICE EXPERIENCE FILTER

A. Hospital Children's research hospital needs a brand personality and voice that appeals not only the the intellect of our audiences, but also, given the mission of A. Hospital and the nature of the results that our research drives, it also needs to appeal to their emotion.

WHAT	The Children's Resarch Hospital Voice and Brand Experience
WHY	To advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment.
HOW	Create a voice & tone that our audiences can relate to through these lenses

Appealing to the spirit of scientific inquiry, reasearch and rationality. Embracing the science necessary to achieve results

Recognizing that this is a fundamentally human endeavor that affects real people is a very personal and hearfelt way

Rational   **Emotional**

/ A. HOSPITAL RESEARCH VOICE & TONE VISUALIZED
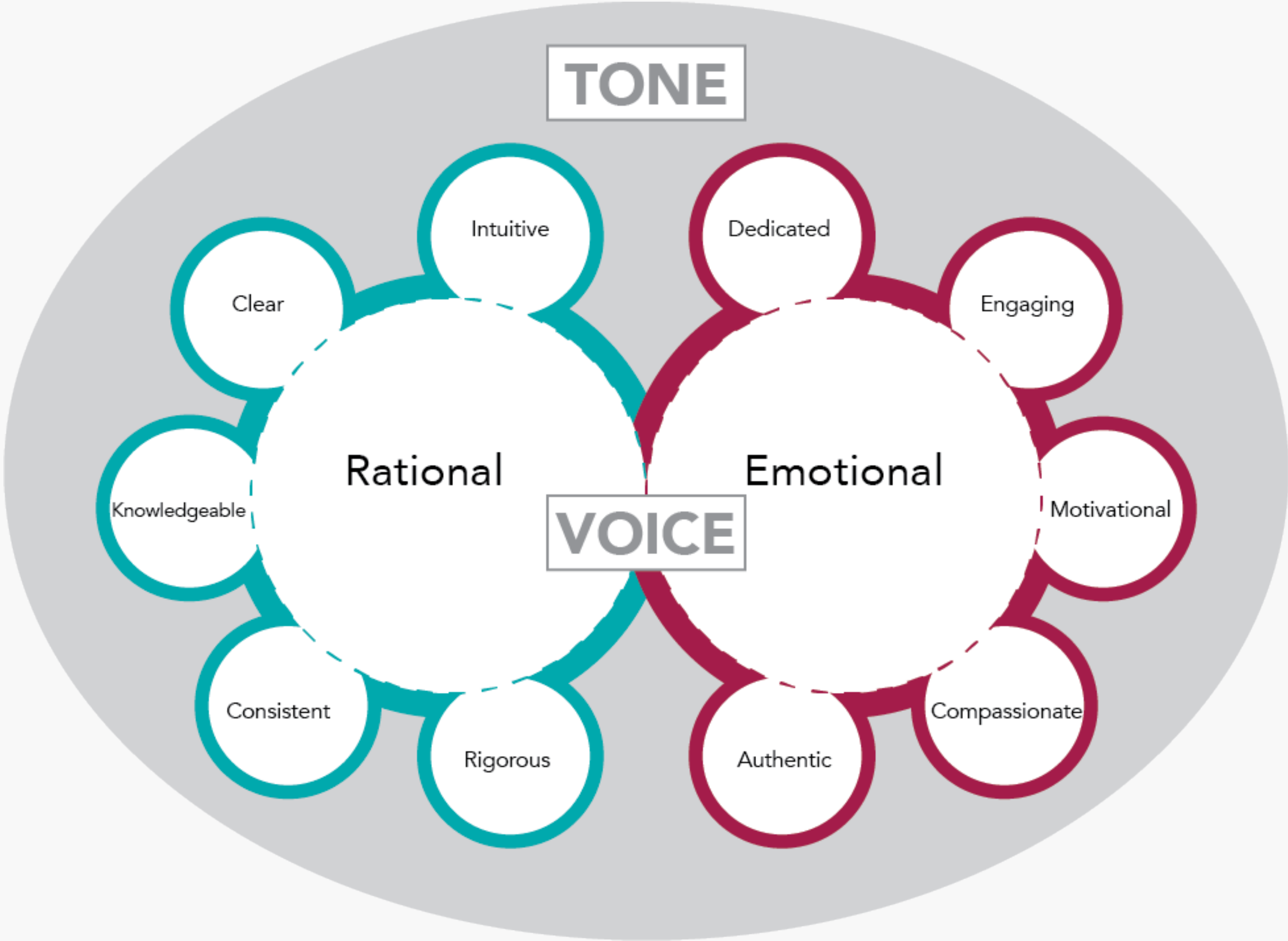
/ **VOICE SCALE**

Not Here	A. Hospital Research Voice & Tone	Not Here
Certain Stiff Firm Involved Uniform	RATIONAL Knowledgeable Rigorous Intuitive Clear Consistent	Wise Pliable Easy Simple Unorthodox
Remote Singular Predisposed Sympathetic Removed	EMOTIONAL Authentic Engaging Motivational Compassionate Dedicated	Carefree Distant Exhorting Commiserative Zealous

/ **EXAMPLE: BEFORE AND AFTER**

To show an example of the voice & tone in action, we took some live content from the research site and applied not only the voice & tone, but also the general guidelines for digital writing (see appendix below) to show a before and after view of what content could be on the site.

The example chosen was drawn from the UX designs that have already been reviewed to make it familiar. In this case, we used the opening of the research section from the Bikoff lab.

- We broke the paragraphs up into more scannable portions to make it more **clear** and **engaging**

- We tightened the language to make it more **authentic** and **knowledgeable**

- These, taken together, also make the content more **intuitive** and **consistent**

VMLY&R / UX Department / Subject / Month 2019

/ EXAMPLE

BEFORE

The circuits directly tasked with controlling limb movement are located in the spinal cord, where diverse collections of interneurons receive input from sensory and descending systems to control motor neuron firing. Despite their critical role in influencing movement, we know little about the functional organization of these interneurons and how they govern precise patterns of motor output. Our work takes advantage of the genetic accessibility of mice to dissect the identity and circuitry of spinal interneurons, with the goal of understanding how they interact with sensory input and descending systems in the brain to control movement. The lab focuses on three general research questions:

I. Cell-type diversity in the nervous system

Understanding the functional organization of the nervous system relies in part on defining the diversity and identity of neuronal cell types that form the building blocks of neural circuits. Our prior work has focused on the cardinal class of spinal V1 interneurons, which are the largest inhibitory population in the ventral spinal cord, and are known to play key roles in coordinating flexion/extension movement and regulating locomotor speed. We found that the V1 class contains dozens of candidate cell types that differ in their molecular identity, position, and physiology. In ongoing work, we are employing single-cell genomic and computational approaches to further define the identity and gene regulatory networks that specify these different interneuron cell types.

https://www.stjuderesearch.org/site/lab/bikoff/research

AFTER

The circuits that control limb movement are located in the spinal cord, where diverse collections of interneurons receive sensory and descending system input to control motor neuron firing. Despite their critical role we know little about the their organization how they govern precise patterns of motor output.

Our work takes advantage of the genetic accessibility of mice to dissect the identity and circuitry of spinal interneurons. Our goal is to understand how they interact with sensory input and descending systems in the brain to control movement.

The lab focuses on three general research questions:

I. Cell-type diversity in the nervous system

Understanding the functional organization of the nervous system relies on defining the neuronal cell types that are the building blocks of neural circuits.

We have focused on the cardinal class of spinal V1 interneurons—the largest inhibitory population in the ventral spinal cord. These play key roles in coordinating flexion/extension movement and regulating locomotor speed.
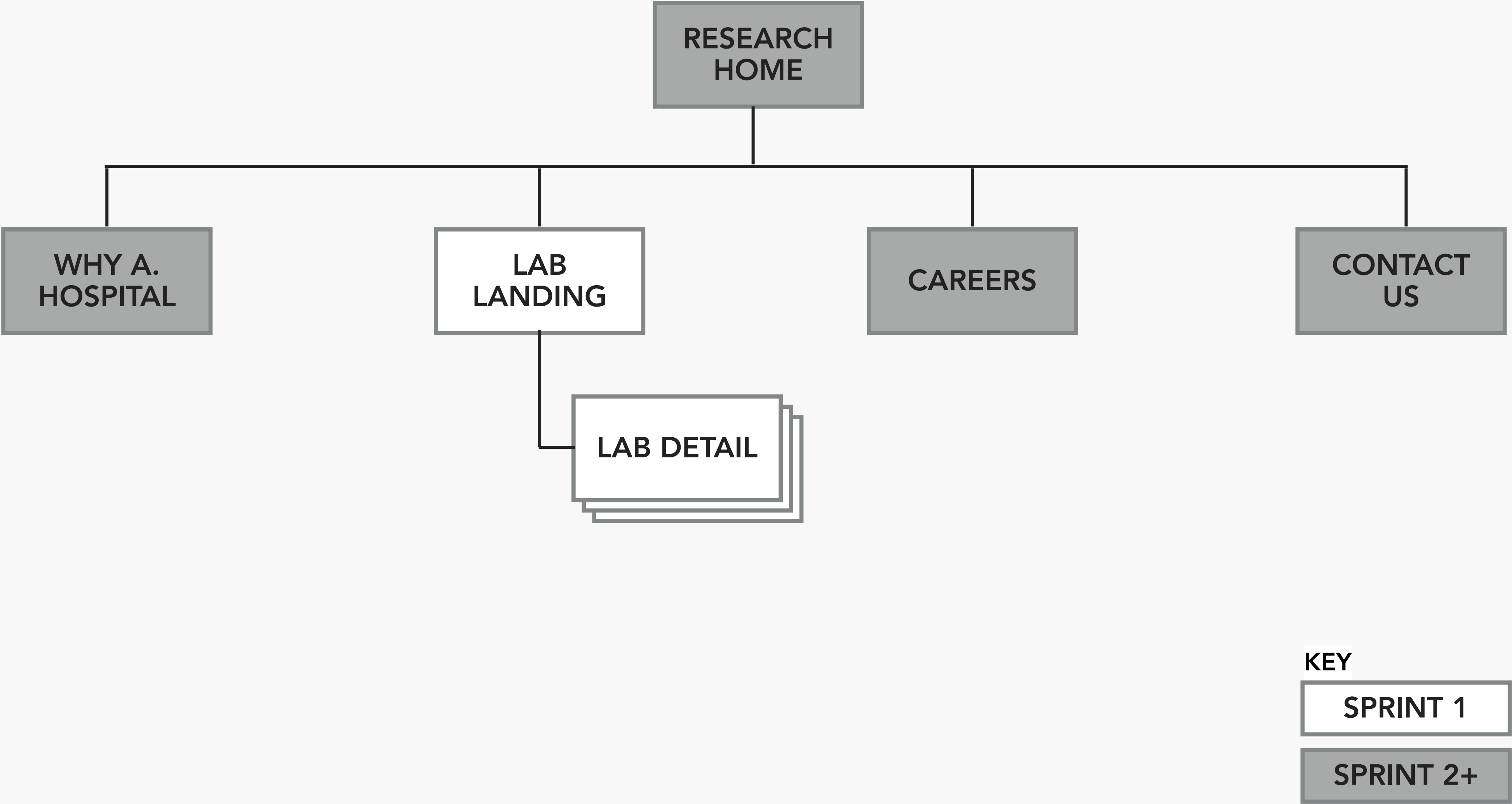
We found that the V1 class contains dozens of candidate cell types that differ in their molecular identity, position, and physiology. Now, we are employing single-cell genomic and computational approaches to further define the identity and gene regulatory networks that specify these different interneuron cell types.

03
/ PAGE-LEVEL CONTENT STRATEGIES

/ SPRINT 1 — MVP GROUNDING

```
                        ┌──────────┐
                        │ RESEARCH │
                        │   HOME   │
                        └──────────┘
```

RESEARCH HOME

WHY A. HOSPITAL

LAB LANDING

CAREERS

CONTACT US

LAB DETAIL

KEY

SPRINT 1

SPRINT 2+

UX Department / Content / February 2020

/ TEMPLATE FLEXIBILITY

Within each template or page type, there is some flexibility to re-order components on the page subject to governance.

However, certain rules should always apply:

- The header should always appear at the top of any giving page

- The footer navigation should alway appear at the bottom of the page

- Any Hero Image and message or Hero Video should be the first thing on the body of the page

- The Hero should be followed by any overview information (e.g., Lab Overview)

- Within the body of the page after these components, certain flexibility can be introduced subject to governance and approvals
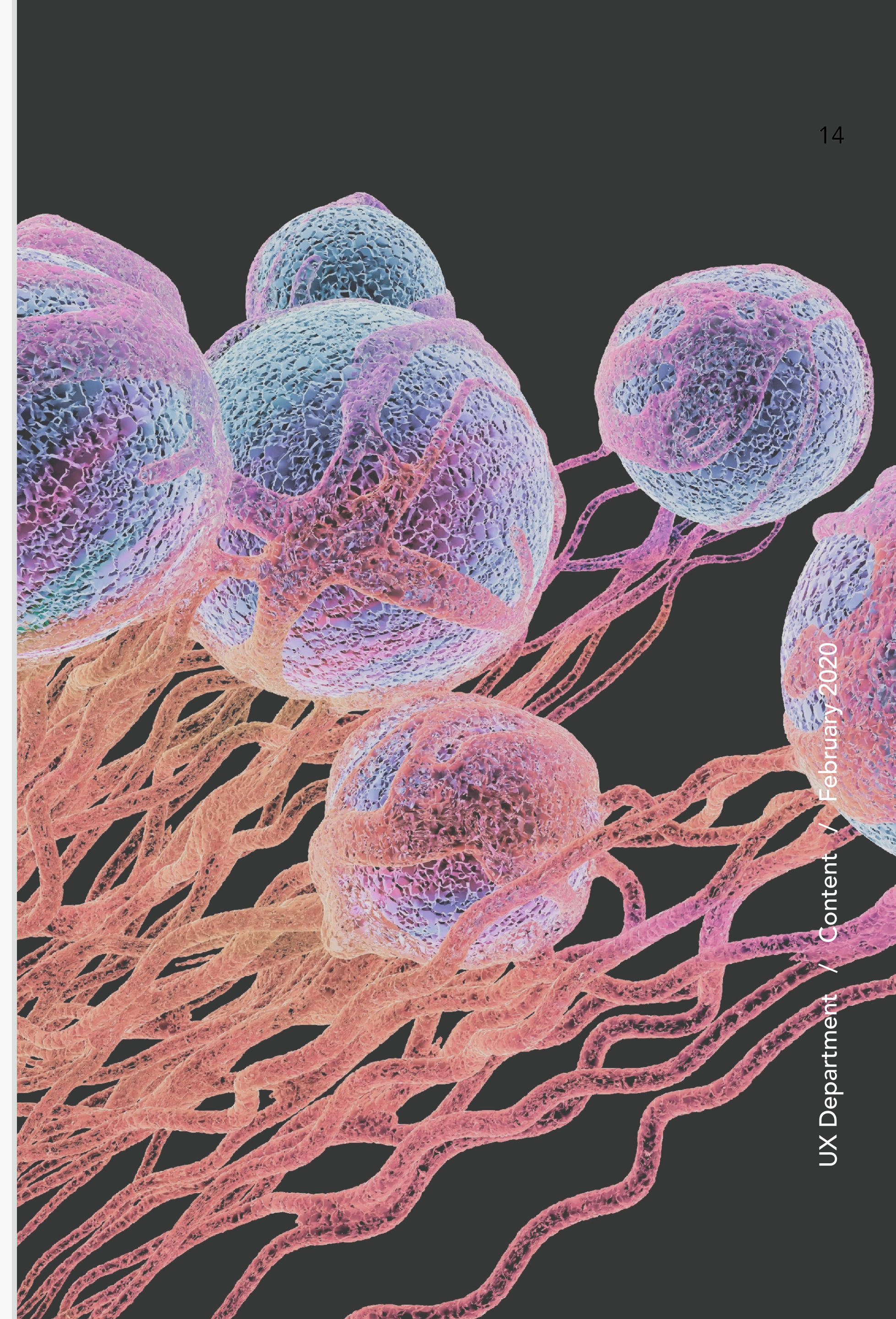
/HOMEPAGE

/ HOMEPAGE

WHAT IT IS

The A. Hospital Children's Research Hospital homepage will act as the welcome to the Research digital experience. It should prove a clear overview of the Research Hospital and its mission, while allowing users quick links and avenues to important content throughout the experience.

CHANNELS

AUDIENCES General Public, PIs, Senior Researchers. Junior Researchers

FEATURES

- Video introduction to A. Hospital Children's Research hospital
- Ability to quickly locate a particular lab
- High-level overview of the A. Hospital value proposition to researchers and other audiences
- Research opportunities overview
- Introduction to Memphis as a potential home

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging

MVP CONSIDERATIONS

	—				+
Video Introduction	—			■	+
Find a Lab	—			■	+
A. Hospital Value Prop	—			■	+
Research Opportunities	—			■	+
About Memphis	—		■		+

FUTURE CONSIDERATIONS

	—				+
Feature Research(ers)	—		■		+
A. Hospital News Highlights	—	■			+
Regional Content Info	—	■			+
Department & Divisions	—		■		+

Note: The Feature Backlog provides a full list of potential future considerations

UX Department / Content / February 2020

/ STORY PRIORITY GUIDE

1 Hero: Video Welcome and Explainer

2 Find a Lab

3 Unique Value Proposition Component
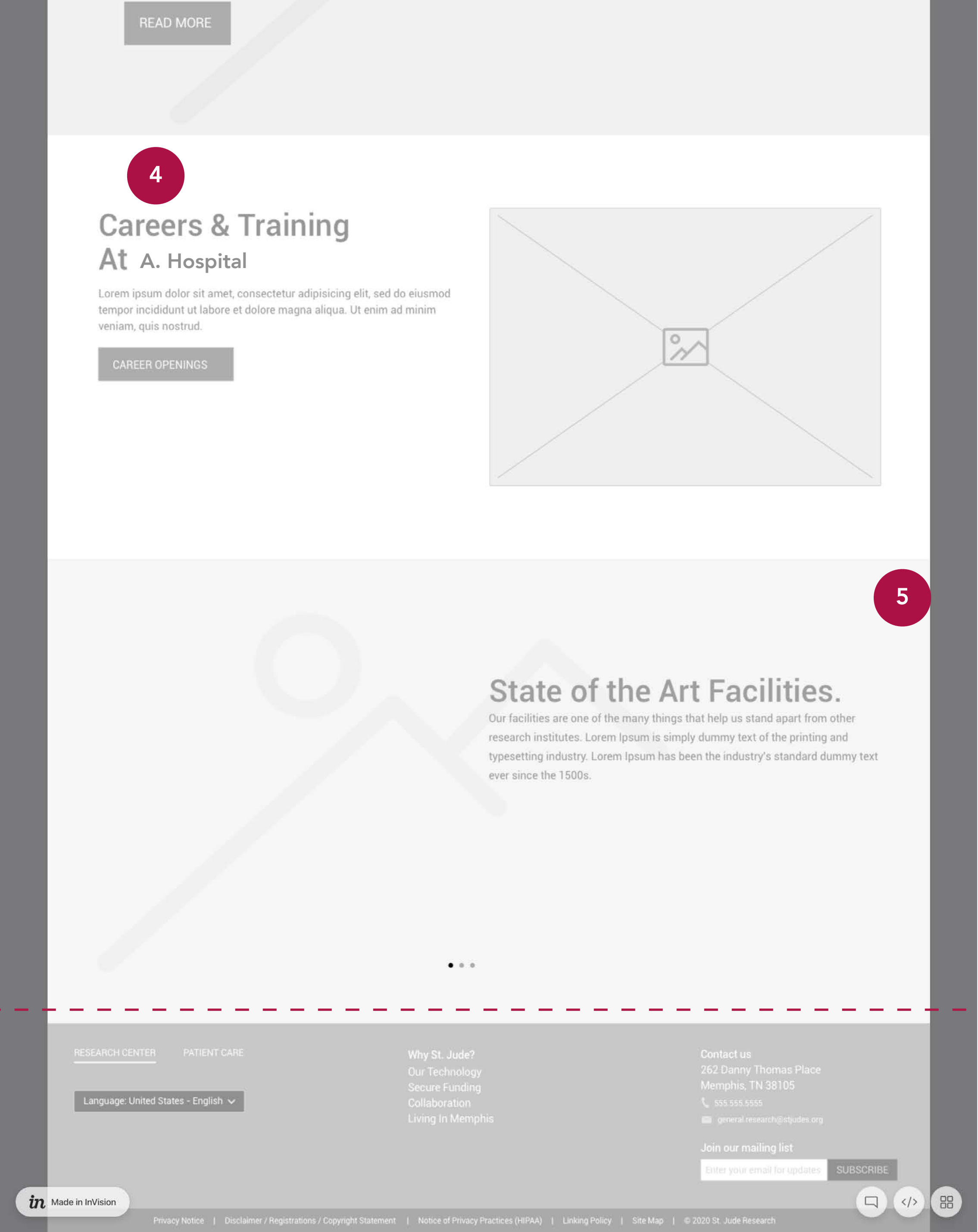
4 Careers Component

5 Facilities Component

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available
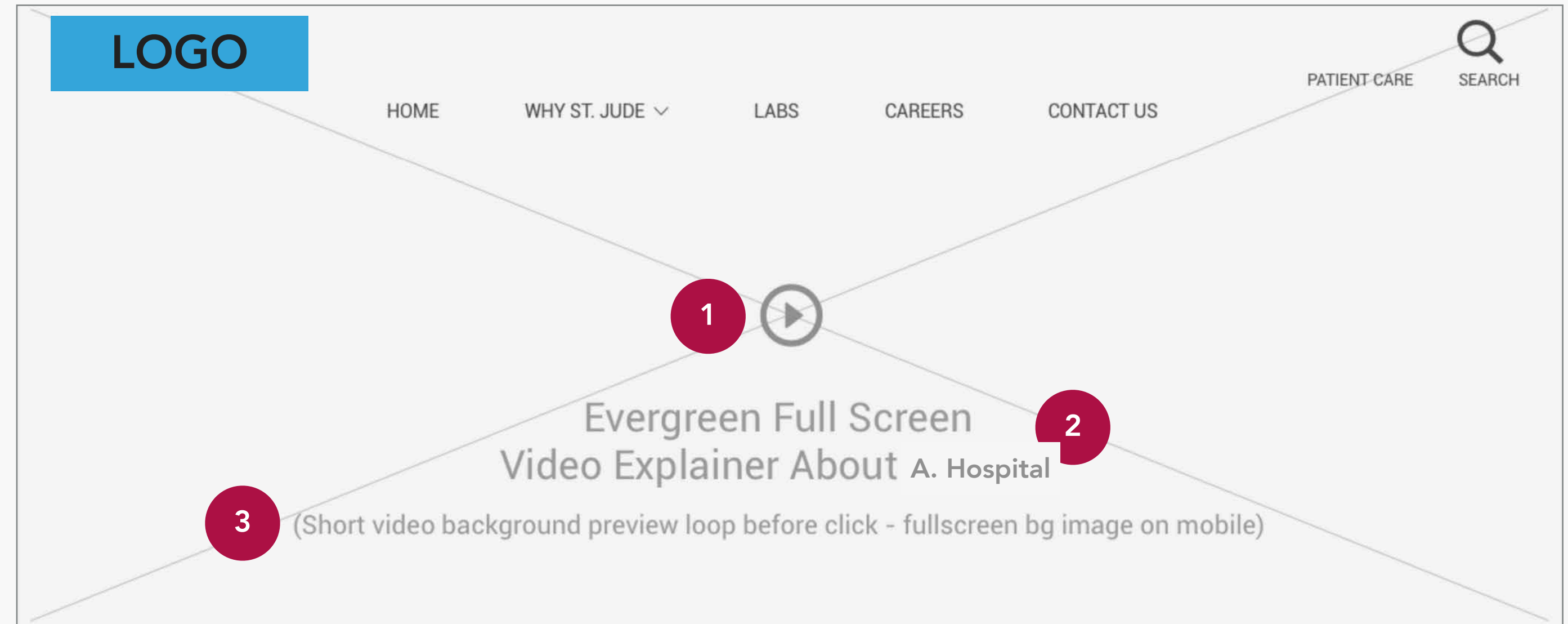
LOGO

HOME   WHY ST. JUDE ⌄   LABS   CAREERS   CONTACT US

PATIENT CARE   SEARCH

1

Evergreen Full Screen
Video Explainer About A. Hospital

(Short video background preview loop before click - fullscreen bg image on mobile)

2

FIND A LAB

Search for labs, principle investigators, faculty, post docs and more.

Name the lab you are looking for...   SEARCH

3

Headline about why A. Hospital
is unique from its competitors.

This is an interesting description that takes the user
to the Why : A. Hospital

READ MORE

Careers & Training
At A. Hospital

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud.
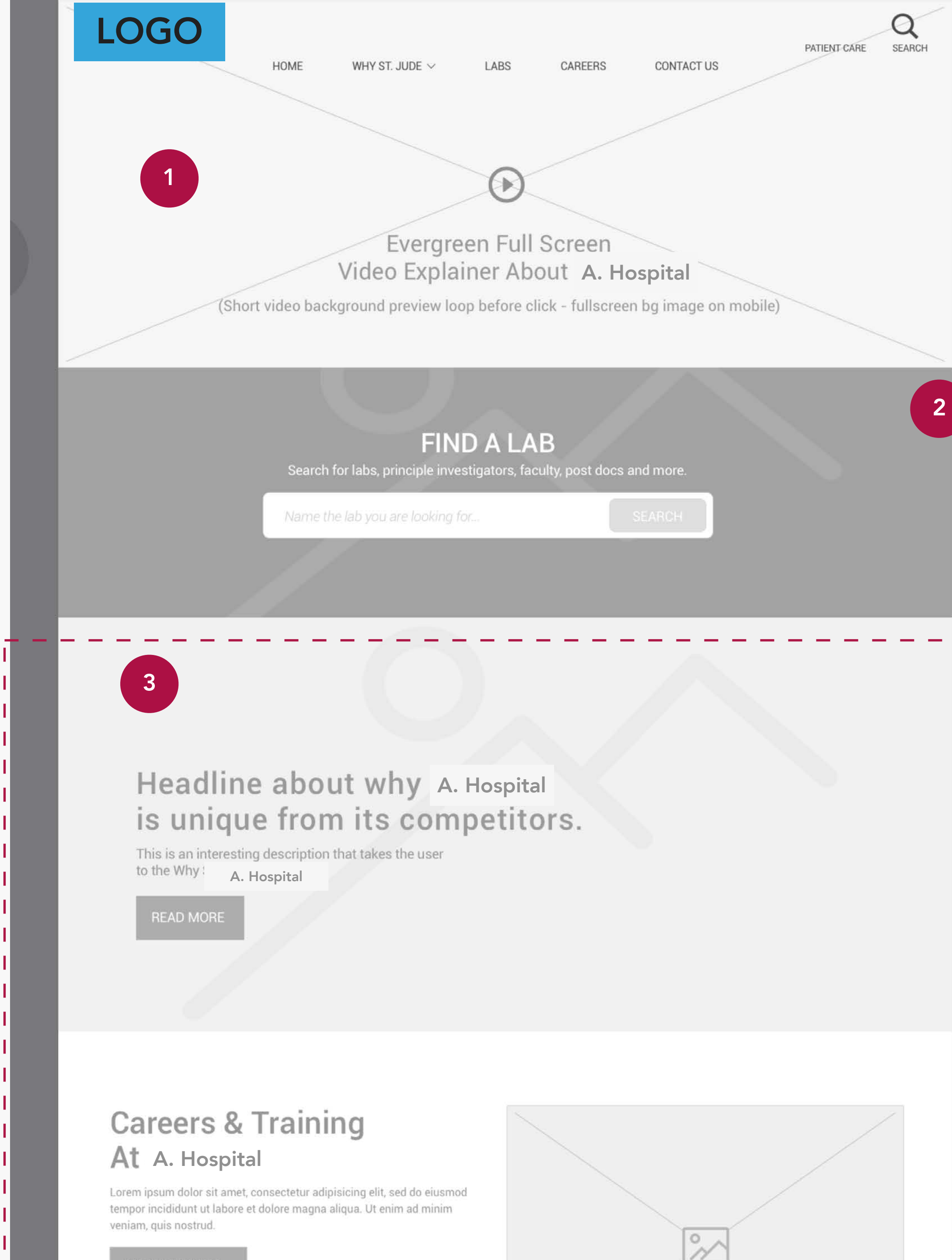
/ STORY PRIORITY GUIDE

1 Hero: Video Welcome and Explainer

2 Find a Lab

3 Unique Value Proposition Component

4 Careers Component

5 Facilities Component

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available

1. / HOMEPAGE: HERO

1. Introduction video should provide an overview of A. Hospital Research. It should strive to be two minutes or less

2. Title should be written in Title Case with a maximum character count of 50 characters

3. Optional subheading should be written in sentence case with a maximum character count of 100 characters

LOGO

HOME   WHY ST. JUDE ⌄   LABS   CAREERS   CONTACT US   PATIENT CARE   SEARCH

(1) ▶

Evergreen Full Screen
Video Explainer About A. Hospital

(2)

(3) (Short video background preview loop before click - fullscreen bg image on mobile)

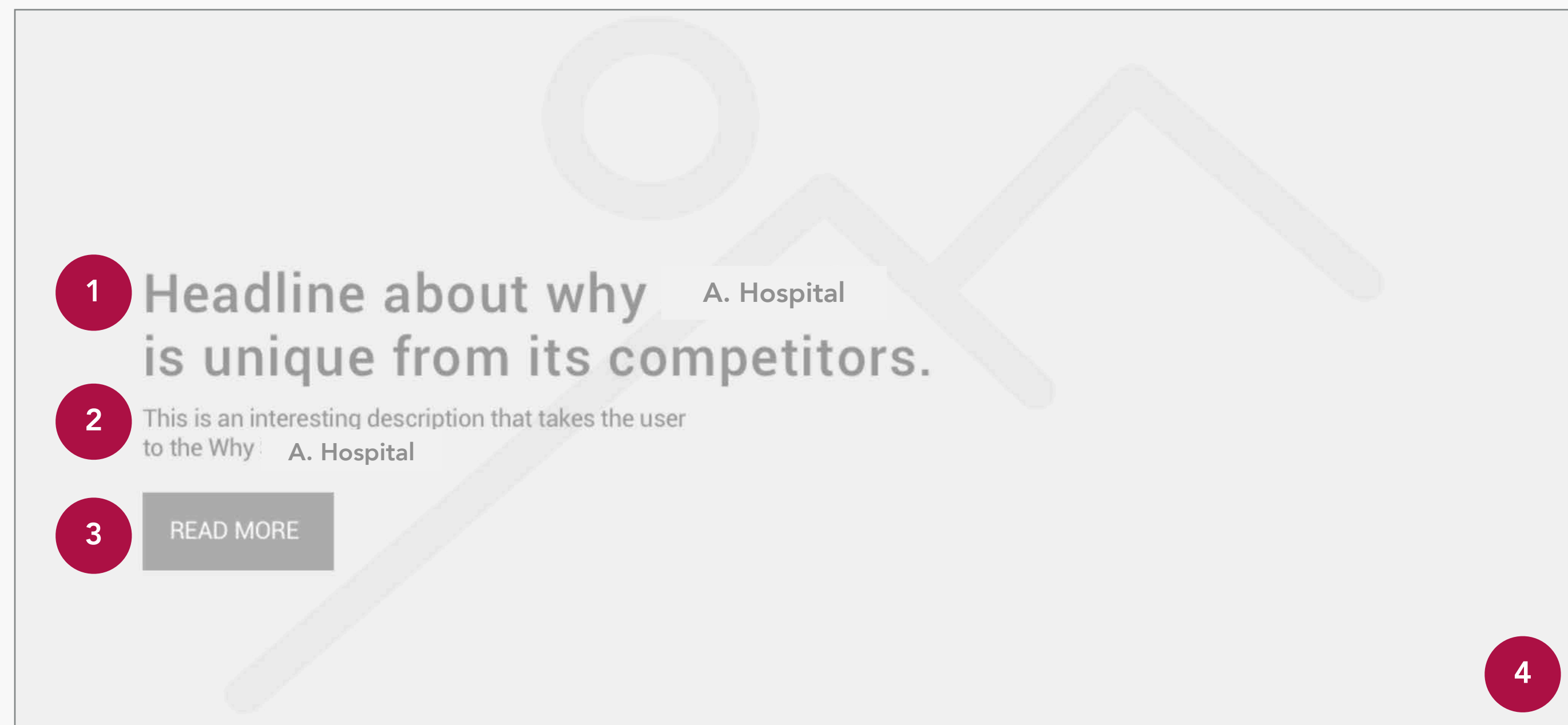UX Department / Content / February 2020

2. / HOMEPAGE: FIND A LAB

1. Title ("Find a Lab" should be written in All Caps with a maximum character count of 25 characters

2. Subheading should be written in sentence case with a maximum character count of 60 characters

3. Search bar should included descriptive text to guide the user what type of terms to enter, with a maximum character count of 40 characters

4. Search CTA: "Search," "Search Now," or "Search Labs.*" Maximum character count of 15 characters. (*Preferred)

5. Illustrative image. See visual style guide or designs for further guidance on style and resolution
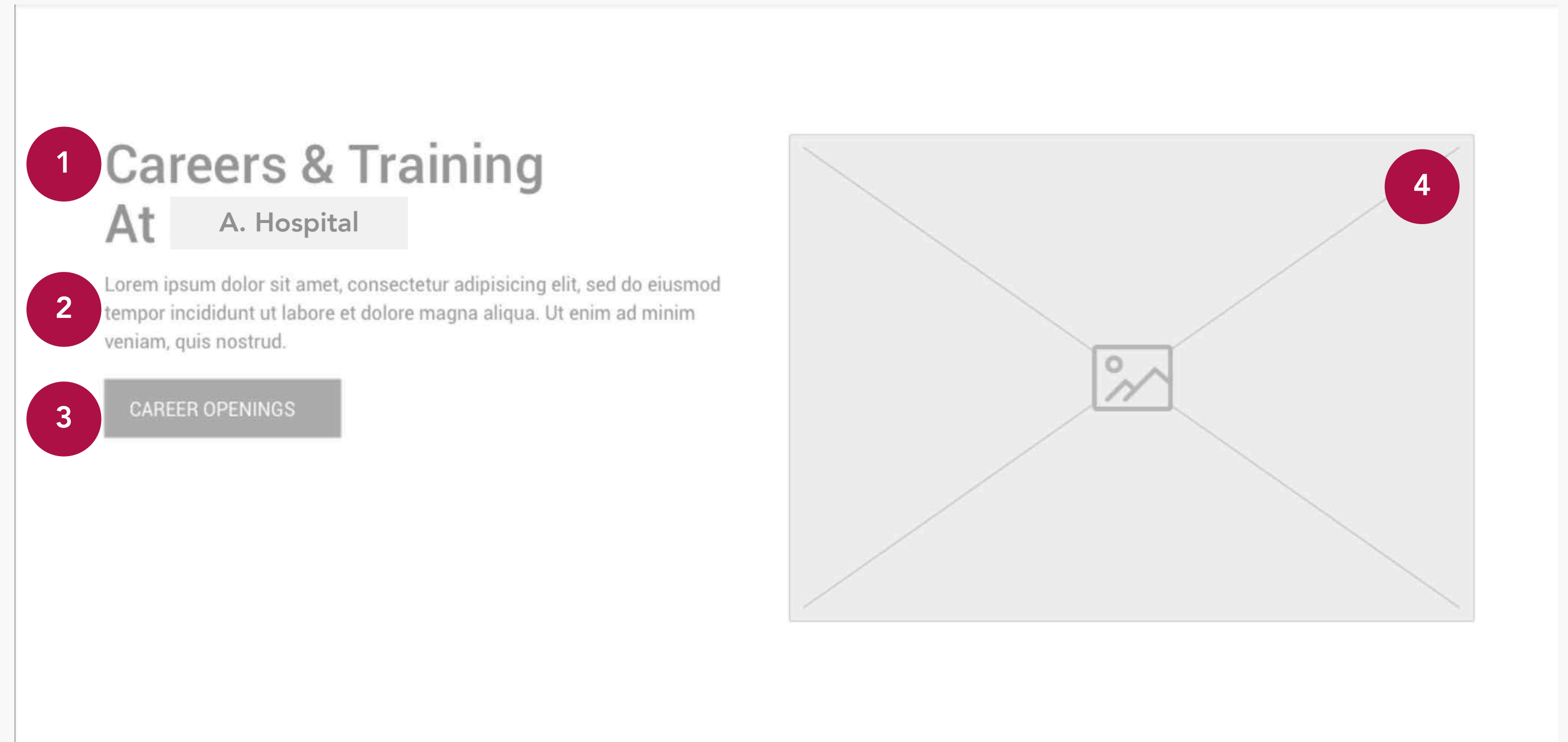

UX Department / Content / February 2020
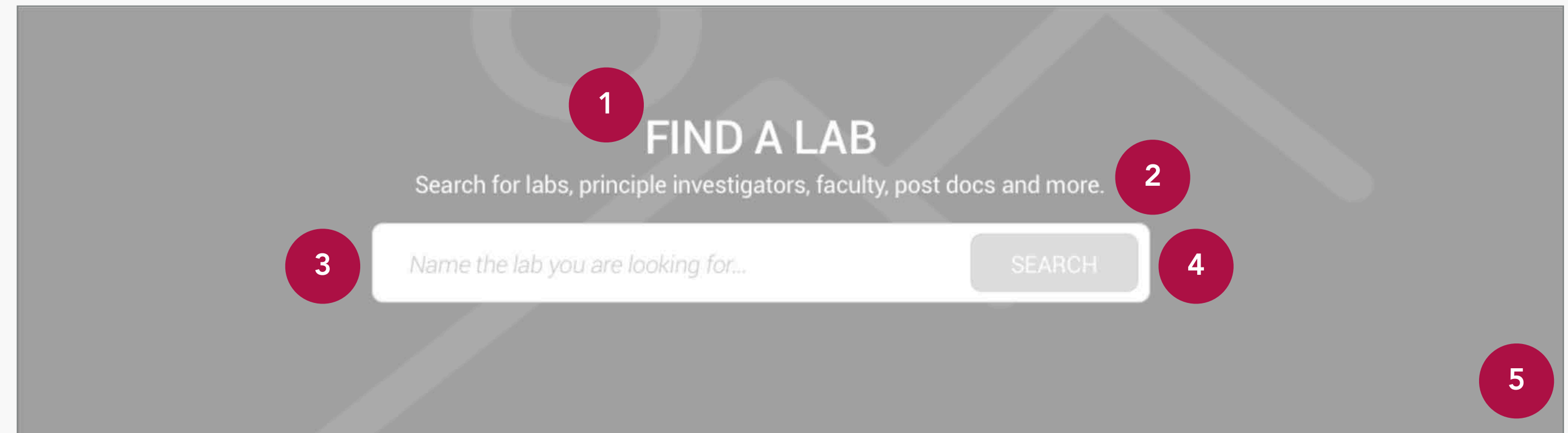
3. / HOMEPAGE: A. HOSPITAL VALUE PROPOSITION

1. Title should be written in sentence case with a maximum character count of 50 characters

2. subheading should be written in sentence case with a maximum character count of 100 characters

3. CTA should be written in all caps, with a maximum character count of 15 characters. Preferred "Read More About A. Hospital"/ "Learn More About A. Hospital"

4. Illustrative image. See visual style guide or designs for further guidance on style and resolution
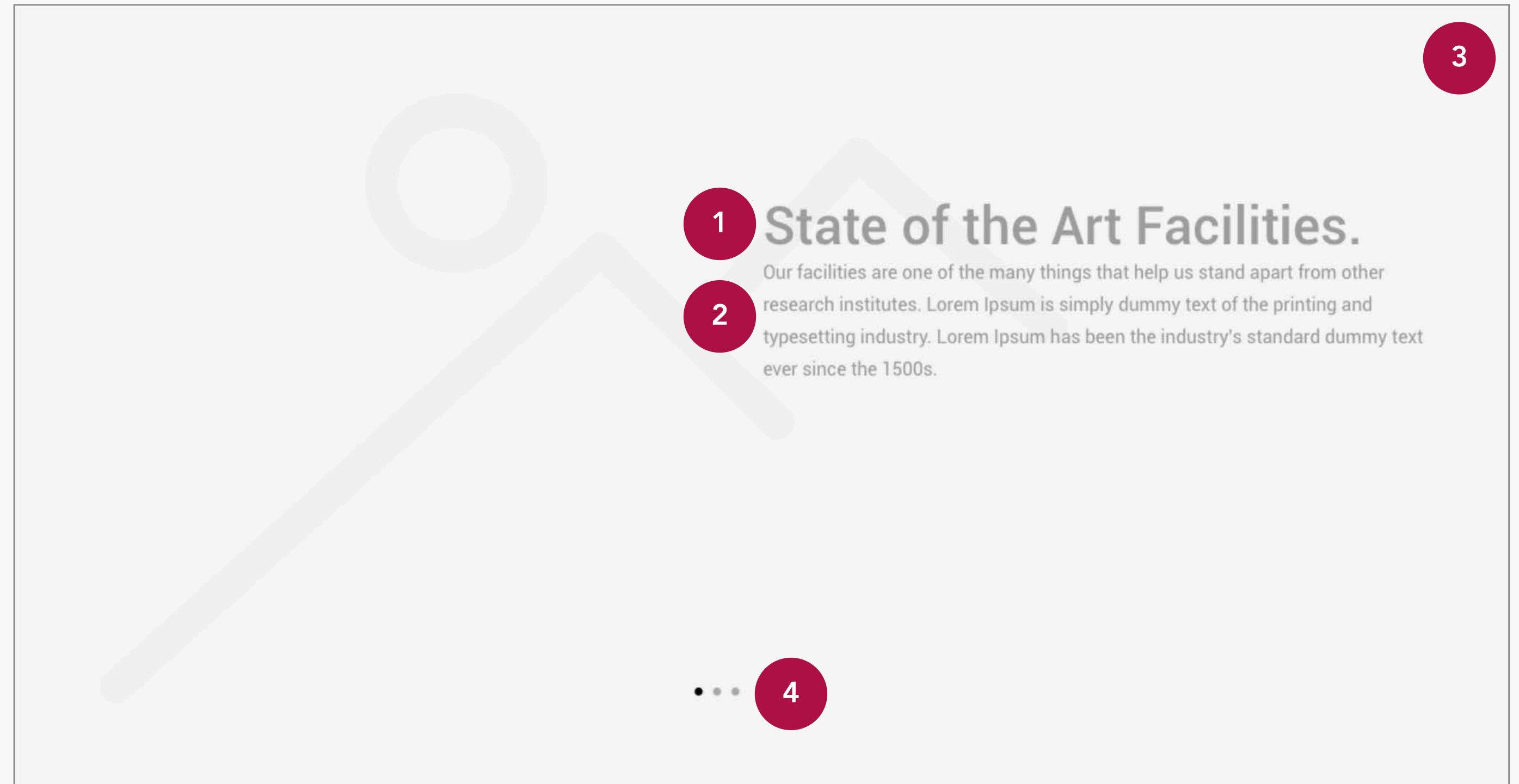
4. / HOMEPAGE: CAREERS & TRAINING

1. Title ("Find a Lab" should be written in Title Case with a maximum character count of 50 characters

2. Subheading should be written in sentence case with a maximum character count of 100 characters

3. CTA should be written in all caps, with a maximum character count of 15 characters. Preferred "Career Openings," "Browse Openings, "View Opportunities"

4. Illustrative image featuring people. See visual style guide or designs for further guidance on style and resolution

1 Careers & Training
At A. Hospital

2 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

3 CAREER OPENINGS

4

4. / HOMEPAGE: FACILITIES

1. Title should be written in Title Case with a maximum character count of 30 characters

2. Subheading should be written in sentence case with a maximum character count of 200 characters

3. Illustrative image. See visual style guide or designs for further guidance on style and resolution

4. Carousel controller. Each slide of carousel should repeat above elements, although the content may be different for each.

State of the Art Facilities.

Our facilities are one of the many things that help us stand apart from other research institutes. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

/HOMEPAGE: MVP

/ LAB LANDING PAGE: MVP

WHAT IT IS

The lab landing page should give a view into all the labs at A. Hospital Research Hospital. The main function of this page is to allow user to get a high-level view of all the labs and filter based on pre-established criteria to easily find the lab they seek.

CHANNELS

AUDIENCES PIs, Senior Researchers. Junior Researchers

FEATURES

- See complete set of potential features in the user journeys
- Provide a mechanism to search for key terms to find the appropriate labs
- Provide a filterable list of labs to browse
- About, Careers, Training, Facilities 2nd to None

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging

MVP CONSIDERATIONS

	—				+
Lab Search		▢	▢	■	
Filter and Sort Results		▢	▢	■	
Show a Featured Lab		▢	■	▢	

FUTURE CONSIDERATIONS

	—				+
Faceted Lab Search		▢	■	▢	

Note: The Feature Backlog provides a full list of potential future considerations

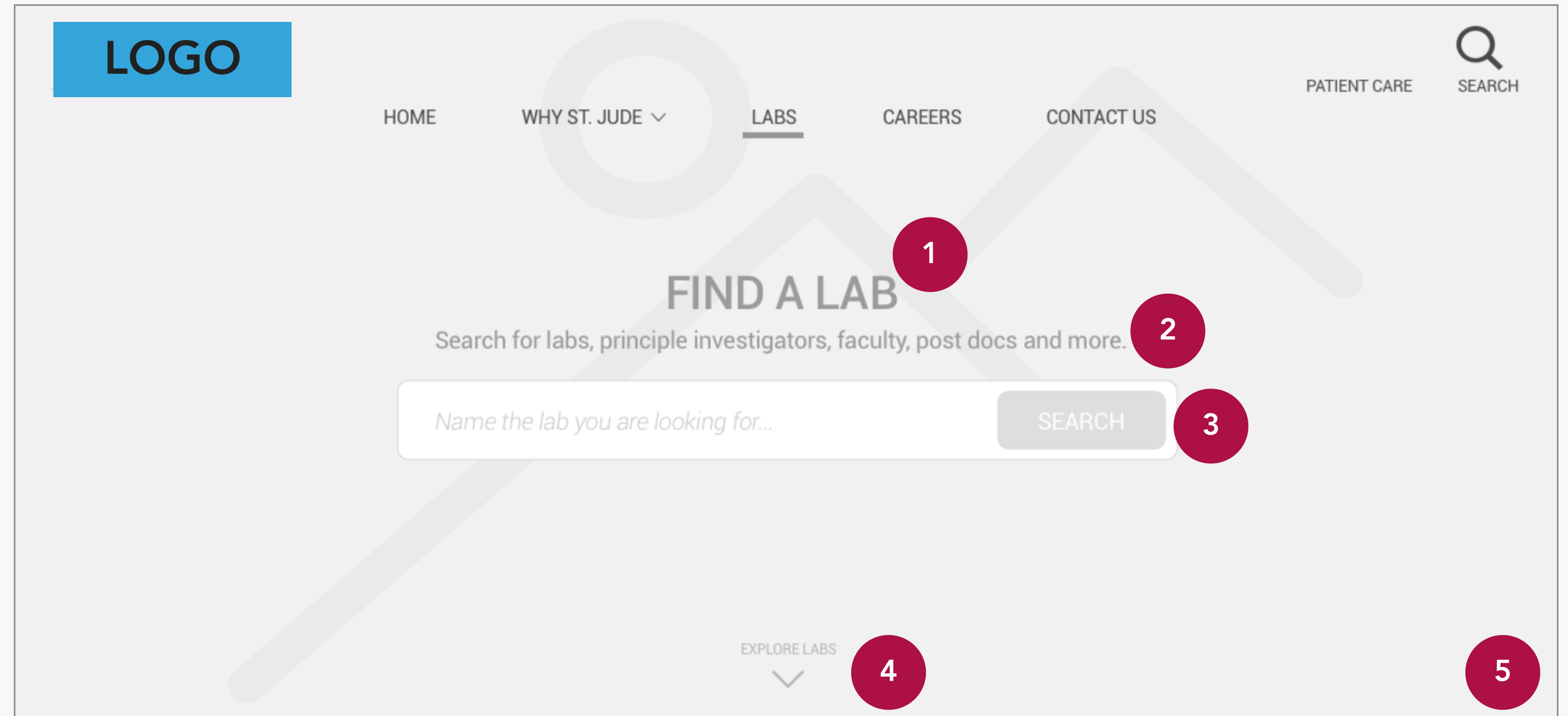# / STORY PRIORITY GUIDE

1 Hero

2 Lab Search

3 Search Filters

4 Lab Search Listing

5 Featured Lab

6 Ability to Share

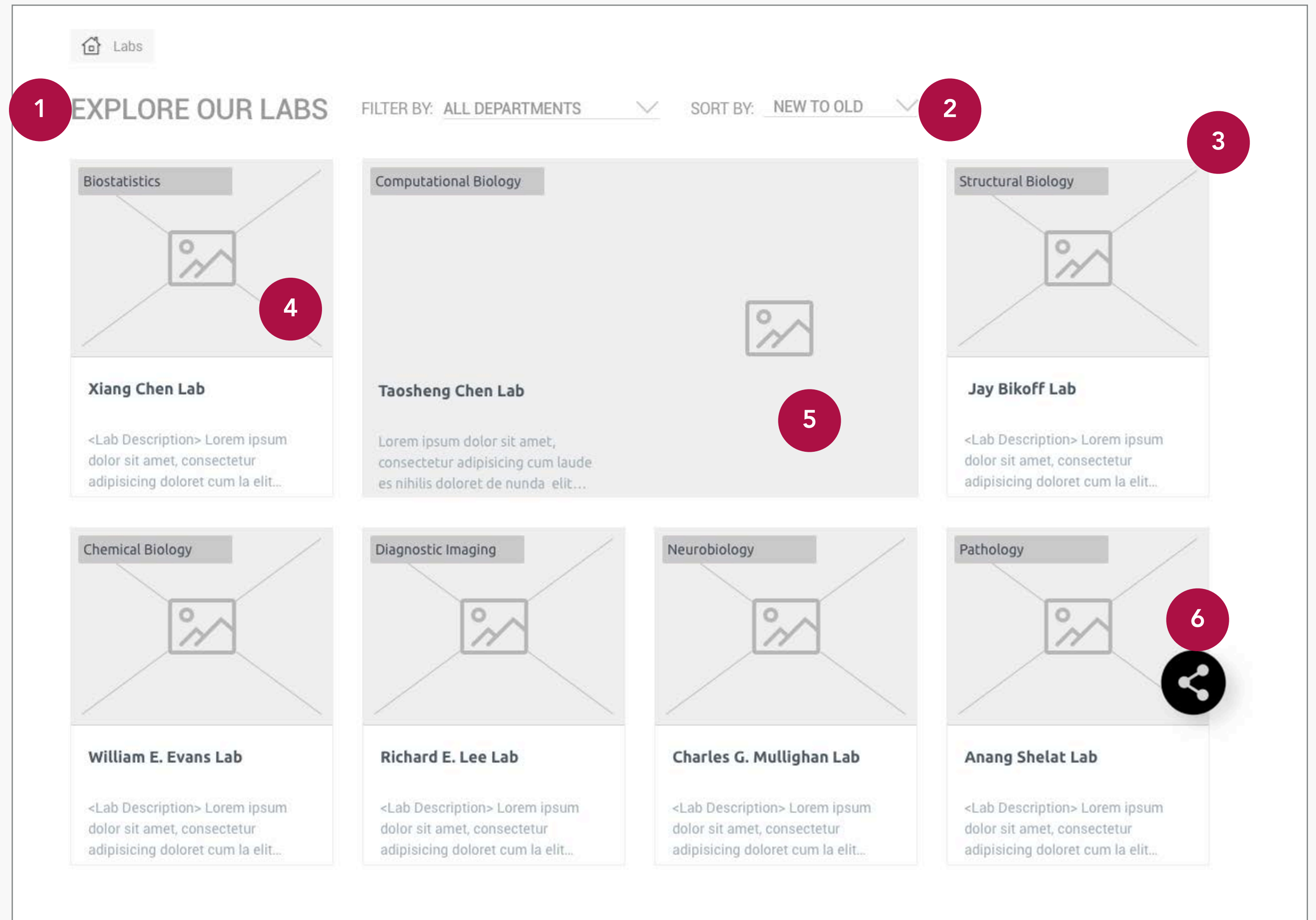**Note:** no flexibility around component placement is recommended for this page

---

LOGO

HOME   WHY ST. JUDE ⌄   LABS   CAREERS   CONTACT US

PATIENT CARE   SEARCH

FIND A LAB

Search for labs, principle investigators, faculty, post docs and more.

1

Name the lab you are looking for...   SEARCH

2

EXPLORE LABS
⌄

🏠 Labs

EXPLORE OUR LABS   FILTER BY: ALL DEPARTMENTS ⌄   SORT BY: NEW TO OLD ⌄   **3**

Biostatistics

4

... Chen Lab

<Lab Description> Lorem ipsum dolor sit amet, consectetur adipisicing doloret cum la elit...

Computational Biology

Taosheng Chen Lab

Lorem ipsum dolor sit amet, consectetur adipisicing cum laude es nihilis doloret de nunda elit...   **5**

Structural Biology

Jay Bikoff Lab

<Lab Description> Lorem ipsum dolor sit amet, consectetur adipisicing doloret cum la elit...

Chemical Biology

William E. Evans Lab

<Lab Description> Lorem ipsum dolor sit amet, consectetur adipisicing doloret cum la elit...

Diagnostic Imaging

Richard E. Lee Lab

<Lab Description> Lorem ipsum dolor sit amet, consectetur adipisicing doloret cum la elit...

Neurobiology

Charles G. Mullighan Lab

<Lab Description> Lorem ipsum dolor sit amet, consectetur adipisicing doloret cum la elit...

Pathology   **6**

Anang Shelat Lab

<Lab Description> Lorem ipsum dolor sit amet, consectetur adipisicing doloret cum la elit...

LOADING MORE LABS

RESEARCH CENTER   PATIENT CARE

Language: United States - English ⌄

Why St. Jude?
Our Technology
Secure Funding
Collaboration
Living In Memphis

Contact us
262 Danny Thomas Place
Memphis, TN 38105
📞 555.555.5555
✉ general.research@stjudes.org

1. / LAB LANDING PAGE: HERO / LAB SEARCH GUIDELINES

1. Make sure the H1 title is clear and indexable

   - Ensure the title clearly indicates the function of the component, recommended maximum character count of 60

   - The title should be written in title case

2. The subhead or body copy should be written in sentence case with a maximum character count of 50 characters
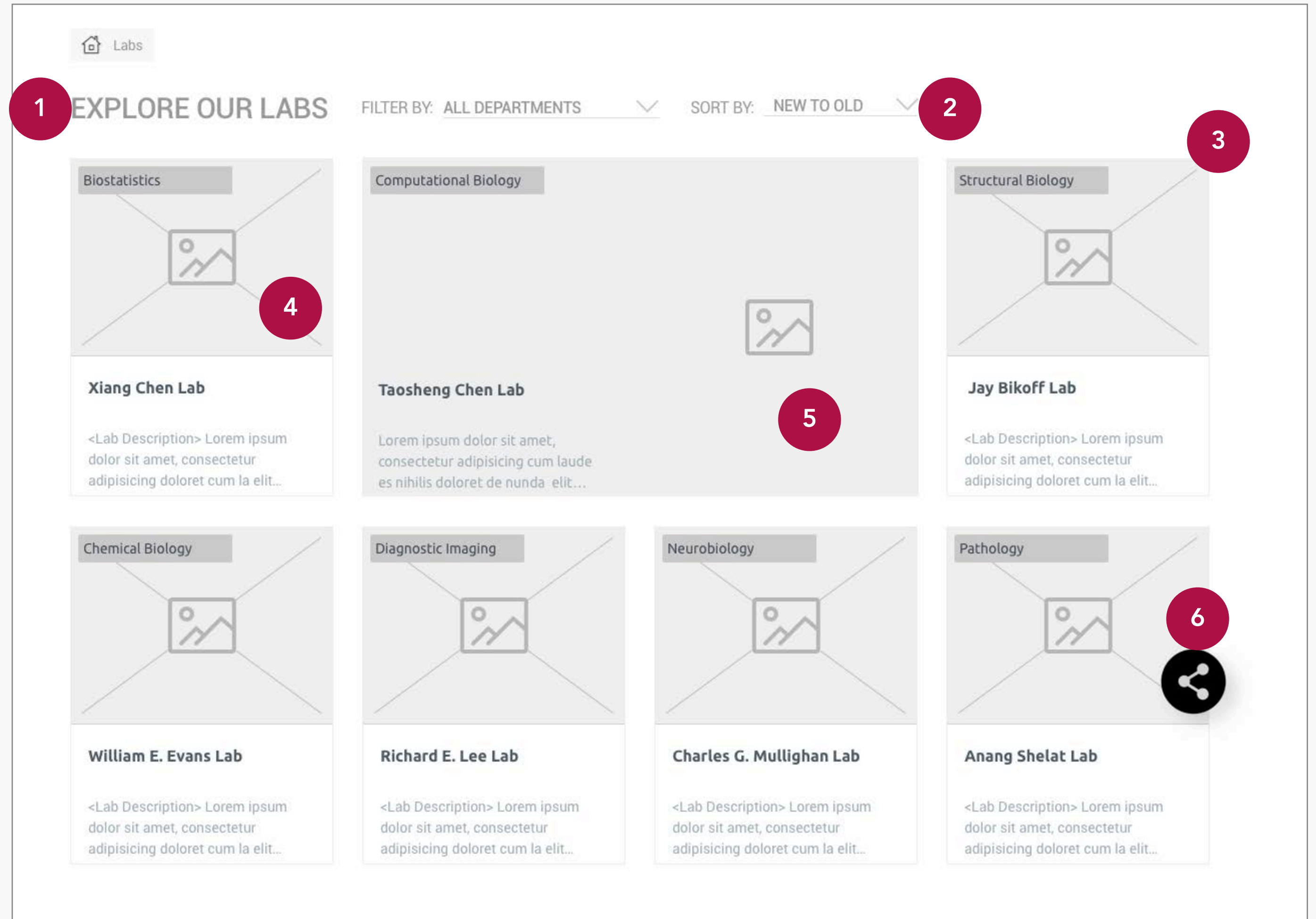
3. Within the search bar itself, clearly indicate that it should be filled in with search criteria.

4. Anchor link to the Lab listing content. Maximum character count of 20 characters

5. Include a compelling picture or image as a background for the hero/search component

UX Department / Content / February 2020

2. / LAB LANDING PAGE: FILTERS - LAB LIST

1. Ensure the title clearly indicates the function of the component, recommended maximum character count of 20. The title should be written in all caps

2. The search filters map to the taxonomy (tags) associated with labs and the date last updated

3. The lab search listing will be autogenerated from the system based on the criteria selected.

4. The ability to include a featured lab will be available as an indicator within AEM, and will also be autogenerated

5. Sharing will be auto-enabled for all labs

/LAB LANDING PAGE: MVP

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/ LAB LANDING PAGE: MVP

WHAT IT IS

The lab landing page should give a view into all the labs at A. Hospital Research Hospital. The main function of this page is to allow user to get a high-level view of all the labs and filter based on pre-established criteria to easily find the lab they seek.

FEATURES

- See complete set of potential features in the user journeys
- Provide a mechanism to search for key terms to find the appropriate labs
- Provide a filterable list of labs to browse
- Provide ability to feature a lab

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging

CHANNELS

AUDIENCES PIs, Senior Researchers. Junior Researchers

MVP CONSIDERATIONS

	—				+
Lab Search		▢	▢	◼	
Filter and Sort Results		▢	▢	◼	
Show a Featured Lab		▢	◼	▢	

FUTURE CONSIDERATIONS

	—				+
Faceted Lab Search		▢	◼	▢	

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Note: The Feature Backlog provides a full list of potential future considerations

/ STORY PRIORITY GUIDE

1 Hero

2 Lab Search

3 Search Filters

4 Lab Search Listing

5 Featured Lab

6 Ability to Share

Note: no flexibility around component placement is recommended for this page

LOGO

HOME   WHY ST. JUDE ⌄   LABS   CAREERS   CONTACT US

PATIENT CARE   SEARCH

FIND A LAB
Search for labs, principle investigators, faculty, post docs and more.

1

Name the lab you are looking for...   SEARCH

2

EXPLORE LABS
⌄

🏠 Labs

EXPLORE OUR LABS

3

FILTER BY: ALL DEPARTMENTS ⌄   SORT BY: NEW TO OLD ⌄   **3**

Biostatistics

Computational Biology

Structural Biology

4

Chen Lab

Taosheng Chen Lab

Jay Bikoff Lab

5

<Lab Description> Lorem ipsum dolor sit amet, consectetur adipisicing doloret cum la elit...

Lorem ipsum dolor sit amet, consectetur adipisicing cum laude es nihilis doloret de nunda elit...

<Lab Description> Lorem ipsum dolor sit amet, consectetur adipisicing doloret cum la elit...

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Diagnostic Imaging

Neurobiology

Pathology

6

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<Lab Description> Lorem ipsum dolor sit amet, consectetur adipisicing doloret cum la elit...

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<Lab Description> Lorem ipsum dolor sit amet, consectetur adipisicing doloret cum la elit...

LOADING MORE LABS

RESEARCH CENTER   PATIENT CARE

Why St. Jude?
Our Technology
Secure Funding
Collaboration
Living In Memphis

Contact us
262 Danny Thomas Place
Memphis, TN 38105
555.555.5555
general.research@stjudes.org

Language: United States - English ⌄

1. / LAB LANDING PAGE: HERO / LAB SEARCH GUIDELINES

1. Make sure the H1 title is clear and indexable

   - Ensure the title clearly indicates the function of the component, recommended maximum character count of 60

   - The title should be written in title case

2. The subhead or body copy should be written in sentence case with a maximum character count of 50 characters

3. Within the search bar itself, clearly indicate that it should be filled in with search criteria.

4. Anchor link to the Lab listing content. Maximum character count of 20 characters

5. Include a compelling picture or image as a background for the hero/search component

LOGO

HOME   WHY ST. JUDE ⌄   LABS   CAREERS   CONTACT US

PATIENT CARE   SEARCH

FIND A LAB

Search for labs, principle investigators, faculty, post docs and more.

Name the lab you are looking for...   SEARCH

EXPLORE LABS
⌄

UX Department / Content / February 2020

2. / LAB LANDING PAGE: FILTERS - LAB LIST

1. Ensure the title clearly indicates the function of the component, recommended maximum character count of 20. The title should be written in all caps

2. The search filters map to the taxonomy (tags) associated with labs and the date last updated

3. The lab search listing will be autogenerated from the system based on the criteria selected.

4. The ability to include a featured lab will be available as an indicator within AEM, and will also be autogenerated

5. Sharing will be auto-enabled for all labs

/LAB DETAIL PAGE: MVP

/ LAB DETAIL PAGE: MVP

WHAT IT IS

The lab detail page should clearly convey the purpose of the lab and the main researchers working in it, from the PI down to Junior researchers. This page plays many purposes. It should only clear describe the research being done there, but it should also work as a recruiting tool to find potential research resources and give them the mechanism to contact the lab or link to the careers site.

CHANNELS

AUDIENCES
PIs, Senior Researchers. Junior Researchers

FEATURES

- See complete set of potential features in the user journeys
- Provide the name of the lab and a concise description
- Introduce the lab and it purpose
- Summarize the type of research being performed
- Link to publications by the researchers in the lab (third party) to be manually entered
- Provide a more detailed description of the research
- Introduce the research using photos
- Provide a link to apply for a position
- Allow potential recruits to contact the lab

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging
- Manual Publication Entry
- Maps Integration
- Link to Careers

MVP CONSIDERATIONS

	—			■	+
Lab Details	—	☐	☐	■	+
People	—	☐	☐	■	+
Publications	—	☐	☐	■	+
People	—	☐	☐	■	+
Link to PI Bio	—	☐	☐	■	+
Resources	—	☐	☐	■	+
Contact	—	☐	☐	■	+

FUTURE CONSIDERATIONS

	—				+
Latest Lab Stories	—	☐	■	☐	+
Lab Videos	—	■	☐	☐	+
All Researcher Bios	—	■	☐	☐	+
Conference Calendar	—	☐	■	☐	+
Research News	—	■	☐	☐	+

UX Department / Content / February 2020

Note: The Feature Backlog provides a full list of potential future considerations

CURRENT LAB CONTENT TYPES AUDIT

Lab	Content																		
	Contact	People	Publications	Research	Data/Downloads	vcff2cna	htb	Oopportunities / Positions	Photos	Honors/Rewards	News	jumppm	tmt	Organic Mechansisms	Lead-Discovery Infomatics	cicero	cis-x	cleandeepseq	spisomizer
Bikoff Laboratory	X	X																	
Chemical Biology and Therapeutics																			
Chen Laboratory																			
Xiang Chen Laboratory	X	X	X	X		X	X												
Computational Biology																			
Developmental Neurobiology																			
Evans Laboratory	X	X	X	X	X														
Feng Laboratory	X	X	X																
Fischer Laboratory	X	X	X						X										
Hematology																			
Human Performance																			
Immunology																			
Kriwacki Laboratory	X	X	X	X	X				X	X	X								
Lee Laboratory	X	X	X	X															
Mckinney-Freeman Laboratory	X	X	X	X															
Mittag Laboratory	X	X	X	X							X								
Mullighan Laboratory	X	X	X	X	X														
Nichols Laboratory	X	X	X	X					X										
Northcott Laboratory	X	X	X	X															
Oncology																			
Pathology																			
Peng Laboratory	X				X							X	X						
Pharmaceutical Sciences																			
Potter Laboratory	X	X	X	X															
Rivas Laboratory	X	X	X	X															
Roberts Laboratory	X		X																
Shelat Laboratory	X	X	X		X											X			
Sherr-Roussell/Roussel-Sherr Lab																			
Stewart Laboratory	X	X	X	X															
Structural Biology																			
Yu Laboratory	X	X	X	X	X			X			X				X				
Zakharenko Laboratory	X	X	X	X															
Zhang Laboratory	X		X		X												X	X	X
	21	18	19	14	7	1	1	1	3	1	3	1	1	0	1	1	1	1	1

/ STORY PRIORITY GUIDE

1. Hero

2. About the Lab: Guidance

3. Research Summary: Guidance

4. Publications

5. People
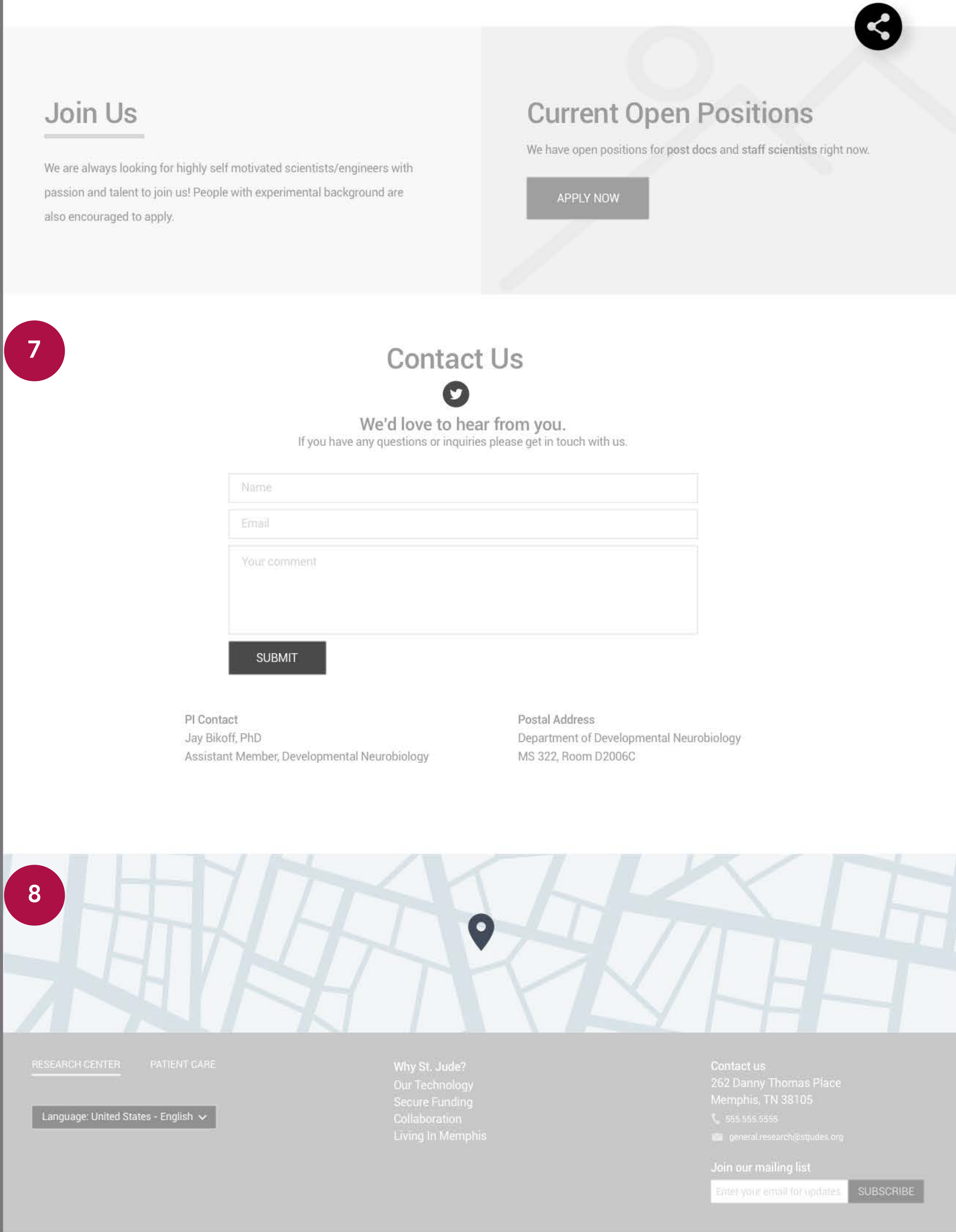
6. Career Link and Framing

7. Contact Us

8. Map

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **6** may be available
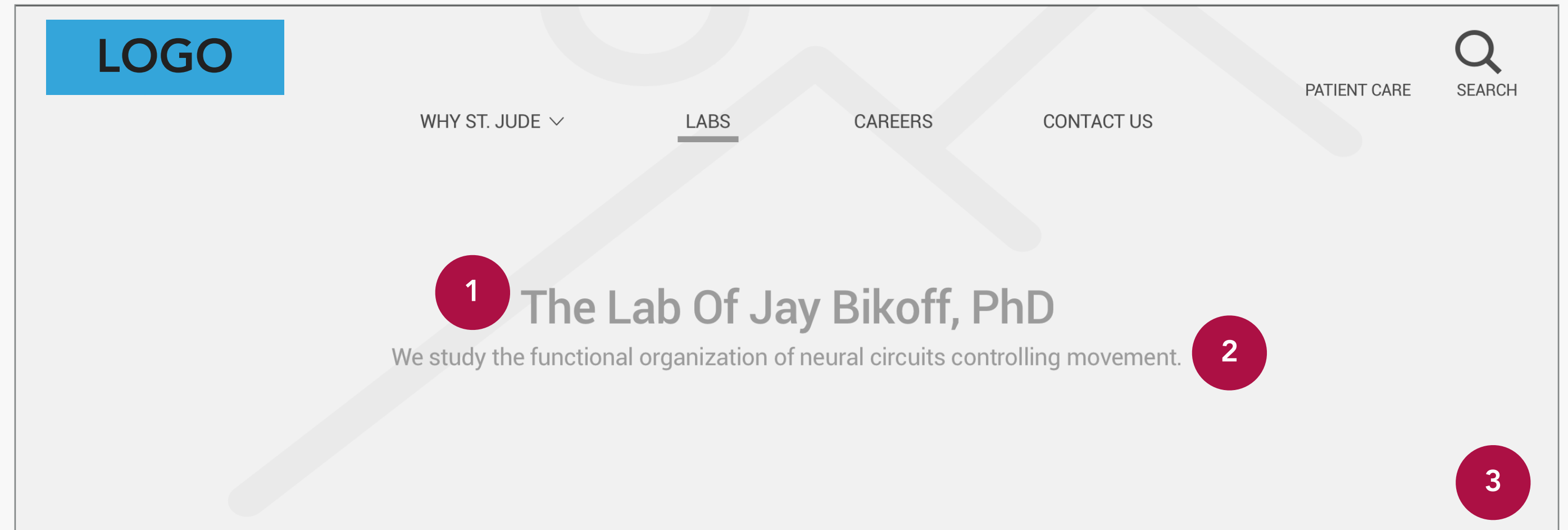
/ STORY PRIORITY GUIDE

1. Hero
2. About the Lab: Guidance
3. Research Summary: Guidance
4. Publications
5. People
6. Career Link and Framing
7. Contact Us
8. Map

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **6** may be available

4 Publications

Origin and segmental diversity of spinal inhibitory interneurons	Dishevelled signaling constitutes a core developmental pathway that controls tissue morphogenesis	The Rac1-GEF Tiam1 couples the NMDA receptor to the activity-dependent development of dendritic arbors and spines	A Drosophila homolog of cyclase-associated proteins collaborates with the Abl tyrosine kinase to control midline axon pathfinding
Sweeney, L.B., Bikoff, J.B.*, Gabitto, M.I.*, Brenner-Morton, Baek, M., Yang, J.H., Tabak, E., S., Dasen, J.S., Kintner, C.R., and Jessell, T.M. (2018). Neuron, in press. *equal contribution.	Ho H.Y., Susman M.W., Bikoff J.B., Ryu Y.K., Jonas A.M., Hu L., Kuruvilla R., and Greenberg M.E. (2012). Wnt5a-Ror. Proc. Natl. Acad. Sci., 13, 4044-4051.	Tolias, K.F.*, Bikoff, J.B.*, Burette, A., Paradis, S., Harrar, D., Tavazoie, S., Weinberg, R.J., and Greenberg, M.E. (2005). Neuron, 45, 525-538. *equal contribution	Wills, Z., Emerson, M., Rusch, J., Bikoff, J., Baum, B., Perrimon, N., and Van Vactor, D. (2002). Neuron, 36, 611-622.

5 The People Of Jay Bikoff's Lab

This is a brief highlight showing the diversity and people within this specific lab. Each of these profiles could link to the bio section if applicable.

Jay Bikoff, PhD
Assistant Member
VIEW FULL BIO

Amit Ahuja
Pharmacist

Junmin Peng
Private Investigator

Clinton Stewart
Staff Scientist
VIEW FULL BIO

6 Join Us

We are always looking for highly self motivated scientists/engineers with passion and talent to join us! People with experimental background are also encouraged to apply.

Current Open Positions

We have open positions for post docs and staff scientists right now.

APPLY NOW

/ STORY PRIORITY GUIDE

1 Hero

2 About the Lab: Guidance

3 Research Summary: Guidance

4 Publications

5 People

6 Career Link and Framing

7 Contact Us

8 Map

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **6** may be available

1. / LAB DETAIL PAGE: HERO GUIDELINES

1. Make sure the H1 title is clear and indexable. The title fully reflects the name of the lab with a recommended maximum character count of 60, written in title case

2. The subhead for the biological question that the lab is focusing on should clearly and precisely state the lab's focus using sentence case. It should strive to to be less than 20 words, additional detail can be provided further down the page

3. If possible, include a compelling picture or image, such as molecular imagery and the like

LOGO

WHY ST. JUDE ⌄   LABS   CAREERS   CONTACT US   PATIENT CARE   SEARCH

The Lab Of Jay Bikoff, PhD

We study the functional organization of neural circuits controlling movement.

UX Department / Content / February 2020

2. / LAB DETAIL PAGE: LAB INFORMATION GUIDELINES

1. The title should be written in title case, with a maximum character count of 50 characters

2. The body copy should be written explicitly for digital (see general guidelines below). The length of the body copy should not exceed 150 words

   At a minimum, the body copy should provide some context as to why the lab's work is important and an overview of the lab's focus (in more detail than the description of the hero)

   - The example provided to the right is a good example of an overview for a lab page

   - Additional examples are the Fischer Lab page, the first two paragraphs of the Nichols Lab page, and the Yu Lab page

3. If possible, include a compelling picture of people working in the lab or lab itself

4. Optional link to Bio of PI (Text Link of name)

Labs / Jay Bikoff Lab

1 About The Lab Of Jay Bikoff, PhD

The world is full of sensory stimuli – we hear the morning alarm, see the sunlight coming through the window, and taste the coffee that wakes us. But it is only through movement that we are able to interact with the **2** world.

Work in the Bikoff lab aims to understand the functional organization of neural circuits that enable movement. We use a multidisciplinary approach that incorporates viral tools, imaging, single-cell genomics, and mouse behavioral analysis to study how circuits in the spinal cord and brain control motor behavior.

4

3 Group Photo of Lab People

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3. / LAB DETAIL PAGE: RESEARCH SUMMARY

1. The title should be written in title case, with a maximum of 50 characters

2. The body copy should be written explicitly for digital (see general guidelines below)
   - For the main lab page, the research summary should strive to be limited to 500 words to make it more consumable for the audience
   - This area should speak to what the lab is doing at a more granular level than the overview
   - In general, you should approach the research summary by breaking it into it's constituent parts or steps with subheads to ensure scannability and censurability

3. If possible, include a compelling pictures of people working in the lab

Our Research Summary [1]

The circuits directly tasked with controlling limb movement are located in the spinal cord, where diverse collections of interneurons receive input from sensory and descending systems to control motor neuron firing. Despite their critical role in influencing movement, we know little about the functional organization of these interneurons and how they govern precise patterns of motor output. Our work takes advantage of the genetic accessibility of mice to dissect the identity and circuitry of spinal interneurons, with the goal of understanding how they interact with sensory input and descending systems in the brain to control movement. The lab focuses on three general research questions:

[2]

I. Cell-type diversity in the nervous system
Understanding the functional organization of the nervous system relies in part on defining the diversity and identity of neuronal cell types that form the building blocks of neural circuits. Our prior work has focused on the cardinal class of spinal V1 interneurons, which are the largest inhibitory population in the ventral spinal cord, and are known to play key roles in coordinating flexion/extension movement and regulating locomotor speed. We found that the V1 class contains dozens of candidate cell types that differ in their molecular identity, position, and physiology. In ongoing work, we are employing single-cell genomic and computational approaches to further define the identity and gene regulatory networks that specify these different interneuron cell types.

II. Connectivity of spinal motor circuits
We are interested in the circuit organization and synaptic connectivity of spinal interneurons. By using viral transsynaptic and other tracing methods, in combination with whole-brain imaging, we aim to define the extent to which V1 interneuron subsets are recruited by distinct descending systems in the brain and project to motor pools controlling biomechanically distinct muscles.

III. Function of spinal interneurons in motor control
The ventral interneurons we study are known to provide direct synaptic input to motor neurons. By virtue of their proximity to motor output, these interneurons represent an excellent system to study how manipulation of neural activity leads to changes in behavior. Using the genetic accessibility of mice to target specific spinal interneuron subsets, in combination with electromyography and high-speed imaging and kinematic analysis, we can study how ablation or activation of neuronal subsets perturbs fundamental aspects of limb movement, such as flexion/extension.

[3]

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4. / LAB DETAIL PAGE: PUBLICATIONS

1. Publications are manually entered to link to where they live on another site.

2. In this case, use the full title to ensure relevance. Do not abbreviate. Understandably, a lab will want to highlight all the publications from its members, but keep in mind the amount of upkeep required beyond 10 – 15 publications, since these will be manually maintained for MVP

3. Also, list the authors as they are presented on the original presentation

4. CTA to link to the source of the publication
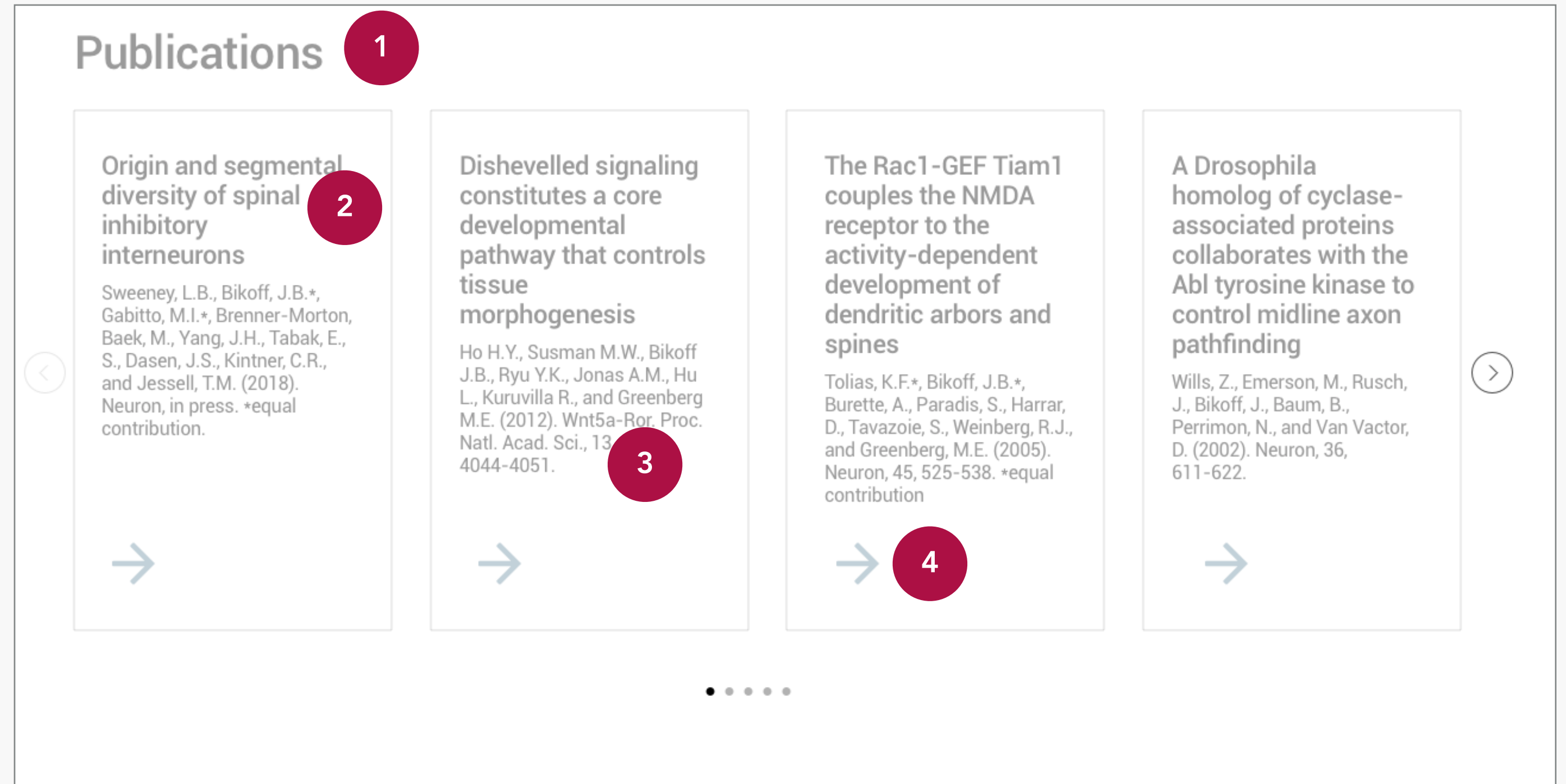
5. / LAB DETAIL PAGE: PEOPLE

1. The title should be written in title case with a maximum character of 50 characters

2. The subhead should clearly and precisely state the purpose of the component using sentence case with a maximum of 25 words

3. For each person card, include a 3) headshot 4) name and title, and 5) a link to their bio, if applicable: View Full Bio

4. Carousel control to allow user to scroll to see additional team members
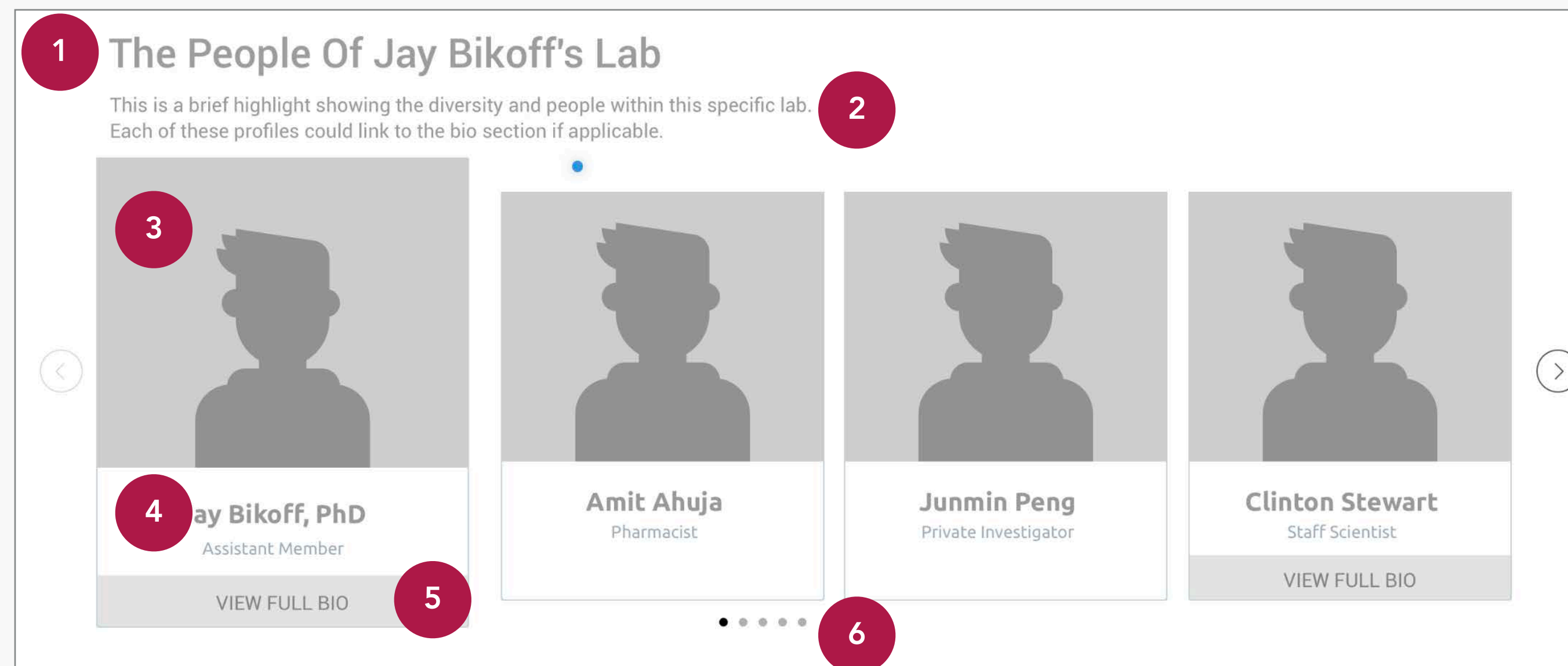
6. / LAB DETAIL PAGE: POSITIONS

Left Column

1. Headline should be written it title case with a maximum of 25 characters

2. The body copy should be written explicitly for digital (see general guidelines below). It should be written in sentence case with a maximum of 25 words

Right Column

3. Headline should be written it title case with a maximum of 25 characters

4. The body copy should be written explicitly for digital (see general guidelines below). It should be written in sentence case with a maximum of 15 words

5. CTA: Apply now to link user to Careers page

https://vml.invisionapp.com/share/C2AS23M8AQJ#/screens/222586734_MVP_-_Lab_Homepage
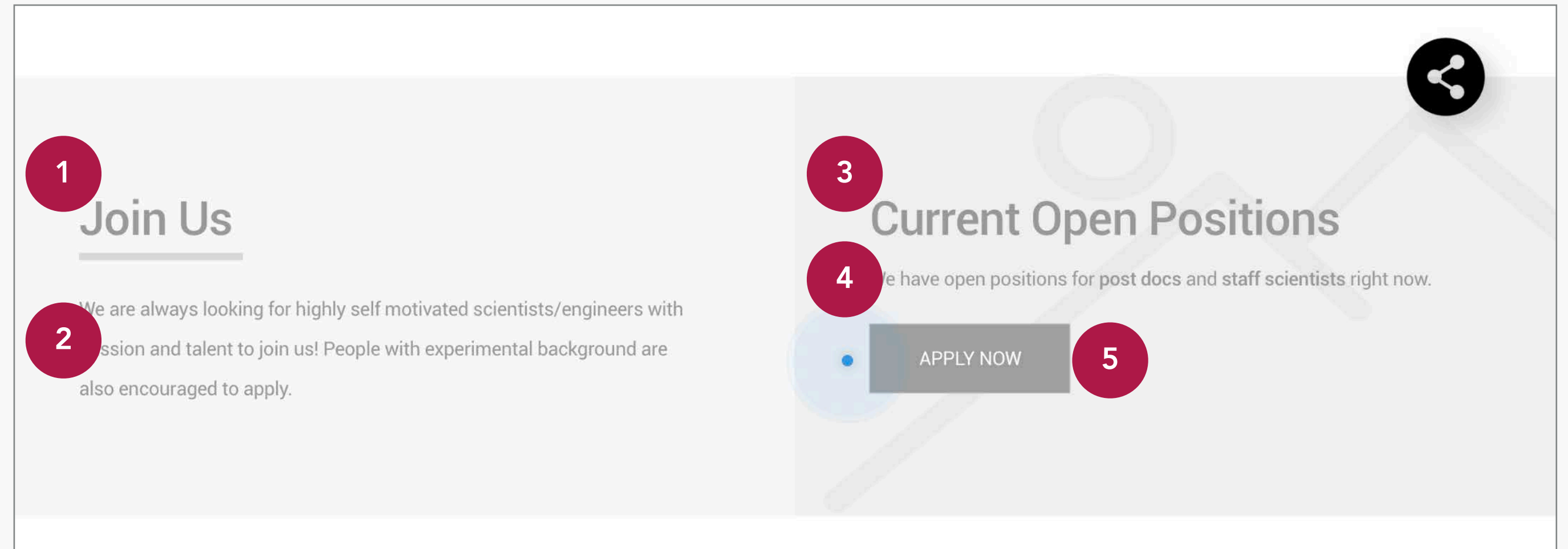
7. / LAB DETAIL PAGE: CONTACT

1. Title should be written in Title Case with a maximum character count of 15 characters

2. Add any appropriate links to social feeds after the Title

3. The subtitle should be in sentence case with a maximum character count of 50 characters

4. The body copy should be in sentence case with a maximum of 25 words

5. The contact details should provide guidance text for each field, with a maximum character count of 20 characters

6. CTA should allow the user to submit the form. Maximum character count of 10 characters

7. Actual physical mailing address of the lab along with the name and title of the PI

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8. / LAB DETAIL PAGE: MAP

1. Maps are integrated. No author action required
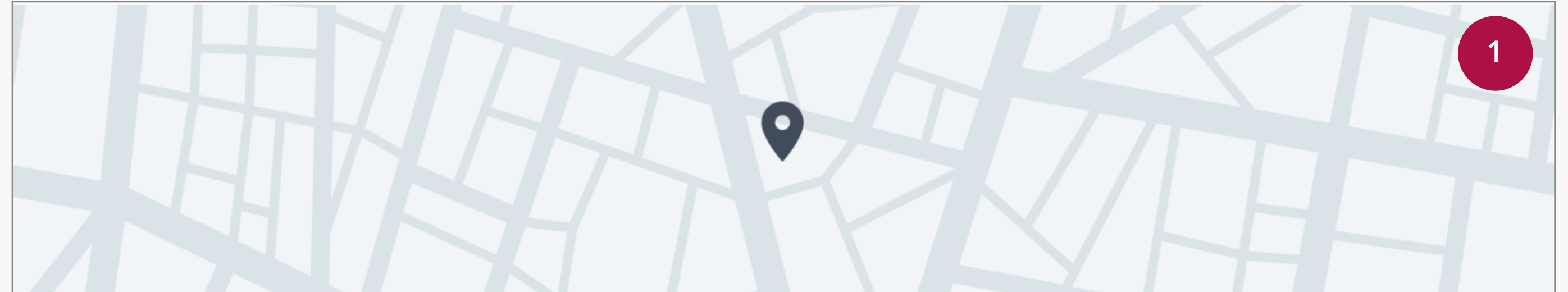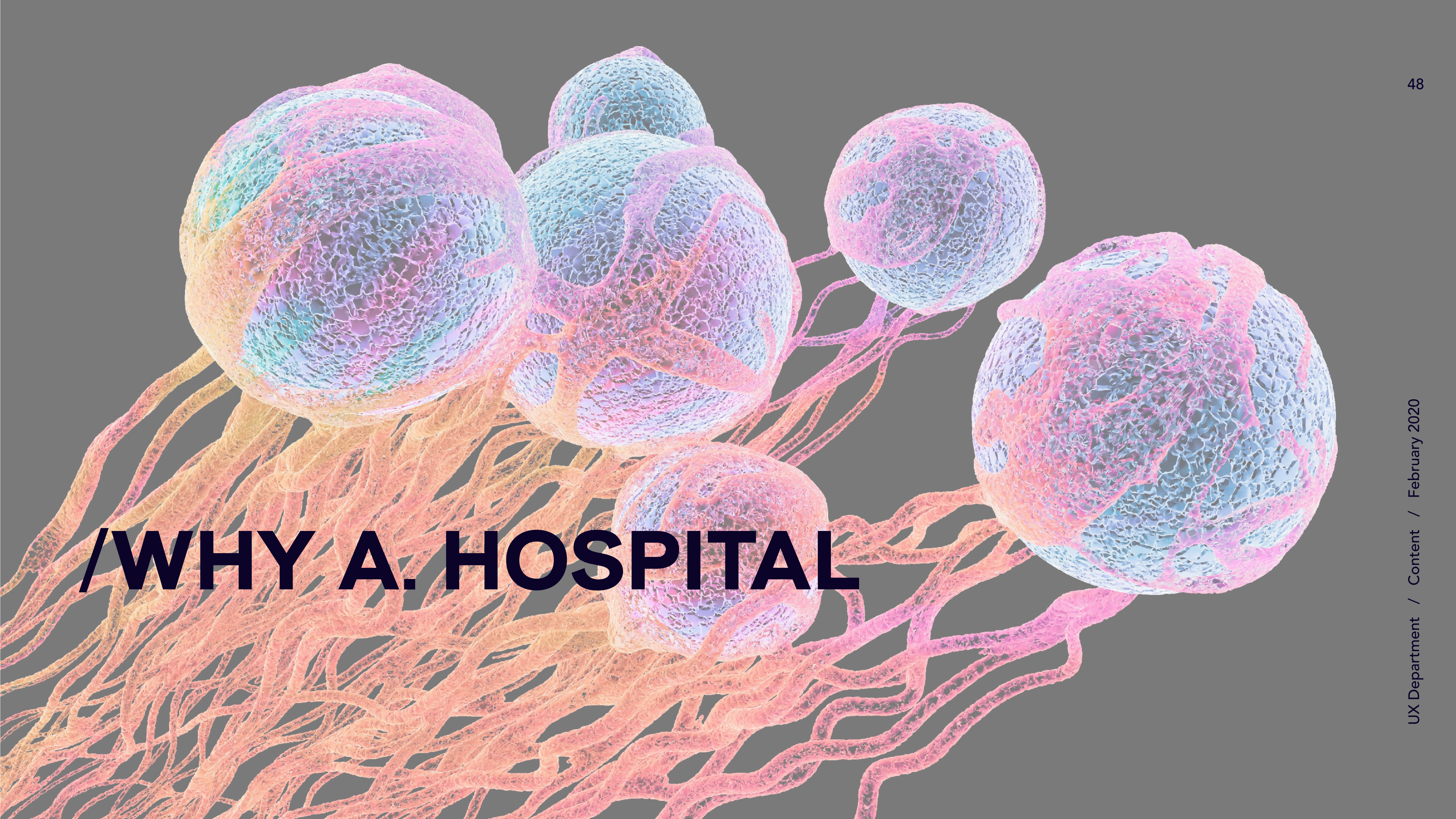
/WHY A. HOSPITAL

/ WHY A. HOSPITAL?

WHAT IT IS

The A. Hospital Children's Research Hospital homepage will act as the welcome to the Research digital experience. It should prove a clear overview of the Research Hospital and its mission, while allowing users quick links and avenues to important content throughout the experience.

CHANNELS

AUDIENCES General Public, PIs, Senior Researchers. Junior Researchers

FEATURES

- Unique Value Proposition of A. Hospital
- The A. Hospital Mission
- Collaboration at A. Hospital
- Funding at A. Hospital
- Life in Memphis: Cost of Living, Schools, Culture, Arts, etc.

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging

MVP CONSIDERATIONS

About A. Hospital.	—	☐	☐	■	+
A. Hospital Mission	—	☐	☐	■	+
A. Hospital Stories	—	☐	☐	■	+
Memphis Stories	—				+

FUTURE CONSIDERATIONS

Subpages per Topic	—	☐	■	☐	+
A. Hospital Videos	—	☐	■	☐	+
Deeper Memphis Content	—	■	☐	☐	+
Translational Science	—	☐	■	☐	+
Supporting Families	—	☐	■	☐	+

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/ STORY PRIORITY GUIDE

1. Hero
2. Our Mission
3. Facilities Component
4. Collaboration Component
5. Funding Component
6. Life in Memphis Component

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available

/ STORY PRIORITY GUIDE

1 Hero

2 Our Mission

3 Facilities Component

4 Collaboration Component

5 Funding Component

6 Life in Memphis Component

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available

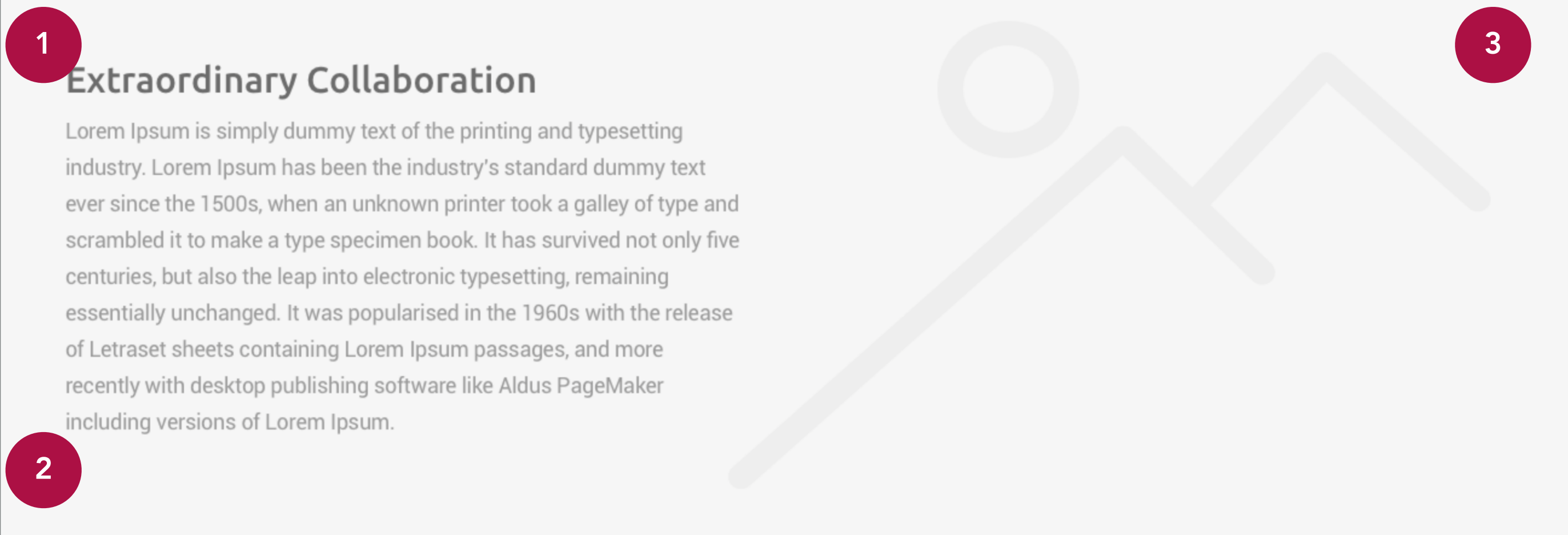# 1. / WHY A. HOSPITAL: HERO

1. Title should be written in Title Case with a maximum character count of 50 characters

2. Optional subheading should be written in sentence case with a maximum character count of 100 characters

3. Illustrative image. See visual style guide or designs for further guidance on style and resolution

1 Why **A. HOSPITAL**

2 This is the value proposition for why St. Jude is unique and how it stands out from its competition.

2. / WHY A. HOSPITAL: **MISSION**

1. Title should be written in Title Case with a maximum character count of 25 characters

2. Optional subheading should be written in sentence case with a maximum character count of 500 characters

3. Illustrative image. See visual style guide or designs for further guidance on style and resolution

4. CTA is optional (future state): Learn More about Our Mission: Maximum character count 30 characters. Should be written in all caps
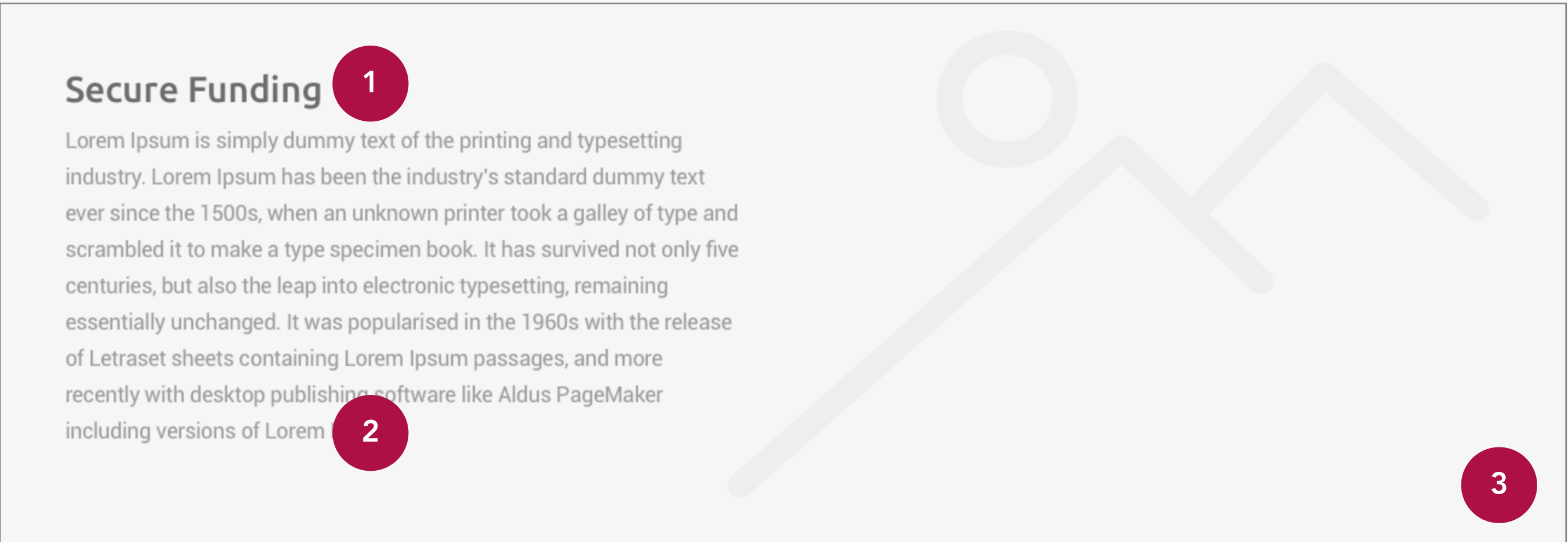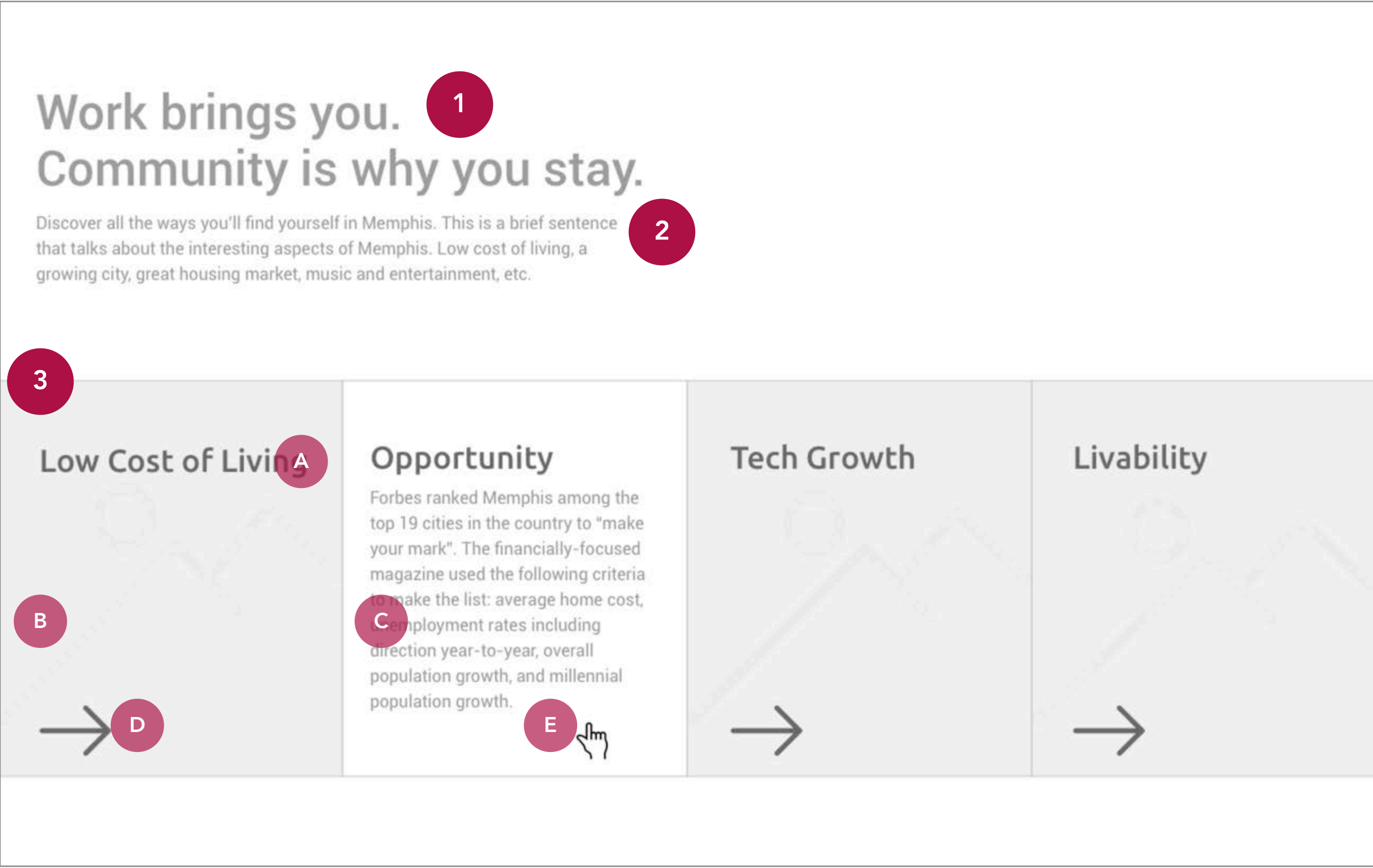
The Mission For Research ①

② The world is full of sensory stimuli – we hear the morning alarm, see the sunlight coming through the window, and taste the coffee that wakes us. But it is only through movement that we are able to interact with the world.

Work in the Bikoff lab aims to understand the functional organization of neural circuits that enable movement. We use a multidisciplinary approach that incorporates viral tools, imaging, single-cell genomics, and mouse behavioral analysis to study how circuits in the spinal cord and brain control motor behavior.

③

3. / WHY A. HOSPITAL: FACILITIES

1. Title should be written in Title Case with a maximum character count of 25 characters

2. Optional subheading should be written in sentence case with a maximum character count of 500 characters

3. Illustrative image. See visual style guide or designs for further guidance on style and resolution

4. CTA is optional (future state): Learn More about Our Mission: Maximum character count 30 characters. Should be written in all caps

3

1 Innovative Facilities

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. **2**
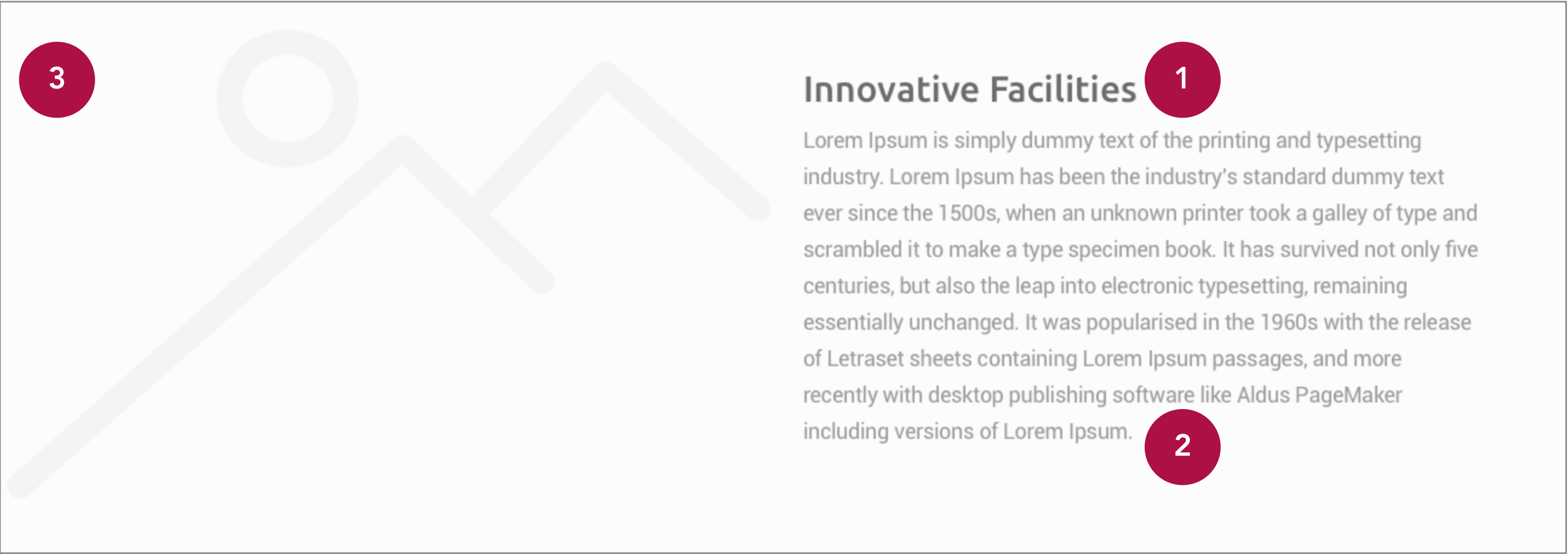
4. / WHY A. HOSPITAL: COLLABORATION

1. Title should be written in Title Case with a maximum character count of 25 characters

2. Optional subheading should be written in sentence case with a maximum character count of 500 characters

3. Illustrative image. See visual style guide or designs for further guidance on style and resolution

4. CTA is optional (future state): Learn More about Our Mission: Maximum character count 30 characters. Should be written in all caps

1

3

Extraordinary Collaboration

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

2

5. / WHY A. HOSPITAL: SHARED RESOURCES

1. Title should be written in Title Case with a maximum character count of 25 characters

2. Optional subheading should be written in sentence case with a maximum character count of 500 characters

3. Illustrative image. See visual style guide or designs for further guidance on style and resolution

4. CTA is optional (future state): Learn More about Our Mission: Maximum character count 30 characters. Should be written in all caps

Shared Resources (1)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. (2)

(3)

6. / WHY A. HOSPITAL: FUNDING

1. Title should be written in Title Case with a maximum character count of 25 characters

2. Optional subheading should be written in sentence case with a maximum character count of 500 characters

3. Illustrative image. See visual style guide or designs for further guidance on style and resolution

4. CTA is optional (future state): Learn More about Our Mission: Maximum character count 30 characters. Should be written in all caps

Secure Funding (1)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem (2)

(3)

7. / WHY A. HOSPITAL: FUNDING

1. Title should be written in Title Case with a maximum character count of 50 characters

2. Optional subheading should be written in sentence case with a maximum character count of 250 characters

3. Detail cards: Each card should illustrate a particular story related to living in Memphis. Each card has the following elements:

   A. Card Title(s) should be written in title case with a maximum character count of 20 characters

   B. Illustrative image for each topic. See visual style guide or designs for further guidance on style and resolution

   C. Body text for each topic. Should be written in sentence case with a maximum character count of 250 characters

   D. Arrow action. Clicking this reveals body copy

   E. Text CTA is optional (future state) for each card: Learn More. Should be written in all caps

Work brings you.
Community is why you stay.

Discover all the ways you'll find yourself in Memphis. This is a brief sentence that talks about the interesting aspects of Memphis. Low cost of living, a growing city, great housing market, music and entertainment, etc.

Low Cost of Living

Opportunity

Forbes ranked Memphis among the top 19 cities in the country to "make your mark". The financially-focused magazine used the following criteria to make the list: average home cost, employment rates including direction year-to-year, overall population growth, and millennial population growth.

Tech Growth

Livability

/CAREERS PAGE

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/ CAREERS

WHAT IT IS

The A. Hospital Children's Research Hospital homepage will act as the welcome to the Research digital experience. It should prove a clear overview of the Research Hospital and its mission, while allowing users quick links and avenues to important content throughout the experience.

CHANNELS

AUDIENCES   PIs, Senior Researchers. Junior Researchers

FEATURES

- Careers Overview (Hero)
- The A. Hospital Mission for Research
- Life at A. Hospital as a Researcher
- Career Opportunities per Area of Research
- Ability to Filter based on Area of Research
- Ability to Apply for a Position
- Ability to Sign Up for Career Alert

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging

MVP CONSIDERATIONS

About Careers at A. Hospital —	☐	☐	■	+
A. Hospital Research Mission —	☐	☐	■	+
Life at A. Hospital —	☐	☐	■	+
Career Opportunities —	☐	☐	■	+
Career Alert Sign Up —	☐	☐	■	+

FUTURE CONSIDERATIONS

Latest Lab Stories —	☐	■	☐	+
Subpages for Stories —	■	☐	☐	+
Tight Integration with Jobs —	■	☐	☐	+
Mentorship Opportunities —	☐	■	☐	+
Career Development —	☐	■	☐	+

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Note: The Feature Backlog provides a full list of potential future considerations

/ STORY PRIORITY GUIDE

1. Hero
2. Our Mission
3. Working at A. Hospital
4. Opportunities
5. Alerts

Note: no flexibility around component placement is recommended for this page

LOGO

HOME   WHY ST. JUDE ⌄   LABS   CAREERS   CONTACT US

PATIENT CARE   SEARCH

1

Careers at St. Jude

There are currently **30** research related jobs out of **302** career options at St. Jude.
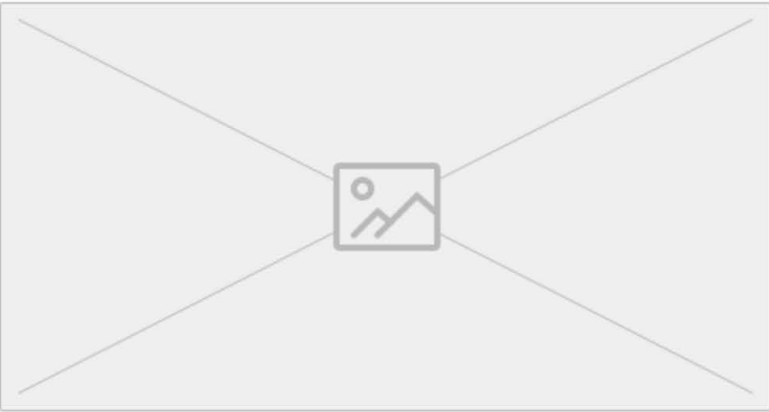
SEE ALL RESEARCH JOBS
⌄

🏠 Careers

2

The Mission For Research

The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

3

Working At St. Jude

Work is what brings you here. Community is what makes you stay. Now, discover all the ways you'll find yourself in Memphis.

Living In Memphis is Great
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum.

Colaboration Not Competition
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum.

State of the Art Facilities
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum.

Supporting People Not Projects
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum.

Cutting Edge Technology
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum.

Secure Funding
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum.

Explore Research Opportunities

SORT BY: JOB ID (ASCENDING) ⌄

All Research Jobs (30)

Biostatistics (3)

Chemical Biology (3)

Computational Biology (1)

Developmental Neurobiology (0)

Biostatistics Senior Administrative Assistant
St. Jude Children's Research Hospital will provide you with world-class facilities, state-of-the-art technologies, and extraordinary support to ensure scientific progress is never halted from a lack of resources. At St. Jude, you will be part of a collaborative environment where you can see, firsthand, how your work translates into survival for the children we serve.

Job ID 42113

Faculty Position - Department of Biostatistics

/ STORY PRIORITY GUIDE

1 Hero

2 Our Mission

3 Working at A. Hospital

4 Opportunities
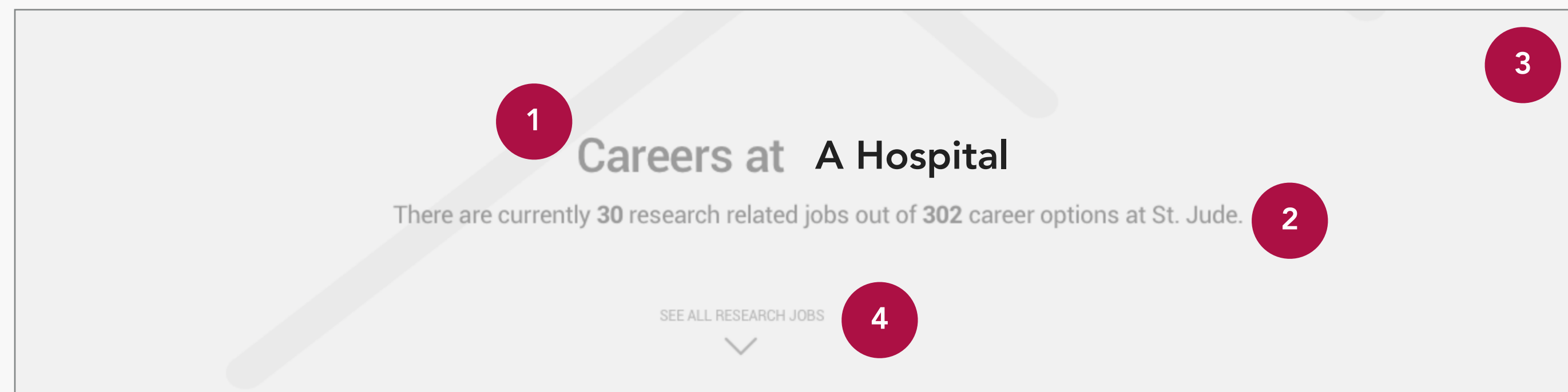
5 Alerts

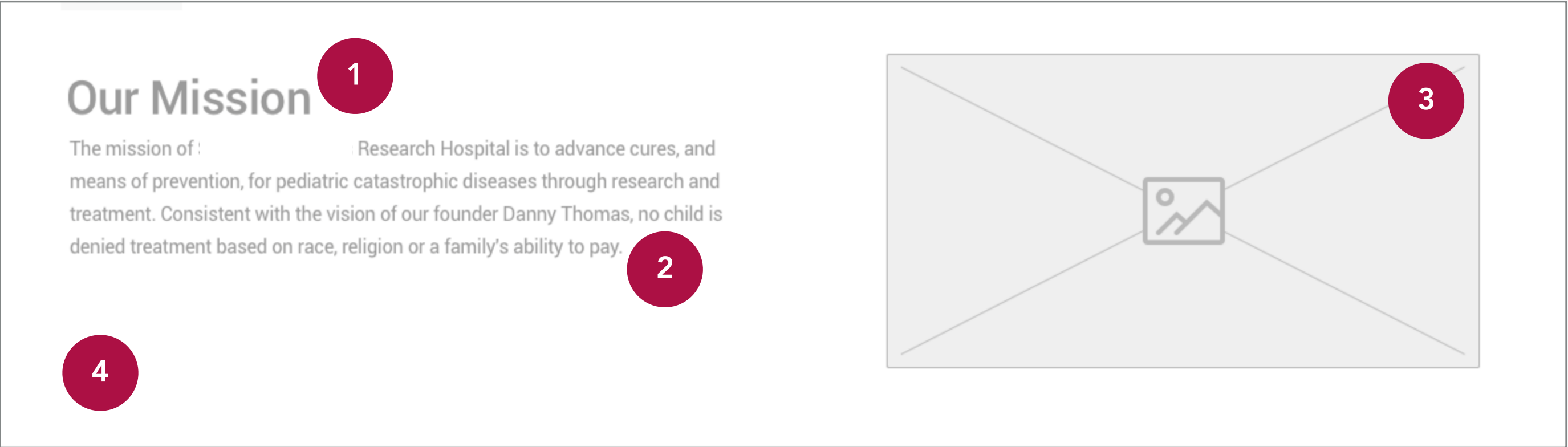**Note:** no flexibility around component placement is recommended for this page

1. / CAREERS: HERO

1. Title should be written in Title Case with a maximum character count of 50 characters

2. Optional subheading should be written in sentence case with a maximum character count of 100 characters. Actual numbers of openings (bold 30/392 in example) will be extracted from jobs system

3. Illustrative image. See visual style guide or designs for further guidance on style and resolution

4. Anchor link to Careers component. Should be written in all caps with a maximum character count of 30 characters

Careers at **A Hospital**

There are currently **30** research related jobs out of **302** career options at St. Jude.

SEE ALL RESEARCH JOBS

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2. / CAREERS: MISSION

1. Title should be written in Title Case with a maximum character count of 25 characters

2. Optional subheading should be written in sentence case with a maximum character count of 500 characters

3. Illustrative image. See visual style guide or designs for further guidance on style and resolution

4. CTA is optional (future state): Learn More about Our Mission: Maximum character count 30 characters. Should be written in all caps

Our Mission

The mission of   Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

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3. / CAREERS: WORKING AT A. HOSPITAL

1. Title should be written in Title Case with a maximum character count of 50 characters

2. Optional subheading should be written in sentence case with a maximum character count of 250 characters

3. Detail cards (limit 6?): Each card should illustrate a particular story related to working at A. Hospital containing the following elements:

    A. Illustrative image for each topic. See visual style guide or designs for further guidance on style and resolution

    B. Card Subtitle should be written in title case with a maximum character count of 20 characters

    C. Body text for each card. Should be written in sentence case with a maximum character count of 100 characters

    D. Each card can act as CTA for optional further detail (future state) for each card. S
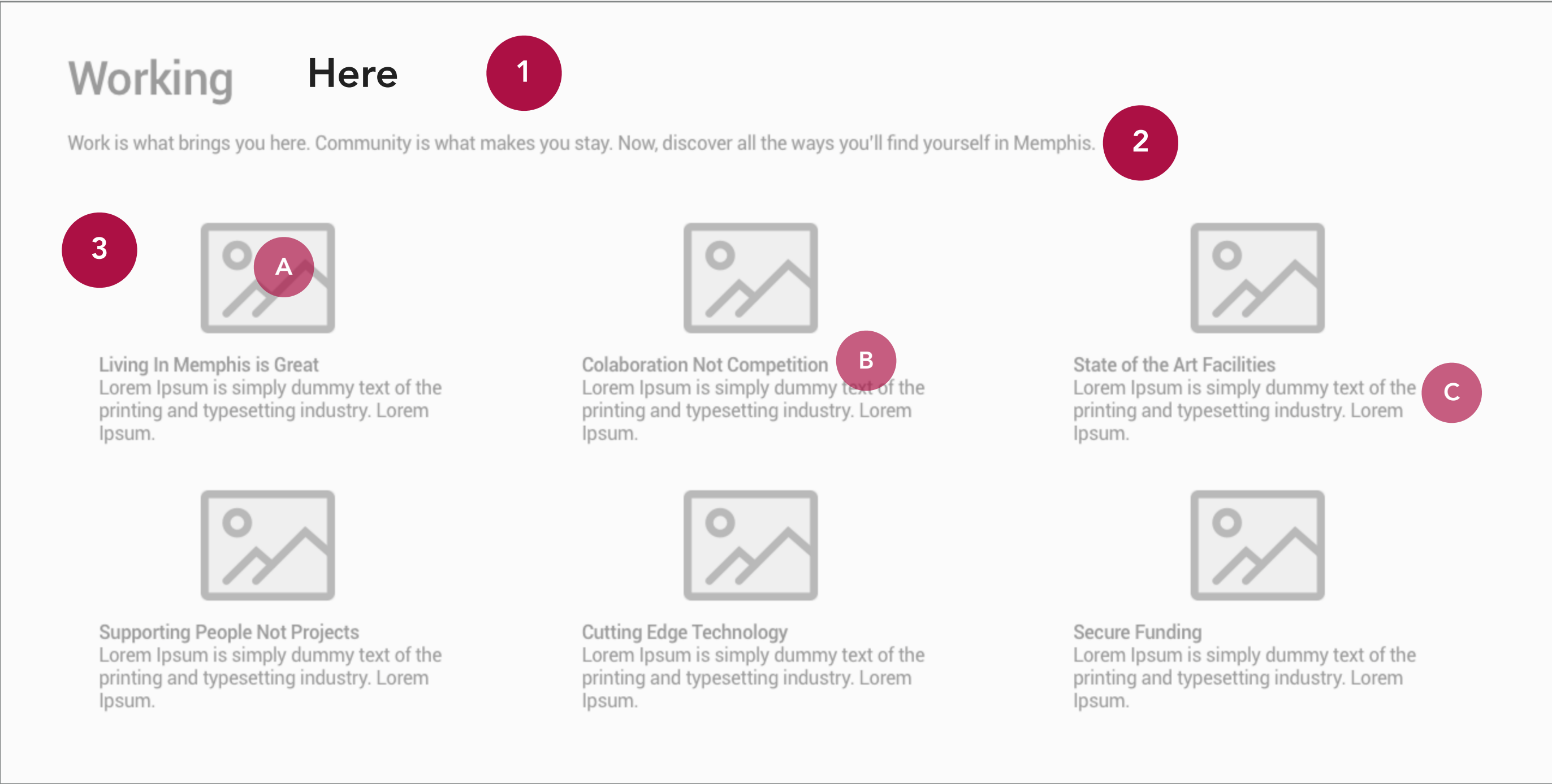
4. / CAREERS: OPPORTUNITIES

1. Title should be written in Title Case with a maximum character count of 50 characters

2. Filters (filter labels TBD based on taxonomy) give the user the ability to narrow their view

3. Job area lists and numbers. These are drawn from the jobs system.

4. Job posts. These are drawn from the jobs system, but should surface the following details.

   A. Position title

   B. Position description

   C. Job ID#

5. CTA to view all openings. Should be written in all caps with a maximum character count of 40 characters

5. / CAREERS: JOB ALERTS

1. Title should be written in Title Case with a maximum character count of 50 characters

2. Optional subheading should be written in sentence case with a maximum character count of 100 characters

3. User entry fields/dropdown should provide descriptive text to guide the user what type of terms to enter, with a maximum character count of 40 characters

4. Check-boxes should allow the user to further narrow their alert criteria. Maximum character count for labels should be 15 characters

5. CTA to subscribe. Should be written in all caps with a maximum character count of 25 characters (Subscribe to Alerts)

INTERESTED IN JOB ALERTS?

If you would like to be notified when new jobs are posted in your specified area, then make sure you sign up. We'll keep you updated!

Select your department of interest.

What's your name?   What's your email address?

I'm interested in jobs related to:
☐ PI   ☐ Post Doctoral   ☐ PhD's   ☐ Fellowship

SUBSCRIBE

/CONTACT US

/ CAREERS

WHAT IT IS

The A. Hospital Children's Research Hospital homepage will act as the welcome to the Research digital experience. It should prove a clear overview of the Research Hospital and its mission, while allowing users quick links and avenues to important content throughout the experience.

CHANNELS

AUDIENCES   General Public, PIs, Senior Researchers. Junior Researchers

FEATURES

- Ability to Contact A. Hospital Research
- Ability to Post a Particular Query or Comment
-

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Determination of recipient of request

MVP CONSIDERATIONS

Contact Form	—	☐	☐	■	+
User Detail Entry	—	☐	☐	■	+
Comments Entry	—	☐	☐	■	+

FUTURE CONSIDERATIONS

Ability to Choose Dept.	—	☐	■	☐	+
Ability to Choose Recipient	—	■	☐	☐	+
Comment Tagging by Topic	—	■	☐	☐	+

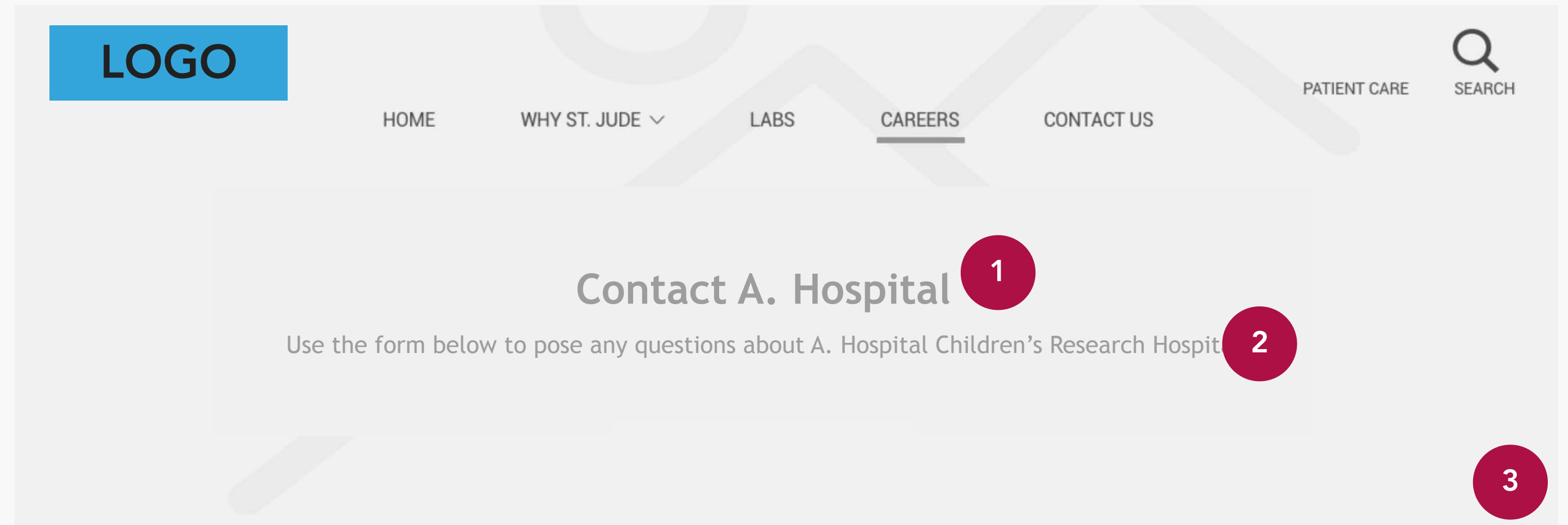UX Department / Content / February 2020

/ STORY FLOW

1 Hero

2 Contact Form

Note: no flexibility around component placement is recommended for this page
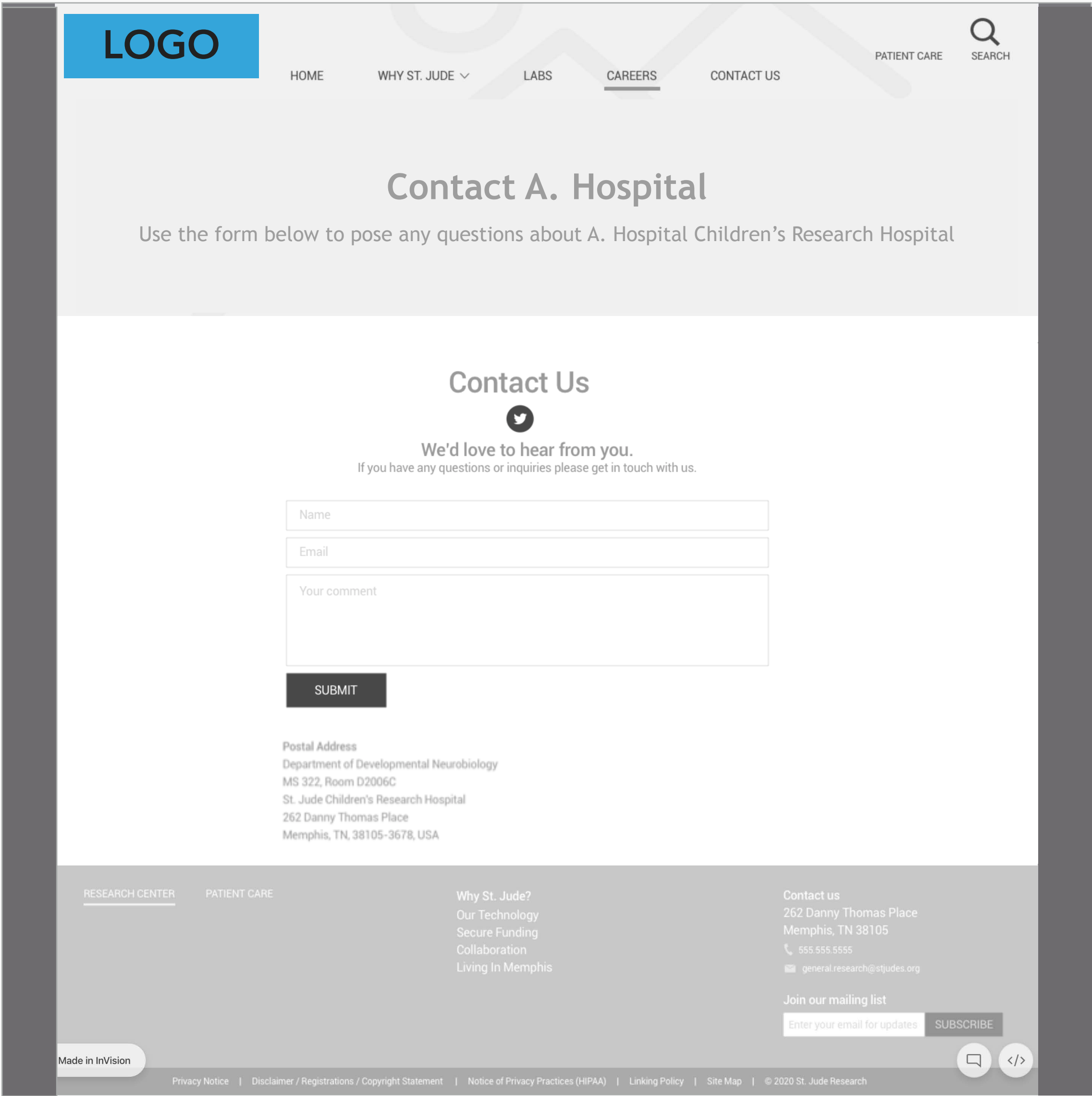
1. / CONTACT US: HERO

1. Title should be written in Title Case with a maximum character count of 15 characters

2. The subtitle should be in sentence case with a maximum character count of 50 characters

3. Illustrative image. See visual style guide or designs for further guidance on style and resolution

LOGO

HOME   WHY ST. JUDE ⌄   LABS   CAREERS   CONTACT US   PATIENT CARE   SEARCH

Contact A. Hospital **(1)**

Use the form below to pose any questions about A. Hospital Children's Research Hospit **(2)**

(3)

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2. / CONTACT US: CONTACT FORM

1. Title should be written in Title Case with a maximum character count of 15 characters

2. Add any appropriate links to social feeds after the Title

3. The subtitle should be in sentence case with a maximum character count of 50 characters

4. The body copy should be in sentence case with a maximum of 25 words

5. The contact details should provide guidance text for each field, with a maximum character count of 20 characters

6. CTA should allow the user to submit the form. Maximum character count of 10 characters

7. Actual physical mailing address A. Hospital Children's Research Hospital

/GLOBAL ELEMENTS

HEADER NAVIGATION

In general, global header navigational items should be limited to a maximum of 7 items to choose from, though fewer is ideal
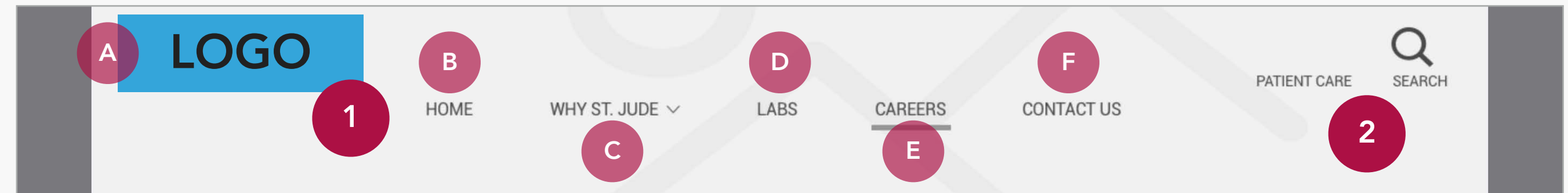
1 Header Navigation: Each choice represents a main area of the site containing additional content

    A.   A. Hospital Logo: Takes user back to patient experience (stjude.org)

    B.   Home (nomenclature TBD): Returns user to the research hompage

    C.   Labs: Takes user to Lab Landing page

    D.   Careers: Leads user to Careers Landing page

    E.   Contact Us: Leads User to Contact form and details

2 Utility Navigation: Links to patient care and allows user to search the site

Note: no flexibility around component placement is recommended for this component

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FOOTER NAVIGATION

In general, footer navigational items should be link not only to areas of the site that are highlighted in the global header, but also content that needs to be presented for users (legal, etc.)

(3) Footer Navigation

A. Site selector: Allows user to toggle between research and patient experiences

B. Why A. Hospital?: Allows user to access Why A. Hospital content from footer

C. Contact Us: Provides address

D. Email Sign Up: Allows user to subscribe to emails from A. Hospital Research CTA="Subscribe" or "Subscribe Now." Max character count should be 15 characters in all caps

E. Legal links: Privacy Policy, Terms of Use, etc.

Note: no flexibility around component placement is recommended for this component

APPENDIX
/GENERAL GUIDANCE

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/ GENERAL GUIDELINES

1. Imagery: Resolution and Styling should be determined in collaboration and design

2. Adhere to the A. Hospital Voice & Tone

3. Enter the appropriate page-level metadata (i.e., page title [<100 cc], meta description [<200 cc], keywords [<200 cc], and H1 [<50] cc).

4. Be concise where possible. Long sentences make consumption of copy more difficult for out audiences

5. Use the inverted pyramid when writing. Start with a high level of detail and add additional details further down the page or link to additional details on a subpage

6. Use clear language. Clear language is simple language. Break large text up into smaller paragraphs to make the copy more consumable

7. Write energetically. Use the active voice where possible.

8. Wire scannable content. Use bulleted or numbered lists where to make copy more scannable and consumable

9. Be personal. Use pronouns where possible rather than repeating the lab or institution name again and again to make the content more relevant

10. Strive for a Standard or Fairly Difficult Flesch Kincaid Reading Ease score (currently the pages range from Very Easy to Very Difficult). The audience is a technical and knowledgeably audience, but those reading scores will make the copy more easily consumed.

11. Provide clear calls to action so that the user will know where a particular CTA link leads

/THANK YOU

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