

How can we create a portfolio showcasing the work done throughout Live Well Collaborative's partnership with CCHMC CBDI?

Cincinnati Children's Hospital Medical Center CBDI Microsite

In collaboration with: John P. Perentesis, MD, Kirbi Hais, John Huber
Faculty Advisor: Todd Timney
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The Opportunity

Live Well was tasked with creating an exclusive, responsive microsite to showcase the portfolio of innovative projects created to improve the cancer patient's journey for medical center leadership teams, cancer care colleagues, and philanthropists.

The Challenge

Over the years CBDI and LWC have collaborated on many projects, but there wasn't a single space to view all of this work. To solve this problem, the LWC team created a microsite within the Live Well Collaborative Website to showcase the work done with Cincinnati Children's Cancer and Blood Diseases Institute and to provide an easy access space for all of this information.

The Approach

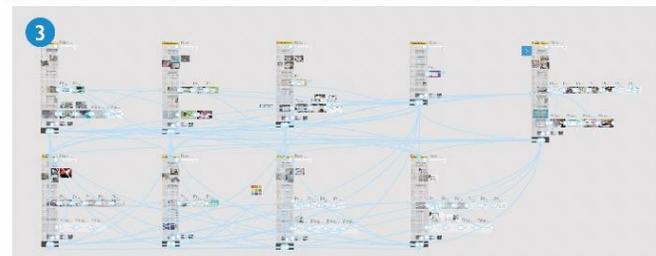
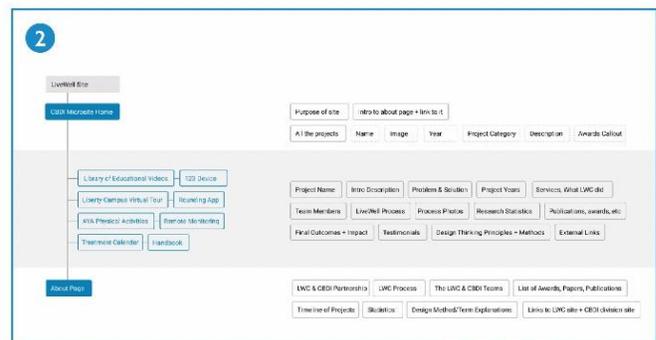
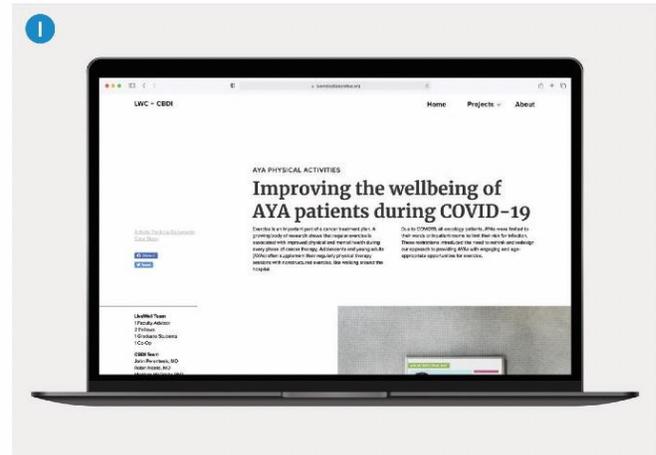
The LWC team benchmarked existing websites that had a portfolio of projects and/or case studies to gain visual inspiration for the CBDI microsite, help with development of the storytelling aspect, and understand the different components needed. Based on this research, an information architecture flow for the microsite was created to understand the possible content for each page. To create wireframes for the microsite pages the team created 15 different sketches that were translated into digital wireframes. After iterations, the final concept was chosen because of the effective storytelling, dynamic layout, and adaptability. The team then built a working prototype in figma and after they received approval development of the microsite in webflow began. For future expansion of the microsite a style guide was created.

The Impact

With the microsite that Live Well developed the CBDI team is now able to access all of the work done throughout the past 7 years to show to colleagues, philanthropists and other leaders. It provides a single, easy to use space that the team can access whenever they may need it.

Where is it now?

The pages have been developed but not all copy from CBDI has been received to populate the pages.



- Information Architecture**
A diagram created to visualize the structure of information in the microsite.
- Design System Documents**
A collection of reusable elements and features, with usage standards, for the microsite.
- UX/UI Prototyping**
An interactive walkthrough of the microsite to help visualize how a user would use it.