

Adventures in UX architecture

Rik Williams, Senior Content Strategist, Government Digital Service (GDS)

rikwilliams.net/talks/ux-architecture

Structure

Who's Rik?

I work for you!

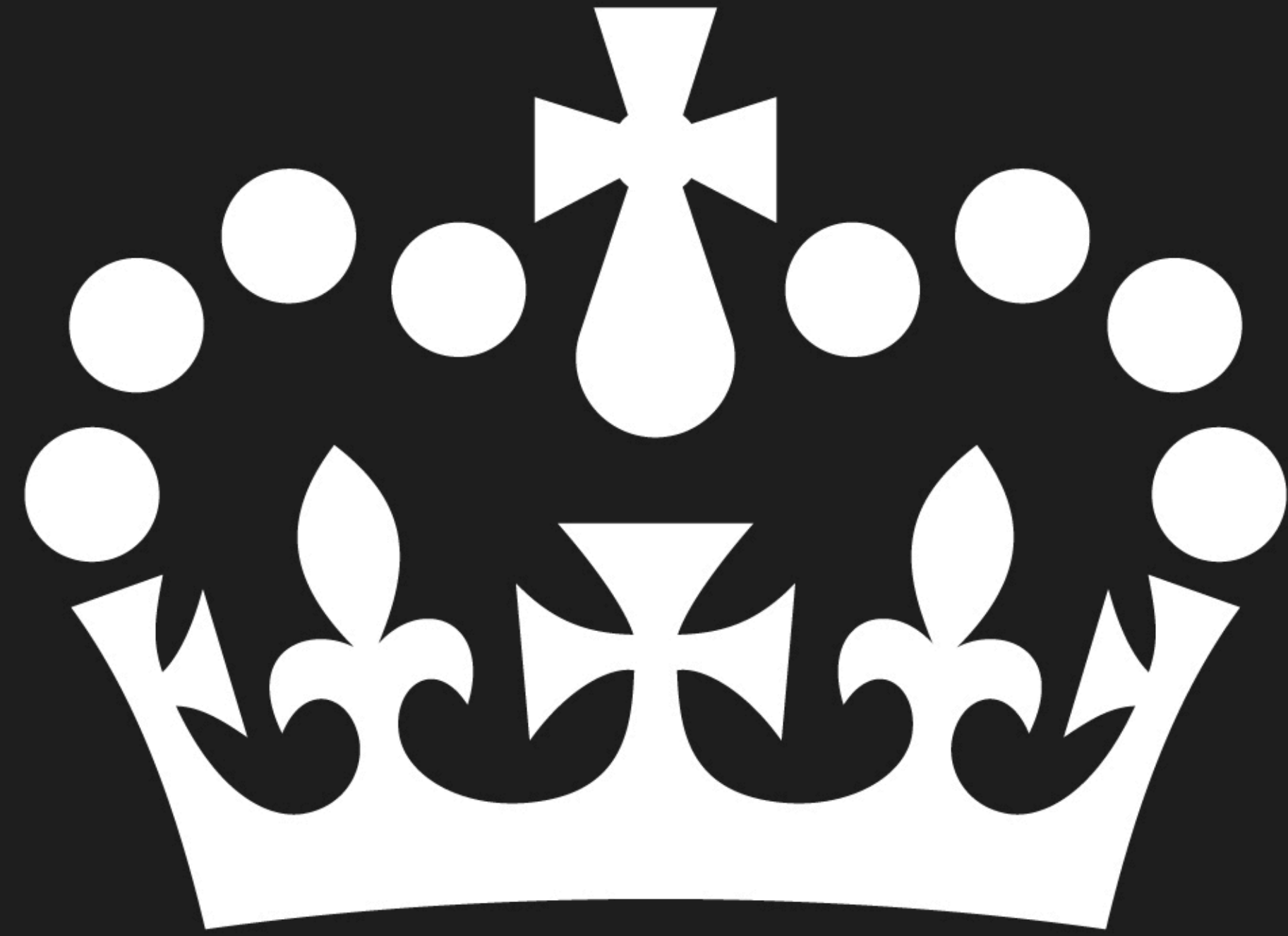
How did I get here?

Latest project

Q&A

Hi, I'm Rik 🙌

I work for you!



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Topics

[Benefits](#) >

Includes eligibility, appeals, tax credits and Universal Credit

[Births, deaths, marriages and care](#) >

Parenting, civil partnerships, divorce and Lasting Power of Attorney

[Business and self-employed](#) >

Tools and guidance for businesses

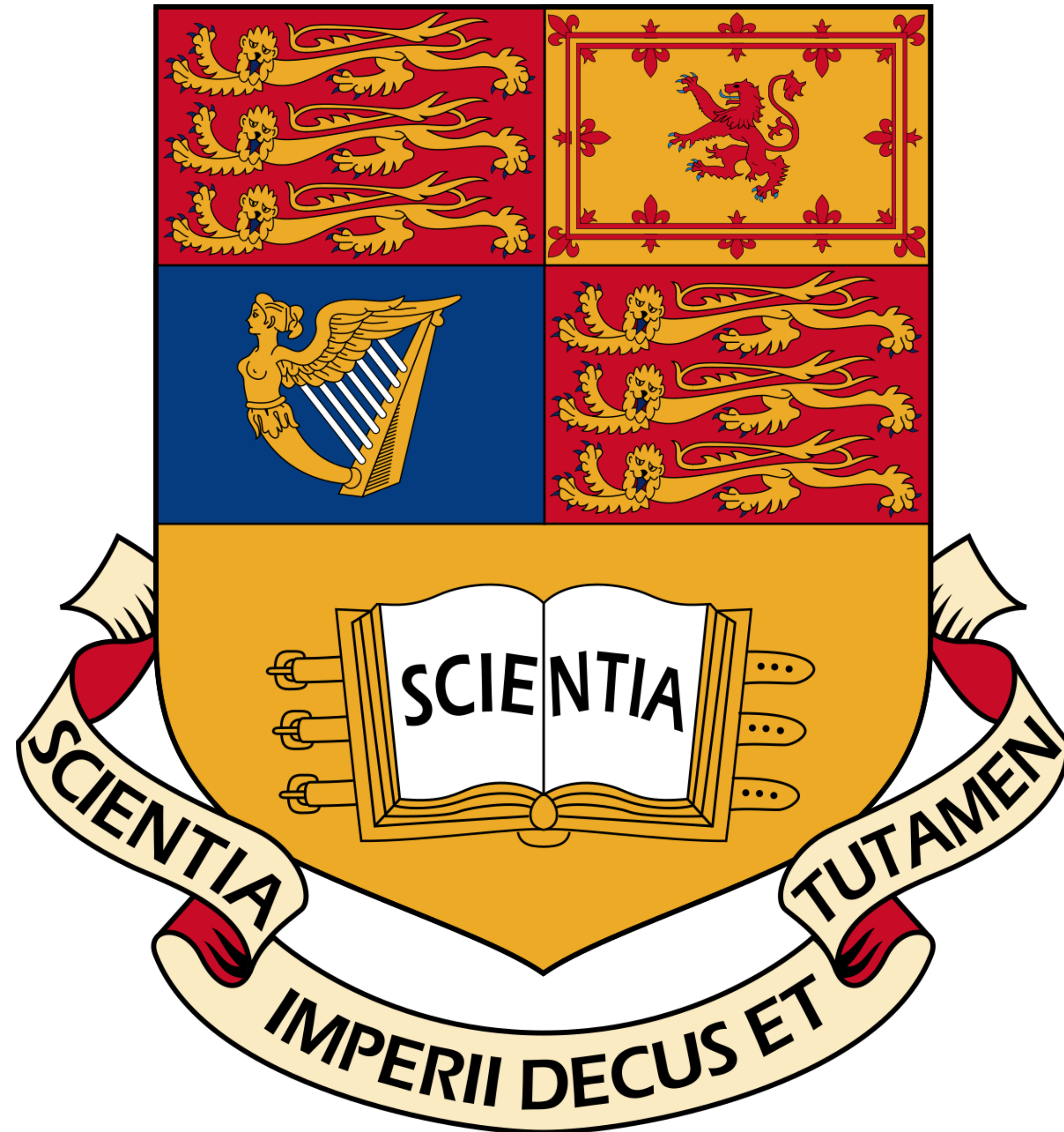
[Childcare and parenting](#) >

Includes giving birth, fostering, adopting, benefits for children, childcare and schools

1,800,000,000

requests for service (GA Visits) across 2021

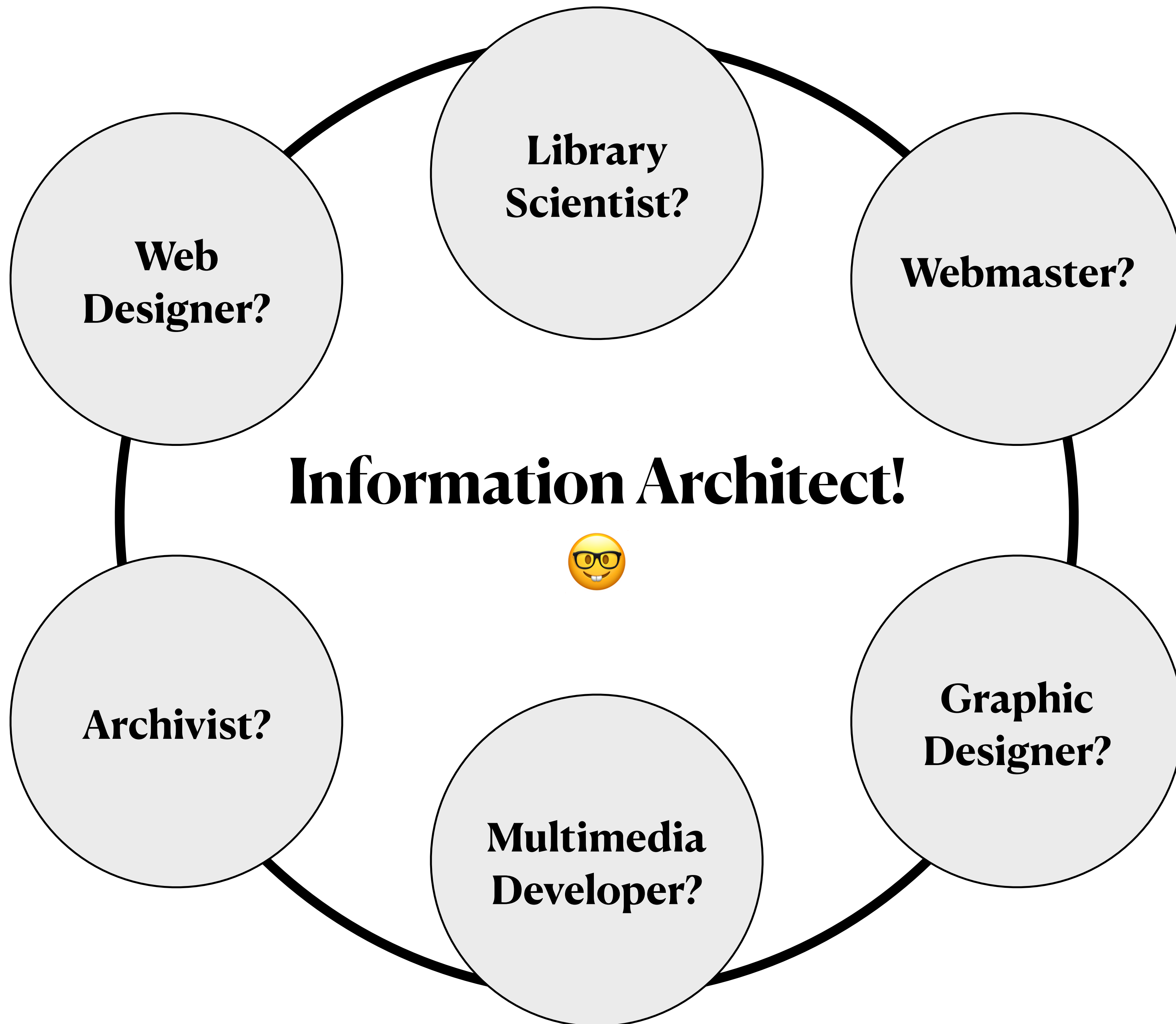
How did I get here?



Imperial College London

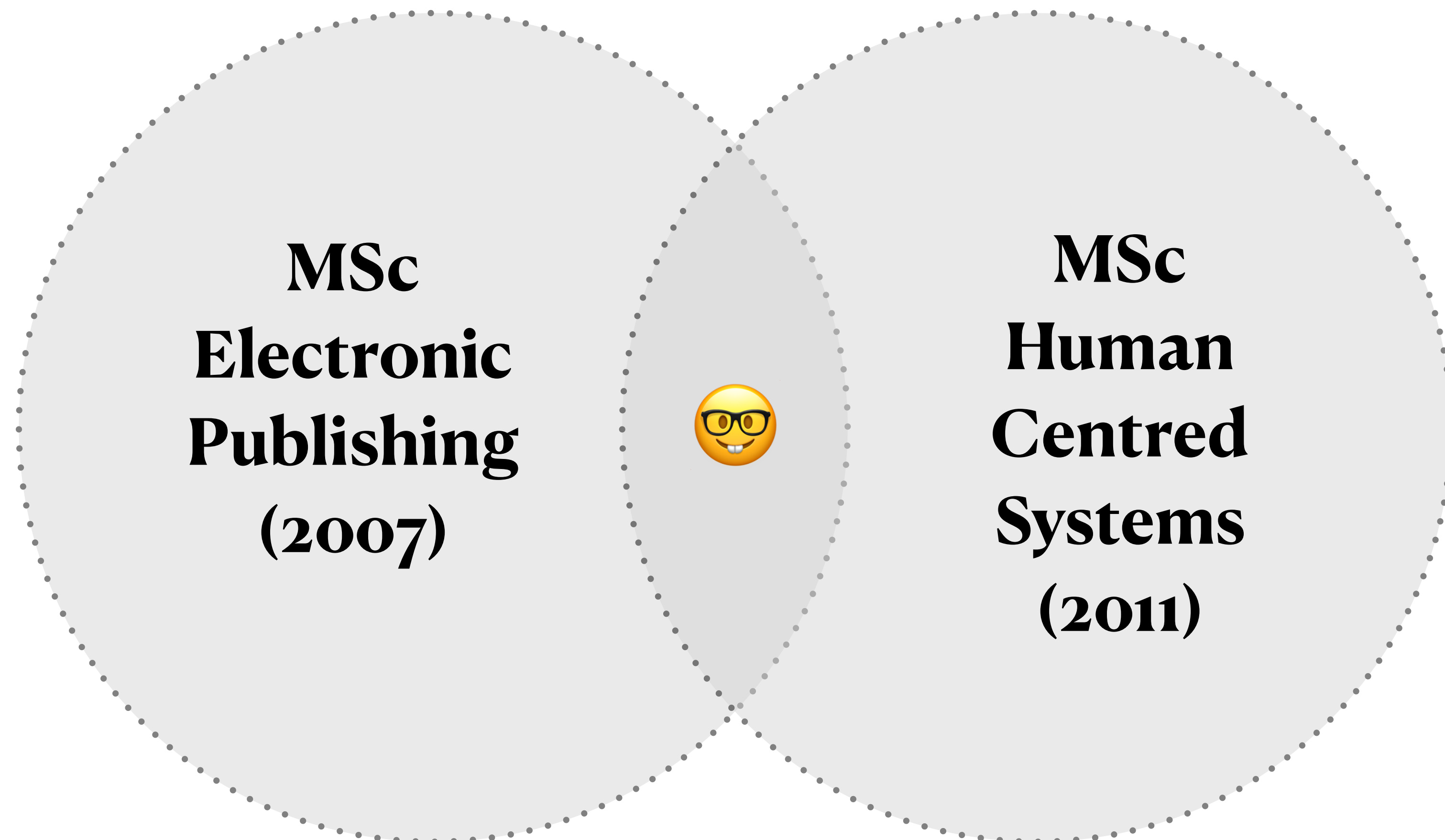


Raleigh International. Feat: Dominic Francis!





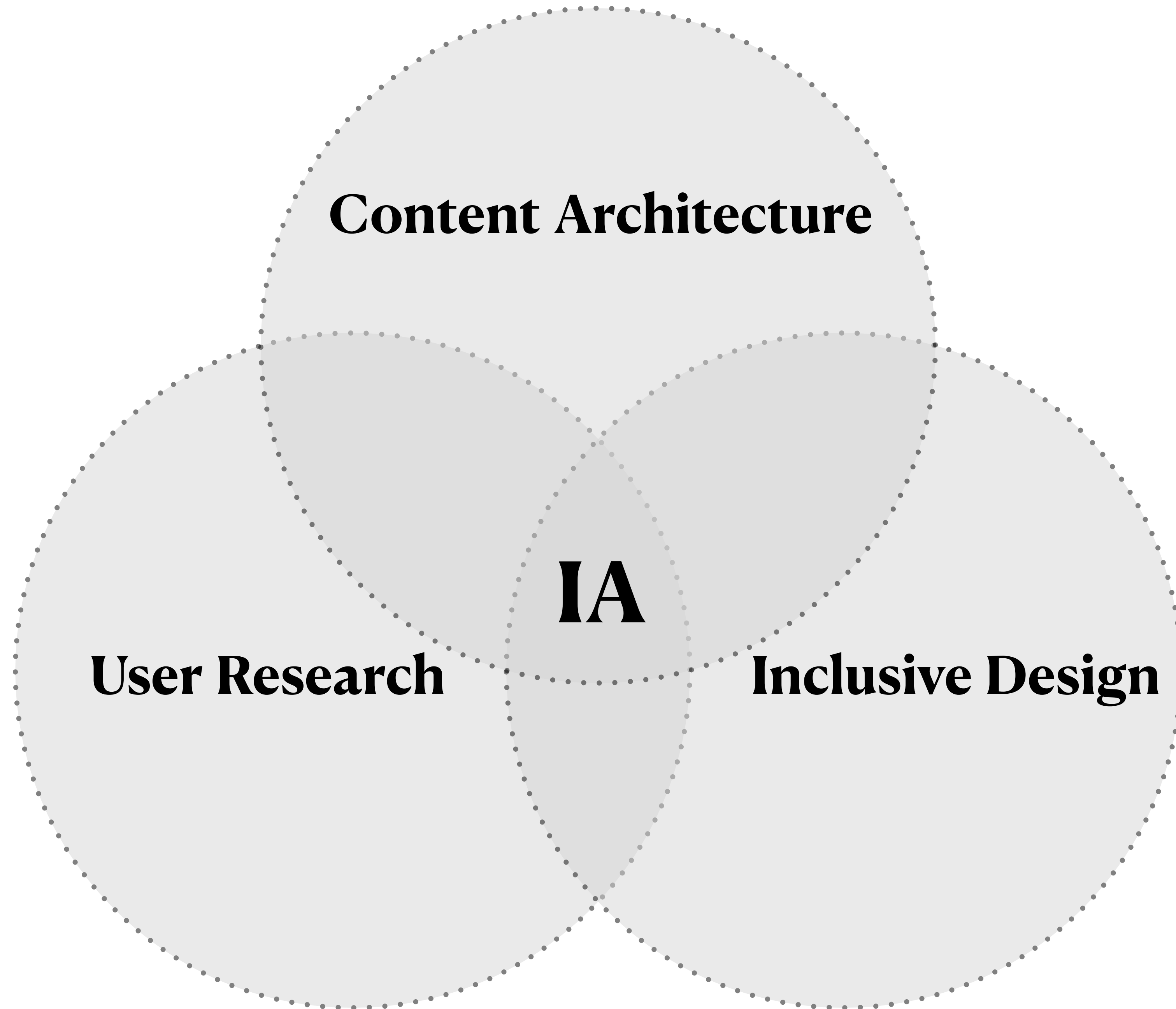
City University, London



**MSc
Electronic
Publishing
(2007)**



**MSc
Human
Centred
Systems
(2011)**



Content Architecture

IA

User Research

Inclusive Design

2007



City, University of London



University College London



Raleigh International



Alzheimer's Society



Moorfields Eye Hospital

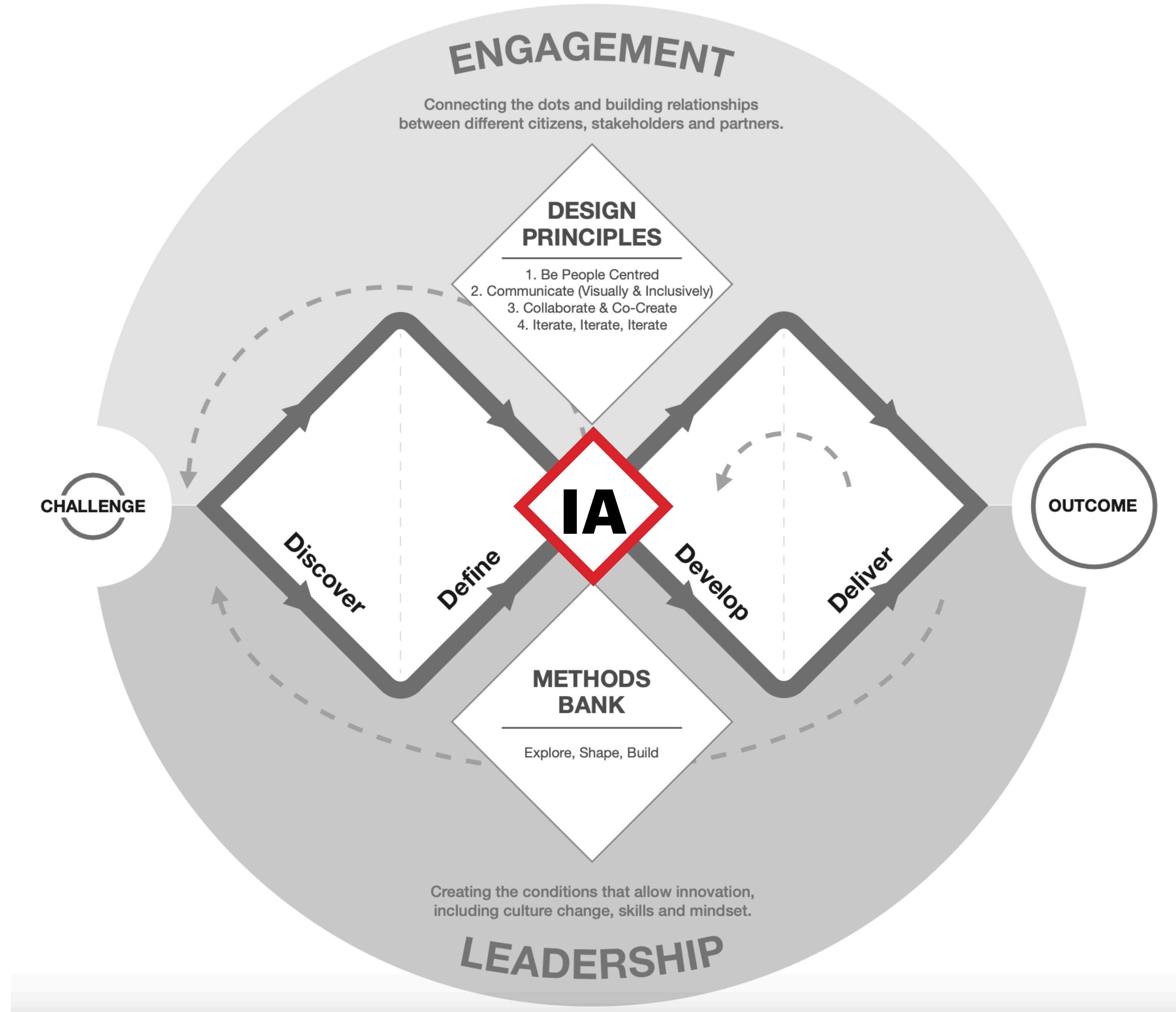


GDS



2022

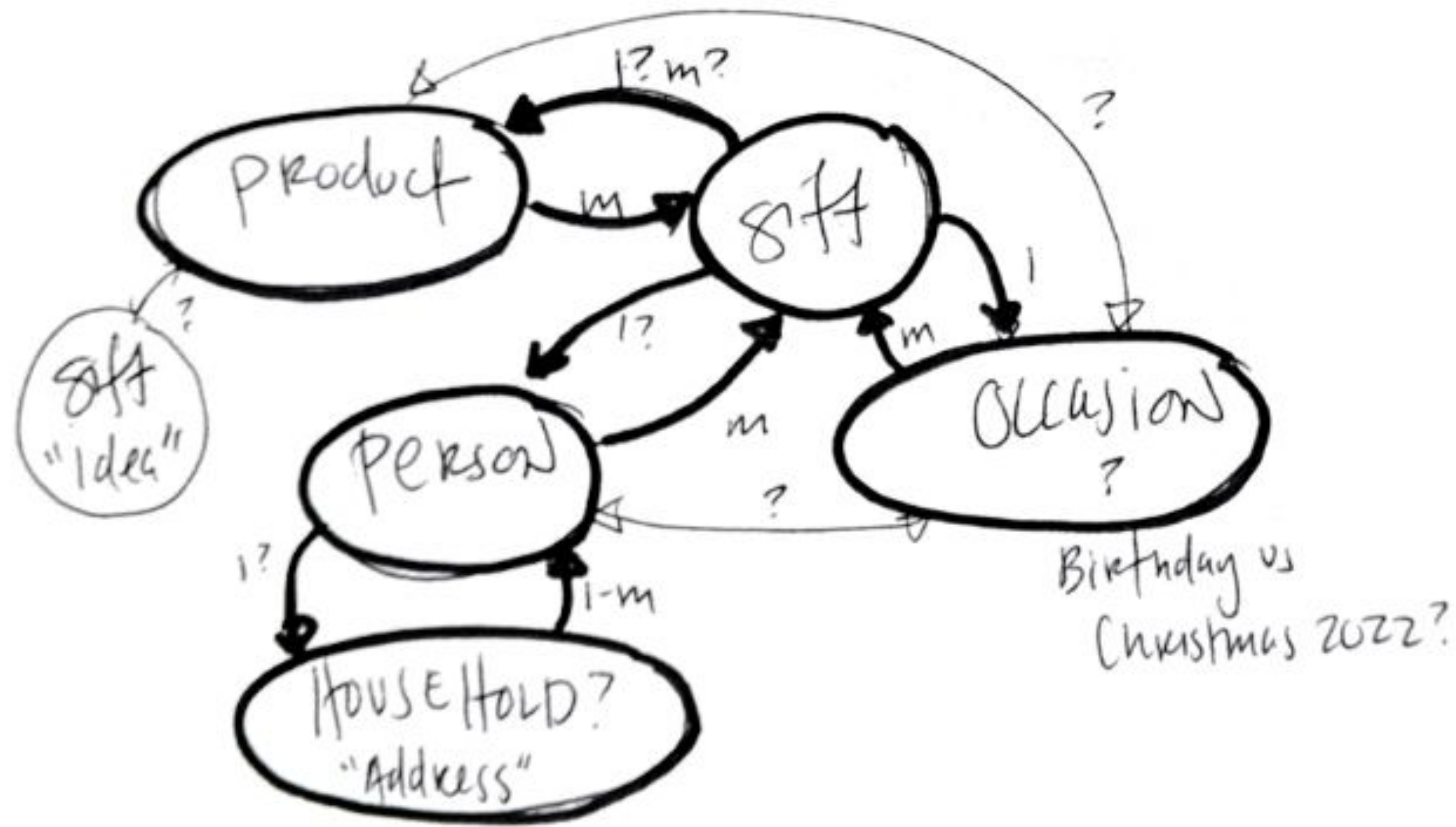
#UXA, #FTW 🤘



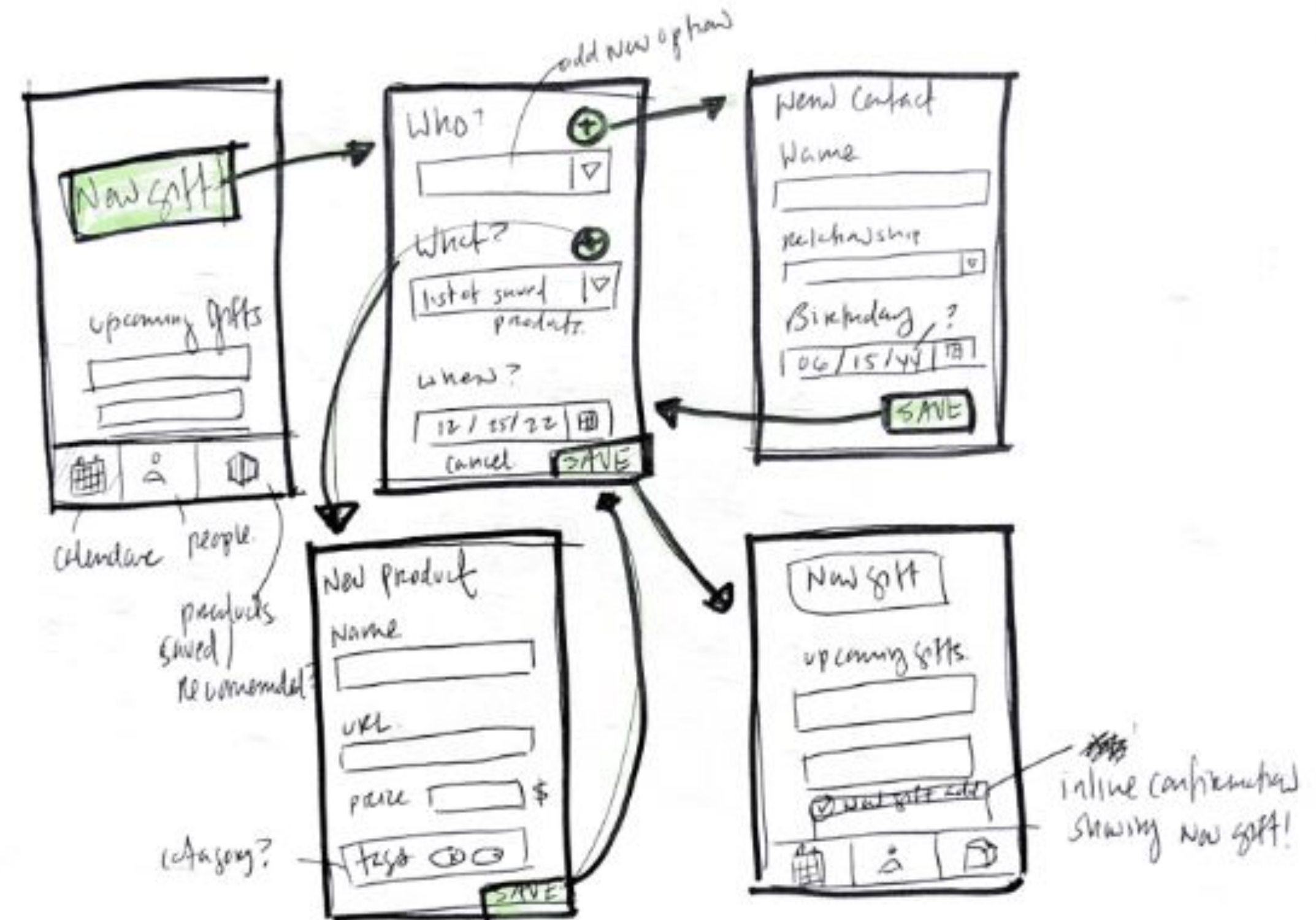
“IA takes user research insights and synthesises them into structure”

Sophia Prater

START HERE.



NOT HERE.



“Information architecture provides actionable blueprints for what's being designed and built.”

Abby Covert

“Well-defined leads to well-designed.”

Lindsay Eryn Sutton

Latest project...



**Moorfields
Eye Hospital**
NHS Foundation Trust



The 'Moorfields paradox'

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Blindness and visual impairment
Bionic eye implant enables blind UK woman to detect visual signals

Breakthrough offers hope of restoration of sight to people suffering vision loss because of dry AMD


Andrew Gregory Health editor

Fri 21 Jan 2022 00.01 GMT

f t e

An 88-year-old woman has told of her joy at becoming the first patient in the UK to benefit from a groundbreaking bionic eye implant

MENU **THE TIMES** THURSDAY FEBRUARY 17 2022 Subscribe



Steve Verze, an engineer from London, says his new left eye looks fantastic

Moorfields vision of the future with world's first 3D-printed eye

Kat Lay, Health Editor

Thursday November 25 2021, 12.01am, The Times

An NHS patient will become the first in the world to use a 3D-printed eye as his only prosthetic replacement.

Doctors at Moorfields Eye Hospital NHS Foundation Trust hope a clinical trial will show that the technique could prove useful for many more patients and cut waiting times.


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020 72533411 Moorfields Eye Hospital NHS Foundation Trust NHS

Menu



Moorfields is open for patients

← Glaucoma surgery... NHS

Moorfields Eye Hospital NHS Foundation Trust

Paediatric information: 8-12 years

Glaucoma surgery

Glaucoma means that the pressure in your eye is too high. The high pressure damages the optic nerve that takes vision information from your eye to your brain. Glaucoma operations bring the pressure in the eye down and stop damage to the optic nerve.

pressure. Or, sometimes the surgeon uses a laser beam so that your eyes make less fluid which will bring the pressure down.

Why do I have to have an operation?
 Eye drops can help get your eye pressure down, but you have to keep using them every day and sometimes the pressure is not low enough to be safe for your eye. When this happens, it is usually better for children with glaucoma to have an operation – if it works really well, you don't need to use any more drops!

How does it work?
 You will be given a general anaesthetic. This means you will be asleep during your operation to make sure you lie still and don't feel anything. The picture below shows the surgeon examining the eyes before surgery.

What will happen afterwards?
 After your operation, you will have a patch on your eye which the doctors will take off the next day. The nurses on the ward will give you eye drops to take home and put in a few times a day to help your eye get better. The doctor will need to see you in the clinic regularly. If you wear glasses, you still need to keep wearing them.

Are there any side-effects?
 Young people's eyes are delicate and sometimes there can be problems, such as an infection, or the pressure can get too low or too high again. You

In a glaucoma operation, the surgeon opens up the blocked drainage channel or makes a new drainage channel, so that some fluid can escape from the inside of your eye to lower the

This information can be made available in alternative formats, such as easy read or large print on request. Please call PALS: 020 7566 2324/ 020 7566 2325 1

might need extra treatment. The eye doctors will keep a check on you regularly and treat any problems if they happen.

Your right to treatment within 18 weeks
 Under the NHS constitution, all patients have the right to begin consultant-led treatment within 18 weeks of being referred by their GP. Moorfields is committed to fulfilling this right, but if you feel that we have failed to do so, please contact our patient advice and liaison service (PALS) who will be able to advise you further (see above). For more information about your rights under the NHS constitution, visit www.nhs.uk/choiceinthenhs

Will the operation work?
 Glaucoma operations usually work and bring the eye pressure down. Sometimes children may need more than one glaucoma operation.

Author: Paediatric information group
 Revision number: 3
 Approved: April 2016
 Review date: April 2018

Moorfields Eye Hospital NHS Foundation Trust
 City Road, London EC1V 2PD
 Phone: 020 7253 3411


An unholy trinity

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020 72533411
Moorfields Eye Hospital NHS Foundation Trust

Menu

Glaucoma



Glaucoma is the name given to conditions in which eye-pressure related optic nerve damage occurs

Appointment information
020 7566 2707

Glaucoma service
Moorfields Eye Hospital
162 City Road
London
EC1V 2PD

How do I make an appointment at Moorfields?

You should see your GP or optician in the first instance. If he or she decides that your eye condition needs to be investigated by more specialist staff, they will arrange for you to have an outpatient appointment with Moorfields or another eye-care provider. If you choose to be treated at Moorfields

Team 1

Page-based CMS 1

PDF-first

Due to the staff training, the New Patient Team telephone lines will be open 9:00am - 5:00pm on Thursday 17th February 2022. [If you have a query please fill out the 'Make an enquiry' form and we will get back to you shortly.](#)

العربية A A

Moorfields Private Eye Hospital

Home / Services: Eye Conditions & Treatments / Glaucoma

Glaucoma

Page Contents

- [Glaucoma](#)
- [What is a glaucoma?](#)
- [The different types of glaucoma](#)
- [Glaucoma symptoms](#)
- [When to seek medical advice](#)
- [Glaucoma tests and glaucoma treatments](#)
- [Reasons to choose Moorfields Private for your glaucoma treatment](#)
- [Glaucoma causes](#)
- [Glaucoma risk factors](#)
- [Further information](#)

Glaucoma

Moorfields Private is at the forefront of global


Team 2

Page-based CMS 2

Moorfields Eye Hospitals UAE
A branch of Moorfields London
العربية

Glaucoma

Home / General Eye Conditions/ Glaucoma



About

Glaucoma is a common eye condition where the optic nerve, which connects the eye to the brain, becomes damaged.

Causes

Causes of Glaucoma can be associated with skin conditions such as rosacea and eye conditions like conjunctivitis.

Privacy - Terms

Team 3

Page-based CMS 3

The tyranny of the page

Glaucoma is an eye condition characterised by loss of vision due to damage of the optic nerve. The optic nerve carries sight images to the brain, and any damage to the nerve results in damage to sight.

Glaucoma is the name given to a group of eye conditions in which the optic nerve is damaged where it leaves the eye.

Glaucoma is the name given to conditions in which eye-pressure related optic nerve damage occurs

Glaucoma is a group of eye diseases that cause progressive damage of the optic nerve at the point where it leaves the eye to carry visual information to the brain. If left untreated, glaucoma causes progressive visual loss and can lead to blindness. Once incurred, visual damage is irreversible.

Glaucoma is the name given to a group of eye conditions that cause permanent sight loss by damaging your optic nerve. It is one of the leading causes of blindness in the UK and approximately two per cent of the population over 40 have a form of glaucoma.

Glaucoma means that the pressure in your eye is too high. The high pressure damages the optic nerve that takes vision information from your eye to your brain. Glaucoma operations bring the pressure in the eye down and stop damage to the optic nerve.

Glaucoma is a group of eye diseases that cause progressive damage of the optic nerve. It is called 'the sneak thief of sight' because there are no symptoms and once vision is lost, it is permanent. As much as 40 per cent of the field of vision can be lost without a person noticing. Although medical treatments are often effective, many patients need surgery. For glaucoma, surgery is becoming a minimally invasive (or e

Glaucoma is an eye condition characterised by loss of vision due to damage of the optic nerve. The optic nerve carries sight images to the brain, and any damage to the nerve results in damage to sight.

الجلوكوما هو حالة للعين تتميز
البصر بسبب تلف العصب البصري
العصب البصري يحمل صور العين
إلى الدماغ ، وأي تلف للعصب يؤدي
إلى تلف البصر.

Glaucoma is the second leading cause of blindness worldwide and the number one cause of irreversible blindness. However, the disease is treatable and blindness can be prevented through early diagnosis. Although children and young adults can be affected by Glaucoma, high risk groups include people over 40, diabetics and those with a family history of glaucoma

Glaucoma is the name given to conditions which involve increased pressure in the eye causing damage to the optic nerve. It can lead to misty and patchy vision and, if left untreated, can lead to loss of central vision. Glaucoma in some form affects approximately two per cent of the UK population over 40 years of age and is one of the leading causes of blindness in the UK.

IA =

Inaccessible Architecture

“Every time a new page loads, I have to **start all over again working out how it all works”**

A screenreader user disorientated by inconsistent structure

“Information Architecture makes sense of mess.”

Anon.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Count	Value	Meta													
2	12	sites	Website	Beta	Private	Private Blog	NHS	Oriol	Checkout	Reading Centre	INSIGHT	Moorfields BRC	Moorfields ME	Friends of Moor	Shop: Friends of	Charity
3	12	owners	Owner	Imogen Levy	Liz Dawes	Liz Dawes	Jo Harris	Charlotte Gred	Nora Colton Richard Price-W	Konstanitos Ba	Helen Kahn	Helen Kahn	Maha Abougha	Angela Smith	Angela Smith	Claire Roebuc
4	12	admins	CMS Administrator	Rachel Robinson	Same	Same	Same	Same	Nora Colton	Same	Agency	Agency	Same	Same	Same	Agency
5	£605,593.34	total	Annual Expenditure	NA	£ 505,736.12	£ 11,880.00	£ 49,147.22	£ 26,935.00	£ 11,895.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -
6	£ -	total	Annual Income	NA	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
7	2,012	average year launched	Year launched	2022	2006	2017	2001	2020	2017	2008	2020	2019	2007	2006	?	2016
8	2,018	average design year	Year (re)designed	2022	2014	2017	2015	2020	2020	2020	2020	2019	2016	2020	?	2020
9	£ 37,690.34	average (re)design cost	(Re)design cost	£ 350,000.00	£ 61,839.00	£32,732.00	£ 21,880.72	£ 22,000.00	?	?	?	?	?	?		£ 50,000.00
10	30	total # of (re)designs	Number of (re)designs since 2001	0	3	1	5	1	3	3	1	1	4	4	1	3
11	2.322727273	average design life (years)	Av. years between redesigns	0	4.666666667	3	3.8	0	1	4	0	1	3.25	3.5		1.333333333
12	1.578947368	av. (re)redesigns / year														
13	6	new designs in 2020														
14	3	audits	Content Audit		Private Audit		NHS Audit	Oriol Audit								
15			Headline issues		84% of site is missing GA data	Hubspot is a CRM, not a CMS.	Cavet a11y score with SCL report. Ditto take SEO score with machine test limits.	Only 62 webpages	Broken user journey's from NHS and Private to Checkout							
					Arabic content unsupported	Blogs aren't actually blogs.	Very high cost ratios	Very high Office:PDF asset counts.	Very complex transaction processes. Looks marketing (not user) led.							
					EE 3.x fully unsupported	Content siloed by sub-domain and technology even inside 1-team.	Drupal 7 unsupported.	Contact is main task	Consultation content isn't used							
16																
17																
18			Metrics													
19	4,312,143	total PVs/year	Page Views (year)	4,283,478	1,459,607	14,432	2,809,439	28,665	?	?	?	?	?	?	?	?
20	3,075,445	total UPVs/year	Unique Views (year)		607,988	5,993	2,438,039	23,425	?	?	?	?	?	?	?	?
21			Traffic (month)		24,737	1992	56000	172	335	46	227	115	9780	23	5	794
22			Traffic (year)		296844	23904	672000	2064	4020	552	2724	1380	117360	276	60	9528
23																
24	#VALUE!		Cost per Unique View		£ 0.83	£ 1.98	£ 0.02	£ 1.15	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!
25	0		Cost per Average Session													
26	£ 99.91	average cost	Cost per webpage		£ 274.71	£ 86.72	£ 45.93	£ 434.44	£ 59.48	£ -	£ -	£ -	£ -	£ -	£ -	£ 297.62
27	£ -		Value per webpage		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
28	50.36666667	% average	Web Performance (Lighthouse)	57.8	33	53.6	63.6	19.8	46.4	61	39.2	59	27.6	37.2	81.8	82.2
29	83.33333333	% average	Accessibility (Lighthouse)	100	73.8	77.2	96	85.8	70	85	70.4	86.6	93.6	88.6	93.8	79.2
30	87.15	% average	SEO (Lighthouse)	100	77.4	89.2	90	95.4	90.2	92.8	62	76.6	86.4	96.2	92.8	96.8
31			Best Practices (Lighthouse)	100												
32	11067	content assets	Total content assets	300	1841	228	2390	281	297	63	4	88	5038	97	185	555
33	7916	HTML pages	Webpages	300	1841	137	1070	62	200	48	19	88	4049	56	178	168
34	1617	PDFs	PDFs	0	9	1	1102	25	1	1	3	0	276	1	0	198

Digital lunch and learn

42:21

Meeting control bar with icons for participants, chat, reactions, screen sharing, and a red 'Leave' button.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
1	Admin													Object	Action	Notes										
2														Primary			Page	Unique	Average							
3	ID	Type	Stat		URL	Section	Type	Topic	ConTre	Consu	Stage	User Need				Views	View	Time	Wo	C	Uniqu	Timeli	OnTr	Sum		
75	256	HTML	OK	IL	condition/cataract	/conditior	Article	Conditi	Catarac	—	—	👍	👤	👁️	👤		3,689	3,424	3m06s	641		Mediu	Dated	Low	👍	
121	624	HTML	OK	IL	content/cataract-faq	/content	Article	Eye He	Catarac	—	👤	👍	👤	👁️	✍️	Language unfriendly	74	60	4m06s	1,241	9	Mediu	Currer	High	👍	
127	685	HTML	OK	IL	service/cataract	/service	Service	Conditi	Catarac	—	👤	👍	👤	👁️	✍️		8,750	7,241	2m33s	835	9	Mediu	Currer	High	👍	
129	924	HTML	OK	IL	faq/cataract-frequently-asked-questions	/faq	FAQ	Conditi	Catarac	—	—	👤	👤	👁️	👤	Slow page.	1,312	1,075	1m18s	644		Mediu	Dated	Low	👍	
240	237	HTML	OK	JH	condition/acanthamoeba-keratitis	/conditior	Conditi	Conditi	Achrorr	—	👤	👍	👤	👁️	✍️	Title too long. MDesc missi	19,529	18,237	3m57s	994	11	High	Currer	High	👍	
241	1204	HTML	OK	IL	news/moorfields-receives-grant-develop-use-ai-cataract-sur	/news	Article	News	Catarac	—	—	👍	👤	👁️	👤		197	187	1m04s	744		Low	Dated	Low	👍	
243	240	HTML	OK	LD	condition/retinal-vein-occlusion	/conditior	Article	Conditi	Retinal	—	—	👤	👤	👁️	👤		18,598	17,567	6m44s	934		Low	Dated	Low	👍	
245	242	HTML	OK	LD	condition/uveitis	/conditior	Article	Conditi	Uveitis	—	—	👤	👤	👁️	👤		12,071	11,291	3m55s	946		Low	Dated	Low	👍	
246	243	HTML	OK	DH	condition/macular-hole	/conditior	Article	Conditi	Macula	—	—	👍	👤	👁️	👤		5,761	5,209	2m08s	584		Mediu	Dated	Low	👍	
247	244	HTML	OK	LD	condition/squint-strabismus	/conditior	Article	Conditi	Squint	—	—	—	👤	👁️	👤		18,311	17,353	9m25s	1,044		Mediu	Dated	Low	👍	
248	245	HTML	OK	DH	condition/presbyopia	/conditior	Article	Conditi	Presbyc	—	—	👍	👤	👁️	👤		2,527	2,424	1m39s	483		Low	Dated	Low	👍	
251	248	HTML	OK	JH	condition/amblyopia-lazy-eye	/conditior	Conditi	Conditi	Amblyc	—	—	👤	👤	👁️	👤		3,672	3,481	2m45s	731		High	Dated	Low	👍	
252	249	HTML	OK	JH	condition/birdshot-chorioretinopathy	/conditior	Article	Conditi	Birdshc	—	—	👤	👤	👁️	👤		6,715	6,417	3m08s	772		High	Dated	Low	👍	
253	250	HTML	OK	LD	condition/stargardt-disease	/conditior	Article	Conditi	Stargar	—	—	👍	👤	👁️	👤		6,173	5,855	2m31s	624		Low	Dated	Low	👍	
254	251	HTML	OK	HP	condition/glaucoma	/conditior	Conditi	Conditi	Glauco	—	👤	👍	👤	👁️	✍️		11,920	10,822	4m14s	901	8	Low	Currer	High	👍	
257	254	HTML	OK	JH	condition/astigmatism	/conditior	Article	Conditi	Astigm	—	—	👤	👤	👁️	👤		5,091	4,897	2m34s	556		Low	Dated	Low	👍	
260	257	HTML	OK	JH	condition/achromatopsia	/conditior	Article	Conditi	Achrorr	—	—	👤	👤	👁️	👤		2,775	2,601	1m13s	542		Low	Dated	Low	👍	
261	258	HTML	OK	LD	condition/styes	/conditior	Article	Conditi	Styes	—	—	👍	👤	👁️	👤		39,403	38,137	4m22s	590		Low	Dated	Low	👍	
263	260	HTML	OK	HP	condition/episcleritis	/conditior	Conditi	Conditi	Episcle	—	👤	👍	👤	👁️	✍️		15,509	14,598	3m57s	511	8	Low	Currer	High	👍	
264	261	HTML	OK	JH	condition/age-related-macular-degeneration-amd	/conditior	Conditi	Conditi	Age-rel	—	👤	👍	👤	👁️	✍️	Title has a hyphen. MDescp	12,409	11,559	4m03s	749	9	High	Currer	High	👍	
265	262	HTML	OK	HP	condition/endophthalmitis	/conditior	Conditi	Conditi	Endopl	—	👤	👍	👤	👁️	✍️		3,793	3,578	2m06s	576	7	Low	Currer	High	👍	
266	263	HTML	OK	HP	condition/flashes-and-floaters	/conditior	Conditi	Conditi	Flashes	—	👤	👍	👤	👁️	✍️		45,679	43,537	3m44s	574	9	Low	Currer	High	👍	
268	265	HTML	OK	HP	condition/fuchs-dystrophy	/conditior	Conditi	Conditi	Fuchs'	—	👤	👍	👤	👁️	✍️		5,724	4,686	2m13s	529	11	Low	Currer	High	👍	
269	266	HTML	OK	DH	condition/leber-congenital-amaurosis	/conditior	Conditi	Conditi	Leber c	—	—	👍	👤	👁️	👤		3,776	3,615	1m51s	687		Mediu	Dated	Low	👍	
270	267	HTML	OK	HP	condition/epiretinal-membrane	/conditior	Conditi	Conditi	Episcle	—	👤	👍	—	👁️	👤		30,790	28,246	5m31s	828	8	Low	Currer	High	👍	
271	268	HTML	OK	JH	condition/blepharitis-0	/conditior	Conditi	Conditi	Blepha	—	👤	👍	👤	👁️	👤	Some content missing whic	59,588	57,355	6m34s	716	10	High	Currer	High	👍	
272	269	HTML	OK	HP	condition/hypermopia	/conditior	Conditi	Conditi	Hypern	—	👤	👍	—	👁️	✍️		2,527	2,420	1m33s	493	9	Low	Currer	High	👍	
273	270	HTML	OK	DH	condition/myopia-short-sight	/conditior	Article	Conditi	Myopia	—	—	👍	👤	👁️	👤		1,664	1,583	3m03s	630		Low	Dated	Low	👍	
274	271	HTML	OK	DH	condition/keratoconus	/conditior	Article	Conditi	Keratoc	—	—	👍	—	👁️	👤		30,984	28,028	5m09s	935		Low	Dated	Low	👍	
276	273	HTML	OK	DH	condition/retinal-detachment	/conditior	Article	Conditi	Retinal	—	—	👍	👤	👁️	👤		7,964	7,297	2m23s	618		Low	Dated	Low	👍	
286	283	HTML	OK	LD	condition/ocular-melanoma	/conditior	Article	Conditi	Uveal n	—	—	👍	👤	👁️	👤		2,792	2,624	3m06s	1,054		Low	Dated	Low	👍	
336	333	HTML	OK	RW	consultant/sui-h-wong	/consulta	Person	Consult	Neuro-	Sui H.	👤	👍	👤	👁️	✍️	Generic image	723	619	1m14s	352	12	Mediu	Dated	High	👍	
406	403	HTML	OK	RW	consultant/winfred-nolan	/consulta	Person	Consult	Glauco	Winifr	👤	👍	👤	👁️	✍️	Slow page.	693	636	1m56s	483		Mediu	Dated	Med	👍	
407	404	HTML	OK	RW	consultant/romil-patel	/consulta	Person	Consult	Catarac	Romil	👤	👍	👤	👁️	✍️	Slow page.	114	114	0m31s	433	11	Mediu	Dated	Med	👍	
447	444	HTML	OK	RW	consultant/sharmina-khan	/consulta	Person	Consult	Catarac	Sharm	👤	👍	👤	👁️	✍️		706	653	1m35s	474	12	Mediu	Dated	Med	👍	
453	450	HTML	OK	RW	consultant/vincenzo-maurino	/consulta	Person	Consult	Laser e	Vincer	👤	👍	👤	👁️	✍️		2,414	2,172	2m08s	583	12	Mediu	Dated	Med	👍	
627	2169	HTML	OK	IL	news/research-trial-will-use-femtosecond-laser-surgery-nhs	/news	Article	News	Catarac	—	—	👍	👤	👁️	👤		228	194	6m40s	1,799		Low	Dated	Low	👍	
636	633	HTML	OK	HP	content/glaucoma-patients-faq	/content	FAQ	Patient	Glauco	—	👤	👍	👤	👁️	👤		184	174	3m46s	1,564	9	Mediu	Currer	High	👍	
687	684	HTML	OK	HP	service/glaucoma	/service	Service	Conditi	Glauco	—	👤	👍	👤	👁️	✍️	Random list of PDFs	7,455	6,109	2m27s	667	8	Mediu	Currer	High	👍	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
1	Moorfields Eye Hospital NHS Trust														
2	9th February 2020 to 9th February 2021														
3	https://www.moorfields.nhs.uk/search&search=														
4															
5															
6	60,269	Total Queries in Sample													
7	995.00	Total Unique Queries in Sample													
8	60.57	Average # Times Unique Queries were Performed													
9	17.00	Median # Times Unique Queries were Performed													
10	3.94	Average # Terms/Unique Query													
11	24.00	Average # Characters/Unique Query													
12															
13															
	<div data-bbox="1092 307 1835 771" data-label="Figure"> <p>Zipf curve search term distribution</p> <p>The graph shows a Zipf curve where the y-axis represents frequency (0 to 6000) and the x-axis represents rank. The curve starts at a high frequency for rank 1 and drops sharply, following a power-law distribution.</p> </div>														
14	Rank	Percent	Cumulative Percentage	Count	Search Term	Proto Object	Synonyms	Results Page	% Search E	% Search R	Time After S	Avg. Search	Search Term	Raw	
15	2	8.45	8.45	5094	cataract	Condition			1.86	1.86	67.08%	4.48%	169.35	2.2	cataract
16	1	5.84	5.84	3521	birdshot uveitis	Condition			2.05	2.05	75.86%	3.87%	116.7	1.4	birdshot uveitis
17	4	4.83	10.68	2913	saab bhermi	Consultant			1.68	1.69	65.43%	6.70%	146.87	2.1	saab bhermi
18	21	3.93	14.60	2368	old street eye hospital	Location	City Road		3.91	2.48	59.76%	3.69%	222.54	3.08	old street eye h
19	5	3.06	17.66	1844	chalazion	Condition			2.47	4.75	42.57%	2.98%	361.39	5.16	chalazion
20	6	2.37	20.03	1427	walk in	Location			2.61	3.54	81.64%	2.83%	137	1.11	walk in
21	32	1.54	21.57	928	mr alexander ionides	Consultant			1.35	3.64	58.73%	3.76%	256.64	1.88	mr alexander io
22	3	1.53	23.10	920	bruce allan	Consultant			1.13	2.95	66.52%	3.02%	205.54	2.78	bruce allan
23	9	1.42	24.52	854	punctoplasty	Treatment			1.51	4.15	56.56%	2.49%	283.6	2.44	punctoplasty
24	10	1.33	25.85	803	optic disc function	Treatment	optic disk functio		1.12	1.59	61.02%	8.01%	157.44	2.34	optic disc functi
25	29	0.97	26.81	583	mydriatic eye drops	Treatment			3.3	1.62	41.85%	5.93%	334.96	5.1	mydriatic eye d
26	15	0.94	27.76	568	where is the greatest c	Advice			3.68	2.99	34.51%	6.59%	289.41	4.62	where is the gre
27	11	0.92	28.67	552	optic disc function	Advice			1.19	1.52	72.64%	5.49%	139.21	2.68	optic disc functi
28	8	0.83	29.50	500	old street eye hospital	Location	City Road		1.4	1.88	42.20%	11.17%	186.51	3.09	what is the tran
29	16	0.81	30.31	486	anatomy of an eye	Advice			2.94	3.31	45.06%	8.51%	194.36	2.71	anatomy of an e
30	24	0.79	31.10	475	anatomy of eye	Advice			1.41	1.87	40.63%	19.91%	65.55	1.09	anatomy of eye
31	19	0.79	31.88	474	achromatopsia	Condition			1.68	3.49	35.65%	11.61%	192.07	2.62	achromatopsia
32	14	0.72	32.60	433	which layer of the eye	Advice			1.16	1.76	37.64%	12.61%	147.23	3.06	which layer of th
33	22	0.71	33.31	425	chalazion moorfields	Service			1.39	3.2	50.35%	7.27%	222.12	2.99	chalazion moor
34	23	0.67	33.98	404	eye dilation drops	Treatment			1.42	2.09	50.99%	16.37%	97.88	1.03	eye dilation dro

USER RESEARCH: UNDERSTAND THE PROBLEM

Interviewee: [Redacted]
Interviewer: Rik
Note-taker: James
Date + time: 11 May 10:30

Things to keep in mind:

Patient had their eye removed due to a tumor

Relatively new patient to Moorfields



Interviewee: [Redacted]
Interviewer: Rik
Note-taker: James
Date + time: 11 May 11:30

Things to keep in mind:

Long term patient for eye disease

With Moorfields for 20 years



Interviewee: [Redacted]
Interviewer: Rik
Note-taker: James
Date + time: Date, time

Things to keep in mind:

Severely visually impaired



Most want their views on it

“A factor in sustainable IA is to make it as flexible as possible, and to me, that means taking an **object-oriented approach.**”

Lou Rosenfeld

**“A content model should honour all users
fundamental mental model.”**

Me



Source: <https://www.flickr.com/photos/rik-williams/>



Tangible

Agnostic

Durable

Structure

Instances

Purpose

P14: Exercise 1: Noun foraging, grouping and labelling

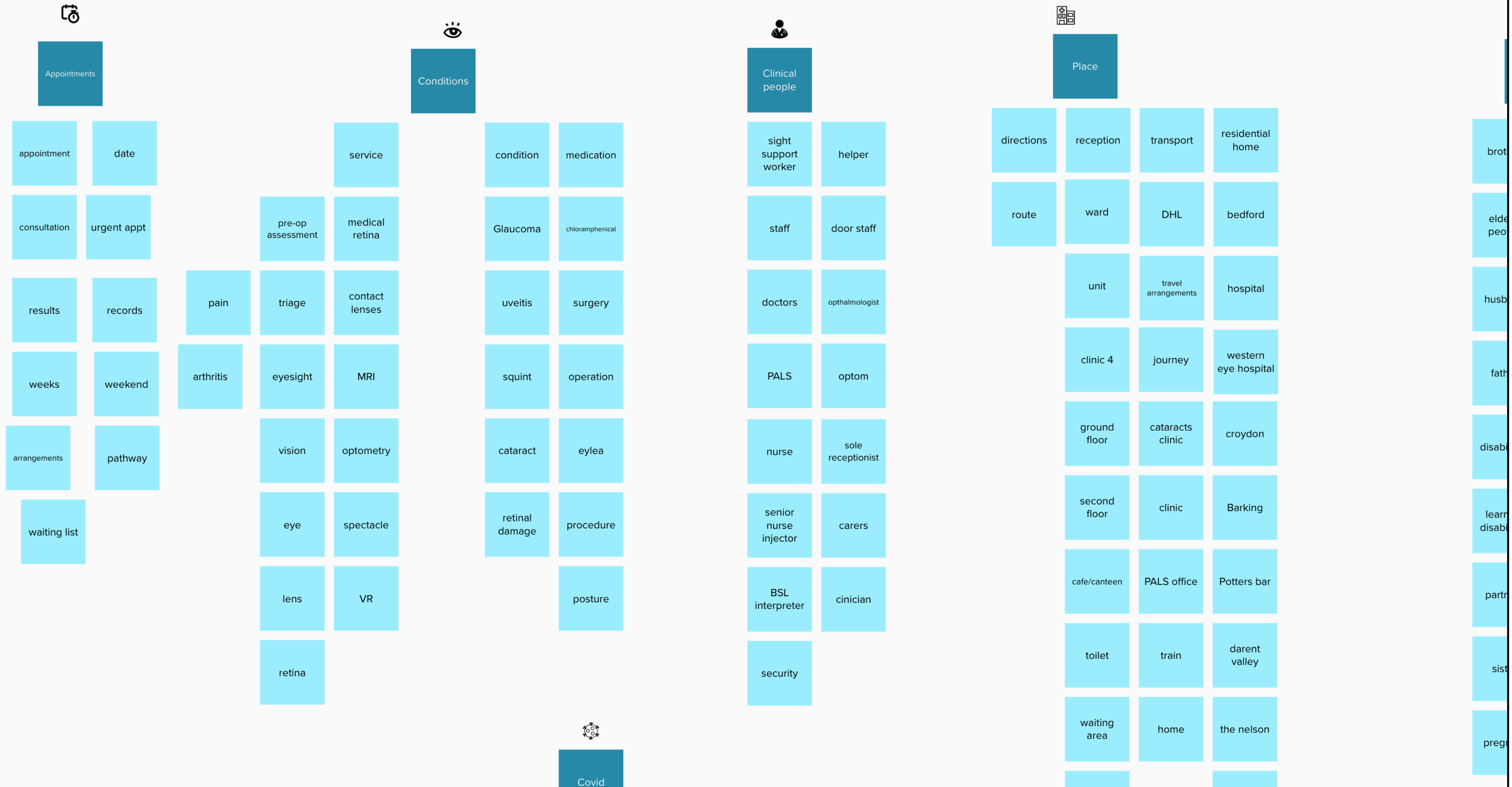
Instructions






1) Group the blue squares by similarity.

2) Create a label for the groups you create.




3) It's OK to introduce things you think are missing, or to leave things out which are hard to group.

4) Finally, give your group an icon which you think helps to visualise and describe it.



List (Alpha, Private, ...)	List (Alpha, Private, ...)	List (Time, Date, ...)	List (Map, Distance, Alpha, Category ...)	List (Alpha, Time, Private, Reviews, ...)
				
Condition	Treatment	Appointment	Location	Consultant
Name (Glaucoma; Cataract)	Name (laser eye surgery; LASIK)	Name (visual field testing)	Name (City Road; Moorfields Croydon)	Name (Bruce Allan; Pei Wong)

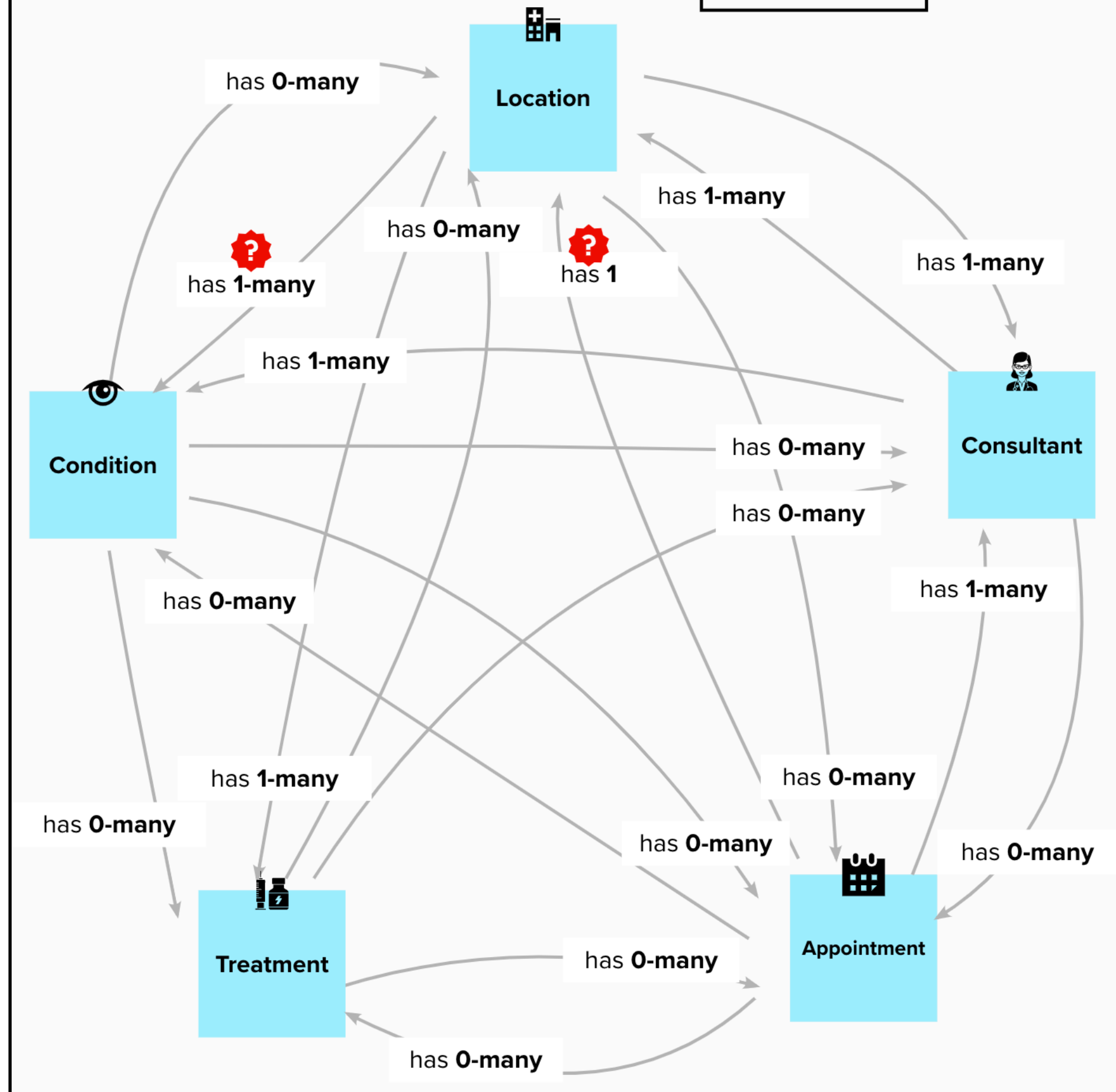
Releases 2, 3 and 4

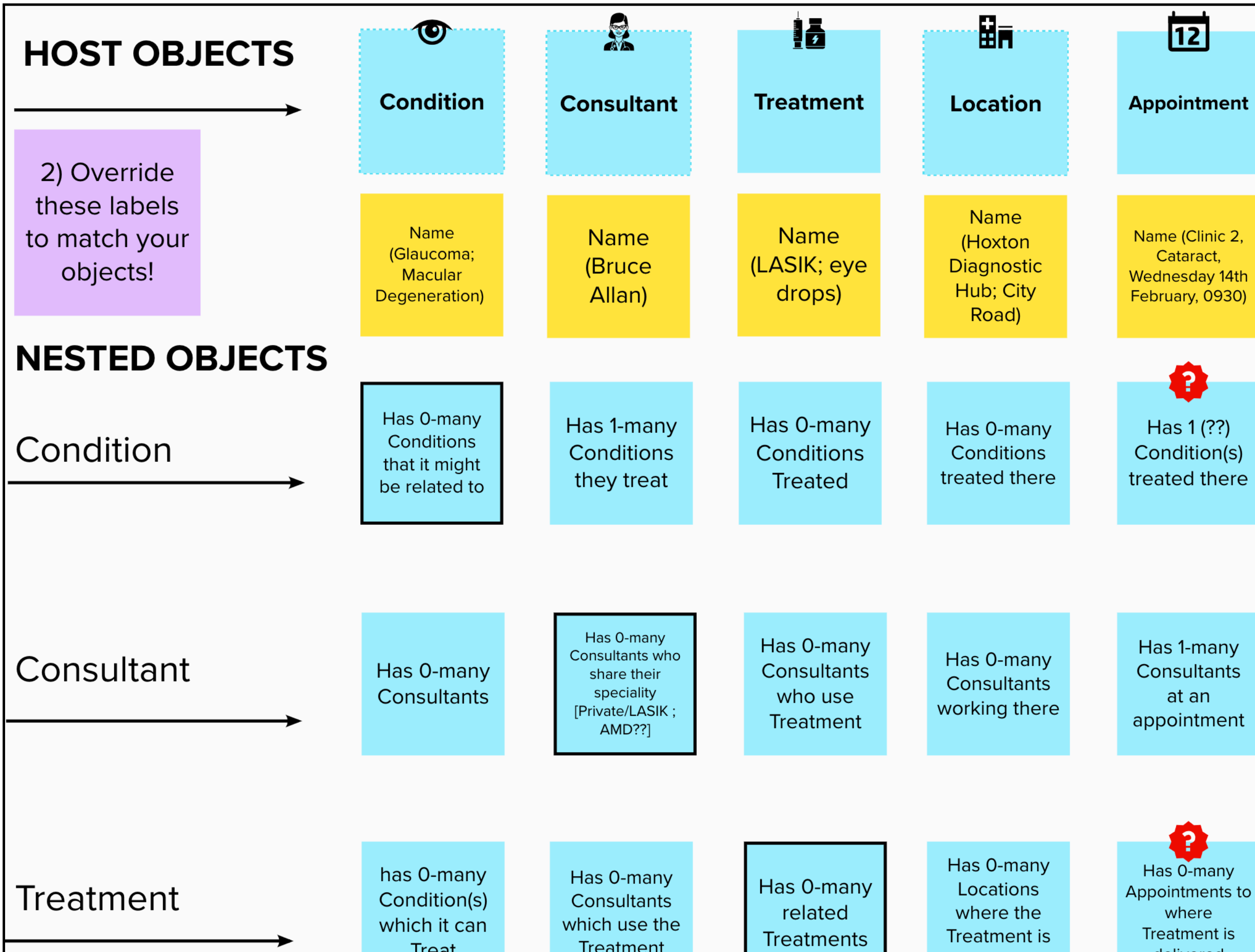
List (Alpha, Price, Category, Condition, Treatment, Level, ...)	List (Alpha, Time, Status, Condition, Treatment, Consultant, ...)	List (Time, Category, Author, Condition, Location, Consultant, ...)
		
Course	Research project	Article
Name (Introduction to AI)	Name (SIREN)	Name (IBM + UCL Deepmind collaboration)

1) Paste the 5 core objects into the spaces provided. Think through all the connections and label the cardinality.

2) Copy labels from here to speed up your workflow!

- has 1
- has 0-1
- has 0-many
- has 0-many
- has 1-many
- research question










1) Label the user roles based on our group discussion.

CALLS-TO-ACTION

your user roles hats to help differentiate them!



Station 5: CTA Brainstorming

Roles	Patient 	Content Designer 	SME 
 <p>Condition</p>	<p>Only Patients? Nurses?</p> <div data-bbox="816 716 1026 921">Print a copy</div> <div data-bbox="1059 716 1269 921">Request braille version</div> <div data-bbox="1302 716 1512 921">Share</div> <div data-bbox="1546 716 1755 921">Sign up for trials</div> <div data-bbox="816 949 1026 1153">Book call back</div> <div data-bbox="1059 949 1269 1153">Ask question</div> <div data-bbox="1302 949 1512 1153">Translate</div> <div data-bbox="1546 949 1755 1153">Donate</div> <div data-bbox="816 1181 1026 1386">Report issue</div> <div data-bbox="1059 1181 1269 1386">Rate content quality</div>	<div data-bbox="1902 716 2112 921">Create</div> <div data-bbox="2145 716 2355 921">Edit/Update</div> <div data-bbox="2389 716 2598 921">Archive</div> <div data-bbox="1902 949 2112 1153">Submit (for review)</div> <div data-bbox="2145 949 2355 1153">Tag (??)</div> <div data-bbox="2389 949 2598 1153">Publish</div> <div data-bbox="1902 1181 2112 1386">Select review date</div>	<div data-bbox="2702 716 2912 921">Approve content / version for publishing</div>
 <p>Consultant</p>	<div data-bbox="816 1521 1026 1697">Compare consultant</div> <div data-bbox="1059 1521 1269 1697">Rate consultant</div> <div data-bbox="1302 1521 1512 1697">Refer to consultant??</div> <div data-bbox="1546 1521 1755 1697">Translate</div>	<div data-bbox="1902 1521 2112 1697">Create</div> <div data-bbox="2145 1521 2355 1697">Edit/Update</div> <div data-bbox="2389 1521 2598 1697">Archive</div>	<div data-bbox="2702 1521 2912 1697">Request update / changes</div> <div data-bbox="2945 1521 3158 1697">Approve content / version for publishing</div>

	A	B	C	D	E	F	G
1	Object	CTA	Who (user role)	Why (purpose, reason)	When (context, point in the journey)	Where (user priority)	Phase (business priority)
11	condition	allocate questions	content admin	to flag that something needs answering	when a question has been asked - need some sort of notification?		
12	condition	answer questions	content admin	to provide answer to question	once the content of the question has been collected (most likely will need to get this via an expert)		
20	location	create	content admin	to keep info uptodate	as and when a new location is confirmed by business		
21	location	edit	content admin	to keep info uptodate			
22	location	delete	content admin	to keep info uptodate			
23	consultant	edit	content admin	to maintain current information	on going		
50	consultant	compare	patient	to make a decision about who does their treatment	after reading about one or two different consultants	Detail Only	Phase 2
51	consultant	request call back	patient	to speak to a consultant about a condition	when visiting a consultant's profile	Card	Phase 1
52	consultant	book	patient	to book procedure with specific consultant	when visiting a consultant's profile	Card	Phase 2
53	consultant	review	patient	to provide feedback on their experience	After treatment has been given by consultant	Detail Only	Phase 2
54	consultant	find trials by	patient	to understand what research they may be leading, to see how leading they are in their field	at the point of browsing	Card	Phase 2
55	consultant	print	patient	to change formats to something more accessible or to be able to share it with a loved one	when visiting a consultant's profile	Detail Only	Phase 1
56	consultant	ask question	patient	to find out more about a specific condition, procedure, treatment	when visiting a consultant's profile	Card	Phase 1
	appointment	select date/time	patient	to pick a slot that is convenient to them	patient chooses to request an appointment system	Detail Only	Phase 1

Print a copy

List of
Conditions
with search
and
metafilters



Condition

Name
(Glaucoma;
Macular
Degeneration)

Has 0-many
Conditions
that it might
be related to

Definition

Date
Published

Next
Review
date

***simplified model!**

				Save	Save	Save
				Share	Share	Share
	Save	Save	Save	Was this content useful?	Was this content useful?	Was this content useful?
	Share	Share	Share	Report a problem	Report a problem	Report a problem
	Was this content useful?	Was this content useful?	Was this content useful?	Speak to an Adviser	Speak to an Adviser	Speak to an Adviser
	Report a problem	Report a problem	Report a problem	Print a copy	Print a copy	Print a copy??
	Speak to an Adviser	Speak to an Adviser	Speak to an Adviser	Add to basket	Upload Review??	Add a comment
	Print a copy	Print a copy	Print a copy	Rate product	Post my Review	Submit your story
	List of conditions / diseases	List of symptoms	List of treatments (therapies, drugs etc)	List of products	List of reviews	List of real stories
	Condition	Symptom	Treatment	Product	Product Review	Real Story
	Name (Alzheimer's disease, vascular dementia)	Name (premature problems, agitation)	Has 0-many related symptoms	Name (Sue)	Name (Sue)	Name (Sue)
Condition	has 1-many related conditions	has 1-many conditions where it presents	has 1-many conditions which it helps	has 1-many conditions which it helps	has 1-many conditions which are featured	has 0-many conditions
Symptom	has 1-many symptoms which affect the person	has 1-many related symptoms	has 1-many symptoms which it helps	has 1-many symptoms which it helps	has 0-many symptoms which are featured	has 0-many symptoms
Treatment	has 0-many treatments which can help	has 0-many treatments which can help	has 1-many related treatments (therapies)	has 0-many treatments which are part of	has 0-many treatments which are featured	has 0-many treatments
Product	has 0-many products which can help	has 0-many products which can help	has 0-many products which can help	has 1-many products which are related	has 0-many products which are featured	has 0-many products
Real Story	has 0-many real stories about it	has 0-many real stories about it	has 0-many real stories featuring it	has 0-many real stories featuring it	has 1-many related real stories	has 0-many real stories with comments
Tip	has 0-many tips which help manage it	has 0-many tips which help manage it	has 0-many tips about it	has 0-many tips about how to use it	has 0-many tips included in it	has 0-many reviewed tips
	Lead Image	Lead Image	Lead Image	Lead Image	Review	Summary
	Pictogram ??	Pictogram ??	Pictogram ??	Image Gallery	Star rating	Image
	Definition	Definition	Definition	Description	Verification question	Author
	Overview	Overview	Overview	Stock status	Twitter handle	Date
	Symptoms	Types??	Side Effects??	Review star score	Date published	Vote count
	Causes	Causes	Video	Number of reviews	Number of comments	
	Diagnosis	Complications??	Image	Price (CAD / VAT)	Read time / length	
	Treatments	Video	Stage	Price (EUR)	Real story	
	Prevention	Image	Date published	Key features	Image	
	Outlook	Stage	Next review date	How it works	Video	
	Living and Care Going	Date published	Date last updated	What's included		
	Help and Support	Next review date		Video overview of Product		
	Long-term planning	Date last updated		Shipping		
	BSL narrated version			VAT Referr		
	Professionally related version			Stage??		
	Image			Date published		
	Video			Next review date		
	Date published			Date last updated		

Condition



Object guide



Name / Medical name



Required

Content source: Api via NHS.net



Definition



Required

Content source: Api via NHS.net



Symptoms



Required

Content source: Api via NHS.net



Causes



Sureness: s2

Content source: Api via NHS.net



Tests for



Sureness: s2

Content source: Written in-house



Diagnosis



Sureness: s1

Content source: Written in-house



Treatments for



Sureness: s2

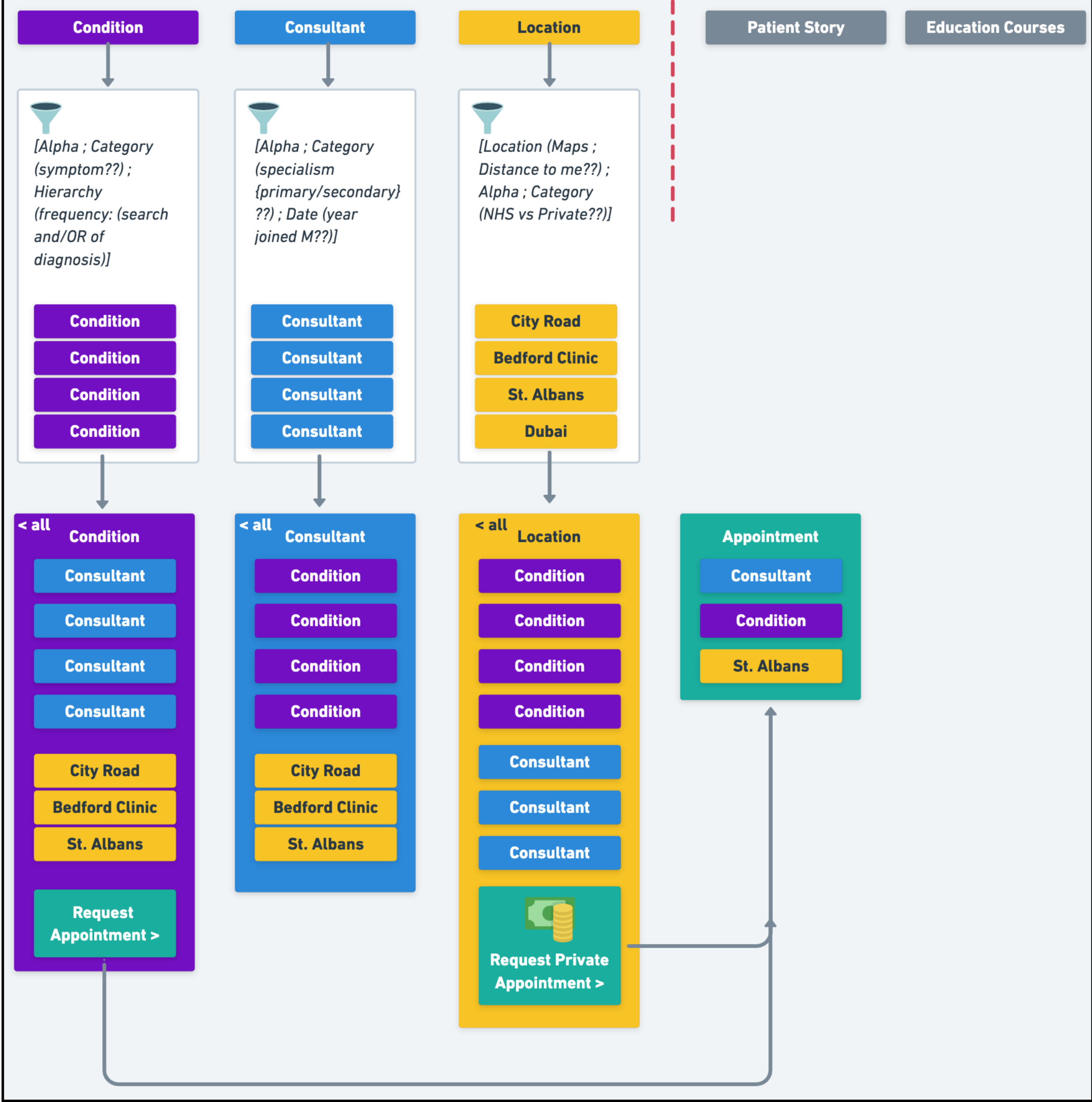
Content source: Written in-house



Prognosis



Primary Navigation Objects



User needs

NHS/Private

- Reassure myself that I am in good hands
- Find out if my consultant is suitable for my condition
- Find out what qualifications my consultant has
- Find out how much experience my consultant has
- Find out what research my consultant is involved in

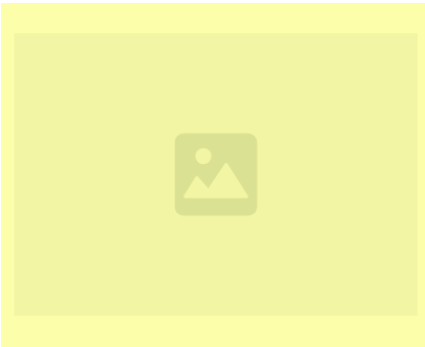
Private specific

- Decide if this consultant is suitable for my care
- Book an appointment with this consultant

Business requirements

- Encourage undesignated appointments
- Showcasing the calibre of expertise/excellence - World class!
- Cater to consultants desire to be showcased on the Moorfields site

Window



NHS Private healthcare

Mr Yassir Abou-Rayyah

Consultant ophthalmic surgeon

Date joined: 14 January 2012

Book private healthcare

Location I work at

- Moorfields Eye Hospital at City Road
- Moorfields Eye Centre at Ealing Hospital
- Moorfields Private, Purley Way Memorial Hospital

Qualifications

- Master of Science University College London
- Master of Science Cairo University
- Medical Doctorate Cairo University
- Medical Doctorate Cairo University

Education

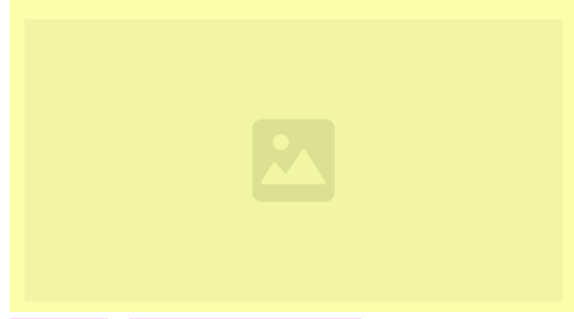
- Research on the intraocular retinal prosthesis ("bionic eye"), at the Wilmer Eye Institute, Johns Hopkins University Hospital, Baltimore, USA (2000 under the supervision of Professor Mark Humayun).
- Bachelor of Medical Science (BMedSci), Physiology, 2002
- Master of Medical Science (MSc), Physiology, 2004
- Doctor of Medicine (MD), 2010 – research degree
- Certified senior grader for fluorescein angiography and optical coherence tomography, Doheny Image Reading Center, Los Angeles

Work History

Consultant ophthalmic and oculoplastic surgeon, paediatric lead advisor and oculoplastic services, Moorfields Eye Hospital

Phone X

3:03



NHS Private healthcare

Mr Yassir Abou-Rayyah

Consultant ophthalmic surgeon

Date joined: 14 January 2012

Book private healthcare

Location I work at

- Moorfields Eye Hospital at City Road
- Moorfields Eye Centre at Ealing Hospital
- Moorfields Private, Purley Way Memorial Ho

Conditions I treat

- Squint
- Blepharitis
- Eyelid surgery
- Watering eye
- Styes
- Droopy eyelid (ptosis)

CMS Collections
Conditions
← Glaucoma
Status: Staged for Publish Cancel Save

- Conditions 16 items >
- Consultants 53 items
- Locations 33 items
- Categories 5 items
- Projects 4 items

Name

- Uveitis
- Retinal vein occlusion
- Keratoconus
- Hypermetropia
- Corneal abrasion
- Conjunctivitis
- Chalazion
- Cataract
- Blepharitis
- Birdshot chorioretinopathy
- Amblyopia (lazy eye)
- Amblyopia (lazy eye)
- Age-related macular degeneration ...
- Achromatopsia
- Acanthamoeba keratitis
- Glaucoma >

Basic info

Name *
Name of the condition, like Glaucoma

Slug *

<website.com/condition/glaucoma>

Custom fields

Definition
The definition of the condition (if not from the NHS API)

Image of the condition

glaucoma-moorfields.jpeg

259 x 195 • 9 kB

Replace Delete

What is [condition]?

What are the different type of [condition]?

Note: not all conditions have different types.

- acute angle closure glaucoma – an uncommon type caused by the drainage in the eye becoming suddenly blocked, which can raise the pressure inside the eye very quickly
- secondary glaucoma – caused by an underlying eye condition, such as inflammation of the eye (uveitis)
- childhood glaucoma (congenital glaucoma) – a rare type that occurs in very young children, caused by an abnormality of the eye
"/>

What causes [condition]?

MedicalWebPage

3 ERRORS 5 WARNINGS



@type

MedicalWebPage

dateModified

2022-02-18T15:42:48+00:00

description

Find out what glaucoma is, what the symptoms are, why it happens and how it's treated.

genre

Condition

lastReviewed

2022-02-18T15:42:48+00:00

lastReviewed

2025-02-18T15:42:48+00:00

name

Glaucoma

schemaVersion

http://schema.org/version/13.0/

url

https://demo.digital-moorfields.com/conditions/glaucoma/

about

@type

WebPage

name

Glaucoma

author

@type

Organization

email

contact.Moorfields@nhs.net

logo

https://demo.digital-moorfields.com/documents/images/logo.webp

name

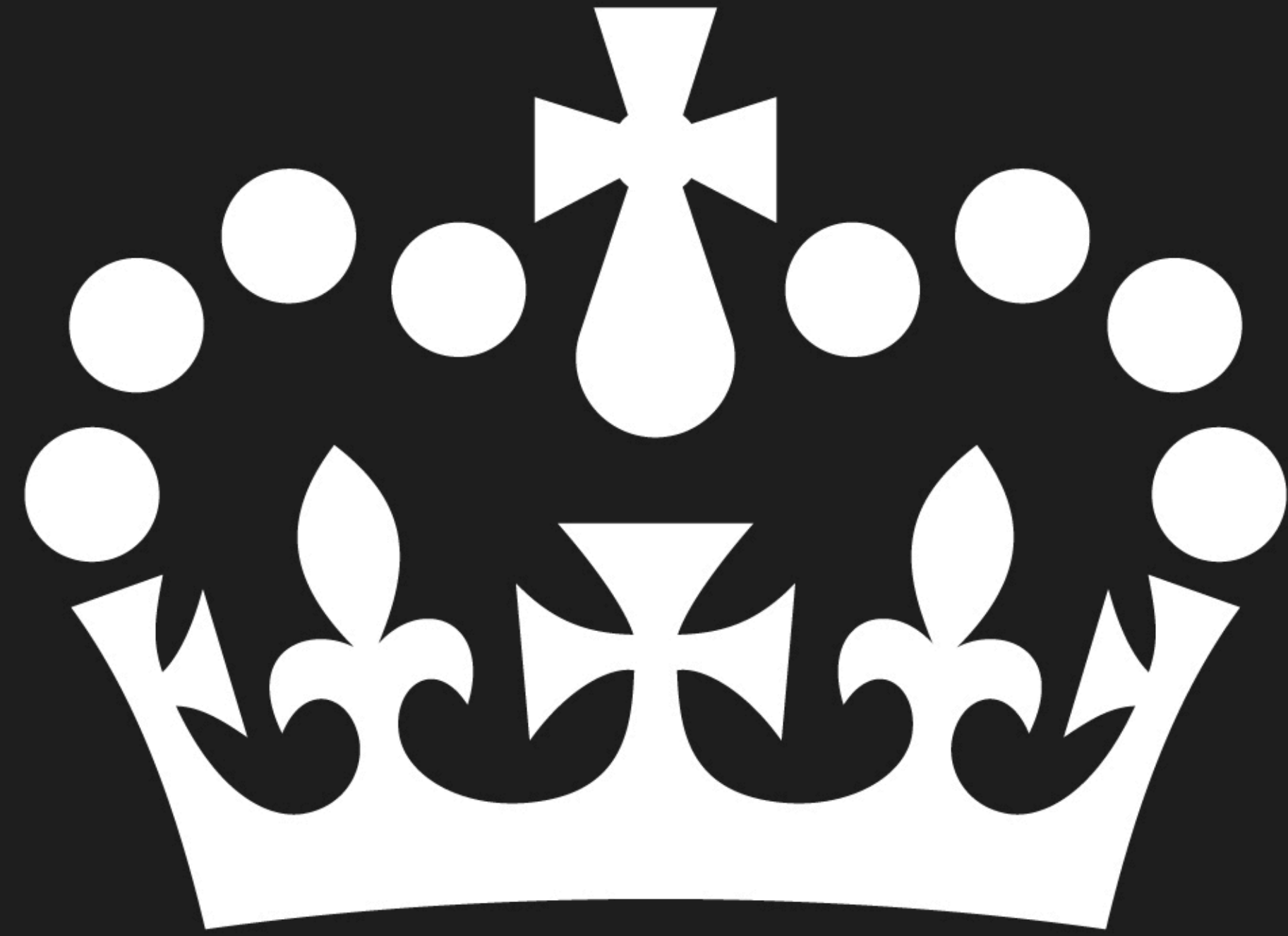
Moorfields Eye Hospital NHS Foundation Trust

Results

- **single trusted content source** (headless, modular)
- **joined-up, definitive and reusable data**
- **simplifying, unifying identities** (e.g., NHS and Private)
- **durable** (agnostic of Moorfields, teams, technology, channels)
- **inclusive** (heterarchical, content-led, accessible wayfinding)

“People don't care about the containers. They care about the things they contain.”

Mike Atherton and Carrie Hane



GOV.UK

Cheeky plugs!

You're going to this event!

Monday, July 11, 2022

User research with kids: lessons from niche groups



Hosted By
Rik W. and 2 others



Organizer tools



The Research Thing

Public group



Monday, July 11, 2022 at 6:30 PM to
Monday, July 11, 2022 at 8:30 PM BST

[Add to calendar](#)



Online event

[Report this event](#)

Details

Join us for the first of a two-part summer event focussing on research with niche groups. This event will focus on kids. Our September event will look at research on older populations.

--

As user researchers, we venture into the worlds of our participants. Contexts where there are different norms, values and goals. Places where people behave and interact differently from us. And research with kids is no exception.

Join/speak with us at: meetup.com/researchthing/

UXPA (UK) Mentors and Mentees

Mentors Mentees + Add or import

Views Gallery Customize cards Filter Sorted by 1 field Color Share view

Annalisa Valente

AVAILABILITY
Available

TITLE
UX/Product Designer

WORKS FOR
IBM

KNOWS ABOUT
Enterprise design Agile/Lean UX

BIOGRAPHY
I'm a European UX/Product Designer currently designing Cloud products for SRE, DevOps at IBM Cloud and AI in London. I help teams to design ...

LOCATION
London

REMOTE?
Either/Any

LANGUAGES
English Italian

URL
[Annalisa's website](#)

Andy Parker

AVAILABILITY
Available

TITLE
UX Coach

WORKS FOR
We Are AFK

KNOWS ABOUT
Agile/Lean UX UX strategy Inte

BIOGRAPHY
A digital transformation and UX designer consultant from England, Andy works with local authorities, charities, NGOs, startups and SaaS...

LOCATION
London

REMOTE?
Either/Any

LANGUAGES
English

URL
[Andy's LinkedIn](#)

Anthony Hobday

AVAILABILITY
Available

TITLE
UX/UI Designer

WORKS FOR
Beauhurst

KNOWS ABOUT
UX design UI SaaS

BIOGRAPHY
I've been a designer for 5 years, working on enterprise and SaaS products, but I'm a die-hard generalist with an interest in ...

LOCATION
London

REMOTE?
Remote only

LANGUAGES
English

URL
-

Carl Myhill

AVAILABILITY
Available

TITLE
User Experience Designer

WORKS FOR
Refinitiv

KNOWS ABOUT
Ethnography In house Non-we

BIOGRAPHY
I've been a User Experience Designer for more than 20 years, normally working client side, often on big projects, many of which hav...

LOCATION
London

REMOTE?
Either/Any

LANGUAGES
English

URL
[Carl's LinkedIn](#)

Chris Belmore

AVAILABILITY
Available

TITLE
Head of Product Design

WORKS FOR
Ostmodern

KNOWS ABOUT
UCD process UX strategy Wor

BIOGRAPHY
I've been designing digital products for over ten years, specialising for the last six years in entertainment products for the broadcast and ...

LOCATION
London

REMOTE?
Either/Any

LANGUAGES
English

URL
[Chris's LinkedIn](#)

Dan Healy

Daniel Williams

David Bell

Ed Vinicombe

Ella White

Mentoring: uxpa-uk.org/development/mentoring/

Q&A

(...also possible over    )