

UX 3.0 PRESENTATION

SLIDE 1: Hi. I am Dino Paravandis, VP of User Experience at Atypon and head of the Atypon Design Studio.

==

SLIDE 2: Today I'm going to talk to you about UX 3.0, Atypon's new website design-and-build system.

==

SLIDE 3: Let me begin by saying that creating a new website is almost always an agonizing endeavor for publishers. Sites can be costly, and slow and difficult to develop and update. Atypon recognized these challenges and created UX3.0.

==

SLIDE 4: So, what is UX 3.0? Simply put, UX3.0 is a unified design system for building Literatum sites.

==

SLIDE 5: It comprises five core UX design principles; a library of website components branded for each of our customers; and a new, streamlined, integrated design-and-build strategy.

UX 3.0 sites are better and can be built faster:

- **Better** because they provide researchers a more convenient and consistent experience, and
- **Faster** because it gives Atypon a common language to work with across our design and engineering teams.

This means that you get a modern publishing site that leverages all of Literatum's features up and running faster than before.

==

SLIDE 6: So, why do scholarly publishers *need* a new system for website design?

Researchers can find your content in other places—including research sharing networks like ResearchGate, and pirate sites like SciHub, which holds 70% of all online scholarly articles and 86% of all paywall-protected articles.

In other words, quality *content* is no longer enough to attract and retain online readers.

SLIDE 7: Today's scholarly website can't be just a place to put content. Readers are bombarded with sites that compete with yours. And failing to attract readers to *your* site, engage them while they're there, and ensure they can return easily can lead to a diminished subscriber base and decreased ad revenue.

SLIDE 8: Publishers need a way to construct not just websites, but web **destinations**; not download stores, but places of scholarship and scientific communication, if they are to increase traffic, lengthen visits, and deepen site usage.

By adapting best-practice consumer site design principles, UX 3.0 boosts readership, revenues, and your brand's impact in the market.

==

SLIDE 9: So, what makes UX 3.0 different? UX 3.0 is not merely a template that establishes graphic design conventions. It's a **modular, systematic, component-based** approach to website design and development.

Our design library of styles and page patterns are far more **flexible** than templates, and enforce design consistency across a site. **Customized** for each client, the library evolves with industry best practices, and, powered by Page Builder, Literatum's drag-and-drop design tool, it makes it **easy to maintain and update** your website content.

==

SLIDE 10: So, how did we come up with UX 3.0?

1. By adopting a consumerized UI/UX that excludes unnecessary information, eliminates visual clutter, simplifies navigation, and enhances search, UX 3.0 sites create a more convenient and satisfying research experience: **the kind of online experience your readers find on the consumer sites they visit daily.**
2. Page Builder's UX 3.0 widgets allow you to easily customize and update the content on your site as often as you like—without needing a professional developer.
3. And Literatum's content recommendations system targets readers with the content and advertising that will interest them and keep them engaged.
4. Because UX3.0 sites are responsive, they maintain a consistent user experience across all devices automatically

5. And powered by Literatum's Page Builder, you have as much control and autonomy as you want for adapting your website as your business strategy evolves.

==

SLIDE 11: So, what will our customers get from UX 3.0?

You'll get modern websites based on **consumer and scholarly best practices** that **increase traffic and extend site visits**. Our 20-plus years of creating scholarly sites is reflected in every UX 3.0 site.

UX 3.0 websites are built with **fewer iteration cycles**. They can therefore be designed and launched more quickly.

You'll get an easy way to keep your **branding and design** consistent over time, no matter who works on your site, because UX 3.0 has built-in design constraints regardless of who works on your site.

And you get sites that are optimized for faster load times and maximum SEO, and sites that evolve as web design evolves.

==

SLIDE 12: In addition, Page Builder now contains UX 3.0 widgets, which enforce the design principles of UX 3.0, saving implementation and QA time. Page Builder is also the tool you use to maintain your site, and it's fully integrated into Literatum, so you have the autonomy to make changes in real time and a site designed for easier UI and UX long-term management.

==

SLIDE 13: The UX 3.0 design system is the product of the Atypon Design Studio, a full-service design agency within Atypon and focused exclusively on scholarly publishing websites.

==

SLIDE 14: Our industry-specific UX strategy, our knowledge of SEO strategies specific to scholarly publishing, and our designs, which were created to leverage Literatum's features, result in websites that give your readers more convenient, more productive research experiences.

==

SLIDE 15: We offer a full suite of consulting and strategic services—listed here— that inform the design of truly unique scholarly publishing websites.

==

SLIDE 16: I'll be available at Roundtable #XX later today to answer any questions. And my colleague Lucas Garcia will be presenting a how-to on Page Builder during the breakout sessions.

==

SLIDE 17: Now, I'd like to introduce Phil Garner from the Future Science Group, who will be followed by Christina Rudyj [*roo-dee*] of Health Affairs, both of whom will talk to you about their experiences with UX 3.0. Thank you.