

PP07: Designing and Implementing an 'Information Hub' for Statistics and Programming

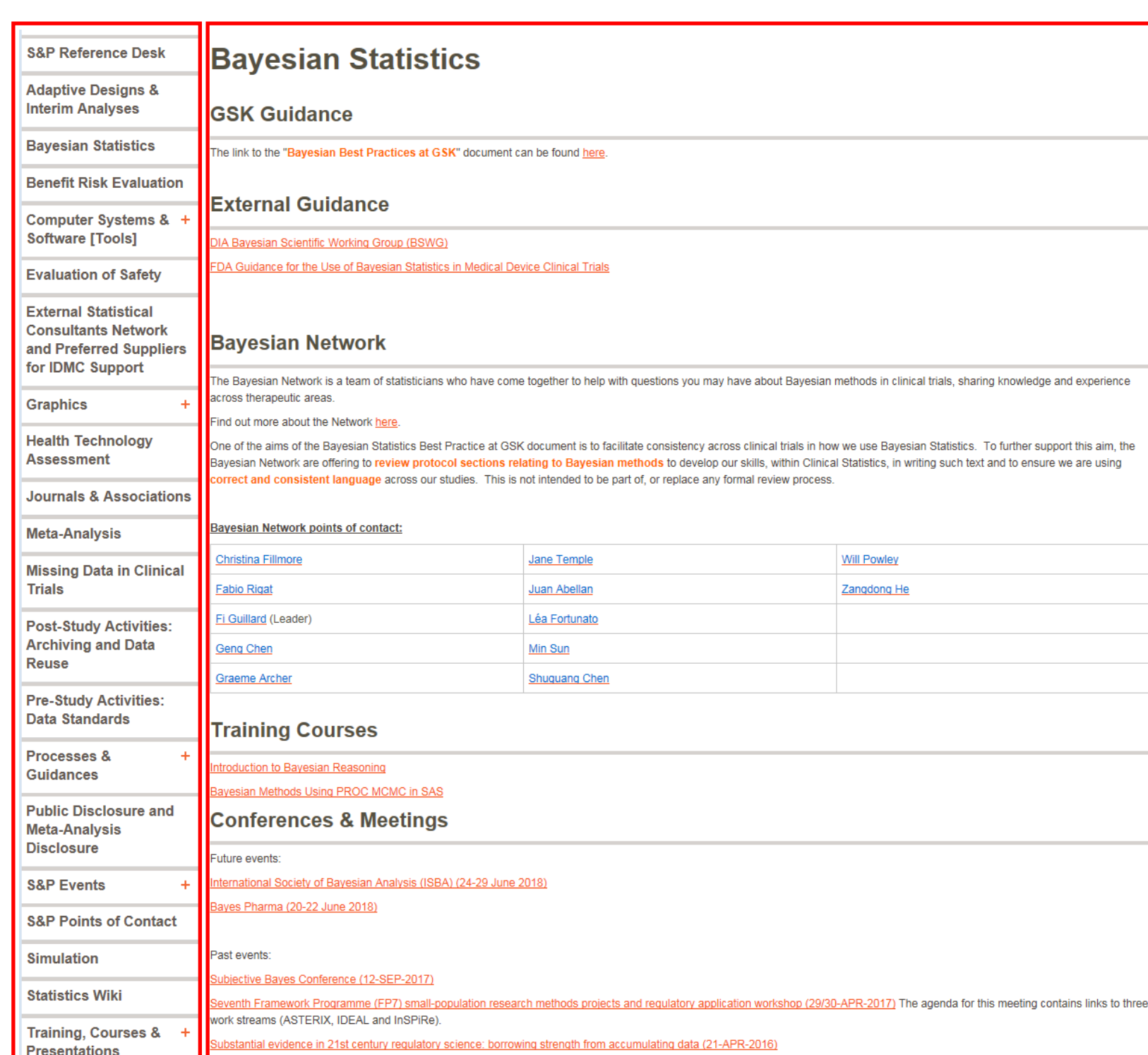
Bradley Harris, GlaxoSmithKline
E-mail: bradley.x.harris@gsk.com



The Situation

- GSK 'S&P Reference Desk' website was a valuable resource containing a rich source of information specifically collected for Statisticians and Programmers supporting clinical trials within R&D.
- Feedback from multiple sources (New Starters, Forums, Surveys etc.) indicated the website was now "clunky" and did not meet the expectations and demands of the end users.
- The main concerns focused on accessing information which was challenging and very time consuming, with considerable amounts of redundant information, collected as far back as 2001! Additionally, a lack of maintenance and oversight contributed to a decaying and unusable website.

An example page from the outdated 'S&P Reference Desk'



No real structure of information on the page. Users need to scan the entire page to identify information required.

Excessive number of points of contact. Who is the correct person to contact? (i.e. SME or TA rep.)

Could the size of the page be reduced? Does all information on the page need to be immediately displayed?

Redundant information widespread on the site. Ever changing pharmaceutical environment (i.e. is information from a conference 5 years ago still relevant?)

Sidebar is the only mechanism to navigate the Reference Desk. Some topics are very broad which can lead to difficulty finding information.

Maintenance

- S&P Reference Desk has no defined and active maintenance plan.
- Updates to the website are performed on an ad-hoc basis.
- As a result the website has become cluttered, with new documents uploaded but redundant documents not actively removed.



Creating a Strategy

To enable a systematic evaluation, integrate user feedback and ensure a "fit for purpose" solution, a robust strategy needed to be defined. As part of planning, a number of fundamental concepts were considered:

- How do we re-brand, update and energise the existing website?
- How do we enable our staff to access relevant information in a more effective manner, and enhance the user experience with regards to website navigation.
- How do we implement a robust maintenance plan to ensure information is current.
- How do we promote a change in behaviour within our staff to contribute towards information sharing to further enhance the contents of a new website.

To help address these questions four main strategy focus areas were considered:

- Records and information management: S&P Reference Desk website to be totally restructured and re-branded, existing material reviewed, current information added and information gaps assessed.
- Points of contact and skills registry: Create up to date record of subject matter experts and points of contact, as well as collate and record current skills of staff.
- Knowledge Sharing: Review approach to sharing knowledge of external courses, conferences, workshops and general expertise.
- Social Media: Explore opportunities to utilise this to expand networks and knowledge within SPDS.

Other important points for considerations.

- A catchy easy to remember name. We decided on 'SPDS Info Hub' (SPDS is the Statistics, Programming and Data Sciences department).
- A key motivator/selling point for the site was the "4 CLICK OR LESS" principle, which allowed users to access information in 4 clicks or less!



Info Hub Team

- The final element was to build a diverse team to drive the robust strategy.
- The team comprised of various roles, experience levels and geographical locations.
- Having a diverse team was important to ensure active brain storming, thinking outside the box and generating different opinions and ideas!



A final consideration for the new website was, "How do we make the new site futureproof?". An important strategy consideration was the ability of the website to continually stay "up to date" and therefore remain as effective and targeted as the initial launch.

Page Ownership

- SME's given ownership and accountability of their topic pages.
- Page owners were provided with a comprehensive and easy to follow 'User Guide', which detailed how to customise all aspects of their page.
- Page owners were made responsible for certain activities relating to the maintenance of their page.

By placing the maintenance of the pages in the hands of the SME's there were a number of advantages.

- SME's are highly knowledgeable of the topic area and are well informed of which information is the most important for users and information that is redundant, due to changes in internally or externally.
- Spreading accountability for the maintenance enabled efficiencies for the SPDS Info Hub team, as a single group was not responsible for all maintenance activities.
- SME's as points of contacts for site pages enables more effective website feedback management.

Maintenance Plan

- Created to facilitate the regular maintenance of the Info Hub.
- Outlines maintenance activities to be performed, the frequency and accountable person to perform activities.
- Key contacts of Info Hub Team for page owners reference are also included and up to date list of site owners.

Impact

- S&P now have a far more efficient way of accessing information.
- Information management is now a key focus of the website, with a robust maintenance plan in place.
- Subject experts now have control over the information made available to staff.

6 Monthly Website Checks

Maintenance Activity	Responsibilities
Review visibility of SPDS Info Hub site. Review and tweak metadata, titles and tags.	SPDS Info Hub Team
Remind site page owners, via e-mail/newsletter, to complete their site maintenance activities.	SPDS Info Hub Team
Review visibility of topic page. Review and tweak metadata, titles and tags.	SPDS Topic Page Owner
One time check: Access to retired S&P reference desk will be restricted 6 months' post Info Hub launch. Please ensure all appropriate content is transferred either to Info Hub site topic page or to a relevant shared area.	SPDS Topic Page Owner

Yearly Website Checks

Maintenance Activity	Responsibilities
Review and update description tiles across all levels of the website.	SPDS Info Hub Team
Review topic pages for layout, are they consistent with the user guide?	SPDS Info Hub Team
Review most popular website content, and make a team decision on whether to alter any elements of the website to improve usability.	SPDS Info Hub Team

Influence

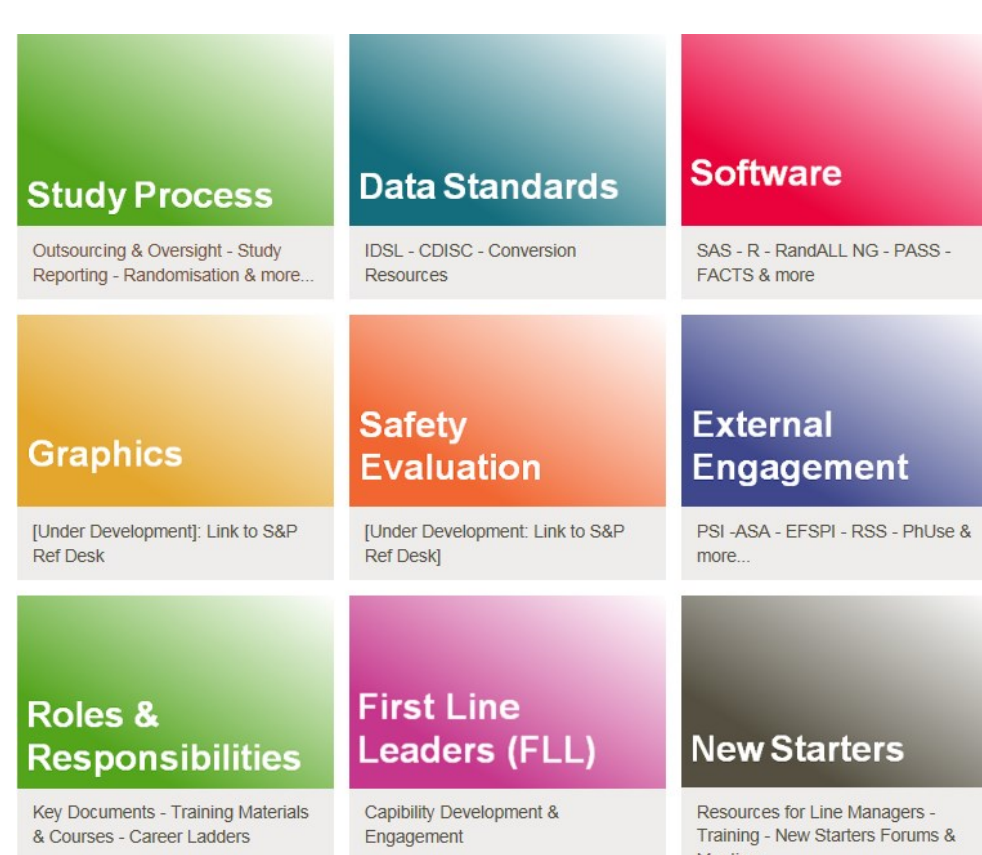
Since the launch of the info hub, there has been a lot of positive feedback. Other departments within GSK have even asked to replicate the website design for the purposes of information sharing!

Home Page



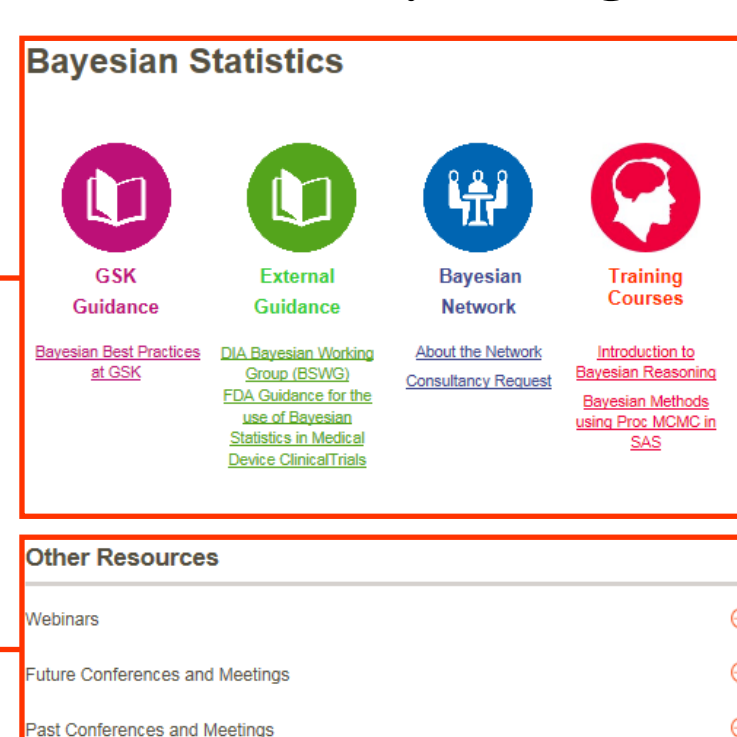
Key features of the Home Page include a news carousel which is regularly updated with key departmental information. The feedback button also allows users to provide feedback directly to the Info Hub core team.

Navigation Pages



We went with a simple and bright tile design for our category pages with the aim of engaging the user.

Topic Pages



Main body of the topic page contains the key information. Heading bubbles consistent across pages to build familiarity.

Other useful documents and information accessed via drop downs menus to declutter the page.

Opens e-mail in Outlook with topic page owner e-mail address populated. Easier mechanism for users to provide feedback.

Drop down menu of topic experts makes it easy to identify the right contact for help.

Links provided for other related and potentially useful pages.

The Solution

Focus For The Future