

CHOP RI WEBSITE

New User Experience/User Interface

When [Children's Hospital of Philadelphia Research Institute](#) main website was relaunched last fall, one of the most complex undertakings fell to designing a site which brought a brand-new look and feel to the CHOP Research Institute. The challenge laid in mapping out and understanding user expectations while creating an innovative user experience and user interface, that not only met the immediate needs, but eyed the future as well. This task was placed in the experienced hands of, longtime [CHOP Research Institute Administration](#) staff, Lindsay Cowen, Senior User Experience Designer/Developer, and Juliet Kilcoyne, Art Director.

What's user experience and interface (UX/UI)?

User Experience (UX) is the interaction the user has with a website. User Interface (UI) is the visual elements the user sees.

In reimagining the UX/UI for the new site, Lindsay and Juliet followed several primary guiding principles:

- Search took on a far greater importance; how it looked and behaved would set the tone for the rest of the website. It needed to provide easy intuitive access while connecting the vast and complex content within the Institute. Not only would it function as a simple site search, it would also adaptively create current and future page layouts (See our [COVID-19](#) section)
- The unique needs of the CHOP Research Institute users, both internal and external, differ from those of CHOP's main hospital website. With excellent UX/UI guidance on branding, general content, and function from www.chop.edu, the Research Institute represents hundreds and hundreds of individual research entities, with similar number of unique needs to be met
- A familiar user interface and experience needed to be maintained with the main hospital website providing a seamless transition between the two websites
- Flexibility needed to be built in from the start to handle the array of CHOP Research Institute websites which would eventually become part of the CHOP Research Institute website, including CHOP Research Centers, Labs, Core Labs, Collaboratives, Frontier Programs, as well as all the departments of the Research Institute Administration, in all well over a hundred unique web user interfaces and experiences

Working together, they investigated how other institutional websites handled UX/UI, reviewed the hundreds of existing CHOP Research Institute websites, and put their years of experience and expertise to work in creating something special and new. With their teams in [Research Institute IS Web Services](#) and [Research Creative Services](#), they worked to ensure continuity

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with the guiding principles and the project complexities that arose. To this day, this creative relationship continues to grow as they renew and improve the websites UX/UI.

UX/UI features they are most proud of are:

- The [visual presentation of profiles](#) is used to create the organizational backbone of the CHOP Research Institute itself, which is reflected within new main website. The site presents the faculty and staff that makeup the CHOP Research Institute what it is and shines a clear crisp light on the connections between people and their research
- [Iconography](#) and [content location](#) (wireframing) on the webpage allow users to quickly scan the page and find what they're looking for on a visually intuitive basis
- A [search function](#) and design that quickly and effectively gathers appropriate results

As Lindsay and Juliet consider the future of their work together, and the direction of UX/UI for the main CHOP Research Institute website, they are excited about working on the many opportunities that still lay ahead, applying their expertise, and discovering new solutions. Watch for new and improved connections between the CHOP Research Institute and CHOP website, new UX/UI solutions that will provide visual autonomy for the still hundreds of centers, labs, department, and study websites yet to be incorporated into the site.

Looking to the future, they envision this site and its development as more of an evolutionary process than a completed monolithic end product. Guided by primary principles, User Experience and User Interface creates the foundation, and along with new functionality and improved user experience, meets the current needs our greater CHOP Research Institute community and propels us into the future.

If you are a CHOP employee and have a question or suggestion for our main website please submit it through our Research Information [Services Web Services](#) intake form (See "Submit A Request" button on right of page).