



VacciNation Site Design



Jonathan Villa | Summer 2017

Introduction

Leaders of organizations both large and small understand the necessity of morale building with its members. When dealing with an organization that operates on a global scale, recognizing great work can be difficult. As the cycle of projects begin and end indefinitely, taking the time to endorse the best work can show the care upper management holds for its employees.

Pfizer's Vaccination Awards explores this need.

Understanding

Consider a team that works on a global scale with a myriad of devices. It's highly encouraged that colleagues from around the world submit a project that embodied Pfizer's ethos, so it was paramount the submission site place user-friendliness in high regard. In light of this, the site was designed with an interface that closely mimicked those devices.

Previous iterations of the site were either built using antiquated tools and design techniques, or were impossible for an agency to complete given the project's budget. These roadblocks proved the initiative to be quite difficult for the team, so I was volunteered to deliver the design concept.

Guerilla User Research

Grievances with past iterations

“I’m having trouble finding more information”

“The interface is bulky”

“It’s very bland”

“Looks like it was designed in geocities”

User Persona

Michael Reed



Age: 50

Family: Married, has children

Work: HR Executive

Behaviors

Enjoys spending time with family

Has worked with Pfizer for 15+ years

Does not enjoy adapting to new tech

Conservative-leaning

Personality

Introvert

Extrovert

Conservative

Liberal

Analytical

Creative

Passive

Active

Needs...

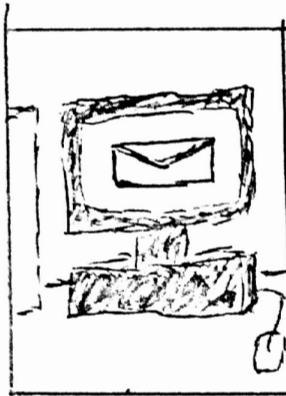
...all new tech to be simple to use

...to nominate a colleague's project

User Scenario



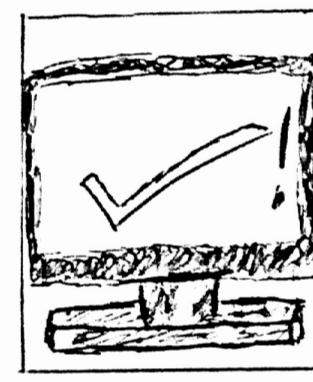
Michael sees the outcomes of various projects and internalizes the ones he finds to be his favorite



Mike receives an email that advertises the Vaccination Awards



Mike, intrigued, looks through the site and looks through rules and regulations



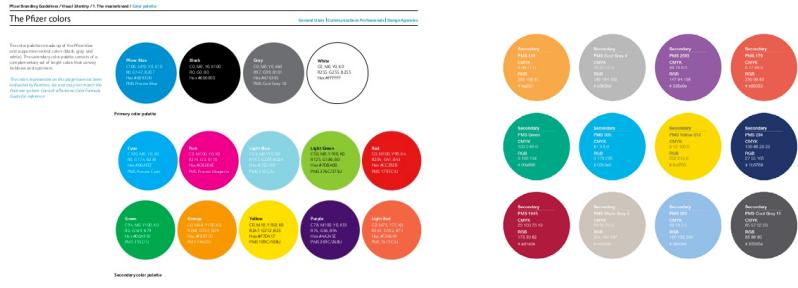
Mike submits a project he feels best fits the mission statement of Vaccination, and is very happy.

World peace ensues



Colors

Pfizer's color palette is extremely bold, and the design is colored to directly reflect their current branding standards.



Typeface

Pfizer's typefaces are FSAlbert (All styles), and PDot. PDot, however, was not as easily readable. It was known that the site would house a lot of information, and so I stuck to using FSAlbert, but altered styles based on <h> or <p> elements.

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Pfizer Branding Guidelines / Visual Identity / 1. The masterbrand / Typography

The Pfizer primary typeface

General Users | Communications Professionals | Design Agencies

Pfizer's primary typeface is FS Albert. Modern, flexible, easy to read, open, and accessible. FS Albert is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

When to use
Use FS Albert for Pfizer printed communications where applicable. Use FS Albert in rendered form for online and electronic applications. When use of FS Albert is not possible, use the recommended system typeface (see page X). The weights shown for FS Albert are appropriate for use.

Purchase the font
Pfizer does not have a company-wide license for FS Albert, and international copyright law forbids us from sharing the font both internally and externally. If you are a colleague or vendor who needs to use FS Albert, a license can be purchased from: (<http://www.fontsinuse.com>)

FS Albert Thin
FS Albert Thin Italic
FS Albert Light
FS Albert Light Italic
FS Albert
FS Albert Italic
FS Albert Bold
FS Albert Bold Italic

Pfizer Branding Guidelines / Visual Identity / 1. The masterbrand / Typography

Display typeface

General Users | Communications Professionals | Design Agencies

PDot is a display font designed exclusively for Pfizer. PDot is a derivative of the distinctive style of the FS Albert serif typeface and can be used in combination with FS Albert. PDot helps to create a unique look and proprietary narrative feel for the Pfizer brand.

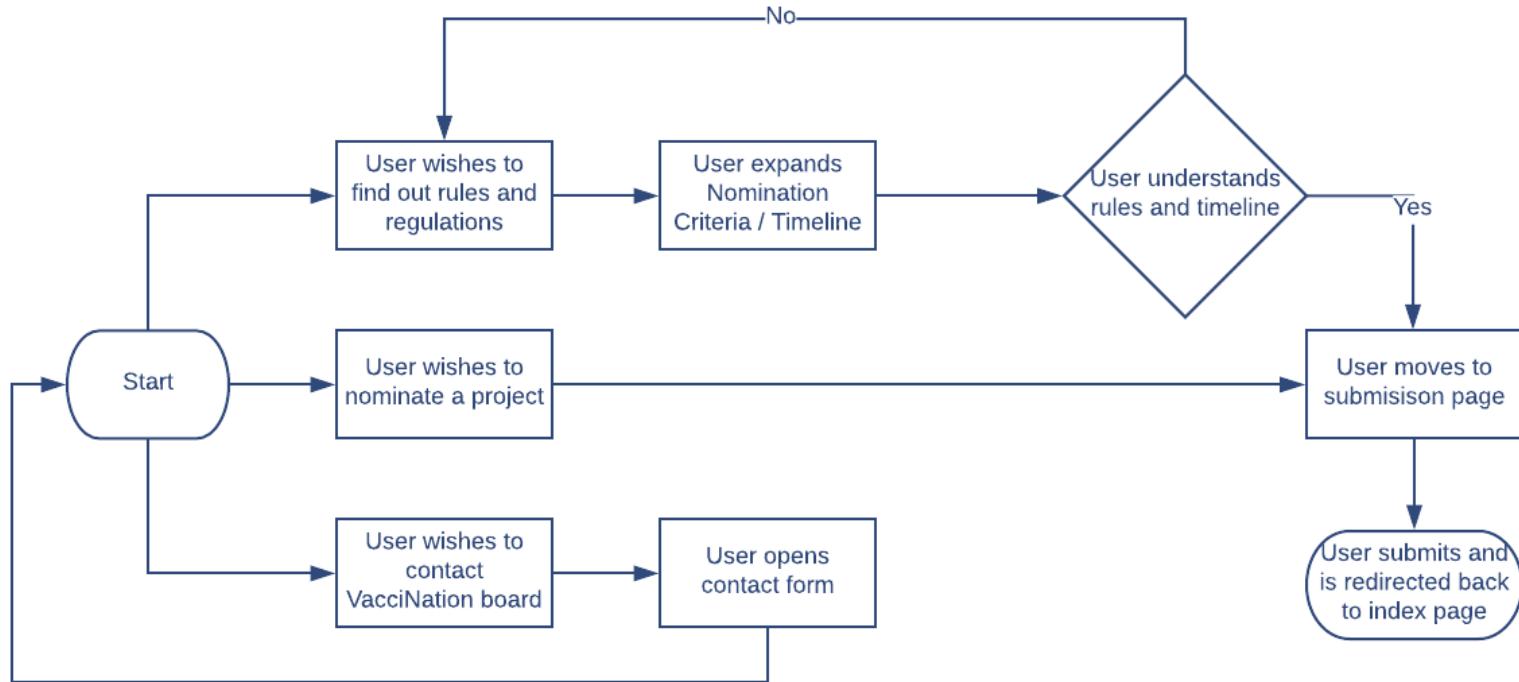
When to use
Only use PDot in sentence case and for display purposes. Type size no smaller than 18px and for short headlines. Always use the PDot typeface to knock out to white, and never color the typeface.

Usage rights
Pfizer retains the exclusive rights to PDot. When sharing the font with external agencies, colleagues should be advised to sign a non-disclosure agreement regarding the usage of the font for projects other than Pfizer's.
The font can be downloaded from the Intranet at: id.pfizer.com

PDot is a display typeface. Always knock out the typeface to white.

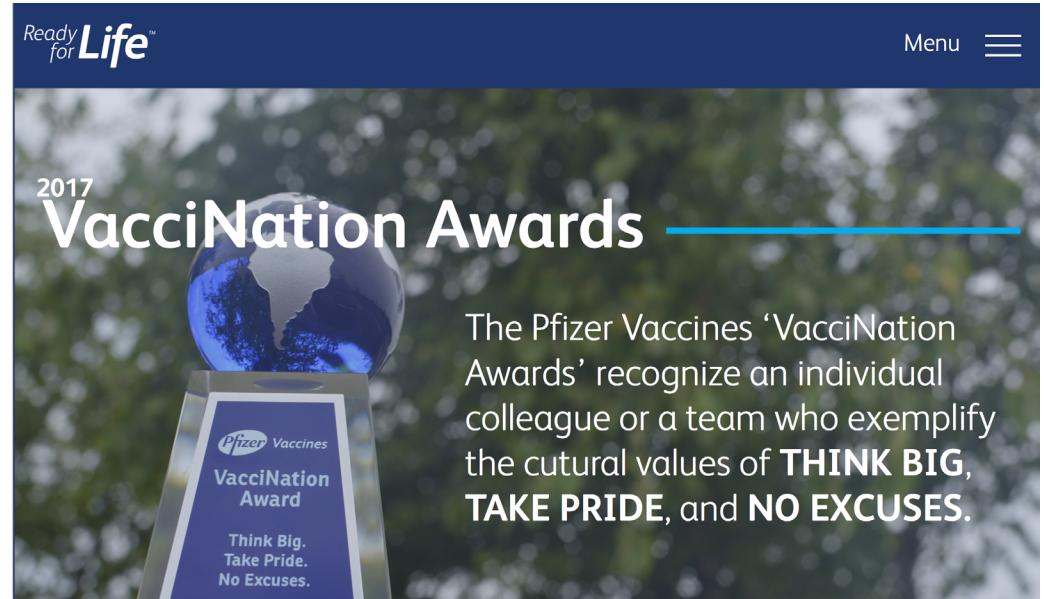
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
z!@#\$%^&*0_+0[]!/?.,'

Requested User Flow



Larger than Life

I made sure to take this jumbotron picture at a lower angle to give the illusion of all visitors “looking up” to the award itself. The tree fits as a darker background that compliments the blues and whites. With that, I made sure to include Pfizer Blue as an accent to the header.



Simple Information

Each secondary header will expand downward on the same page, leaving the entire site to be simple to navigate and natural to read.

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Ready for Life

Menu

2017 VacciNation Awards

The Pfizer Vaccines 'VacciNation Awards' recognize an individual colleague or a team who exemplify the cultural values of **THINK BIG**, **TAKE PRIDE**, and **NO EXCUSES**.

Nomination Criteria Please make sure to read the criteria before submitting a nomination	Process / Timeline Learn more about the nomination process and the timelines	Contact Us If you have any questions about the VacciNation Awards, please contact vaccinescommunications@pfizer.com
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After clicking on the 'Nomination Criteria' link, the following content is displayed:

• Completed or implemented projects that have resulted in a significant positive business impact—the effort should be above and beyond normal expectations.

• Nominations can be submitted for an individual or team that has demonstrated a unique contribution to Patients First: Think Big, Take Pride, and No Excuses and to Pfizer's OWNITI culture.

• Nominations can be made for new or innovative ideas that demonstrate 'Thinking Big' but should be achievable and have a strong likelihood of succeeding. Nominations can be made for extraordinary scientific /technical innovation or operational excellence that delivers exceptional results.

• Considered and careful risk taking can be nominated; nominations should demonstrate the careful balance of risk and subsequent business result.

• Nominations will be accepted for colleagues who have identified significant risks or issues for the business, outside of their normal responsibilities in a timely and constructive way including remedial actions.

• A maximum of 15 colleagues per team.

Let 'em know!

If a user clicks to expand, as they finish reading, they will be able to see a direct link to the submission page. By doing so, a user is incentivized to proceed to the aforementioned page.

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Submit A Project 

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VacciNation Awards

Thank you for
your submission!

Ready **Life**™

Campaign Plan

VacciNation 2017 will begin its campaign with an article via the intranet. From that point, there will be email blasts sent out on any or all of the following dates:

A week prior to start (Meant to generate interest)

Start of award submissions (Sept. 25)

Midway point (Oct. 4)

Prior to ending (Serving as a reminder)

Announcement of winners (To show projects, and generate preliminary interest for next year)



Fin

Thank you for scrolling :)

