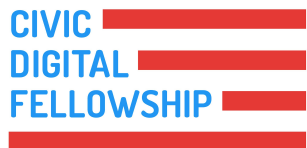


User Research & Designing a Brand

CIT STRIDES

Nick Weber — Program Manager

Joel Peterson — Cloud Architect



Michelle M. Li
Yale University
Computer Science and Art

Agenda

- About STRIDES
- Problem 1: **Feedback on Cloud Billing & Reporting**
- Problem 2: **Importance of Branding**
- Lessons Learned

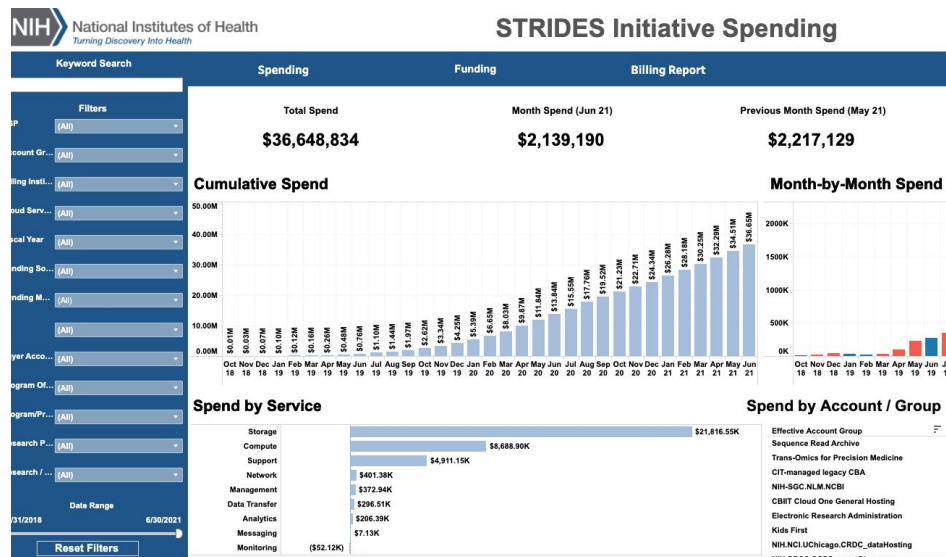
About STRIDES

- **Mission:** accelerate biomedical research by reducing barriers to commercial cloud services
- **Provides** customized trainings and promotes best practices
- **Partners** with Google Cloud, Amazon Web Services, and Azure



Problem #1: User Needs Analysis

- STRIDES team shares monthly cost/usage information with over 500 customers every month
- Evaluated effectiveness of email reports and Tableau self-serve dashboard
 - Learned that users' preferences vary
 - Provided feature requests to dev team
- Follow-up actions:
 - More user interviews
 - Distribution of survey (draft created)
 - STRIDES website content updates on consuming billing information



Problem #2: STRIDES Brand




STRIDES Initiative



NIH STRIDES

Problem #2

Open Science
Open Data at NIH



The image displays a collection of logos for various NIH research programs and databases, arranged in two rows. The logos include: FlyBase, ECHO, MouseMine, a stylized blue and white logo, a colorful brain logo with the text 'Human Connections Project', All of Us Research Program, STRIDES, CANCER MOONSHOT, THE BRAIN INITIATIVE, TOPMed, a stylized human figure logo, Base, a brain scan logo, and ADNI. Below the logos, the NIH logo and the text 'U.S. National Library of Medicine' are visible. The text 'and many others' is written in a script font to the right of the logos.

and many others

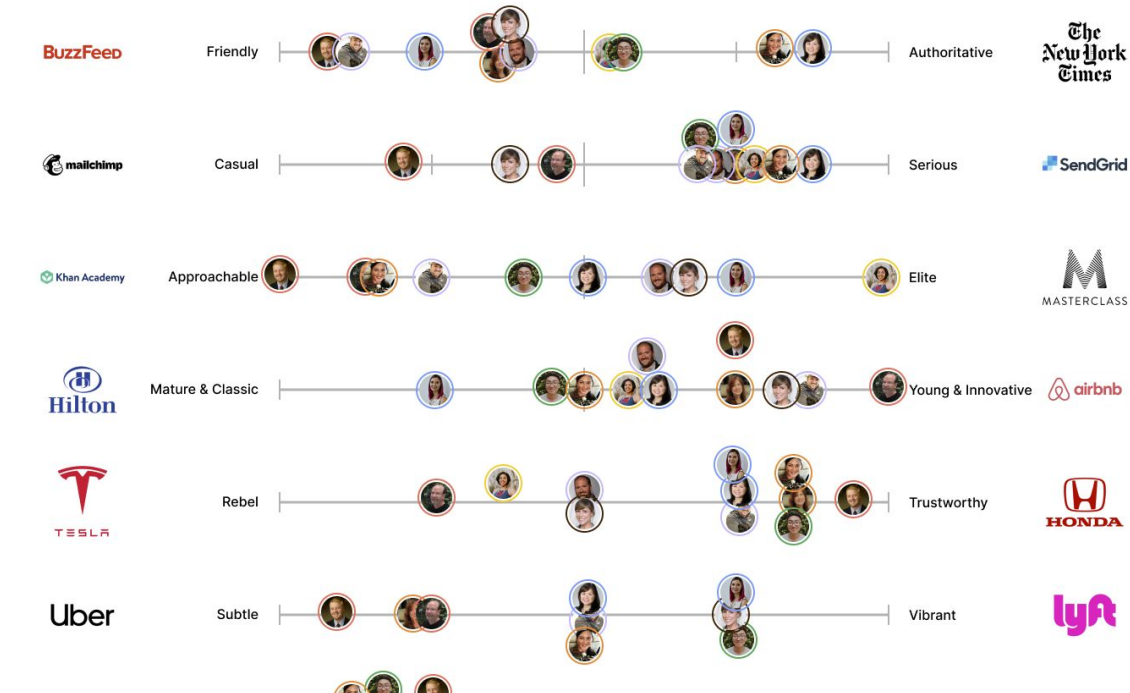
aws PUBLIC SECTOR SUMMIT

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The Need for a Brand

- Communicating a set of expectations and experiences that people associate with a company/product/program
- Part of overall image with associated reputation — it's what people *feel* when they hear your name, see your logo, etc.
- Requires consistency; some of STRIDES artifacts to apply branding to include:
 - Website
 - Slide decks
 - References on CSP partner sites and materials
 - Training materials
 - Fact sheets and user guides
 - Collaboration and social media (Slack/Teams, Twitter, etc.)

Challenge #1



Annie Wang's brand research from CDF '20


Challenge #2



Identity Architecture Overview



The identity architecture below provides an overview of how the visual identity specifications work across the NIH.




Additional examples and the corresponding guidelines are detailed on the following pages.

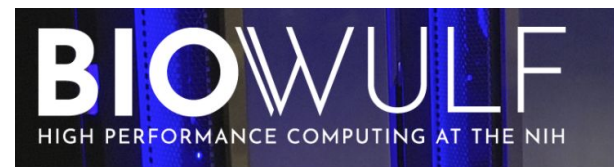
Agency

 National Institutes of Health

Institutes	Centers
 National Institute of Neurological Disorders and Stroke	 National Center for Advancing Translational Sciences

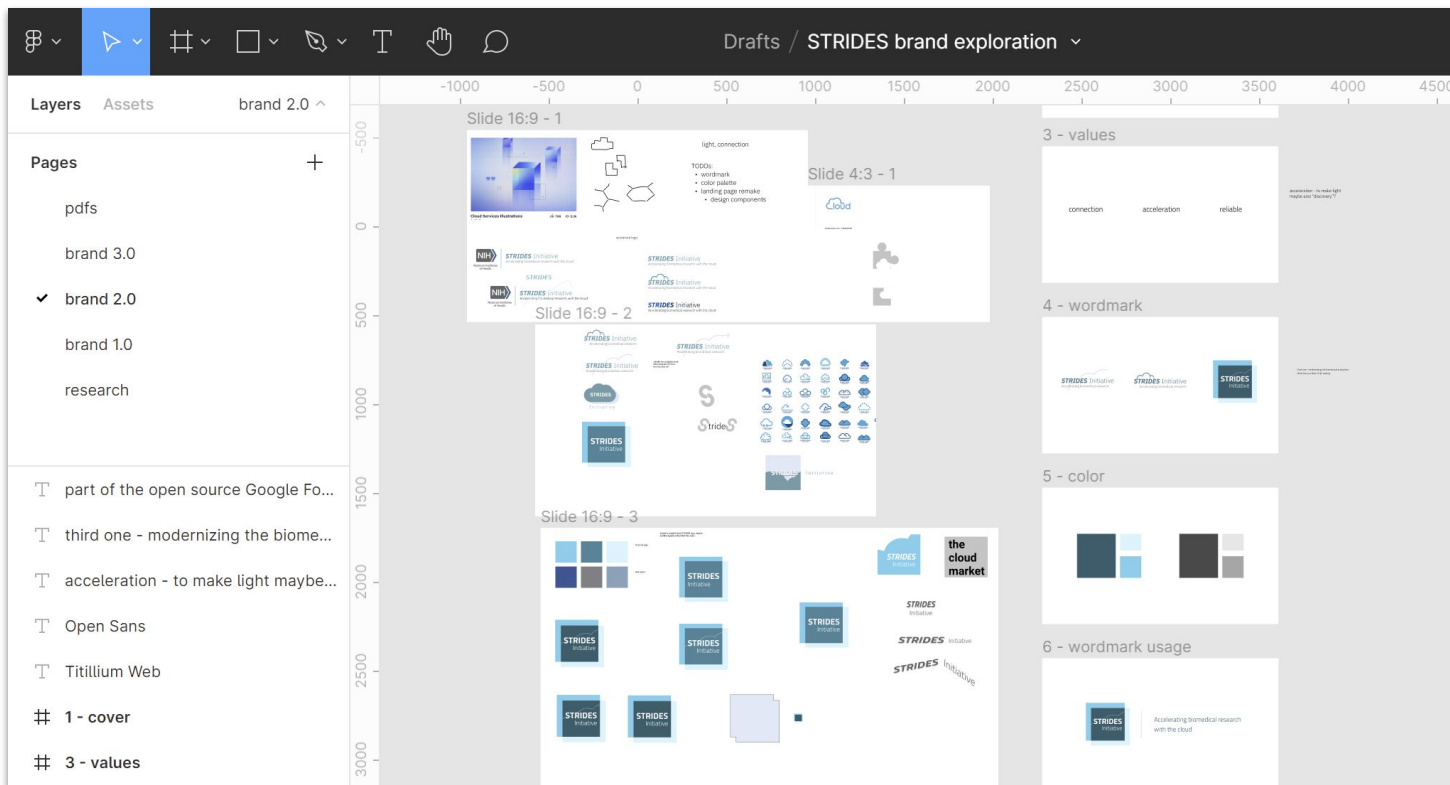
Division/Branch/Office	
(Within the Office of the Director)	(Within an Institute)
 National Institute of Health Office of Communications and Public Liaison	 National Institute of Neurological Disorders and Stroke Division of Extramural Research

Research	Program	Partnership
<p>Funded by a grant from the National Institutes of Health</p> <p>The POWER Trial Funded at The Johns Hopkins University by the National Institutes of Health</p> <p><small>Note: NIH guidelines require all materials that refer to research supported by NIH grants include the grant number somewhere within the document copy (other than the title).</small></p>	 <p>KNOW STROKE Know the signs. Act quickly. A program of the National Institutes of Health</p>	 <p>The NIH Heart Center at Suburban Hospital</p>  <p>HealthSummit Convened (or supported) by penHQS, the Foundation for the National Institutes of Health, the mHealth Alliance, and the National Institutes of Health</p>



CIVIC
DIGITAL
FELLOWSHIP

Process



Wordmarks



Reflection

- **Navigating** different interests
 - Coordination requires time
- **Evaluating** political viability
 - Highlighting the need
- **Integrating** into the right team
 - Identifying collaborators

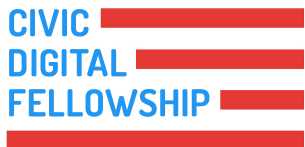


Thanks for listening!

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