

Strategy Pane

What's culturally appropriate?

The lab web must be as simple as possible to highlight just the work of the team and the project which are already ongoing. Usually website for lab are slightly boring and quite similar between them. Do not try to impress with too many colors.

What content type would be relevant?

Font size ought to be clear and easy to read. Navigation needs to be obvious and simple.

Why is this so special?

For collaborators to be able to contact the team and even ask them for new collaborations or internship for students.

Why would a user want this?

There are many researcher which need a hand in bioinformatics analysis that might be interesting for them collaborate with a bioinformatics groups with experience in genomic analysis. Moreover master students are always looking for labs where they can perform an interesting internship to boost their career, so they will check carefully the projects to see if could be interesting for them.

What makes a good Monkees experience?

- View the Team.
- Review the projects .
- Seeing photos of them.
- Feel that the team in the lab is easily accessible to collaborate.

What does the user expect?

- What is this?
 - Lab logo needs to be prominent.
- Is this what I expected to see?
 - Simple and direct heading and clear visually portray this and help make it look credible and trustworthy.
- Does it offer what I want?
 - Videos, PubMed links, pictures and way to get closer to the lab.
- Does it valuable enough to stay?
 - Content (especially projects and publications) will compel them to stay.
- What actions can I take now?
 - Contact them (can be achieved with pop-up form).

Opportunity	Problem Importance Viability	Feasibility
Create an online presence	5	5
Increase collaborators	5	4
Showcase projects and publications	4	5
Increase students	3	5
Connect on social media	3	1
Be called to participate in congresses	2	1
TOTAL	22	16

From the above table I will concentrate on A, B, C, E which are:

- Create an online presence
- Increase collaborators
- Showcase projects and publications
- Connect with students