GOLDENZONE | LTD

WEBSITE | project proposal

CONTENTS | page

GOLDENZONE | overview

Goldenzone Ltd is a pharmacovigilance company that defines itself by the quality and attention it gives to its clients. It considers each client special and tailors itself to meet the clients' needs through a comprehensive array of services. These services are provided with the knowledge that the Goldenzone team has a wealth of experience and a willingness to tackle almost any project.

Goldenzone considers their website as a growth opportunity with regards to prospective clients, but are reluctant to advertise their current website because it does not adequately represent them as a company. This needs to be rectified through a comprehensive redesign that focuses on promoting Goldenzone with a sense of engagement, personality, and relevance.

INITIAL MEETING | summary

The initial meeting with Goldenzone involved the whole team, and was used as an exercise to think about the state of their current website in context to the company's mission statement and services. Other websites were then used to identify possible design and usage patterns that the company aspired to emulate.

Goldenzone's current website is functional, and if pushed can direct clients to further contact the company. The website is colourful and makes basic use of the brand redesign, but the information is out dated, not easy to find, and not easy to navigate. The site is very text heavy and it was quickly recognized that this was not the best way to convey their information. Broad solutions involving pictures, summaries, and an increased emphasis on people were suggested as ways of moving forward.

IDENTIFYING | problems

When discussing the websites that Goldenzone likes, the words INTUITIVE, CLEAR, PERSONABLE, ACTIVITY, and PRESENTATION came up repeatedly. In terms of web design these break into four distinct actionable categories:

1   CLEAR | content
     Clarity – What you do? - How you do it? - Why you do it?
2   PRESENTATION | design
     Imagery – Created or captured? – Of what?
3   INTUITIVE | navigation
     Structure – Placement on page – Terms used?
4   PERSONABLE | interaction
     How? – With who? – Direct or via proxy?

To begin to address these we will look at the target audiences for the website, give a broad process overview of how a website is created, and give specific recommendations regarding the 4 categories above.

TARGET | audiences

1 PROSPECTIVE CLIENTS

These users will be looking for specific services, depth of expertise, and compliance offered by the company. They will predominantly access the website through a desktop or laptop.

2 CONTRACTORS / REFERRALS

These users will be looking for specific names mentioned in networking and brief synopses of information to confirm positive word of mouth publicity. They will also access the website through a desktop to laptop.

3 JOB APPLICANTS

These users will be looking for a strong first impression of the company, and a direct person to contact regarding the job. They will access the website from a variety of devices, including smartphones, tablets, desktops, and laptops.

PROCESS | overview

1   WIREFRAMING & CONTENT
Layout and user interaction are outlined using simple shapes and rough guides until client finalises content.

2   DESIGN & PROTOTYPING
The visual design of the website will be finalised through collaboration and iteration with the client.

3   ILLUSTRATION & ANIMATION
Any images or animations that have been requested by the client will be created or sourced.

4   CODING
Code will be semantic, responsive, browser and device agnostic, and fully annotated. It will operate as specified in step one and look as designed in step two.

5   HOSTING & MAINTENANCE
With the cooperation of the clients IT department the website will be hosted online and any continuing maintenance will be discussed.

CONTENT | recommendations

TYPOGRAPHY

Considered use of typography will provide an inherent content hierarchy. A limited set of 2 to 3 typefaces that balance structure and ease of reading will give Goldenzone's content clarity and authority.

CLIENT RECOMMENDATIONS

A set of references or kind words from clients you have previously worked with says a lot with very little. It will create a sense of activity, give users confidence, and leverages Goldenzone's existing client base.

FOCUS ON PEOPLE

A greater emphasis on people, from more precise contact details to short summaries of expertise, will benefit users who have found Goldenzone through industry networking.

THE BEAUTY SHOPPE

MEMBERSHIP   MAGAZINE   ABOUT   FA

VIDEO: BAYARDSTOWN SOCIAL CLUB

By Margaret J. Krauss on October 9, 2013 at 9:59 am

Innovation studio Deep Local transformed a vacant Strip District lot into a vibrant, members-run social club. Kind of like coworking - for… Read More »

DRESSING THE SET FO COWORKING

By Alexandra Oliver on September 3 am

Artist and designer Merissa Lombar experience in film to decorate the in Penn Ave. Read More »

LINK   http://www.thebeautyshoppe.org/journal

Basics / How to Use

MedDRA is a multilingual terminology allowing most users to operate in their native languages. The table below identifies the initial MedDRA version when each MedDRA language was made available to users.

Learn more about MedDRA in ICH's publication:

"Understanding MedDRA"

| JAPANESE | SPANISH | GERMAN | FRENCH | DUTCH | ITALIAN | CZECH | CHINESE | HUNGARIAN |
| ENGLISH | PORTUGUESE | | | | | | | |

| MedDRA v2.1 | v5.0 | v5.1 | v6.0 | v6.1 | v7.1 | v10.1 | v12.1 | v14.0 |
| 1999 | 2002 | 2002 | 2003 | 2003 | 2004 | 2007 | 2009 | 2011 |

The most important reason to "code" data into a standardised terminology is to analyse it. A key benefit of MedDRA is in its support of straightforward as well as sophisticated analyses. MedDRA can be used to analyse individual medical events (e.g., "Influenza") or issues involving a system, organ or etiology (e.g., infections) using its hierarchical structure. MedDRA can be used for signal detection and monitoring of clinical syndromes whose symptoms encompass numerous systems or organs using its multiaxial hierarchy or through the special feature of Standardised MedDRA Queries.

The ability to communicate adverse event data is another strength of MedDRA and has lead to MedDRA being an integral part of the ICH e-submission standards: eCTD (ICH M8) and ICSRs (ICH E2B).

► Multilingual MedDRA

LINK   http://www.meddra.org/basics

LINK   http://www.creativeclimate.co.uk/aboutus/
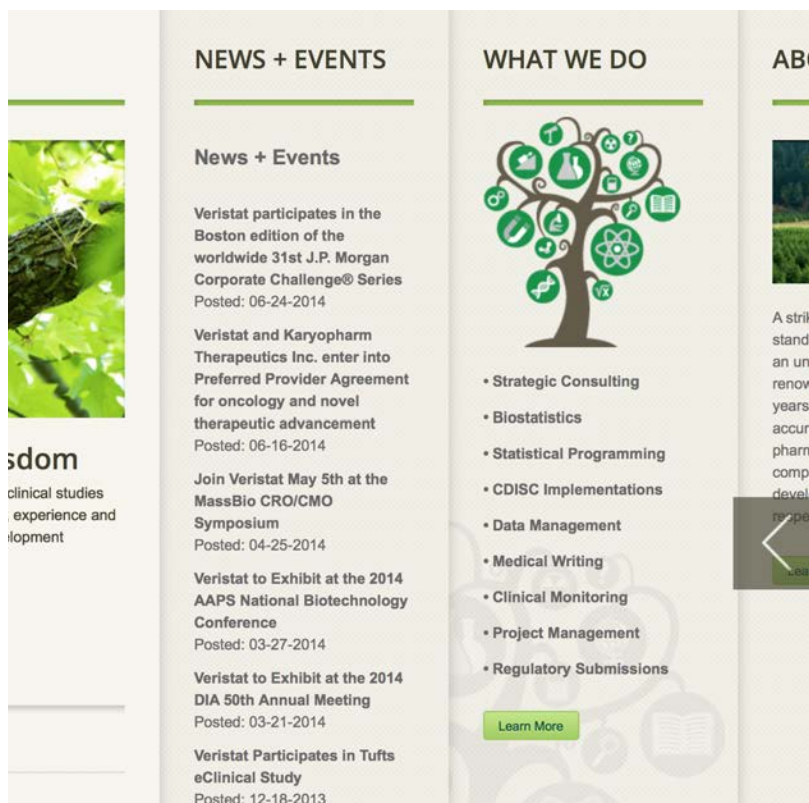
DESIGN | recommendations

IMAGERY

Although Goldenzone is based in pharmaceuticals, it cares about its staff, its clients, and the people that use its client's products. Imagery should reflect 'vigilance': simple, illustrative, and people based. Not medical photography.

COLOUR

Goldenzone's recent rebrand using deep purple, golden yellow, and white as a primary colour palette will be used throughout with minor variations where necessary.

GRIDS

Are often the most understandable way of organising information. Goldenzone's grid wouldn't have to be obvious, but an overarching organisational system will help with presentation and continuity.

NEWS + EVENTS

News + Events

Veristat participates in the Boston edition of the worldwide 31st J.P. Morgan Corporate Challenge® Series
Posted: 06-24-2014

Veristat and Karyopharm Therapeutics Inc. enter into Preferred Provider Agreement for oncology and novel therapeutic advancement
Posted: 06-16-2014

Join Veristat May 5th at the MassBio CRO/CMO Symposium
Posted: 04-25-2014

Veristat to Exhibit at the 2014 AAPS National Biotechnology Conference
Posted: 03-27-2014

Veristat to Exhibit at the 2014 DIA 50th Annual Meeting
Posted: 03-21-2014

Veristat Participates in Tufts eClinical Study
Posted: 12-18-2013
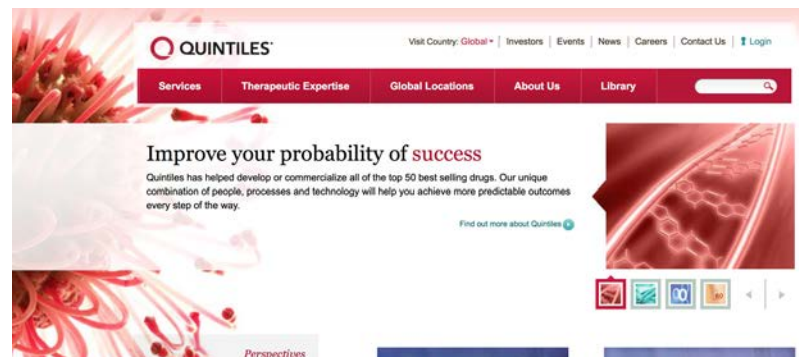
WHAT WE DO

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• Regulatory Submissions

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ABO

sdom

clinical studies experience and lopment

LINK   http://www.veristat.com

LINK   http://www.quintiles.com

LINK   http://www.bevisionare.com

NAVIGATION | recommendations

HORIZONTAL BAR

Goldenzone considered the most intuitive websites to have horizontal navigation. The complexity of the navigation was offset by additional information being revealed using a button press.

TABBED CONTEXT

Clearly delineated navigation using shape and colour is important to contextualise where a user is within a website. This is paramount for Goldenzone who have many services.

INDIVIDUAL PAGES

Goldenzone employees do not like scrolling. Where possible content will fit on a single page. This will obviously not be possible at smaller screen sizes (i.e. smartphones) but will be maintained on desktop browsers.
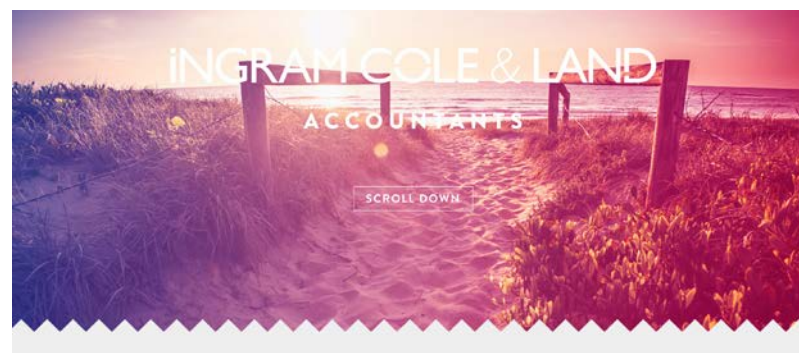
LINK   http://nclud.com/team/
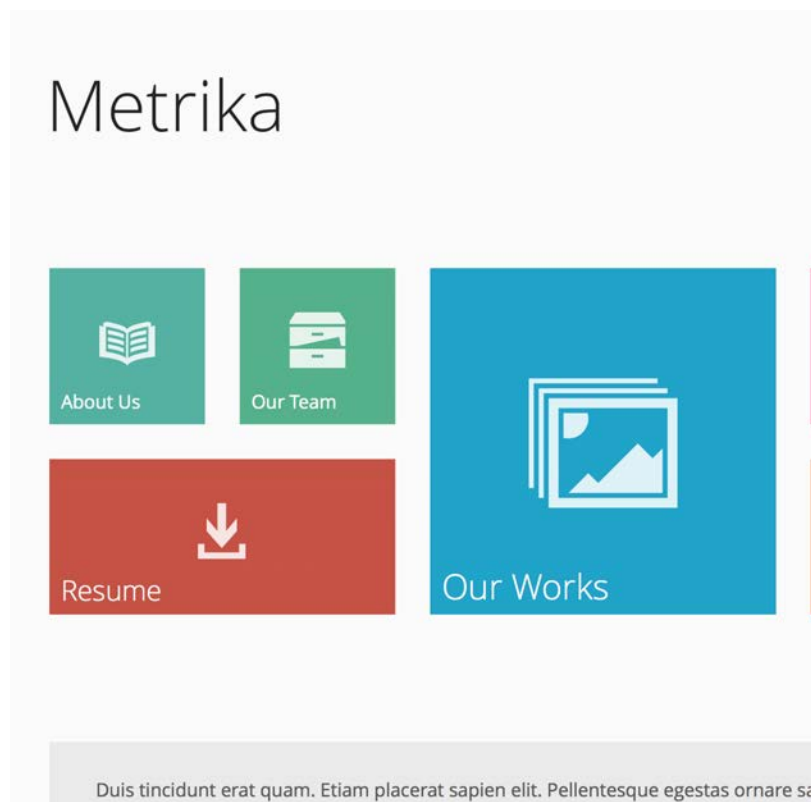
LINK   http://template.metrika.itembridge.com/
version1.html

LINK   http://ingramcoleland.com.au

INTERACTION | recommendations

ANIMATION

A full featured exposition animation or video would not be recommended, but a simple 10-second introduction to Goldenzone's mission statement before or at the top of the website would provide a strong first impression.

TRANSITIONS

Can help prevent users from becoming lost on a website by providing a way of showing more information whilst staying on the same page, or providing context for the user if the page does change.

SIMPLICITY

Goldenzone's target audiences are competent computer users but are also time conscious. They know how to use the Internet but often don't have time for loading fancy effects or trying to understand a new navigation system.

YOUR.LOCAL.STUDIO.

YOUR.THINKING.STUDIO.

YOUR.DESIGN.STUDIO.

LINK   http://yourlocalstudio.dk

LINK   http://www.parexel.com

LINK   http://www.pv247.com/pv247/

SCHEDULE | timings

04 - 08 AUGUST PART 01
Wireframing & Content Decisions.

11 - 20 AUGUST PART 02
Design & Prototyping

20 - 29 AUGUST PART 03
Illustration & Animation

01 - 12 SEPTEMBER PART 04
Coding & Upload

OUTCOMES | prices

WEB DESIGN

Includes wireframing, visual design, prototyping, coding, and comprehensive testing of website.

DAILY RATE: £80

ILLUSTRATION & ANIMATION

Includes research, roughs, and final outcome. Royalties to be discussed on a per item basis.

RATE PER ITEM (ILLUSTRATION): £100
RATE PER MINUTE OF ANIMATION: £1000

OTHER COSTS

Including consultation, travel, copy editing, and on-going maintenance.

HOURLY RATE: £ TO BE DISCUSSED

HOSTING | options

1   LOCAL SERVER

Large websites are hosted on local servers. This means dedicated computers run 24/7 to keep your website online. The upfront cost is high with investment in physical hardware, and security can be a problem, but it gives the most flexibility.

2   EXTERNAL SERVER

The majority of websites are hosted using an external service provider for a yearly or monthly cost that varies depending on the provisions of your website. You then send your website files to be hosted offsite.

3   FREE WITH SERVICE

This option is often used by individuals who don't have the technological expertise to set up an external server or domain name. It often comes with a premium online service like Wordpress where it is included in £100 per year bundle.

SUMMARY | of key terms

WIREFRAMING

The process of sketching out how a user will interact with a website.

PROTOYPING

A method of quickly creating components, especially those with complex shapes, that can be used to check the validity of a design.

SEMANTIC CODE

A new standard that promotes common data formats on the Internet. This means if Goldenzone takes on a new web designer in the future they will be able to work with the existing code.

RESPONSIVE CODE

The website will respond and adapt to different screen sizes automatically.

BROWSER AGNOSTIC

Different web browsers interpret code in different ways which means that websites can look and act differently across computers. Browser agnostic strives to minimise those differences so the experience is the same everywhere.

BEN PRUDDEN | designer

THANK YOU | for your consideration