

Atypøn Design Studio



A New Way to Design & Build Scholarly Publication Websites

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UX3.0

Agenda

1 UX 3.0

2 The Atypon Design Studio

The old way

- Costly
- Slow
- Complicated to develop
- Difficult to update and maintain

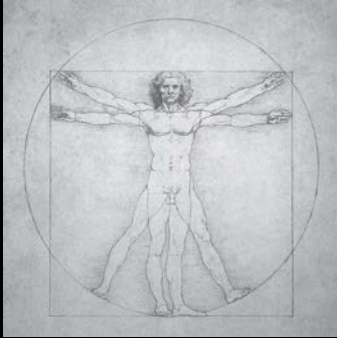


What is UX 3.0?



UX3.0 IS A UNIFIED DESIGN SYSTEM
FOR BUILDING LITERATUM WEBSITES.

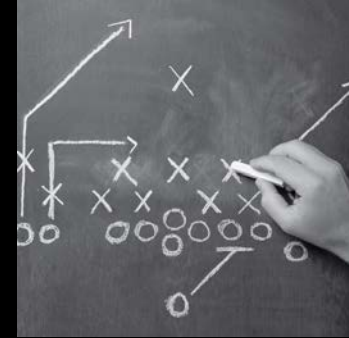
What is UX 3.0?



FIVE CORE
DESIGN PRINCIPLES



CUSTOMER-BRANDED
COMPONENT LIBRARY



NEW DESIGN-AND-BUILD
STRATEGY

Why UX 3.0?

70%

“70% of online scholarly articles, 86% of all paywall-protected articles, and 99% of the articles in 3 of the top 10 journals in the world are available on SciHub.”

— *Himmelstein et al.*

86%

99%

Why UX 3.0?

Your website must be more than just a place to put content.



Why UX 3.0?

Destination websites,
not download stores.

- Increase traffic
- Lengthen visits
- Deepen usage

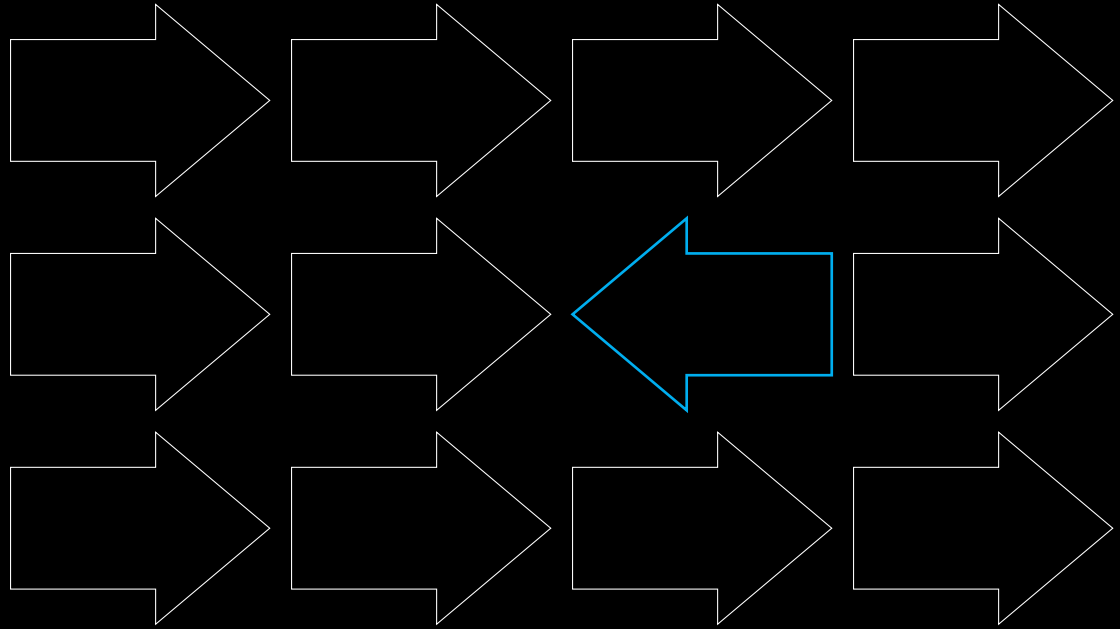
Boost readership,
revenues, membership
& brand impact.



What makes UX 3.0 different?

More than a design template: A whole new approach to website development.

- Modular
- Systematic
- Flexible
- Customized
- Easy to maintain
- Design and branding consistency



The five design
principles of

UX 3.0

- 1 Consumerized UI/UX
- 2 Frequent content updates
- 3 Targeted content and ads
- 4 Responsive design
- 5 Adaptable to changing priorities

Benefits of UX3.0

- 1 Consumer and scholarly best practices for UI/UX
- 2 Increased traffic and extended visits
- 3 Reduced iterations during the design process
- 4 Enforced branding and design integrity
- 5 Improved site-load times and SEO

UX 3.0 and Page Builder

UX 3.0's library of components
are built with Page Builder.

Customers use Page Builder
to maintain their sites.

Page Builder is integrated
seamlessly into Literatum.

Unprecedented autonomy to
make changes in real time.



Alypon Design Studio



The Atypon Design Studio

Created and maintains UX 3.0

Tightly integrated with our developers
and engineers.

Unrivaled knowledge
of scholarly publishing.

Custom sites designed specifically for
Literatum

UI/UX designs for convenient,
productive research



Atypon Design Studio

- 1 UI and UX design
- 2 Data-driven design strategy
- 3 Personas and user scenarios
- 4 Content audits
- 5 Information architecture
- 6 Heuristic and expert evaluations
- 7 Moderated usability testing

Roundtable

#3

**UX 3.0 & the Atypen
Design Studio**

Prince's Room, 1st floor

Breakout session

**Page Builder Training:
Updating your website's
UI and UX**

*Black Room, 3rd floor
2nd session*



1 UX 3.0

2 The Atypon Design Studio

Case studies

3 **Case Study #1: Future Science Group**
Phil Garner

4 **Case Study #2: Health Affairs**
Christina Rudyj