

# Web Presence Project – Vision

A visit to the website for Children’s Hospital of Philadelphia Research Institute offers a memorable journey. Ideal visitors come back again and again because their user experience was engaging, worthwhile, and intuitive. Behind the scenes, a Web Presence Project team acts as their travel guides, constantly looking for ways to make the website’s content truly valuable and easy to explore.

Plans to create [www.research.chop.edu](http://www.research.chop.edu) as a premier online destination point began in 2018, when Bryan Wolf, MD, PhD, Executive Vice President and Chief Scientific Officer, prioritized in the Research Institute’s Strategic Plan for the Institute’s web presence to be completely reassessed and redesigned to better meet the needs of its audiences. Research Web Services and Research Creative Services partnered together and formed a single coordinated Web Presence Project team to plan and implement this project, along with guidance and support from the CHOP Project Management Office and the Research Project Management Office.

Re-imagining the Research Institute’s website was a large and challenging undertaking. The Web Presence Project Team set goals to provide state-of-the-art web design, a seamless user experience, and relevant, well-organized content — all aligned with the Research Institute’s mission to advance the health of children by turning scientific discovery into medical innovation.

They started from the grassroots. The team identified a vast pool of stakeholders and conducted interviews to better understand their audience’s priorities: showcase the work of our investigators and their labs, elevate the Research Institute’s public profile to recruit new principal investigators and staff, and improve its internal audiences’ ability to find and use information.

The Web Presence Team developed a comprehensive content strategy to guide them in decision-making. They reviewed existing content, gathered new content, and provided consistency in “how” content is communicated. In adherence with CHOP’s branding guidelines, they created the website functionality, design, and interface. At the same time, they established underlying management processes to streamline workflow, provide timely content updates, and focus on sharing research knowledge, resources, and expertise.

During every level and stage of the project arc over 18 months, the steady leadership of Angela Knott, Director, Research Creative Services, and Scott Glasser, Associate Director, Web Strategy, remained flexible, and they presented responsive, creative solutions necessary to keep the project team’s work on track and on time. With full involvement and prioritization from all Web Presence Project team members, [www.research.chop.edu](http://www.research.chop.edu) relaunched in fall 2019.

The Web Presence Project continues with a sense of persistent and ongoing enhancement. Guided by the vision of its leadership, a new, highly functioning, organizational relationship exists between Research Creative Services and Research Web Services. They refine workflow

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processes and find solutions that often have unexpected benefits leading to increased communication, efficiency, and research community collaboration. This vision and its process responsiveness exceeds all the Web Presence Project’s initial and subsequent goals to date:

- **Full Inclusion:** All primary CHOP Research Institute leadership, administrative, and researcher web resources are represented, with new entities added on a consistent basis
- **Intentional Content:** Research and administrative teams regularly provide news, announcements, and events that reinforce their engagement with the website
- **User Experience:** A state-of-the-art user interface that is mobile friendly, compelling visual design, and consistent iconography reinforces ease-of-use
- **Find and Be Found:** An advanced search function provides fully realized interrelation of all content types
- **Content Elevation Process:** Content can be raised from multiple layers and shared at the highest level or between sections of the site, even out to external vehicles, such as [www.chop.edu](http://www.chop.edu) and [at.chop.edu/research](http://at.chop.edu/research)
- **Onboarding and Education:** Training functionality meets the expanding needs of new and existing faculty
- **Rich Media Content:** A variety of content delivery keeps visitors engaged such as videos, interactive timelines and processes, GIFs, social media stories, podcasts, content narration audio, infographics, and live streams and topical webinars
- **Responsive Modular Development:** The website’s foundation allows new functionality, design, and content correlation solutions based on existing WPP processes, design, content organization, and functionality.

The CHOP Research Institute Web Presence Project will constantly evolve to fulfill the promise of our CEO, CSO, and the leadership of our Research Administration for the website to remain the “go to” resource for our research community and beyond. It remains a priority for the Research Institute to creatively apply existing solutions and develop new ones to meet the ever expanding and important vision we all share: We will be the preeminent institution in the world dedicated to translational research for children.