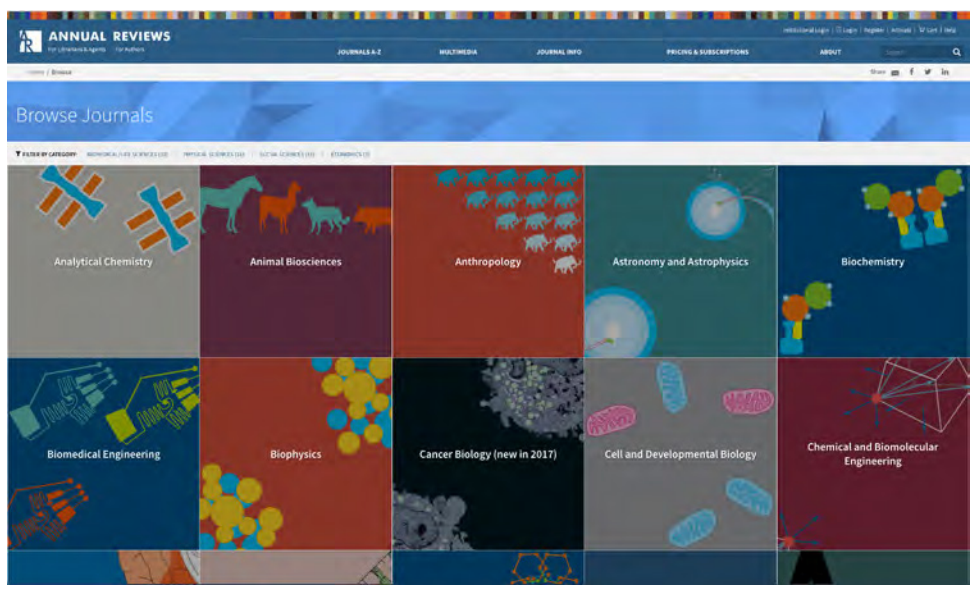


Reducing Grab-and-Go Behavior: A site redesign enhances user engagement

A nonprofit publisher with 50 journals in the life, biomedical, and physical and social sciences, Annual Reviews publishes highly cited expert review articles.

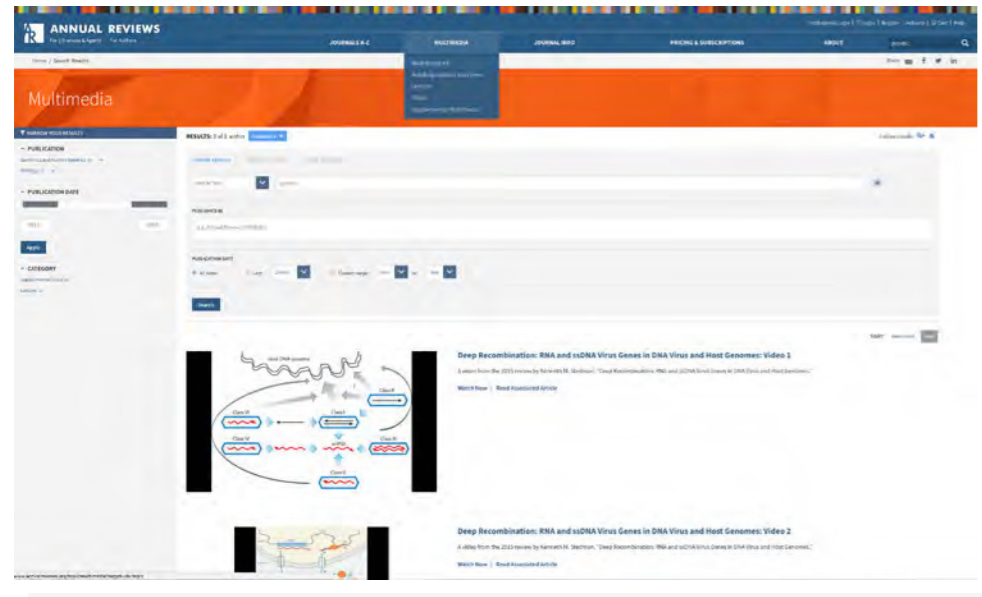


Challenge

Annual Reviews wanted a complete redesign of their eight-year-old website. Constructed before the era of responsive design, the end-user experience was cumbersome on mobile devices. Online purchasing was impeded by an unintuitive eCommerce flow, limiting the revenue stream. The search mechanism returned articles, but multimedia content required a separate search. And the site's design was disjointed: abstract and full-text article pages did not relate to one another, and there was no distinction among the individual journals' branding. Finally, the homepage was text heavy, crowded with content in an attempt to appeal to Annual Reviews' three distinct kinds of visitors—librarians, authors, and researchers—and leaving no room for visual elements to reinforce brand values.

Goals

Annual Reviews wanted their new website to attract new users, encourage existing users to visit more often, and sustain and lengthen user sessions. By personalizing the site as well as engaging readers at the article level, Annual Reviews also hoped to sustain and lengthen site visits by challenging the “grab-and-go” behavior of visitors who stayed long enough only to download a PDF.

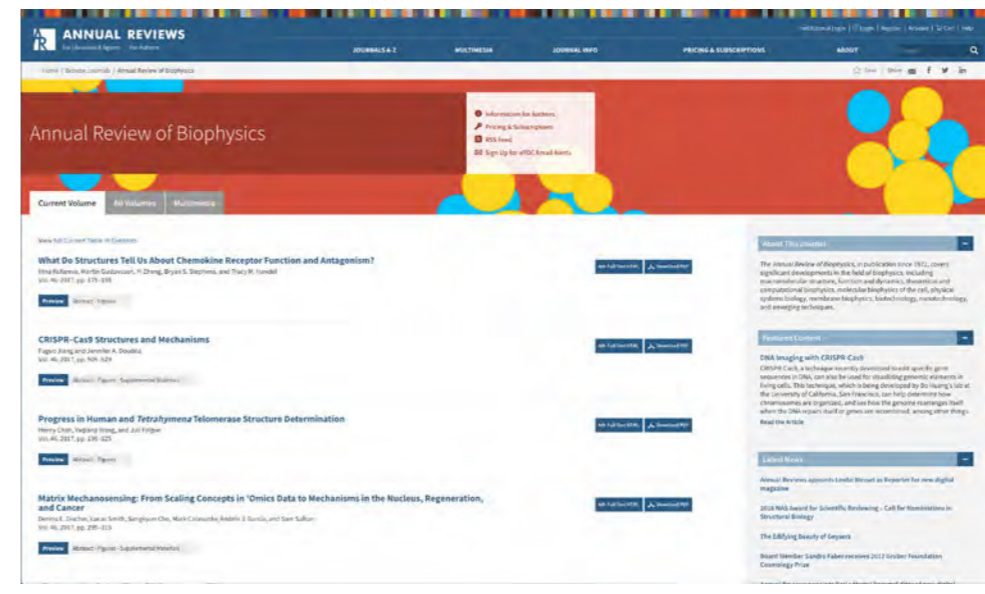
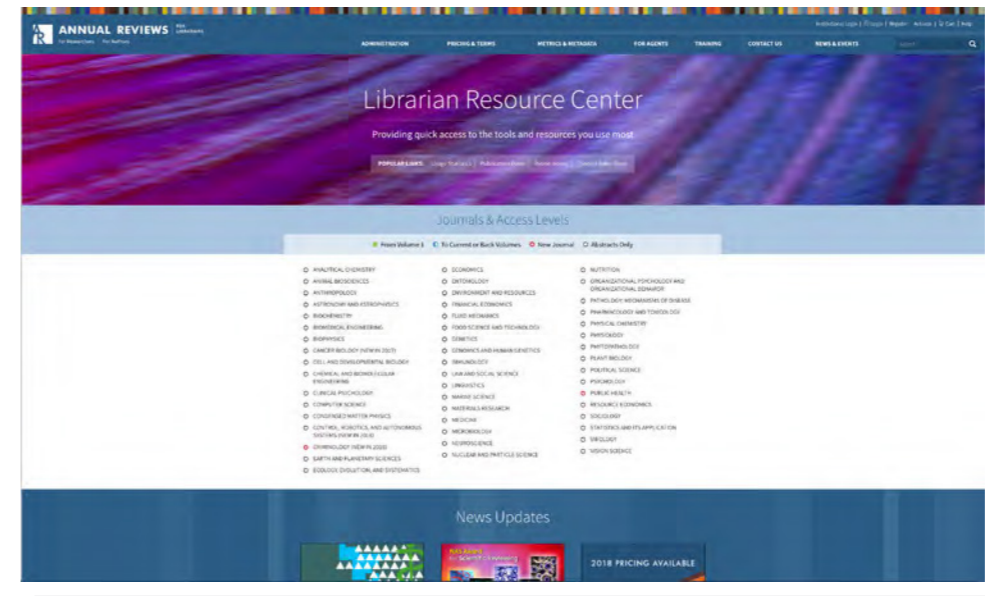


Solution

A completely redesigned website was constructed with Page Builder, Literatum's widget-based UI/UX design tool. The site now provides:

- **A modern UI and UX:** Beautiful, journal-specific branding is carried through from the publications browse page to the landing page for each journal all the way through to the article, table of contents, and even the denials page. Responsive design provides consistent experience across every screen size and device, and persistent menus and intuitive navigation encourages users to browse the variety of content types, including multimedia. Various elements of a review article's content—tables, figures, multimedia, section navigation, and so on—percolate up in search results and issue and article pages, quickly surfacing engaging features for readers and enticing them to make purchases.
- **Enhanced search and discovery:** The new site strengthens discovery by simplifying the search mechanism: Users can search across all content types (such as articles, videos, and editorial directory databases) simultaneously from multiple locations in the interface. Search results are sorted in separate tabs according to content type, and search facets enable users to drill down and refine search results with numerous filters customized to each search topic. Collaborative filtering, fueled by Literatum's recommendation engine, surfaces related content likely to interest each user based on what other users with a similar profile search for.
- **A personalized experience for each user type:** Alternate homepages for authors, librarians, and researchers, bring user-specific content, resources, and links to the fore while maintaining an inviting, functional design.

- **A streamlined eCommerce journey:** To make purchasing simpler, the number of required fields on the registration page was reduced, and customers can now log in via their social media accounts. Purchases can be made without registering via a new guest checkout interface, and users can review the items in their cart before purchase. Users can save the items in their cart for purchase at a later time.
- **Integrated multimedia:** Using Literatum's Digital Objects technology, each multimedia file now carries its own digital object identifier, or DOI, and can therefore be surfaced along with related article and journal content in search results. Meanwhile, article search results alert users to any associated tables, figures, or multimedia content.

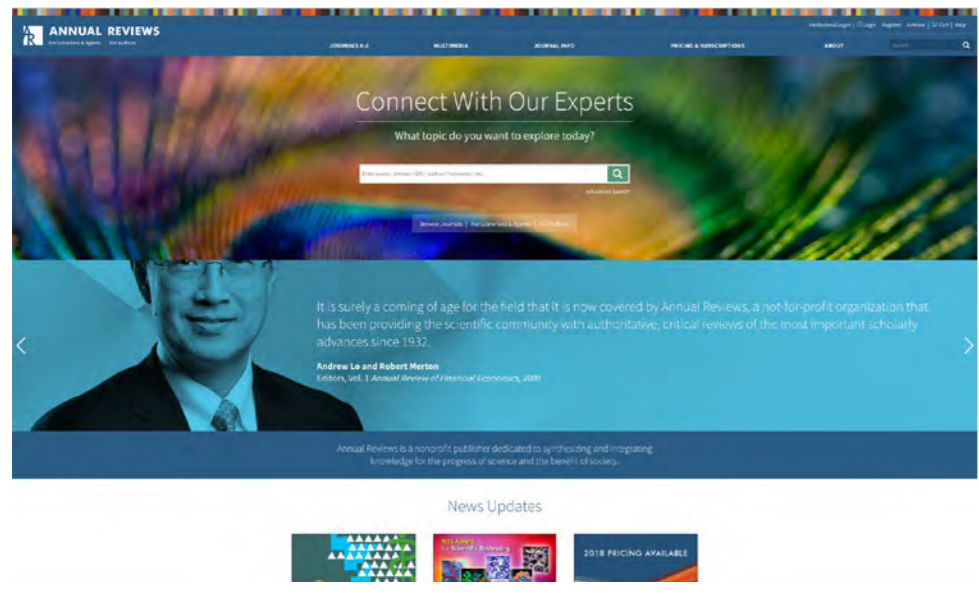


Results

Prior to the redesign, the ratio of PDF-to-HTML usage was approximately 2:1 and site visits were brief, indicating “grab-and-go” user behavior. After the redesign, that ratio began moving beyond parity and toward a flip, with users now staying onsite to read articles nearly twice as often as they are visiting just to download a PDF. In addition, the number of onsite searches has doubled, indicating sustained engagement with the entirety of the site’s content.

Constructing the site with Page Builder has given Annual Reviews direct, real-time control over the site’s content and branding. The easy-to-use tool enables both technical and non-technical staff to modify the site’s design and user experience in real time and roll out those changes to a single page, a single journal, or across multiple journals simultaneously.

The Annual Reviews site’s fresh look and personalized, frequently updated content gives visitors what they need for a productive research experience—a friendly, strongly branded, consumerized design with intuitive navigation that encourages visitors to engage with relevant content immediately.



Emerald’s Switch to Atypon’s Literatum Platform Proves a Success One Year On

Challenge

To improve the visibility of research hosted by Emerald’s publication websites and the onsite experiences of visitors, and to increase revenues from the websites’ content.



Solution

Emerald Insight, the publisher’s journals portal, was migrated from Emerald’s in-house hosting platform to Literatum, Atypon’s online publishing platform, in 2015. The migration included a range of content types, including journals, books, and serials.

Results

According to Emerald’s own press release, after just one year on Literatum:

- Site engagement and interaction increased over 10%, and user satisfaction figures were boosted significantly.
- Article downloads increased 14%.
- An overwhelming number of Emerald’s authors said they were very satisfied with the new sites and were particularly impressed by the new sites’ intuitive navigation.
- Students and researchers reported increased satisfaction with the site’s usability.
- Enriched metadata and other search engine optimization tactics provided by Literatum improved discovery.
- Enhanced onsite search capabilities such as faceted and filtered searching improved the user experience.
- Compliance with various standards for SEO, accessibility, privacy, and COUNTER increased site traffic.
- Literatum’s support for subscriber links allowed Google Scholar to return search results with direct links to subscribed articles, boosting visibility and accessibility for research libraries worldwide.

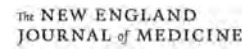
In early 2017, the site’s homepage was completely redesigned by Emerald staff—without any assistance from Atypon—using Page Builder, Literatum’s built-in, easy-to-use user interface and user experience design tool.

Emerald will be releasing additional product enhancements in the near future using Literatum, such as article-level publishing, which will provide authors with fast publication of their research and result in more citations.

ATYPON LITERATUM

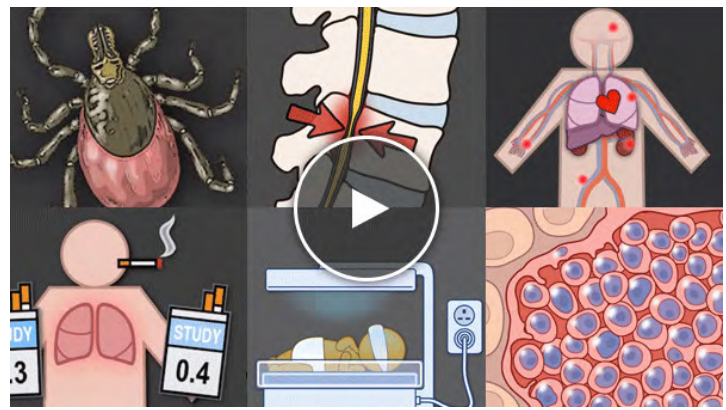
NEJM Quick Take Videos: A Digital Objects Case Study

The *New England Journal of Medicine* (NEJM), the world's leading general medical journal, publishes peer-reviewed research and interactive clinical content for physicians, educators, and other members of the medical community.



Challenge

Since 2013, when NEJM launched its Quick Take video feature—two-minute video summaries of key medical findings embedded in related articles—they have become so popular that some readers prefer them to full-text articles. NEJM wanted to monetize this increased demand.



←
NEJM Quick Take
article summaries are
published weekly.

But the videos were effectively trapped in the articles that they summarized. Because they could not be accessed independently, there was no way to encourage direct engagement with them or for a reader to find them, nor was there a straightforward way to control access to or license the videos. And while they could be viewed on desktops, laptops, and mobile devices, the user experience was inconsistent across devices, and in some cases subpar.

Solution

Atypo implemented its Digital Objects technology to give NEJM direct control of its Quick Takes.

Digital Objects assigns a DOI, or digital object identifier, to any type of content—including blogs, news articles, videos, images, and interactive data visualizations—allowing it to be tagged, searched, tracked, discounted, promoted, bundled, and sold as easily as a journal article.

Publishers can specify how a Digital Object looks and display it in different ways in different locations on their site.

Now that NEJM videos function as stand-alone elements, they can be accessed directly while remaining part of the associated article. Video usage analytics are tracked separately from the articles themselves, and Literatum's user interface and design tool enables NEJM to easily place videos inside associated articles or anywhere else on their site.

NEJM also established an automated submission workflow that automates the assignment of the videos' DOIs and metadata tagging. QuickTake videos have been migrated to a content delivery network, which improves the speed with which they display on various devices and delivers them at the correct screen size.

Results

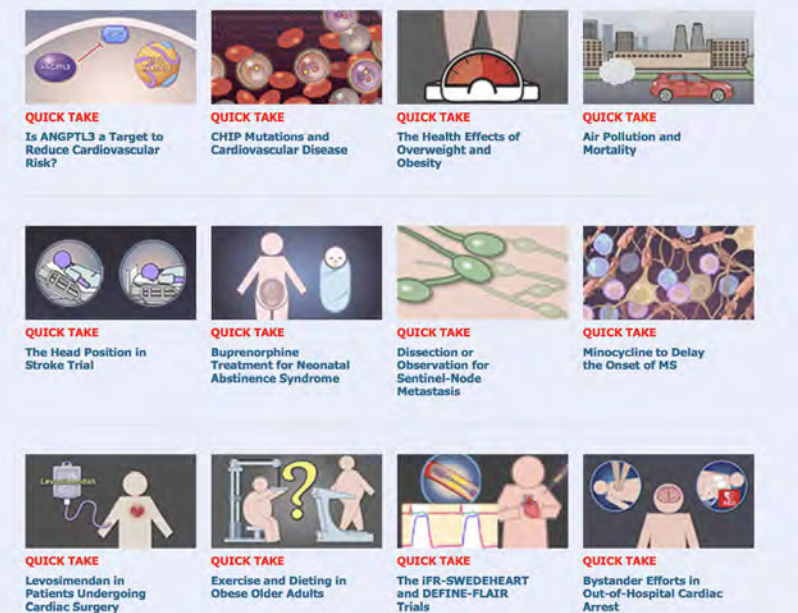
By employing Digital Objects, NEJM can now offer its popular Quick Take videos under licensing models that differ from the articles in which they appear. (For example, Quick Take videos are offered for free as a way to promote the paywall-protected articles they're part of.) The publisher also repackages the videos, promoting numerous Quick Takes on a single web page. With more control over the videos, NEJM can now optimize their performance across all devices.

Browse NEJM Quick Take Videos

Showing 1 to 80 of 127 Quick Takes

Share:

Most Recent | Most Viewed | Filter By Specialty



←
Sixteen separate Quick Take
videos displayed together on
a single web page.

An Integrated, Interactive Exams Module for the American Pharmacists Association’s New, Redesigned Website

Intro

The American Pharmacists Association’s PharmacyLibrary is a unique platform that hosts APhA’s extensive multimedia library of 44 pharmacy reference and technician training books, case studies, educational materials, high-resolution streaming videos, and board exam review tools for NAPLEX®, the North American Pharmacist Licensure Exam. The NAPLEX review has over 3,600 test questions spanning multiple chronic diseases from which users are able to create practice exams using custom criteria.

Challenge

APhA’s online publishing platform was custom built and inflexible. Adding content, making changes to the UI and UX, and editing NAPLEX test questions was a lengthy, awkward process that relied on the platform vendor and had to be handled offline. Additionally, with no integration to its association management system (AMS), APhA was unable to create special offers for its members. APhA desired a platform that would allow it to better manage its publishing content and provide user integration with its AMS.

Solution

Working together, APhA and Atypon designed a new PharmacyLibrary.com website and migrated it to Literatum, Atypon’s online publishing platform. The new site’s UI and UX were constructed with Page Builder, Literatum’s easy-to-use, drag-and-drop UX design tool. APhA is now able to make real-time additions and changes to PharmacyLibrary’s content.



The new PharmacyLibrary.com includes a custom-built interactive exams module for the NAPLEX review. Because the module enables customers to create individual user accounts, they can personalize practice exams by subject area, knowledge, competency-based questions, or NAPLEX competency area. A custom dashboard provides feedback on progress and remediation content suggestions to help students prepare for their licensing boards. The new exams module also gives institutional administrators granular, per-user data on site behavior, content usage, and even question difficulty, by tracking how many users answer a question correctly or incorrectly.

Atypon converted more than 3,600 test questions and images from APhA’s proprietary DTD to Digital Objects, an Atypon technology that allows any type of content to be assigned a DOI and share in all of Literatum’s features. A special Digital Objects editing interface enables APhA staff to amend test questions on the fly from within the platform.

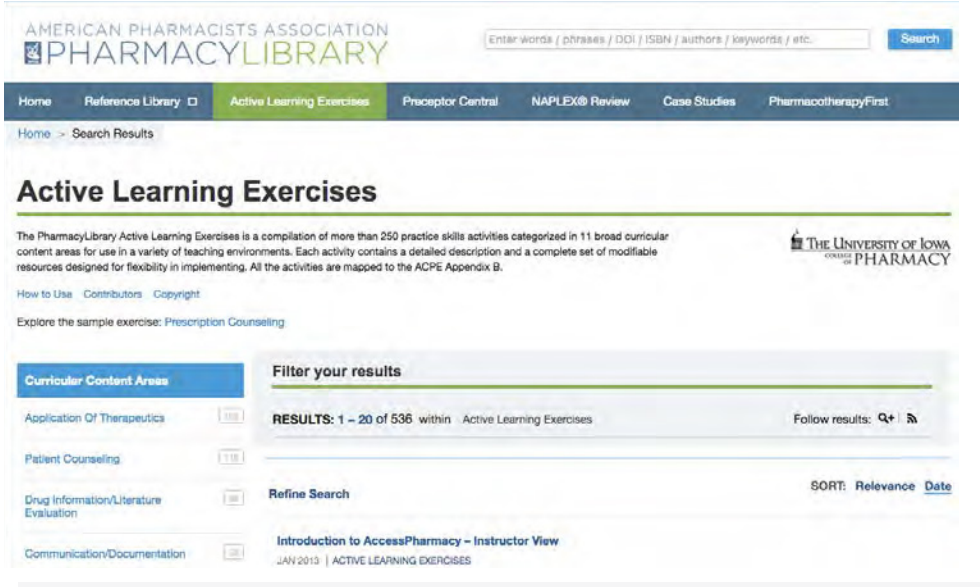
Multiple taxonomies used to tag content semantically enhance search and onsite discovery (e.g., through search criteria with multiple facets) by chronic disease type, NAPLEX competency area, and question type. And Atypon created a single sign-on (SSO) integration with APhA’s AMS so customers can use their APhA login credentials to sign in to their personal account.

Results

Literatum’s easy-to-use UI/UX tools are giving APhA an unprecedented level of control over how its content is managed and displayed online.

The Literatum technology underlying the NAPLEX review module delivers new value to existing content and creates new revenue streams. Individual users can buy subscriptions to the site from a new customer store page, and Literatum’s easy-to-use interface allows APhA to quickly create and update offers based on business intelligence. And PharmacyLibrary staff can customize the content and offers displayed based on the identity of the user: student, faculty, or society member.

APhA’s new ability to capture user-level analytics and make changes to the site’s interface and content—including exam review questions—enables them to respond more quickly to the changing needs of their users and expand content offerings based on evidence-based business intelligence.



“Our new ability to capture user-level analytics and make changes to the site’s interface and content—including exam questions—is enabling us to respond more quickly to the changing needs of our users and to expand our content offerings. We are impressed by how quickly Atypon’s solution architects were able to incorporate these different technologies and create such a complex website from scratch.”

ELIZABETH K. KEYES
Chief Operating Officer



Physics Today's Website of Tomorrow

CASE STUDY

A new publishing platform integrates with WordPress and gives a redesigned magazine's editors and marketers control of their content.

Background

Since 1948, *Physics Today*, the flagship magazine of the American Institute of Physics (AIP), has been the most influential news, commentary, analysis, and research source in the physical sciences community. The magazine—run by AIP's nonprofit subsidiary, AIP Publishing—is housed on Scitation.org along with journals and conference proceedings.

Challenges

Physics Today's previous online publishing platform was designed to support only books and journals. And even the smallest style change, like moving an image or changing the font size on a webpage, had to be handled by the platform vendor—an inflexible, slow, and expensive process. Uploading daily content for the magazine was time-consuming and difficult, and required HTML editing skills.

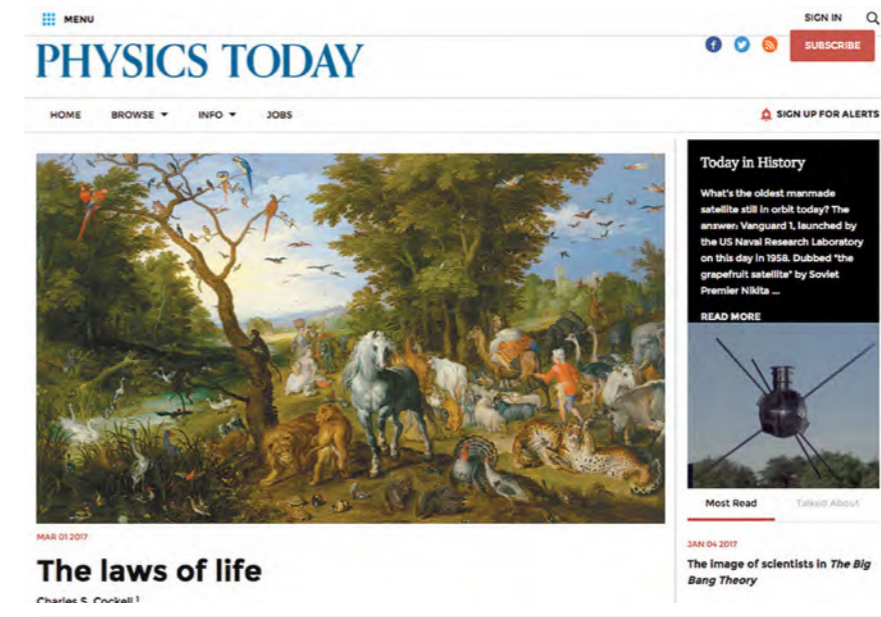
AIP needed a nimbler, more flexible platform that would give the magazine's staff the autonomy to easily manage the website's user interface (UI) and user experience (UX), and the freedom to test new global and regional sales and subscription models. In addition, the magazine needed to modernize its websites to increase reader engagement—without disrupting current production methods or the customer experience.

Solutions

- **Design:** Scitation.org was migrated to Literatum, Atypon's online publishing platform. Atypon's in-house design team gave the entire site a new look and feel modeled on user-oriented consumer websites and feedback from the product stakeholders. In particular, *Physics Today's* site was enriched with vibrant imagery, high-resolution photos, and video. The new Scitation site, which is optimized for mobile and tablet display, was created using Page Builder, Literatum's drag-and-drop, widget-based tool for building websites.
- **Engagement:** "Most read," "most talked about," "most recent," and "related articles" features are populated dynamically throughout the site, and the *Physics Today* homepage includes "featured" and "editor's picks" callouts—all powered by Page Builder widgets. Structural page modifications that improve user engagement can be easily implemented, and every aspect of users' behavior can be tracked to help improve site stickiness. Site usage statistics can be calculated daily, weekly, monthly, or yearly.
- **Onsite discovery:** *Physics Today* makes use of AIP Publishing's taxonomy, which enables keyword and full-text search across the magazine alone or all of Scitation.org's hosted content simultaneously, as specified by the reader. The new interface includes topic- and publication-based navigation as well as enhanced search results that can be filtered by topic, date, article type, department, and author. A taxonomy-browsing widget allows users to examine the parent/child relationships within the taxonomy tree itself.



- **WordPress integration:** Atypon integrated Literatum with WordPress to enable *Physics Today's* editors to use their established workflow and familiar authoring environment. Articles written and copyedited on AIP's WordPress server are retrieved directly from the WordPress backend and published to Literatum automatically. No XML or HTML skills are required to publish the content, and all content receives a digital object identifier (DOI) for deposit with CrossRef.
- **Other third-party integrations:** Literatum was also integrated with Advantage, AIP Publishing's customer database; DotMailer, for marketing and customer email alerts; Disqus, which enables moderated comments on the *Physics Today* site; and AppNexus, an advertising platform that coordinates the display of advertisements on Literatum, DotMailer, and several other AIP websites.
- **Unlimited publication types:** Because Literatum supports any type of digital content and assigns it a DOI, *Physics Today* can bundle and curate both the print and daily content in preset category pages. All of Literatum's functionality—from access control and search to targeted marketing and eCommerce—applies to everything hosted on the platform.



Results

- Using Page Builder and Literatum's automation tools, the *Physics Today* staff can make adjustments specific to the magazine. For example, by experimenting with different sales models, *Physics Today* can offer subscriptions while the rest of the platform offers single-article sales; publication subscription prices can even be adjusted on the fly. And because no involvement from Atypon is required, the production process is significantly faster and less costly.
- Improved search engine optimization (SEO) attracts new visitors, and comprehensive search across all publications and content types on Scitation makes *Physics Today* content more discoverable.
- Literatum's support for unlimited content types gives *Physics Today* staff the freedom to augment the site with books, manuals, HTML-based interactive data sets, and online courses.
- The home page's "related articles" widget populates other full-text pages and automates the cross-promotion of magazine content with other journal products.
- *Physics Today's* new responsively designed site is giving researchers and readers a richer, more productive user experience, on any device.

With Literatum, *Physics Today* will also have numerous future opportunities for increasing traffic and deepening user engagement, including automatically linking journal or magazine content to related online news stories—on their own and third-party websites—and using Literatum's granular targeting capabilities to dynamically deliver relevant articles and advertising to each reader based on their user profile and prior site behavior.



The ability to publish enriched, well-designed content daily helps *Physics Today* stay timely and relevant beyond its monthly print cycle. The new navigation options and ability to adjust and continually improve the look and feel of the site increases our engagement with readers and makes us more productive as a team. In addition, the new platform has helped us integrate and improve the effectiveness of our social media and marketing efforts. We look forward to a long relationship with Atypon.

PAUL GUINNESSY
Manager of Digital Assets, *Physics Today*

An Exercise in Publisher Agility: Launching the Ebola Resource Centre in 5 Days

The Lancet, an Elsevier publication, has remained the world's leading independent general medical journal since its founding in 1823.

Challenge

In response to the deadly ebola outbreak in the summer of 2014, Elsevier wanted to make all ebola-related content from *The Lancet*, Cell Press, and various virology journals easily and freely accessible to the researchers and healthcare workers striving to contain the contagion. With the epidemic growing rapidly, time was of the essence: the decision to proceed depended on how quickly *The Lancet* editorial team leads could compile, organize, and present the content.

THE LANCET



Solution

The Lancet's team used Literatum, Atypon's online publishing platform, to design, curate, and launch a new online Ebola Resource Centre site in just five days with no assistance from their IT team or Atypon. Scopus, Elsevier's abstract and citation database of peer-reviewed literature, was used by the editors to quickly identify the most relevant articles from across Elsevier's portfolio.

Literatum's Page Builder, a drag-and-drop widget-based site creation and editing tool, enabled *The Lancet's* non-technical staff to rapidly build a new microsite that:

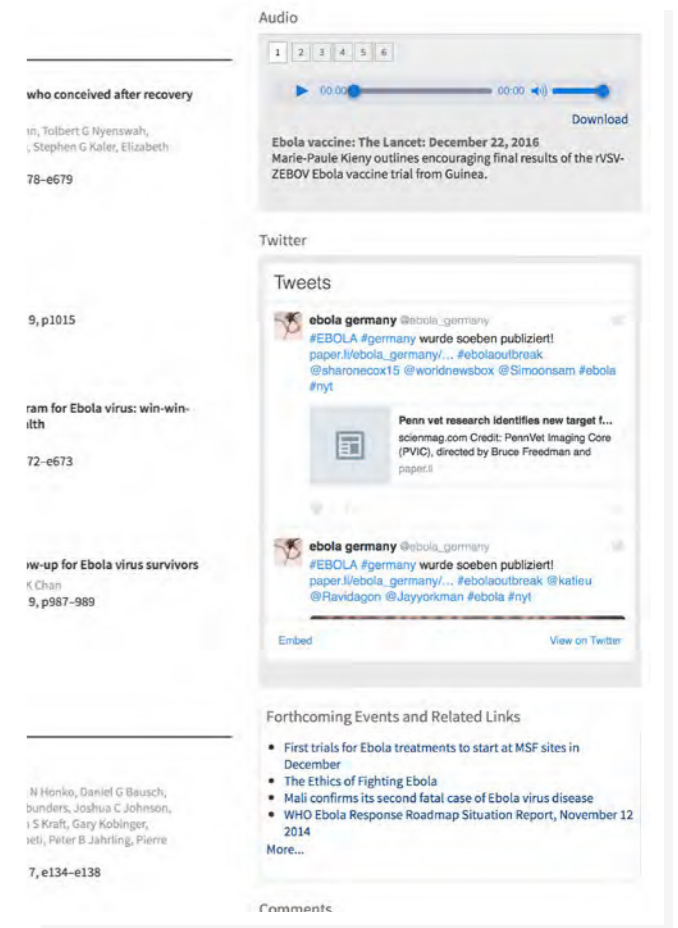
- automatically organizes articles by topic and type
- updates dynamically with any new relevant content from TheLancet.com
- incorporates video and multimedia
- integrates news feeds to present the most recent reporting
- integrates social media channels to exponentially expand its reach
- easily permits free access to be assigned to articles
- supports commenting and feedback mechanisms for sharing firsthand experiences and exchanging ideas for managing the epidemic

Results

Literatum's Page Builder enabled *The Lancet* to nimbly respond to a medical crisis by bringing valuable, authoritative, and relevant research and editorial content to the medical personnel, NGO staff, and government representatives around the world who needed it most. And Literatum's sophisticated access controls and flexible content licensing easily enabled subscription-only research to be accessed for free.

The website generated high traffic volumes during the peak of the epidemic and facilitated the exchange of treatment insights, resources, and evidence-based medical references among clinicians actively working to curtail the epidemic.

The Lancet.com and the Ebola microsite, two of more than 700 journal websites operated by Elsevier and powered by Atypon's Literatum, serve as templates for *The Lancet's* future plans to deploy entire new publications and topical resource solutions.



Literatum's site management tools permit Elsevier's production teams to quickly configure and launch branded websites that meet the unique needs of individual editorial teams and professional audiences. And by coupling Literatum's flexible site-configuration tools with Elsevier's Clinical Key search and Content Innovation technologies, we ensure that our industry-leading Journal Branded Solutions™ meet the needs of a wide variety of professional audiences.

PATRICK CRISFULLA
Vice President,
Products, Elsevier

U.S. government journal improves its UX and 508 compliance

Migrating journals, archives, podcasts, and Chinese translations to Literatum

CASE STUDY

Challenge

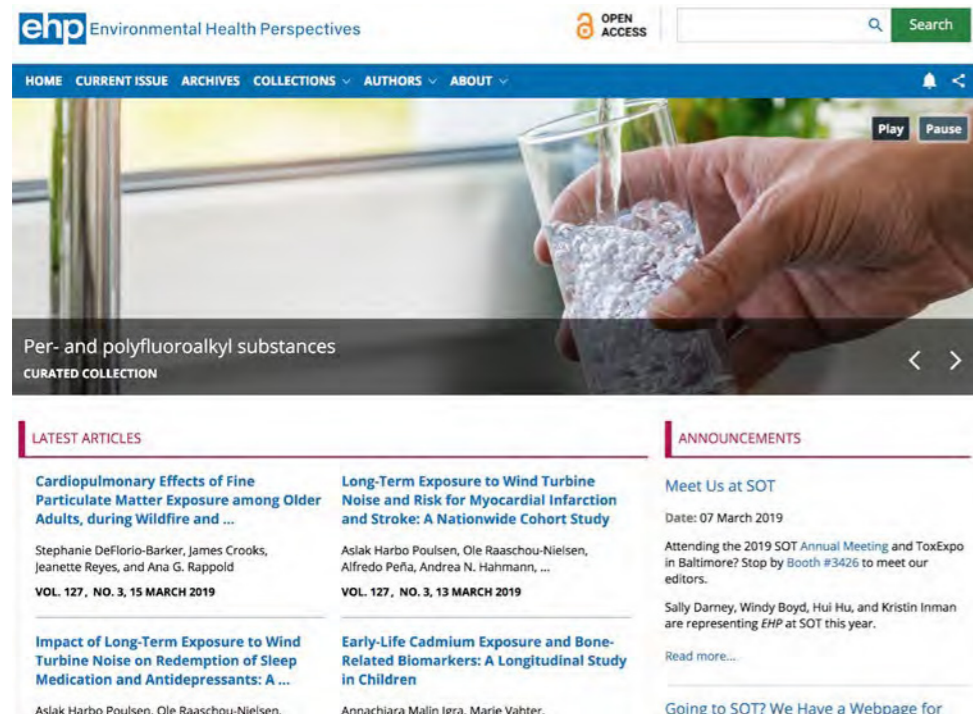
The National Institute of Environmental Health Sciences (NIEHS), one of the institutes comprising the U.S. National Institutes of Health (NIH), wanted to improve their readers' online experience with their research content and make managing its delivery more efficient.

Their open-access, online-only flagship journal, Environmental Health Perspectives (EHP), was hosted on WordPress. But its 45-year-old archive of nearly 500 issues was housed separately. Keeping both platforms compliant with security and government regulations was complex and time-consuming. Compliance with the United States' "508" regulations that govern assistive technologies for users with disabilities was especially challenging.

Because WordPress is not designed to support scholarly content, journal article metadata that improves discoverability had to be applied manually. Deposits to Crossref and PubMed were manual as well. And WordPress's incompatibility with the JATS XML content format reduced the journal's effectiveness with Crossref. This limited citations, which in turn risked negatively affecting the journal's impact factor.



←
The EHP home page



Solution

Atypion designed a new publication website for NIEHS on Literatum, Atypion's online publishing and website development platform. NIEHS now has a single site for all its content: the journal and archives as well as conference abstracts, a library of high-resolution podcasts, and full-text HTML versions of Chinese-language translations of journal articles. Literatum has made their content much easier to manage, discover, access, and use.

The new fully mobile-responsive, continuous-publication website was designed and launched in just eight months thanks to UX 3.0, Atypion's streamlined design-and-build system for modern, consumerized websites.

Outcomes

For NIEHS: Reduced site management and better compliance

- The site's 508 accessibility compliance increased to 70 percent at launch. Work is in progress to achieve full compliance.
- Page Builder, Literatum's easy-to-use UI/UX design and site management tool, gives NIEHS complete control of their new website's look, feel, and content.
- Crossref and PubMed deposits were easily automated as a result of Literatum's native support for JATS XML.

For researchers: A modern publication website with an improved user experience

- An intuitive interface adapts automatically to all screen sizes.
- Search results across all content types appear in a unified interface.
- Real-time content suggestions are tailored to each user's reading behavior.
- "Most read," "most cited," and "related to" article recommendations are automatically displayed.
- Figures are embedded in an article's full-text HTML and displayed in a side panel.
- Lists of citations, references, and media mentions, as well as links to related third-party content, are included on article pages.



←
Chinese language article



Future development

NIEHS is considering the addition of a streaming video library as well as a preprint server that will let authors publish papers early to solicit feedback.

Ensuring a Profitable & Flexible Digital Future

CASE STUDY

Migrating 700 publications, integrating 25 legacy systems, and enabling sustainable growth

As the world's largest publisher of scientific, technical, and medical (STM) information products, Elsevier publishes over 2,300 journals—more than any other publisher. Founded in 1880, their present market prominence is in part due to a strategy of growth through acquisition.

Challenge

As Elsevier grew, so did their accumulation of systems, platforms, and publishing technologies.

With disparate systems that could not communicate with one another (including several of Elsevier's own home-grown digital publishing platforms) and the increasing annual costs and inefficiencies required to maintain them, the company was faced with a complicated and inflexible digital future.

Solution

In 2014, Elsevier migrated their largest and most complex in-house publishing platform to Atypion's Literatum, the industry's most fully featured online publishing platform. The migration included 700 publications, their accompanying websites, and 2.3 million journal articles. Literatum ingested content in Elsevier's own DTD formats, saving the company a considerable investment in content conversion.

Literatum gives Elsevier powerful, flexible control over their content and its presentation as well as their marketing operations and licensing activities. The platform's modular design facilitated the integration of more than 25 of Elsevier's legacy systems, including a learning management system (LMS), three billing systems, an access and entitlements system, an email distribution product, content authoring and production systems, and the company's proprietary search engine.

The migration also improved the publications' website designs with Literatum's PageBuilder, a drag-and-drop, widget-based user interface (UI) and user experience design (UXD) tool. Most site designs were refreshed, while older ones were completely redesigned with a modern look and feel. Many pages that had been manually edited were automated freeing up many hours of web managers' time each week.

ELSEVIER

Results

Elsevier's most valuable assets have become more profitable and the publisher is meeting key performance objectives more easily.

Since Elsevier's transition of nearly one-third of its journal publications to Literatum:

- Average site usage is up significantly as a result of more engaging site designs, dynamic content targeting, and improved discoverability.
- Elsevier staff are independently designing and creating new websites using Page Builder, without needing Atypion's or their own IT department's support. For example, at the height of both the ebola and zika virus epidemics in 2014 and 2016, Elsevier was able to quickly launch resource centers as a timely public service.
- New publications are being created and added regularly.
- Elsevier has improved their online publishing and advertising efficiencies considerably, and are getting a significantly higher ROI compared to when they maintained their own in-house platforms.



← The Lancet's Ebola Resource Centre site was created using Page Builder. The design of other Elsevier publication websites was refreshed as part of their migration to Literatum.