

# CNS INVEGA SUSTENNA/TRINZA

Sitemaps

# CARD SORTING RECAP

# BACKGROUND

Card sorting is an Information Architecture and Content Strategy exercise that allows teams to work together with stakeholders to **reorganize and prioritize content** within a site

- We began by auditing **all site content** to create **cards** that represent each content item
- Two Card Sorting exercises were conducted on 2/23/17 at the Neon office and 3/9/17 at the Janssen office. Teams divided into 2-3 groups with each session falling into 2 phases:
  - Phase 1: **The Closed Sort**, placing these content items in pre-determined **categories** arranged on a table, while free to **remove** irrelevant or old content and **add** newly proposed content (even entire categories). The teams discussed their decisions with the group, identifying points of synergy or difference
  - Phase 2: **The Story Sort**, envisioning the order in which different **types of users** may move through the content, and considering how things can be organized to best facilitate this
- The groups again discussed their decisions for the Story Sort, making sure to provide any relevant background in understanding their story flows

# CARD SORT IMPLICATIONS

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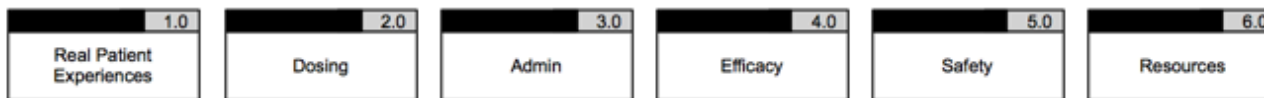
Based on our findings across both sessions of card sorting, the following implications for the Invega Sustenna and Trinza sites emerged:

- Explore **streamlining the FAQ**, working with other departments to determine which questions are really being asked by HCPs. Teams included much of this content in their relevant sections instead of grouped in an FAQ
- Multiple opportunities to **streamline content** and **create engaging story paths** for HCPs were surfaced
- Elevate prominence of **easy to read charts** and visual information
- Keep Administration section focused, prioritizing tools like **instructional PDFs and video clips**
- Create a **patient-focused section** to elevate relatable testimonial content
- Ensure the **HCP Treatment Team video** is easy to access
- Prioritize **Molecule/particle data**
- Utilize CTAs to guide a story flow that facilitates **transitioning** from Sustenna to Trinza
- Expand on **Dosing** section while dividing into logical secondary navigation

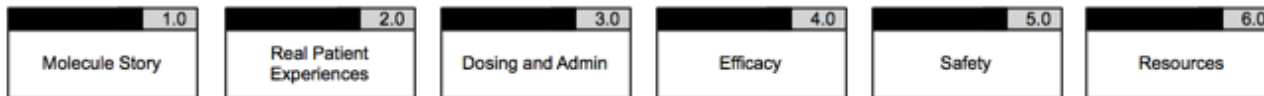
# PROPOSED MAIN NAVIGATION

For both Sustenna and Trinza, we proposed two options for main navigation; one with a single nav for both sites, and one that highlights the Molecule story on the Sustenna site. Option 1 was selected by client

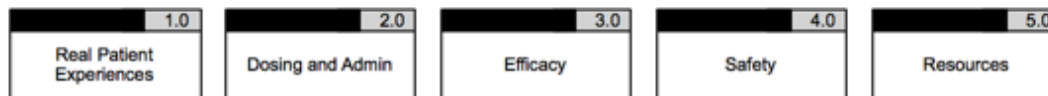
Option 1:  
Same nav for  
both sites



Option 2:  
Sustenna



Trinza



# PROPOSED HOME PAGE CTAS

For Sustenna and Trinza, we proposed the following home page CTAs:

**Sustenna**

**Dosing**

**Real Patient  
Experiences**

**Molecule Story**

**HCP Treatment  
Team Video**

**Trinza**

**Dosing**

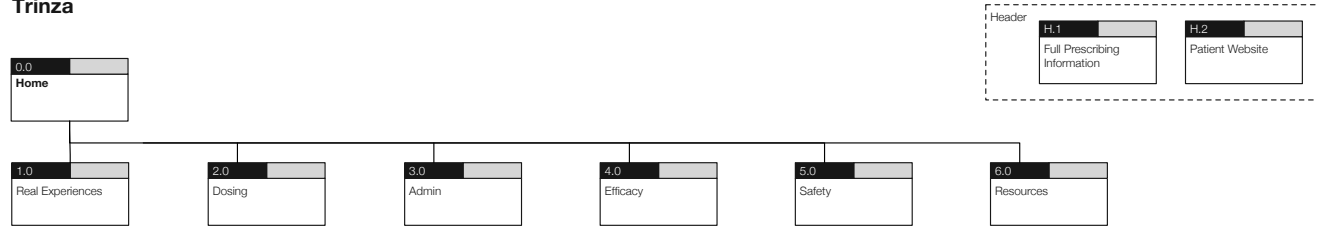
**Real Patient  
Experiences**

**Access**

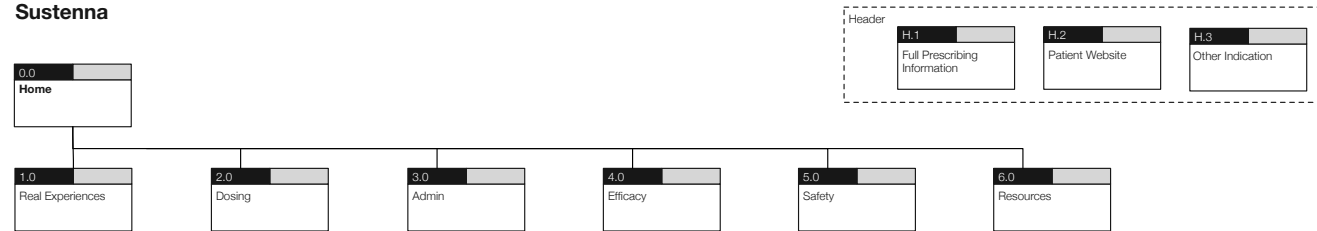
**HCP Treatment  
Team Video**

# SITEMAPS

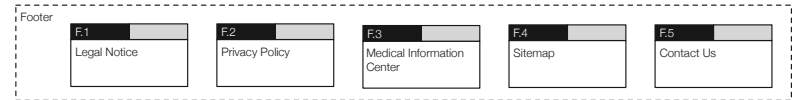
## Trinza



## Sustenna



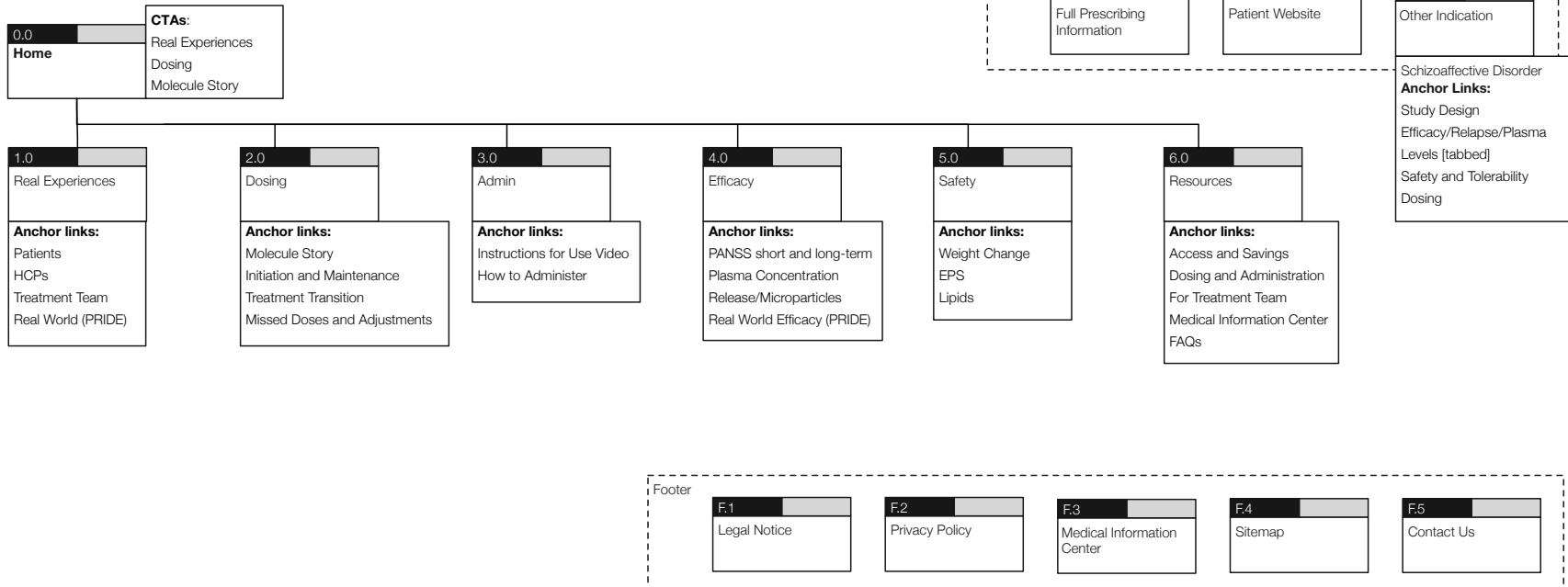
## Footer for both sites





# SUSTENNA SITEMAP (WITH CONTENT)

## Sustenna



# TRINZA SITEMAP (WITH CONTENT)

## Trinza

