

Adventures in UX architecture

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

rikwilliams.net/talks/ux-architecture

Structure

Who's Rik?

I work for you!

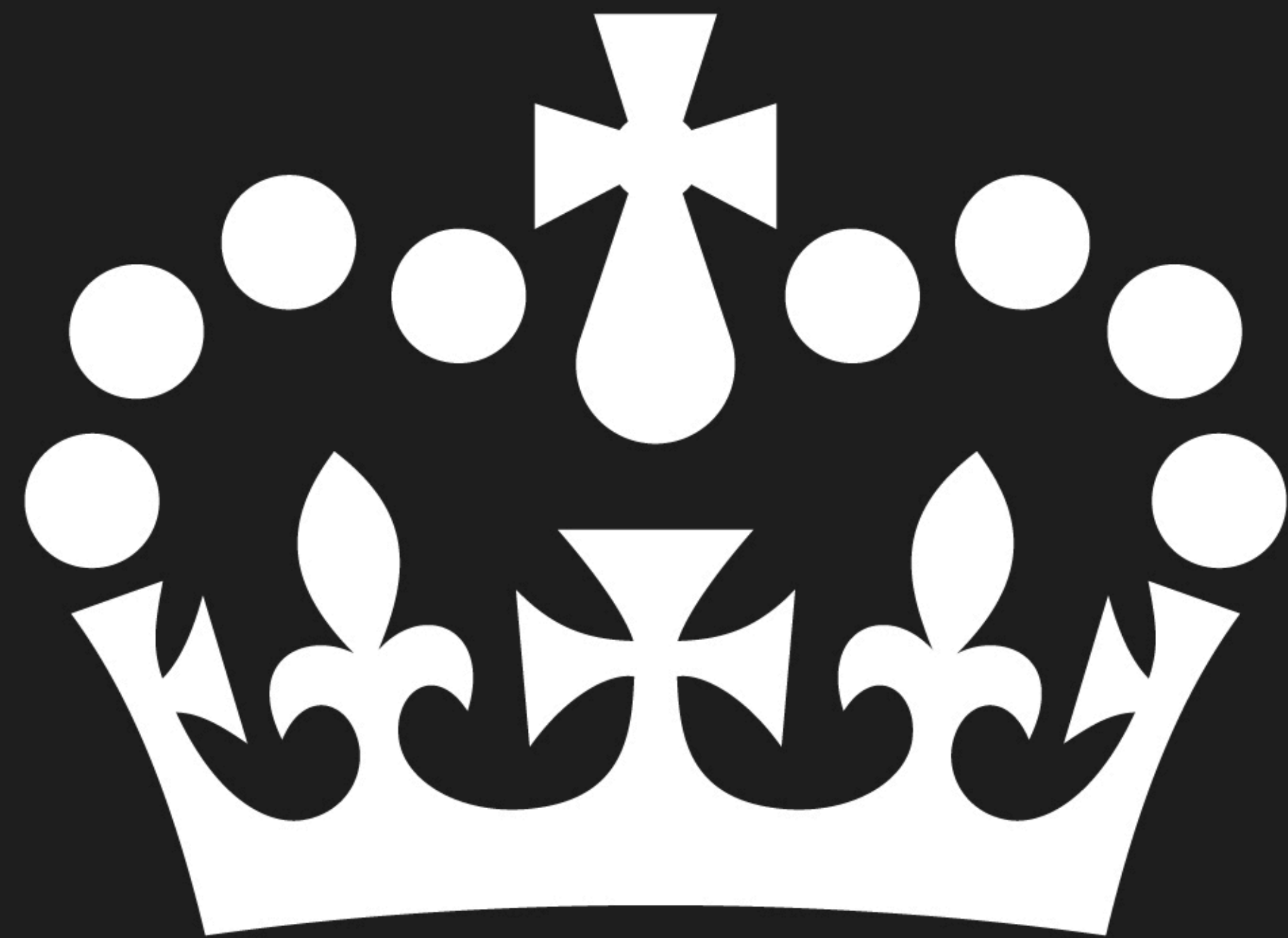
How did I get here?

Latest project

Q&A

Hi, I'm Rik 🖐️

I work for you!



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Includes eligibility, appeals, tax credits and Universal Credit

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



Parenting, civil partnerships, divorce and Lasting Power of Attorney

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Tools and guidance for businesses

[Childcare and parenting](#)

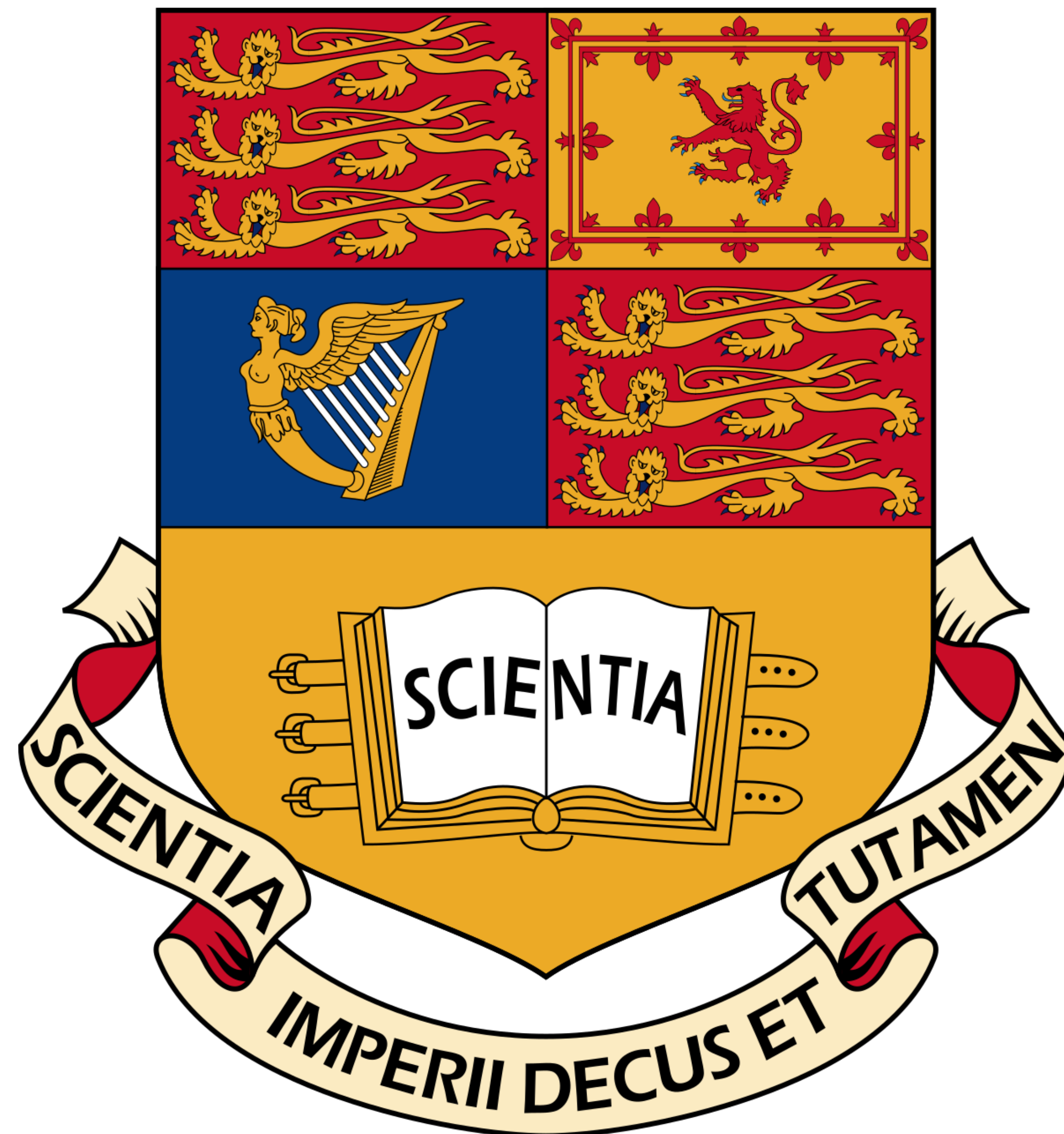


Includes giving birth, fostering, adopting, benefits for children, childcare and schools

1,800,000,000

requests for service (GA Visits) across 2021

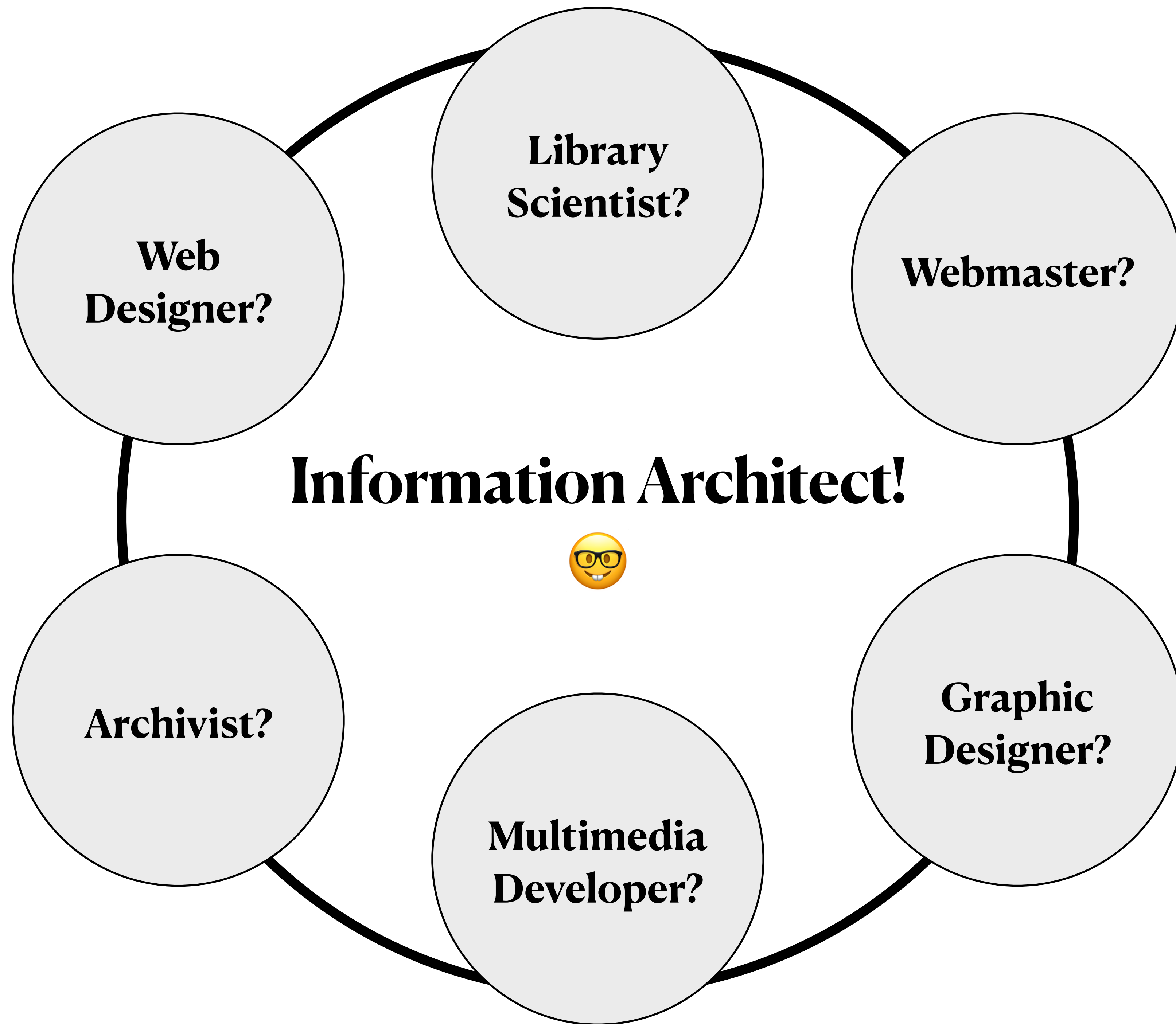
How did I get here?



Imperial College London

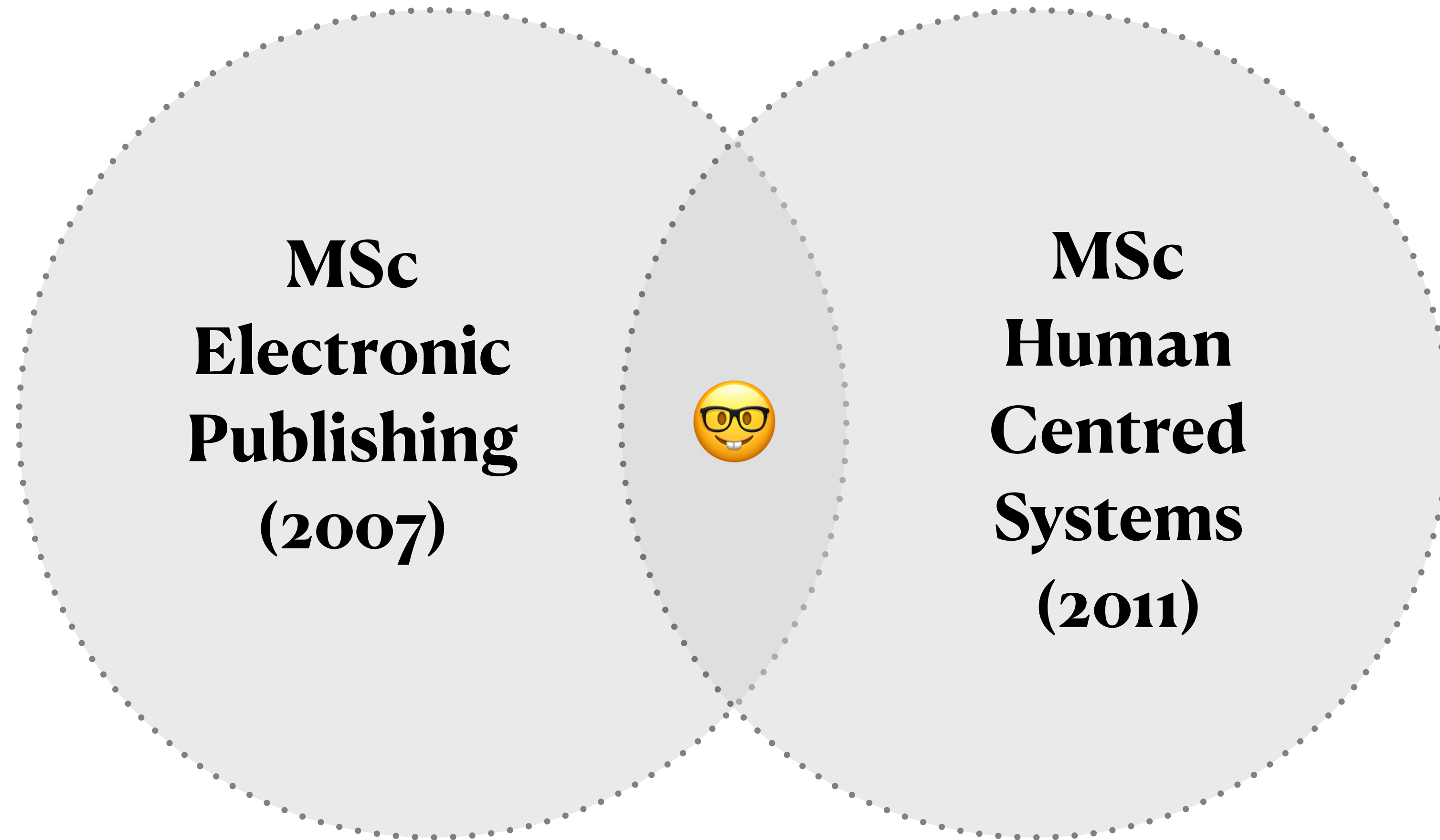


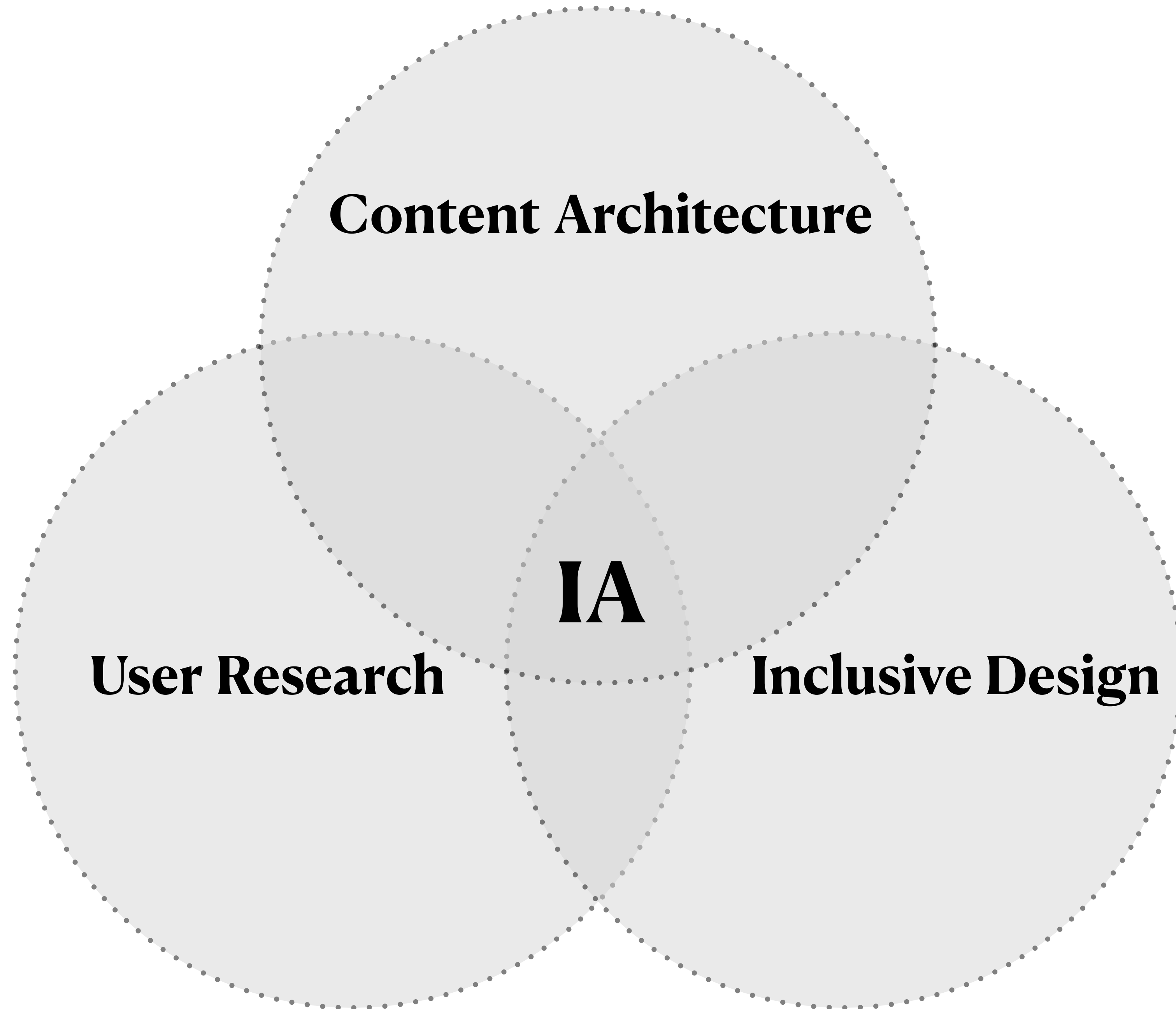
Raleigh International. Feat: Dominic Francis!





City University, London





2007



City, University of London



University College London



Raleigh International



Alzheimer's Society



Moorfields Eye Hospital

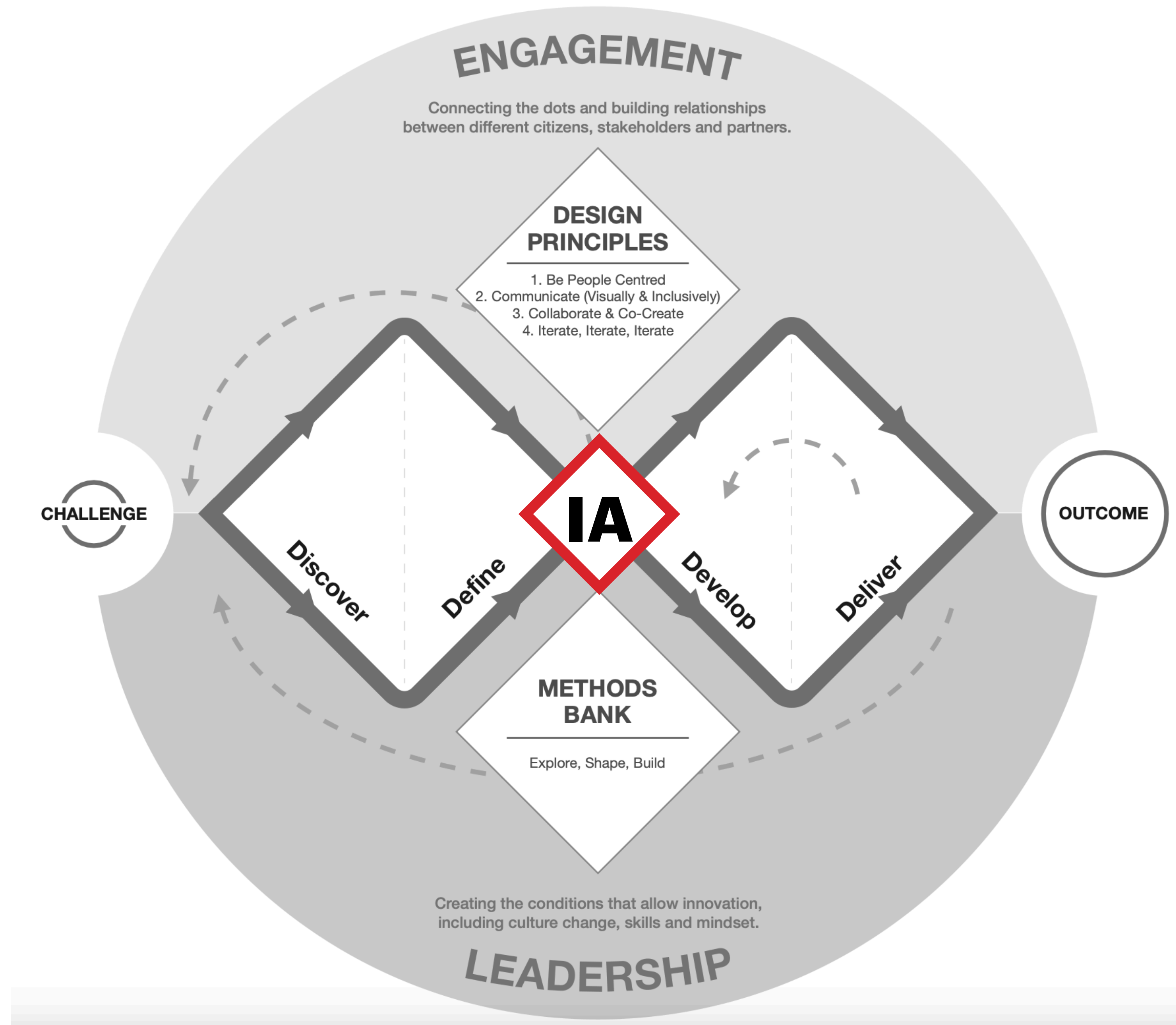


GDS



2022

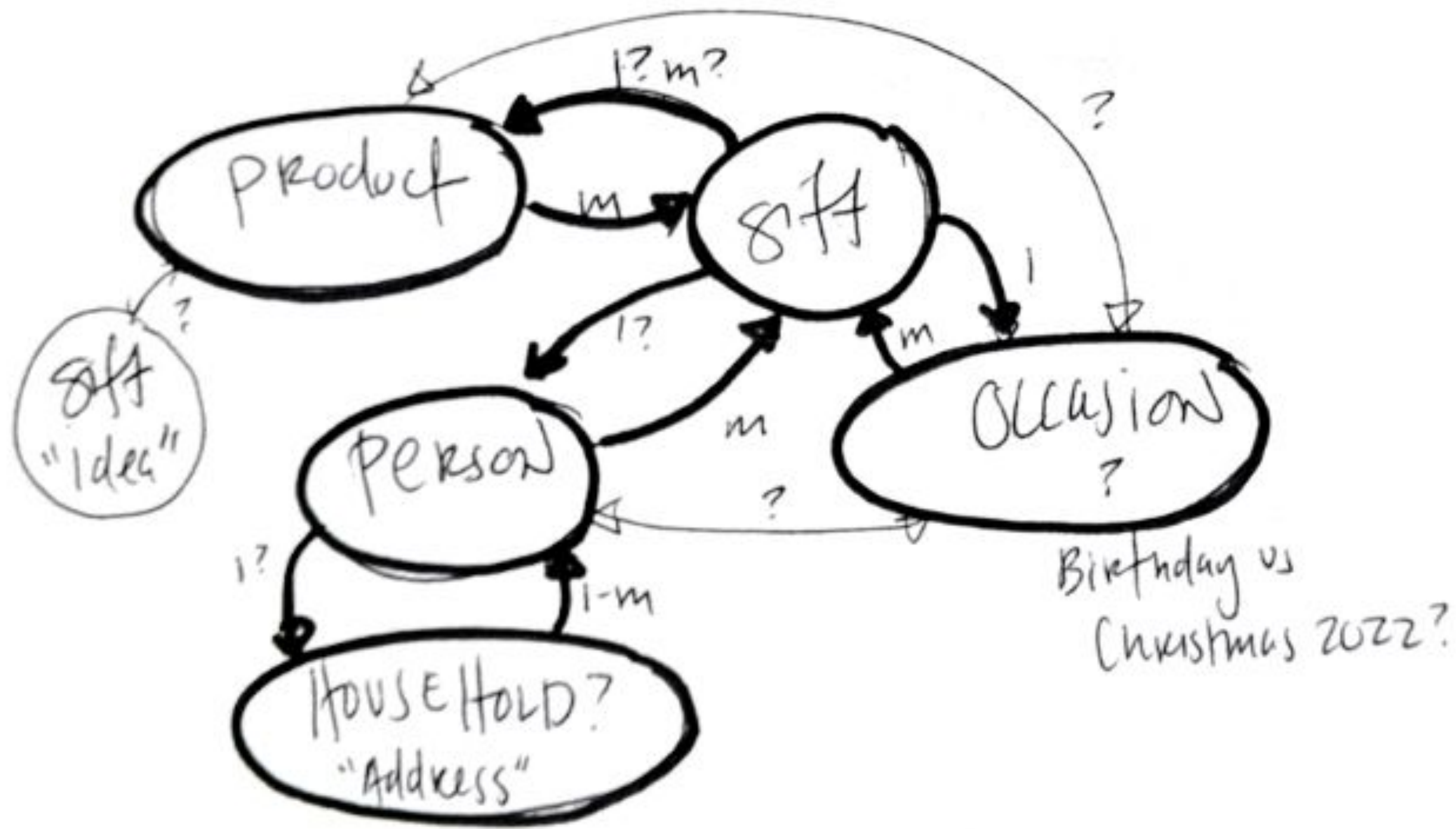
#UXA, #FTW 🤘



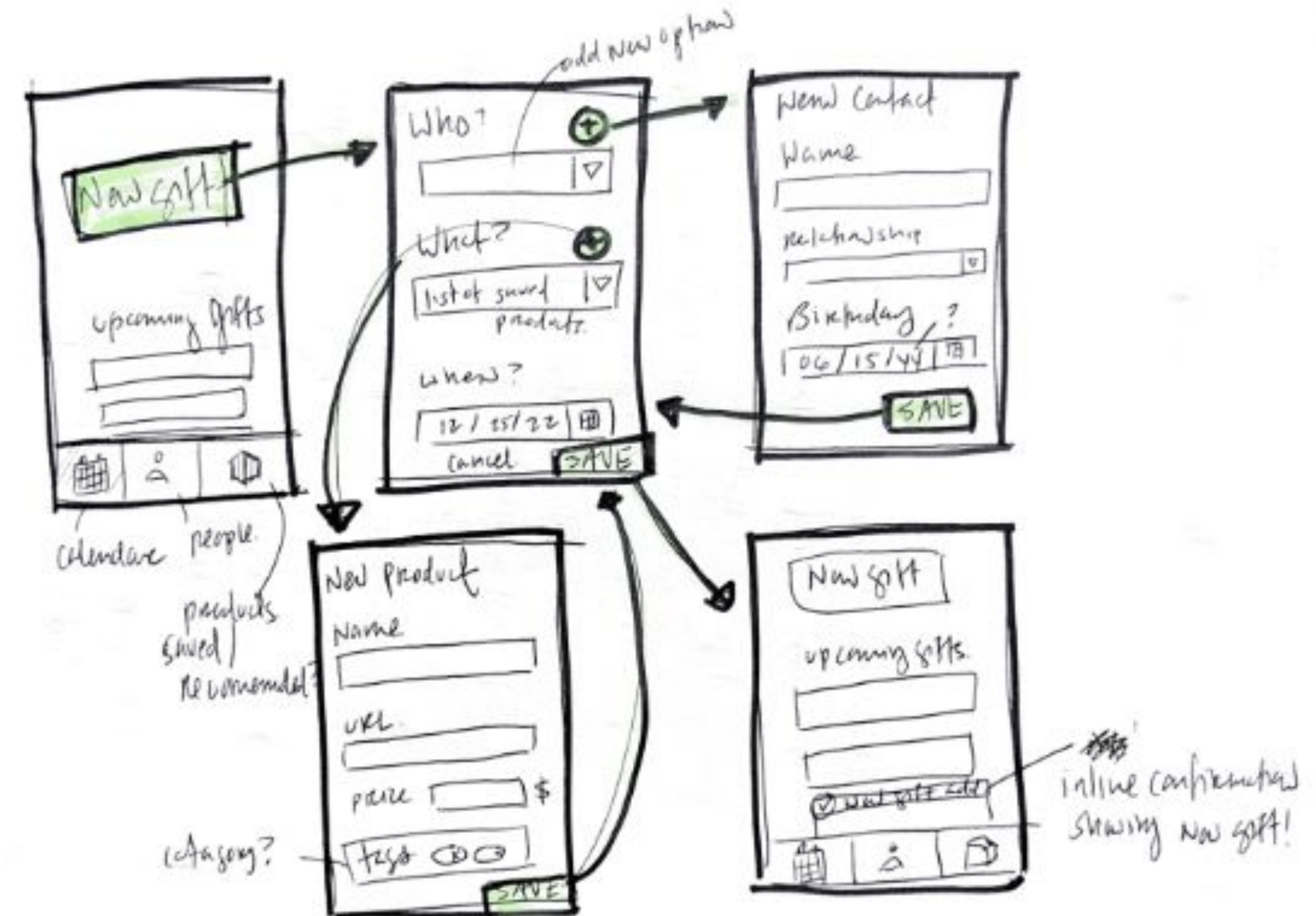
**“IA takes user research insights and
synthesises them into structure”**

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

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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

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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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Moorfields Eye Hospital NHS Foundation Trust

NHS

Menu

Moorfields is open for patients

Glaucoma surgery...

Moorfields Eye Hospital NHS Foundation Trust

NHS

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.

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

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


An unholy trinity

NHS

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020 72533411



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

Private

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



[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


Middle East



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.



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.

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

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 percent of the UK population over 40 years of age and is one of the leading causes of blindness in the UK.

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 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.

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	Oriel	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 Roebuck
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	Oriel 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								
					EE 3.x fully unsupported	Content siloed by sub-domain and technology even inside 1-team.	Very high Office:PDF asset counts.	Contact is main task	Very complex transaction processes. Looks marketing (not user) led.							
							Drupal 7 unsupported.	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


Leave





"\\\\"Gordon (Guest)\\\\"" 





AUBREY, Anita (MOORFIELDS EYE HOSPITAL NHS FOUNDATION TRU... 







SOKOLICH, Lindsey (MOORFIELDS EYE HOSPITAL NHS FOUNDATION ... 



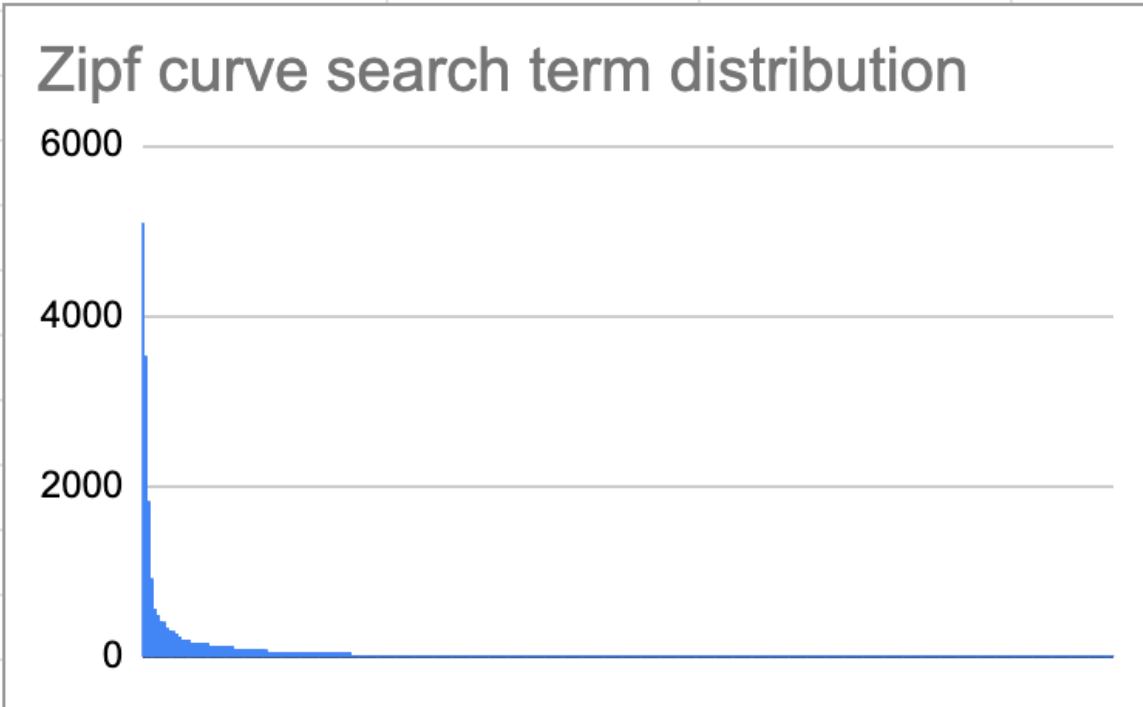
OWEN, Naomi (MOORFIELDS EYE HOSPITAL NHS FOUNDATION TRU... 



PRESTON, Ella (MOORFIELDS EYE HOSPITAL NHS FOUNDATION TRU... 



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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	€	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	—	—	👤	👥	👁	100		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	—	—	👤	👥	👁	100		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	Endop	—	👤	👍	👥	👁	👤		3,793	3,578	2m06s	576	7	Low	Currer	High	👎
266	263	HTML	OK	HP	condition/flash-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	—	—	👎	👥	👁	100		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/winifred-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	—	👤	👍	👥	👇	100		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=				<div>Zipf curve search term distribution</div> 									
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														
14	Rank	Percent	Cumulative Percentage	Count	Search Term	Proto Object	Synonyms	Results Page	% Search Ex	% Search Re	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 disk function	Advice		1.19	1.52	72.64%	5.49%	139.21	2.68	optic disk 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

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

Things to keep in mind:

Relatively new patient to Moorfields

It's not a
visible
disability

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
-----------------------------------	------------------------------



"I think it's really important to put face to a name when it comes to data"

— Elaine Morgan

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

Things to keep in mind:

Severely
visually
impaired

Question	Answer
----------	--------

Question	Answer
----------	--------

General observations	Didn't refer to the name of a condition at all	Talked about symptoms in layman's terms	Couldn't remember the technical names for things	You do get a lot of paperwork sent out, but I don't think I've read anything that I can relate to and use to want to sign on for a chat	It's not a visible disability			
Little bit about yourself	59	2 kids in late 20s	Cleaner / Raiki practitioner	Clay modelling / painting				
First time patient with moorfields	Daughter noticed brown mark in eye	Kept thinking it was just my hair in my eye	went to the opticians	Optician diagnosed and sent to local hospital	Local hospital did tests and said she had a tumour and couldn't do anything	got sent to moorfields within 2 weeks	Too close to the optic nerve	within 2 weeks I had my eye removed
							that was november last year	didn't really have a chance to think about it

Advanced deg-ocular degeneration	No sight in the left eye - tiny bit of sight in the right eye	Sometimes it's just the icons that are so small - names on zoom calls being so small	I use the basics - my magnifier does the trick	I switched for Google documents as I depressed my confidence just as good as any person	Big fan of artificial intelligence	I've got voice recognition, being able to speak the text rather than write it is much easier for me	One of the most challenging websites was Nature Medicine Journal	When you're hit in the face with lots of information it's hard to focus
Anything green or yellow is easier to see if I have the black type written on it	Black text on white background is harder to see	Involved in the Oral project						
when I've had my injection I'm usually blind - I've got to the station just using the green line under my feet	I take a torchlight with me to be able to see better in dimly lit restaurants							

Additional needs	Severely visually impaired To see anything during the interview I can just turn my camera off and hold my good eye I use my iPad for everything because it's just so accessible It would be helpful to have things like writing for me or a scribe for me to find it easier to speak I can properly look at it
A bit about you	I was born with an eye condition cateracts Been a moorfields patient my entire life When he was a baby the technology wasn't there we had vision between 0-2.5 By age 2.5 the tech was available to remove my cateracts The surgery gave me some sight, but gives me the same other issues with my eye Been to moorfields every 6 months my entire life I had an artificial cornea put in 5-6 years ago Retina detached and it's been re-attached Not really had any major issues since
Symptoms / changes	Runs the Friends of Moorfields charity 10 staff and over 200 volunteers When I was early 20s I Became aware I Initially tried a bunch of At one appointment they noticed my retina had torn Specialist confirmed issue, and also Went on to have an operation which has helped Was another 10 years before they found it Have to get a permanent contact lens

```

graph LR
    A[Initial symptoms] --- B[Didn't seek any information until I had found out what it was.]
    B --- C[option told me I had a device and I wasn't worried about that.]
    C --- D[When doctor told me I had a tumor I then did some research on that.]
    D --- E[The research I did prepared me to tumor I understood that I might need my eye removed.]
    E --- F[Sat down and spoke to my son about it. He was prepared to be told the decision to help him understand.]
    F --- G[when I went to ophthalmologist was told I didn't have to have the eye removed.]
  
```

Initial symptoms

Didn't seek any information until I had found out what it was.

option told me I had a device and I wasn't worried about that.

When doctor told me I had a tumor I then did some research on that.

The research I did prepared me to tumor I understood that I might need my eye removed.

Sat down and spoke to my son about it. He was prepared to be told the decision to help him understand.

when I went to ophthalmologist was told I didn't have to have the eye removed.

Website	needs to be simpler	Buttons need to be highlighted	Sometimes voices aren't going "top to the left of the page" for this etc."	Formats - easily explained	Even cartoons (e.g. deep mind) were really helpful for me	Light is a really really important factor	A website that makes people feel confident in using it	Because of covid we lost a lot of students - even teachers - having issues on those	<p>Poorna Kanne 620 7646 2215 Medical Ethics Age-related vascular degeneration, Diabetes, schizophrenia, Bipolar vs. autism, Cerebral versus chromisomography, Bipolar imaging, Bipolar neuroimaging, 2022 University College Dublin, Ireland Research on the intracellular molecular mechanism of disease</p>
Condition	We age related	there is a blinding kind	You can see one day, wake up the next	200 people a day are going	It's used to find detail,	You have to use your	It's life changing	I've had it	

couldn't focus clearly glasses specialist glaucoma the doctor an artificial cornea month

Information

Sitting in the library reading up on Glaucoma myself

Information we were given then is no better than as good as it is now

When I was diagnosed I was given a diagnosis of my eye and what the problem was, interesting but not helpful

IS THIS
NORMAL?!

```

graph TD
    A[Info about moorfieids] --> B[The hopes that referred me spoke very highly of moorfieids]
    B --> C[NHS patient]
    C --> D[Refused to attend and consultants came the next day when the patient was in hospital and was treated back]
    D --> E[I did google the consultants]
    E --> F[He did lectures and everything - must be quite capable of doing that]
    F --> G[Did a bit of research to find out who was looking]
    G --> H[I actually googled the consultant]
    H --> I[I just wanted the comfort and security of knowing that the experience I was going through is normal]
    H --> J[I stayed overnight because I didn't want to come back on the bus on my own]
    I --> K[I stayed overnight because I didn't want to come back on the bus on my own]
  
```

Info about moorfieids

The hopes that referred me spoke very highly of moorfieids

NHS patient

Refused to attend and consultants came the next day when the patient was in hospital and was treated back

I did google the consultants

He did lectures and everything - must be quite capable of doing that

Did a bit of research to find out who was looking

I actually googled the consultant

I just wanted the comfort and security of knowing that the experience I was going through is normal

I stayed overnight because I didn't want to come back on the bus on my own

	degeneration	disease	couldn't see blind	of this	people's faces	vision	people	lost my vision	📌 Mark this	
Patient journey - initial	20 years ago. Remember it was like this was yesterday	I thought I had some grit in my eye and I started seeing through the tunnel	it wouldn't go away and I started seeing glowy things on my eye	Went to the opticians - they sent me right to hospital	Went to kinds hospital	Felt like just a number - "yes and then"	Told me it was very serious, not what I was or what I had.	"The only thing we can do is laser the bleeds"	Never explained to me - he launched my eye and killed my eyes off	After a year of going for checks, the doctor finally told me what I had
	continued					In 2005 I was				

```

graph LR
    A[Suggestions] --> B[What would have been helpful at my point of care to be able to deliver services more effectively?]
    B --> C[Counselling etc.]
    C --> D[I had no idea that there was more help I could get]
    D --> E[Making patients aware that there is more support beyond the medical]
    E --> F[One thing Friends of Moorfields is trying to focus on]
    F --> G[There are additional services available that staff aren't aware of / aren't getting more]
    G --> H[Services related to helping with your visual impairment]
    H --> I[Extra support from Moorfields!]
  
```

Suggestions → What would have been helpful at my point of care to be able to deliver services more effectively? → Counselling etc. → I had no idea that there was more help I could get → Making patients aware that there is more support beyond the medical → One thing Friends of Moorfields is trying to focus on → There are additional services available that staff aren't aware of / aren't getting more → Services related to helping with your visual impairment → Extra support from Moorfields!

[illegible]

we can, if you notice any difference just go to A&E"	were good, gave me accessible hardware	vision problems again	Had nuclear degeneration in that eye. Need referring	process - waited a long time	- I'm going to wake up blind	8 weeks to appointment	were very thorough	Lots of tests	a consultant shortly after that
They gave me problems that stabilised it	"If there's any problems give us a call"	Carried on for a year - then noticed something wasn't going wrong	Went for moorfields	within 3 weeks I got an appointment	Started getting an injections on a regular basis	I'm lucky because the injections don't work on everybody	2013 - 2016 I was seeing various consultants	In 2016 the consultant went on holiday - I took the case over and everything I had changed	"He was the best I've ever had beneath my wings"

[illegible][illegible]

Avoid to make a contribution to the Moorfields magazine	I can't make a bit more contributions. I'm sorry! Bemorgan - just for someone to take me home	Summit - about last week! All I did around a huge table with all the best stars in the world	The wonderful feeling for us was that we were not asked and passed all the important members!	We've been involved in so many exciting things	Since there I've just been involved in so many exciting things	In July 2016 was having personal success despite I don't know how far I can see	It's about someone giving you confidence	"He is my friend, he's my consultant"
It's about somebody believing in you, it's about someone having confidence in you	The partnership is totally equal between patient and consultant	I started raising money for Moorfields	I did a skydive, the fastest aggressive - and now I'm doing a windwalk!					

```

graph LR
    A[Patient information hub] --> B[Dedicated area in the main throughput in and out of the hospital]
    B --> C[Patient information leaflets stored and handed out]
    C --> D[health hub  
Can one come to research services?]
    D --> E[Talks to patients - it's a drop in]
    E --> F[Hand out literature leaflets, or potentially get them from other organisations representing their condition]
    F --> G[~ 4000 patients a year]
    G --> H[UHST?]
    H --> I[Keeps a log of who we talk to and what our questions are]
    I --> J[nearly depressed patients often want to have a chat]
    J --> K[We want to move away from handing out the leaflets towards digital]
    K --> L[Looking at the possibility of putting all the leaflets on QR codes]
    L --> M[Ongoing saga to where this might be on the website?]
  
```

Can one come to research services?

UHST?

```

graph LR
    A[Post-surgery concerns and worries] --> B["I had some worries about the operation. I was worried about the pain, the recovery, the cost, the time, the risk of complications, the risk of infection, the risk of bleeding, the risk of stroke, the risk of heart attack, the risk of death."]
    B --> C["I had some worries about the operation. I was worried about the pain, the recovery, the cost, the time, the risk of complications, the risk of infection, the risk of bleeding, the risk of stroke, the risk of heart attack, the risk of death."]
    C --> D["I had some worries about the operation. I was worried about the pain, the recovery, the cost, the time, the risk of complications, the risk of infection, the risk of bleeding, the risk of stroke, the risk of heart attack, the risk of death."]
    D --> E["I had some worries about the operation. I was worried about the pain, the recovery, the cost, the time, the risk of complications, the risk of infection, the risk of bleeding, the risk of stroke, the risk of heart attack, the risk of death."]
  
```

Post-surgery concerns and worries

I had some worries about the operation. I was worried about the pain, the recovery, the cost, the time, the risk of complications, the risk of infection, the risk of bleeding, the risk of stroke, the risk of heart attack, the risk of death.

I had some worries about the operation. I was worried about the pain, the recovery, the cost, the time, the risk of complications, the risk of infection, the risk of bleeding, the risk of stroke, the risk of heart attack, the risk of death.

I had some worries about the operation. I was worried about the pain, the recovery, the cost, the time, the risk of complications, the risk of infection, the risk of bleeding, the risk of stroke, the risk of heart attack, the risk of death.

I had some worries about the operation. I was worried about the pain, the recovery, the cost, the time, the risk of complications, the risk of infection, the risk of bleeding, the risk of stroke, the risk of heart attack, the risk of death.

<p>Moorfields</p>	<p>The care at Moorfields is world class, no doubt about it</p>	<p>Moorfields have an ethos of 'whatever you submit to, the staff member will say "hello" to you, it's great'</p>	<p>Immediately you feel a connection</p>	<p>They do so much inclusivity of patients</p>	<p>Paris was the first person to ask me about my will, going inclusively had meant about it</p>	<p>From then on I always see him</p>	<p>When he's explaining things, he'll relate to people in such a way that it's easy to understand</p>	<p>All this project tells that people give you the language needs to change so we can understand</p>	<p>People feel confident to ask questions about anything that they've understood</p>	<p>If someone uses technical language, people aren't going to get involved</p>
--------------------------	---	---	--	--	---	--------------------------------------	---	--	--	--

on hand to help people with assistive technology

information hub should be a source of traffic for the site

website available on devices to be used with people

Kind of questions asked in the hub

What benefits are

How can I continue to

What support is available?

What to expect on the day of

Is their council

Can you put me in touch with Moorfields

I've just found out I've got cataracts and the wait is 6 months, I don't want to wait that long

How it's going to affect my life as a whole, not just my eyes

The whole picture - how has cataracts will affect you and what support is

What can make life easier for

Physical assistive technology - balance scales

Not registered as earthly vessel

Asked if I could have a stick for

You can get one

Nobody told me about this

If I had have known I could

Felt quite self conscious

I can still drive because I have good eyes - I was

It's all the little things that kill

Research	I couldn't even tell you what the consultants names were, I	Initially when I was seeing different consultants they were all very nice	I never felt at any time like I	I didn't feel like it was an us and them	I know I can email my consultant directly -
----------	---	---	---------------------------------	--	---

[illegible]

Where this
ent be - on
website?

Physical assistive technology - working scales/

“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/>



Condition

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.



Appointments

appointment	date			service
consultation	urgent appt		pre-op assessment	medical retina
results	records	pain	triage	contact lenses
weeks	weekend	arthritis	eyesight	MRI
arrangements	pathway		vision	optometry
waiting list			eye	spectacle
			lens	VR
			retina	



Conditions

condition	medication
Glaucoma	chloramphenical
uveitis	surgery
squint	operation
cataract	eylea
retinal damage	procedure
	posture



Clinical people

sight support worker	helper
staff	door staff
doctors	ophthalmologist
PALS	optom
nurse	sole receptionist
senior nurse injector	carers
BSL interpreter	cinician
security	








Place

directions	reception	transport	residential home
route	ward	DHL	bedford
	unit	travel arrangements	hospital
	clinic 4	journey	western eye hospital
	ground floor	cataracts clinic	croydon
	second floor	clinic	Barking
	cafe/canteen	PALS office	Potters bar
	toilet	train	darent valley
	waiting area	home	the nelson





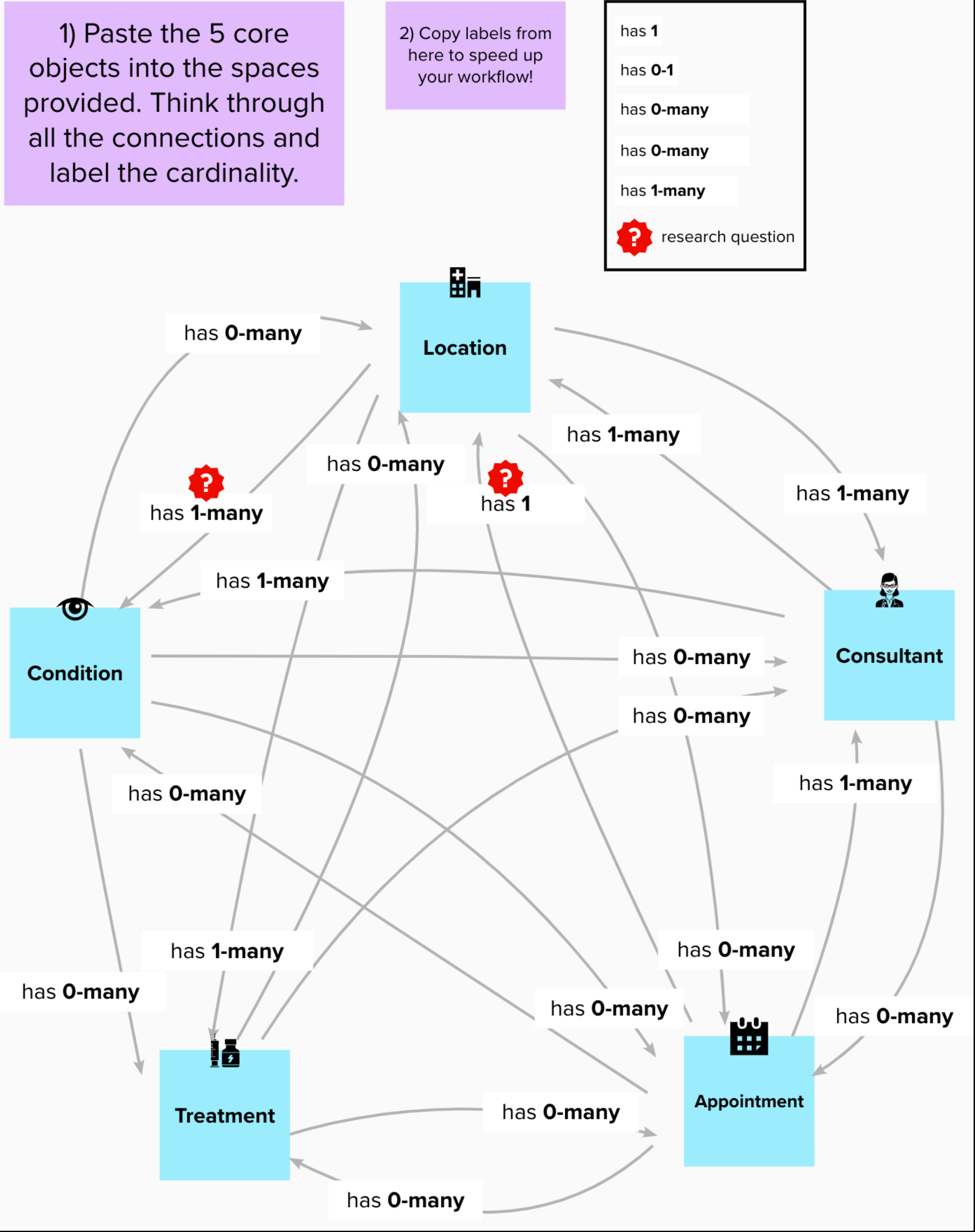
Covid

broth
elderly people
husband
father
disabled
learning disabled
partner
sister
pregnant

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)



HOST OBJECTS

2) Override these labels to match your objects!

				
Condition	Consultant	Treatment	Location	Appointment
Name (Glaucoma; Macular Degeneration)	Name (Bruce Allan)	Name (LASIK; eye drops)	Name (Hoxton Diagnostic Hub; City Road)	Name (Clinic 2, Cataract, Wednesday 14th February, 0930)
Condition				
Has 0-many Conditions that it might be related to	Has 1-many Conditions they treat	Has 0-many Conditions Treated	Has 0-many Conditions treated there	Has 1 (??) Condition(s) treated there
Consultant				
Has 0-many Consultants	Has 0-many Consultants who share their speciality [Private/LASIK ; AMD??]	Has 0-many Consultants who use Treatment	Has 0-many Consultants working there	Has 1-many Consultants at an appointment
Treatment				
has 0-many Condition(s) which it can Treat	Has 0-many Consultants which use the Treatment	Has 0-many related Treatments	Has 0-many Locations where the Treatment is delivered	Has 0-many Appointments to where Treatment is delivered






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 		
 Condition	Only Patients? Nurses?	Print a copy	Request braille version	Share	Sign up for trials	Create	Edit/Update	Archive	Approve content / version for publishing	
		Book call back	Ask question	Translate	Donate	Submit (for review)	Tag (??)	Publish		
		Report issue	Rate content quality			Select review date				
 Consultant		Compare consultant	Rate consultant	Refer to consultant??	Translate	Create	Edit/Update	Archive	Request update / changes	Approve content / version for publishing

	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 proceedure 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, proceedure, 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!**

NESTED OBJECTS	<div>Save</div>	<div>Save</div>	<div>Save</div>	<div>Was this content useful?</div>	<div>Was this content useful?</div>	<div>Was this content useful?</div>
	<div>Share</div>	<div>Share</div>	<div>Share</div>	<div>Report a problem</div>	<div>Report a problem</div>	<div>Report a problem</div>
	<div>Was this content useful?</div>	<div>Was this content useful?</div>	<div>Was this content useful?</div>	<div>Speak to an Adviser</div>	<div>Speak to an Adviser</div>	<div>Speak to an Adviser</div>
	<div>Report a problem</div>	<div>Report a problem</div>	<div>Report a problem</div>	<div>Print a copy</div>	<div>Print a copy</div>	<div>Post my comment</div>
	<div>Speak to an Adviser</div>	<div>Speak to an Adviser</div>	<div>Speak to an Adviser</div>	<div>Add to basket</div>	<div>Update Review??</div>	<div>Update comment</div>
	<div>Print a copy</div>	<div>Print a copy</div>	<div>Print a copy</div>	<div>Rate product</div>	<div>Post my Review</div>	<div>Submit your story</div>
	<div>List of conditions / diseases</div>	<div>List of symptoms</div>	<div>List of treatments (therapies, drugs etc)</div>	<div>List of products</div>	<div>List of reviews</div>	<div>List of real stories</div>
	<div>Condition</div>	<div>Symptom</div>	<div>Treatment</div>	<div>Product</div>	<div>Product Review</div>	<div>Real Story</div>
	<div>Name (Alzheimer's disease, vascular dementia)</div>	<div>Name (Memory problem, vascular agitation)</div>	<div>The treatment (Memantine, Donepezil, Rivastigmine)</div>	<div>Name (Sue)</div>	<div>The story (Mum's Memory, Mum's Memory link story)</div>	<div>Name (Auntie Audrey)</div>
	<div>Condition</div>	<div>has 1-many related conditions</div>	<div>has 1-many conditions where it presents</div>	<div>has 1-many conditions which it helps</div>	<div>has 0-many conditions which are featured</div>	<div>has 0-many conditions</div>
<div>Symptom</div>	<div>has 1many symptoms which affect the person</div>	<div>has 1-many related symptoms</div>	<div>has 1-many symptoms which it helps</div>	<div>has 0-many symptoms which are featured</div>	<div>has 0-many symptoms</div>	
<div>Treatment</div>	<div>has 0-many treatments which can help</div>	<div>has 0-many treatments which can help</div>	<div>has 1-many related treatments (therapies)</div>	<div>has 0-many treatments which are featured</div>	<div>has 0-many treatments</div>	
<div>Product</div>	<div>has 0-Many products which can help</div>	<div>has 0-many products which can help</div>	<div>has 0-many products which are related</div>	<div>has 0-many products which are featured</div>	<div>has 0-many products</div>	
<div>Real Story</div>	<div>has 0-many real stories about it</div>	<div>has 0-many real stories about / featuring it</div>	<div>has 0-many real stories featuring it</div>	<div>has 1-many related real stories</div>	<div>has 0-many Real Stories with Comments</div>	
<div>Tip</div>	<div>has 0-many tips which help manage it</div>	<div>has 0-many tips which can help manage it</div>	<div>has 0-many tips about how to use it well</div>	<div>has 0-many tips included in it</div>	<div>has 0-nested tips</div>	
	<div>Lead Image</div>	<div>Lead Image</div>	<div>Lead Image</div>	<div>Review</div>	<div>Summary</div>	<div>Comment</div>
	<div>Pictogram ??</div>	<div>Pictogram ??</div>	<div>Pictogram ??</div>	<div>Image Gallery</div>	<div>Star rating</div>	<div>Email</div>
	<div>Definition</div>	<div>Definition</div>	<div>Definition</div>	<div>Description</div>	<div>Verification question</div>	<div>Author</div>
	<div>Overview</div>	<div>Overview</div>	<div>Overview</div>	<div>Stock status</div>	<div>Twitter handle</div>	<div>Date</div>
	<div>Symptoms</div>	<div>Types??</div>	<div>Side Effects??</div>	<div>Review star score</div>	<div>Date published</div>	<div>Vote count</div>
	<div>Causers</div>	<div>Causers</div>	<div>Video</div>	<div>Number of reviews</div>	<div>Number of comments</div>	
	<div>Diagnosis</div>	<div>Consultation??</div>	<div>Image</div>	<div>Price (GAD / VAT)</div>	<div>Read time / length</div>	
	<div>Treatments</div>	<div>Video</div>	<div>Stage</div>	<div>Price (full)</div>	<div>Real story</div>	
	<div>Prevention</div>	<div>Image</div>	<div>Date published</div>	<div>Key features</div>	<div>Image</div>	
	<div>Outlook</div>	<div>Stage</div>	<div>Next review date</div>	<div>How it works</div>	<div>Video</div>	
	<div>Living and Care Giving</div>	<div>Date published</div>	<div>Date last updated</div>	<div>What's included</div>		
	<div>Help and Support</div>	<div>Next review date</div>		<div>Video overview of Product</div>		
	<div>Long-term planning</div>	<div>Date last updated</div>		<div>Shipping</div>		
	<div>BSL narrated version</div>		<div>VAT Relief</div>			
	<div>Professionally narrated version</div>		<div>Stage??</div>			
	<div>Image</div>		<div>Date published</div>			
	<div>Video</div>		<div>Next review date</div>			
	<div>Date published</div>		<div>Date last updated</div>			

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

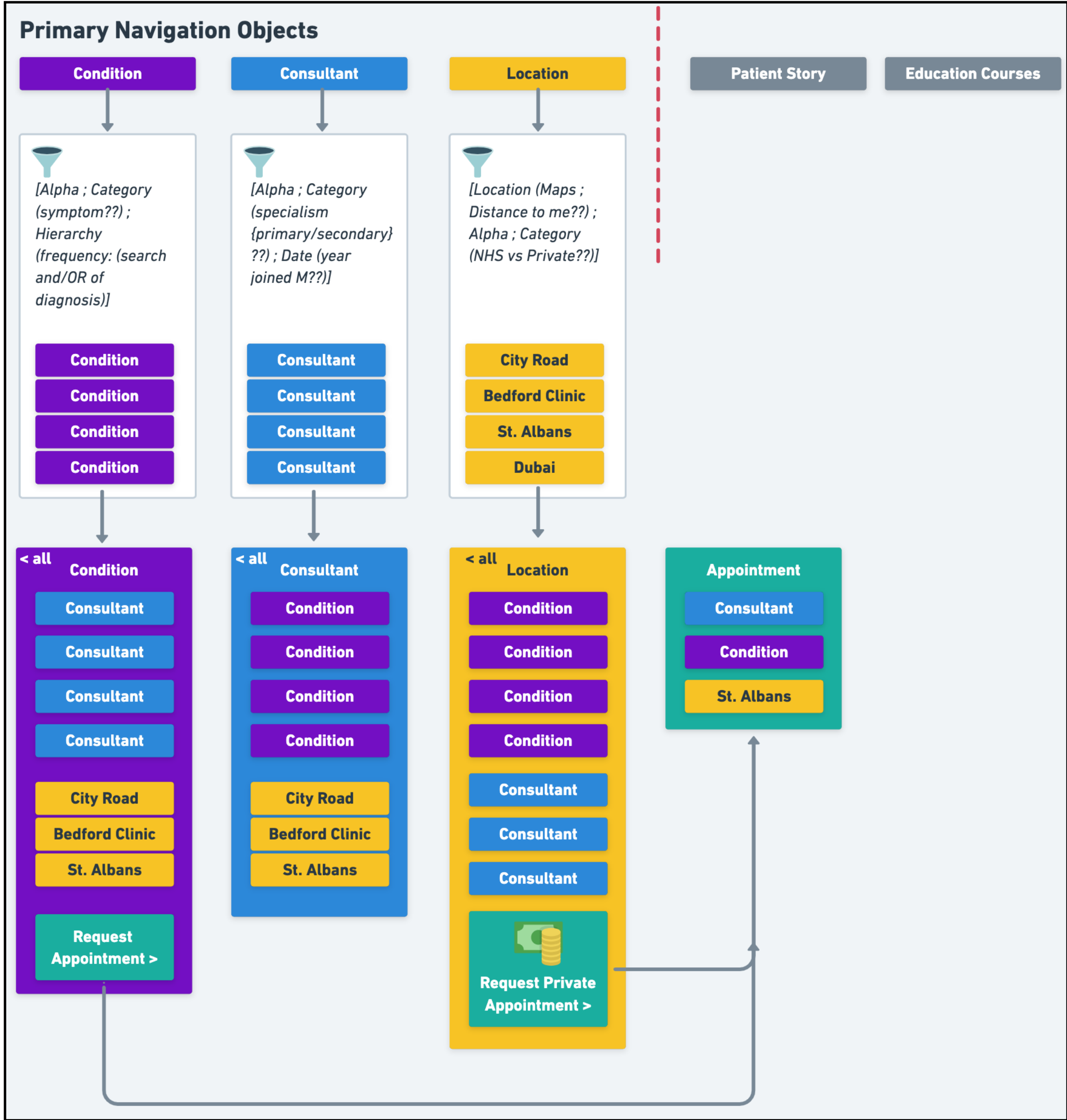
Content source: Written in-house



Prognosis



Content source: Written in-house



User needs

Business requirements

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

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

Condtions I treat

- Squint

- Blepharitis

- Eyelid surgery

- Watering eye

- Styes

- Droopy eyelid (ptosis)

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, John 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

NHS

Private healthcare

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CMS Collections

Conditions16 items

Consultants53 items

Locations33 items

Categories5 items

Projects4 items

Conditions

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

← Glaucoma

Status: Staged for Publish

Cancel

Save

▼

Basic info

Name*

Name of the condition, like Glaucoma

Glaucoma

Slug*

glaucoma

website.com/condition/glaucoma


Custom fields

Definition

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

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

Image of the condition



glaucoma-moorfields.jpeg

259 x 195 • 9 kB

Replace

Delete

What is [condition]?

It's usually caused by fluid building up in the front part of the eye, which increases pressure inside the eye.

Glaucoma can lead to loss of vision if it's not diagnosed and treated early.

It can affect people of all ages, but is most common in adults in their 70s and 80s|

What are the different type of [condition]?

Note: not all conditions have different types.

There are several different types of glaucoma.

The most common is called primary open angle glaucoma. This tends to develop slowly over many years.

It's caused by the drainage channels in the eye becoming gradually clogged over time.

Other types of glaucoma include:

- 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!

[Start a new group - 30% off!](#)

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

DataAutomationsInterfaces

Contact salesShare

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 designAgile/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

EnglishItalian

URL

Annalisa's website



Andy Parker

AVAILABILITY

Available

TITLE

UX Coach

WORKS FOR

We Are AFK

KNOWS ABOUT

Agile/Lean UXUX strategyInte

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 designUI 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

EthnographyIn houseNon-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?

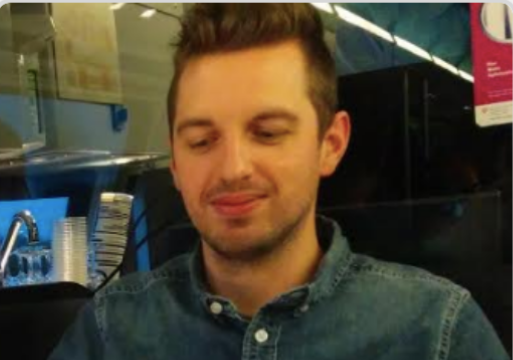
Either/Any

LANGUAGES

English

URL

Carl's LinkedIn



Chris Belmore

AVAILABILITY

Available

TITLE

Head of Product Design

WORKS FOR

Ostmodern

KNOWS ABOUT

UCD processUX strategyWor

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    )