

# Healthcare Client: November 2021-January 2022

## **OVERVIEW**

My first content strategy project with Avanade was with a major healthcare client who needed a complete employee hub site overhaul.

## **THE CHALLENGE:**

Our team was tasked with redesigning a new SharePoint employee portal and training site due to low engagement on the current site. With the timing of the holidays and limited access to the client's VPN for the first few weeks of the project, we were up against a very tight deadline for rollout.

## **THE SCOPE OF WORK:**

- I conducted a content audit using keep/kill/edit methodology to get rid of any duplicate pages.
- I assisted our content lead in coming up with naming and card-sorting exercises.
- I worked with the visual & UX design team create a new content site map to organize the content in a more streamlined way.
- I oversaw final copy editing for the Figma wireframes.

Despite major time constraints, we were able to deliver a beautiful new hub site that users would want to interact and stay engaged with on a regular basis.