Apollo 2 Web Migration: Department of Health Outcomes and Biomedical Informatics
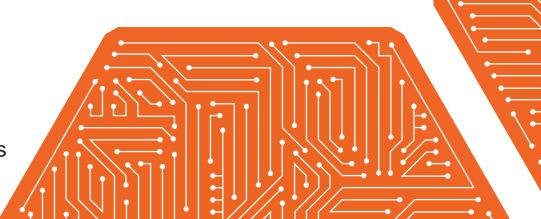
Kali Bowen
Communications Specialist
Department of Health Outcomes and Biomedical Informatics
University of Florida, College of Medicine
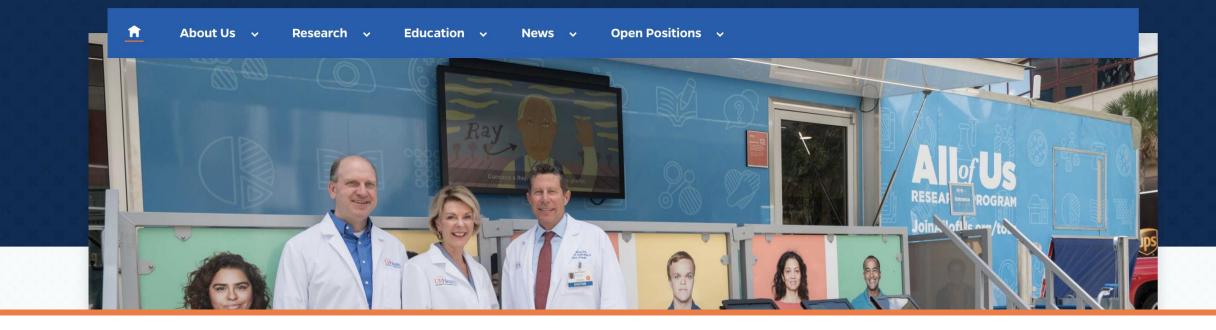
Apollo Website (current live site)

Outdated look and feel, slider in need of frequent updating, questions and complaints from faculty comparing our website to that of other major institutions

Apollo 2 Website **(under construction)**
More visual, tells the story and impact of our department's research, clearly illustrates our educational programs and opportunities

Tools we leveraged along the way

- ## We asked for feedback from our users
  We sent out surveys and conducted focus groups to faculty and staff in our department to better understand how our *internal* users were making use of our website.

- ## We looked at Google Analytics
  This allowed us to better understand how *external* audiences (potential students, collaborators from other institutions, funders, and the general public) are using our site.

- ## We studied other UF Health websites as examples
  Referring to other UF Health and COM websites that had already migrated gave us examples of how others were utilizing different Apollo 2 blocks and helped us think through our home page layout.

- ## We turned to Web Services for technical assistance
  Nina and the whole Web Services team has been very responsive as we've navigated this migration. On several occasions they've walked us through different features on the phone (such as editing our footer and fixing BIG mistakes on the fly).

Challenges we faced

Directory migration

We chose to use this new tool to streamline profile editing on our site and ideally create a more user-friendly directory. However, making the switch was not without its challenges.

"Who are we?"

Succinctly answering this question proved to be one of the most challenging parts of this process, but we understood the value of brevity and letting images carry weight.

Progress still to come

Building out landing pages

- We want to be really intentional about the content strategy of our website and some of that includes thinking through how we utilize various templates, especially the "landing page."
    - Faculty recruiting
    - Education
    - Research

Integrating a department SharePoint calendar

- The Apollo 2 calendar block helped us realize that we really weren't effectively managing department events, which prompted a new initiative.

Thank you