

MedlinePlus & Responsive Design: The Impact of the 1-Column Release

March 12, 2015

Jennifer Jentsch, MLS

MedlinePlus.gov

The screenshot shows the MedlinePlus.gov website. At the top left is the MedlinePlus logo with the tagline 'Información de salud para usted'. To the right, it states 'Un servicio de la Biblioteca Nacional de Medicina de EE.UU. Institutos Nacionales de la Salud'. Below this is a search bar with the text 'Busque en MedlinePlus' and a 'BUSCAR' button. A navigation menu includes links for 'Sobre MedlinePlus', 'Índice', 'FAQs', 'Contáctenos', and 'ENGLISH'. A central banner encourages following MedlinePlus on Twitter, featuring a cartoon bird holding a sign with the MedlinePlus logo and the text 'Síguenos en Twitter para lo último sobre salud y bienestar'. Below the banner are three main navigation buttons: 'Temas de salud', 'Medicinas y suplementos', and 'Videos y multimedia'. The main content area is divided into three columns. The left column, titled 'BÚSQUEDAS MÁS FRECUENTES', lists various health conditions such as 'acne', 'anemia', 'artrosis', 'asma', 'bronquitis', 'diabetes', 'dolor de cabeza', 'gonorrea', 'hierro', 'hipotiroidismo', 'influenza', 'neumonía', 'pielonefritis', 'sífilis', and 'tuberculosis'. The middle column, 'Acercas de su salud', includes filters for 'Todos', 'Personas mayores', 'Hombres', 'Mujeres', and 'Niños', and lists topics like 'Control de peso', 'Depresión', 'Diabetes', 'Dolor de espalda', 'Ejercicio y estado físico', 'Embarazo', 'Enfermedad de obstrucción pulmonar crónica', 'Enfermedades de la piel', 'Enfermedades del corazón', and 'Presión arterial alta'. The right column, 'Noticias sobre la salud', features a date '11 mar' and news items such as 'La depresión durante el embarazo se relaciona con el riesgo de asma del hijo', 'Los trabajos físicamente difíciles podrían resultar nocivos para la fertilidad de un hombre', and 'Una dieta vegetariana podría reducir el riesgo de cáncer de colon'. At the bottom right, there is an email subscription form with the text 'Conéctese con nosotros' and 'Obtenga la información más reciente sobre los temas de salud que más le interesan. Suscríbese a las actualizaciones por email de MedlinePlus.' and a 'REVISITA NIH MEDLINEPLUS SALUD' button.

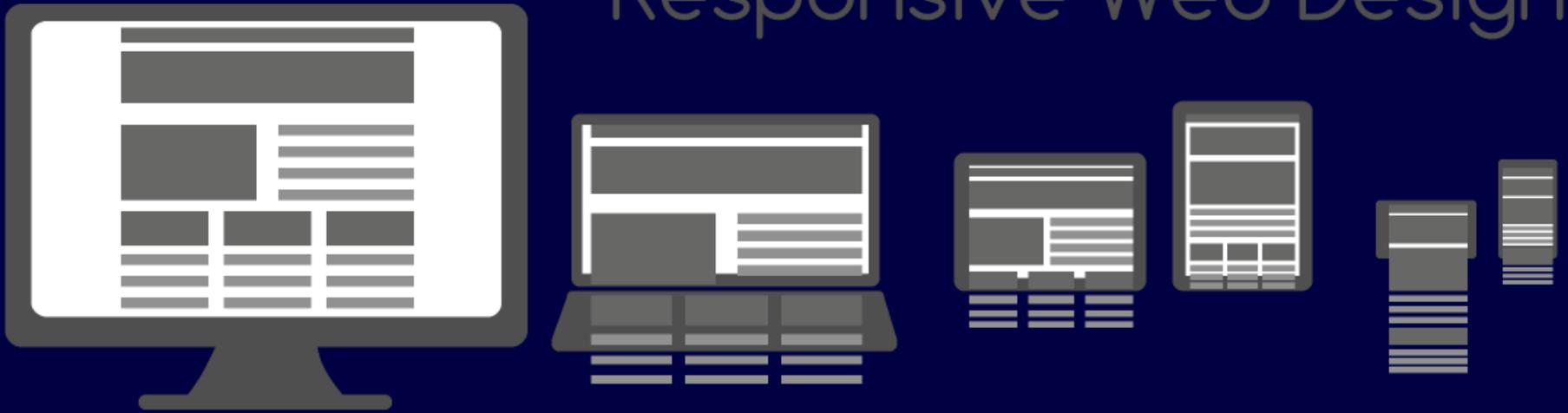
- Reliable, authoritative
- Consumer-friendly
- No ads
- Updated daily
- Strict quality guidelines
- English and Spanish
- Links to information in >40 languages
- Multimedia, news, images, encyclopedia, videos and more...

MedlinePlus Mobile



- Separate mobile-optimized website
- Less content than full site
- Different architecture

Responsive Web Design



Responsive Design - Technical

- A flexible, grid-based layout
- Flexible images and media
- Style rules for pages based on characteristics of the device (size of browser, screen resolution, operating system)

Responsive Design – User Experience

“...a design that can adapt to the constraints of the browser window or device that renders it, creating a design that almost *responds* to the user’s needs.”



CHRIS JENKINS VIA AP

JetBlue resumes service at Logan

Flights started picking back up Tuesday morning after the airline resumed service following a 17-hour shutdown. 12:00 pm

- Airports clogged in Boston, US

Record-breaking cold spreads across nation

Bone-chilling temperatures snapped decades-old records as parts of the Midwest and East were colder than much of Antarctica. 12:47 pm

- Cold in Mass. through Wednesday
- Photos: Cold snap invades US
- Why is it so cold out?
- Map: Temperatures by town



Fed shouldn't pare back stimulus, Rosengren said

Boston Fed president Eric Rosengren said the economy remains precarious, if not dire, for too many Americans.



BOOKISH | MATTHEW GILBERT

Shows to watch, books to read

These books pair well with television shows like "Downton Abbey," "Girls," "Looking," and "Shameless."



Hikers scale region's highest peaks in deadly weather

A local hiking group is united in its goal of scaling 4,000-foot-high mountains in the winter in spite of the danger.

- Photos: Winter hikes



Coakley proposes changes to social services agency

Attorney General Martha Coakley, who is running for governor, wants a separate Child Protection Division within the Department of Children and Families. 36 minutes ago

- Grossman proposes hike in vocational education spending

Two duck hunters die, one hospitalized after boat capsizes

The three men were tossed into the frigid Westport River when their boat apparently capsized this morning. 6 minutes ago

Bill on jobless benefits clears hurdle in Senate

A half-dozen Republicans sided with the Democrats in voting to advance the bill that extends benefits for the long-term unemployed. 35 minutes ago

MORE HEADLINES

JPMorgan settles Madoff fraud claims for \$1.7 billion

Lindsey Vonn will skip Sochi Olympics

Ex-Miss Venezuela killed in robbery

First batch of chemical weapons have left Syria, official says



Latest from the newsroom

It k hunters die, one zed after boat capsizes in frigid water
 b.globe.com/TeiKuEG
 by The Boston Globe via twitter on Tuesday, January 07, 2014 at 1:47:39 PM

It Walsh Boston's th or 58th mayor?
 b.globe.com/1kmzpk3
 by The Boston Globe via twitter on Tuesday, January 07, 2014 at

Opinion →

TOM KEANE



An experimental state
Colorado is a laboratory of democracy, and its marijuana experiment could teach us a lot.

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 b.globe.com/1a1tqV
 by The Boston Globe via twitter on Tuesday, January 07, 2014 at 1:55:37 PM

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MedlinePlus and Responsive Design: The Plan

- One version of MedlinePlus and MedlinePlus en español, optimized for all devices from mobile phones to desktop computers
- Phased approach

The Road to Responsive

Phase One

1 column design for smartphones

Phase Two

2 column design for tablets

3 column design for desktop

Phase One

- Design a one-column, responsive version of desktop site
- Release one-column responsive version of desktop site to mobile site location (m.medlineplus.gov) *to replace the original mobile site*
- Continue to maintain desktop site (medlineplus.gov)

One column debut – October 2014

NIH U.S. National Library of Medicine

 **MedlinePlus**[®]
Trusted Health Information for You

Menu ▾ Search 🔍 Español

 **Health Topics**
Find information on health, wellness, disorders and conditions

 **Drugs & Supplements**
Learn about prescription drugs, over-the-counter medicines, herbs, and supplements

 **Videos & Tools**
Discover tutorials, health and surgery videos, games, and quizzes

NIH Biblioteca Nacional de Medicina de los EE.UU.

 **MedlinePlus**[®]
Información de salud para usted

Menú ▾ Búsqueda 🔍 English

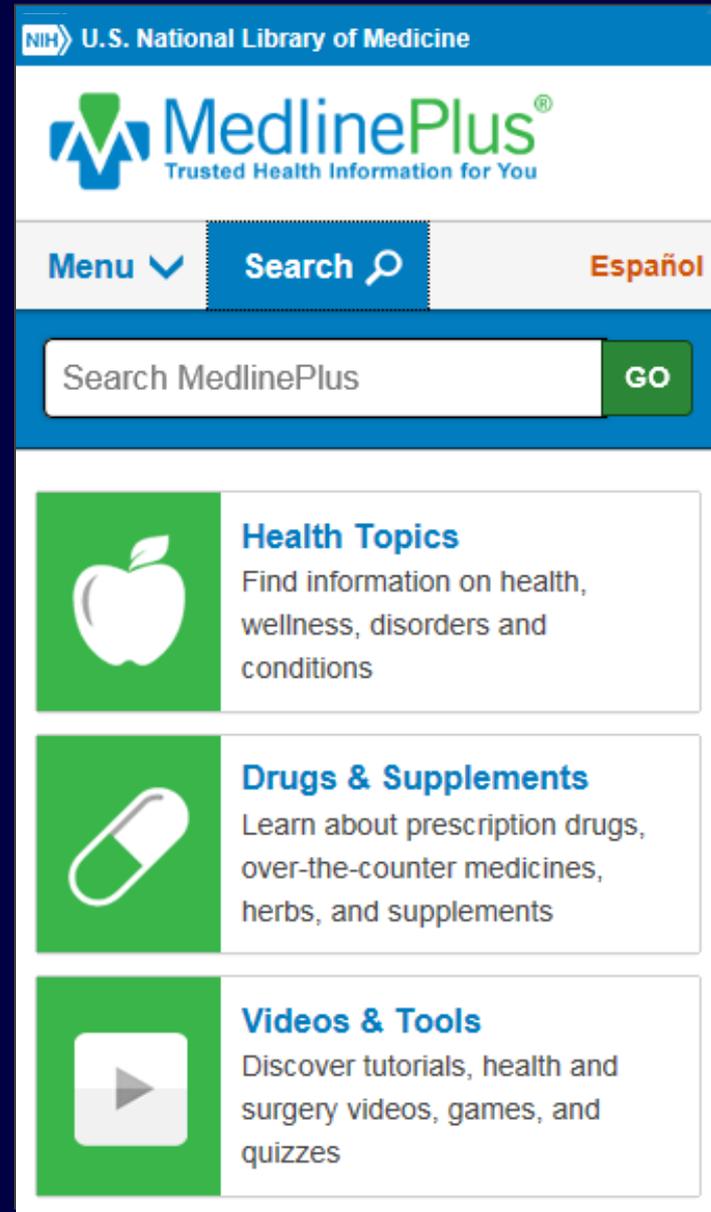
 **Temas de salud**
Infórmese sobre temas de salud, bienestar, enfermedades y condiciones

 **Medicinas y suplementos**
Aprenda sobre sus medicamentos de receta, de venta libre, hierbas y suplementos

 **Videos y multimedia**
Descubra tutoriales, videos de cirugías, juegos y herramientas virtuales

One-column Features

- Text is readable without zooming
- Drop-down and expand-collapse buttons for compact display
- Links are spaced for easy tapping



The Road to Responsive

Phase One

1 column design for smartphones



Phase Two

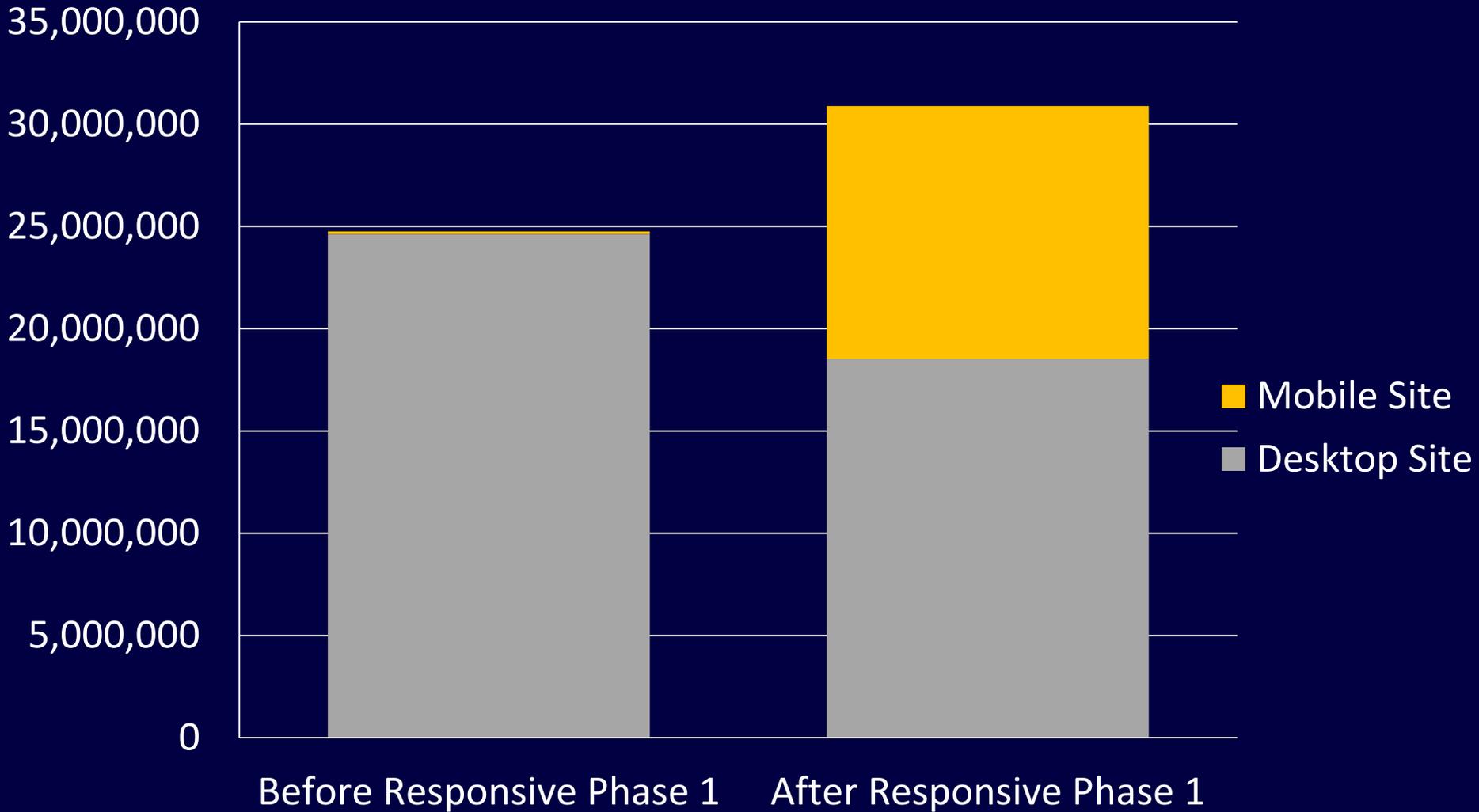
2 column design for tablets

3 column design for desktop

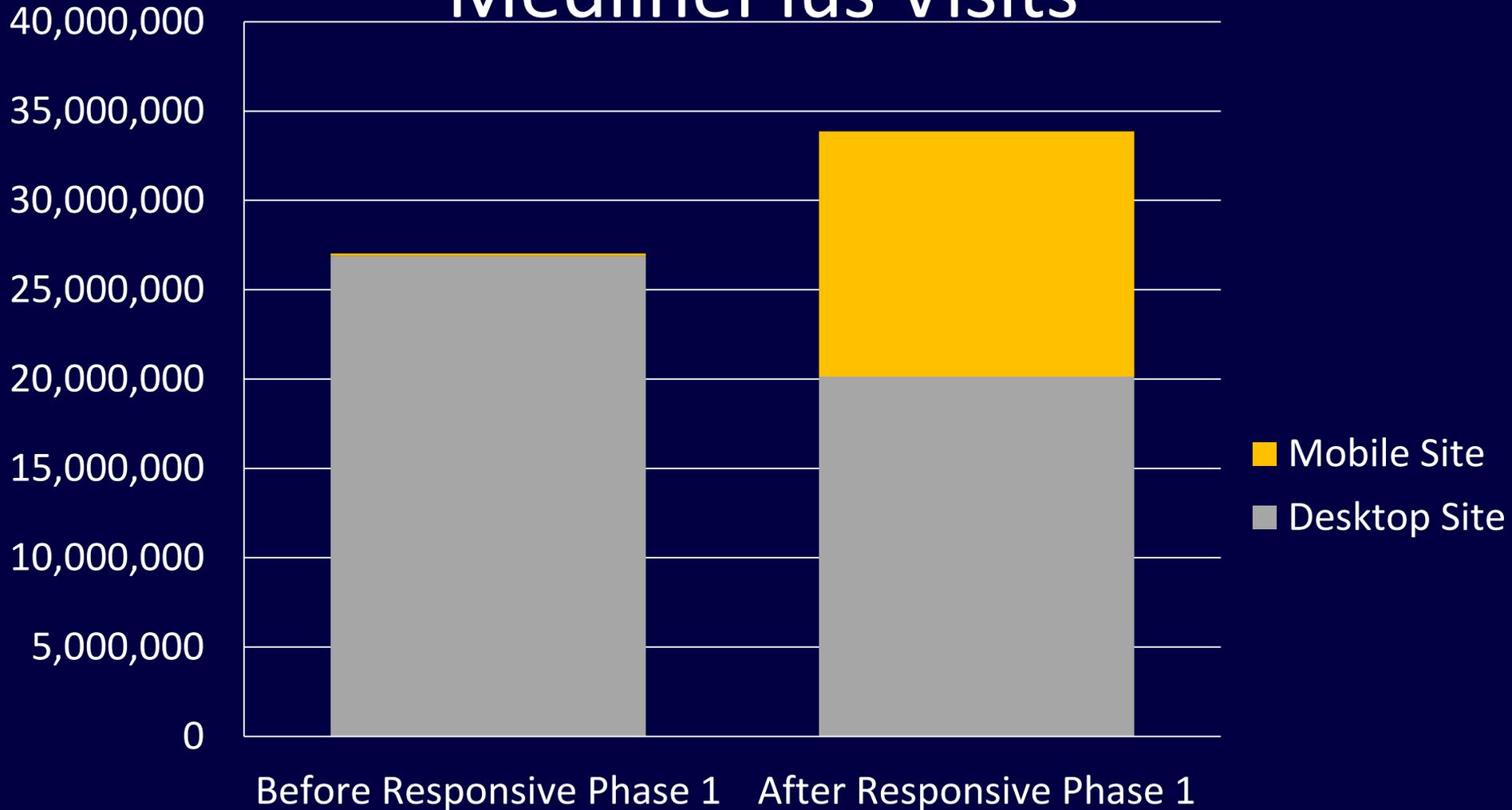
What we are seeing

- Immediate increase in usage
 - Large increase in mobile site usage
 - Some decrease in desktop site usage
- Significant jump in satisfaction scores of mobile users

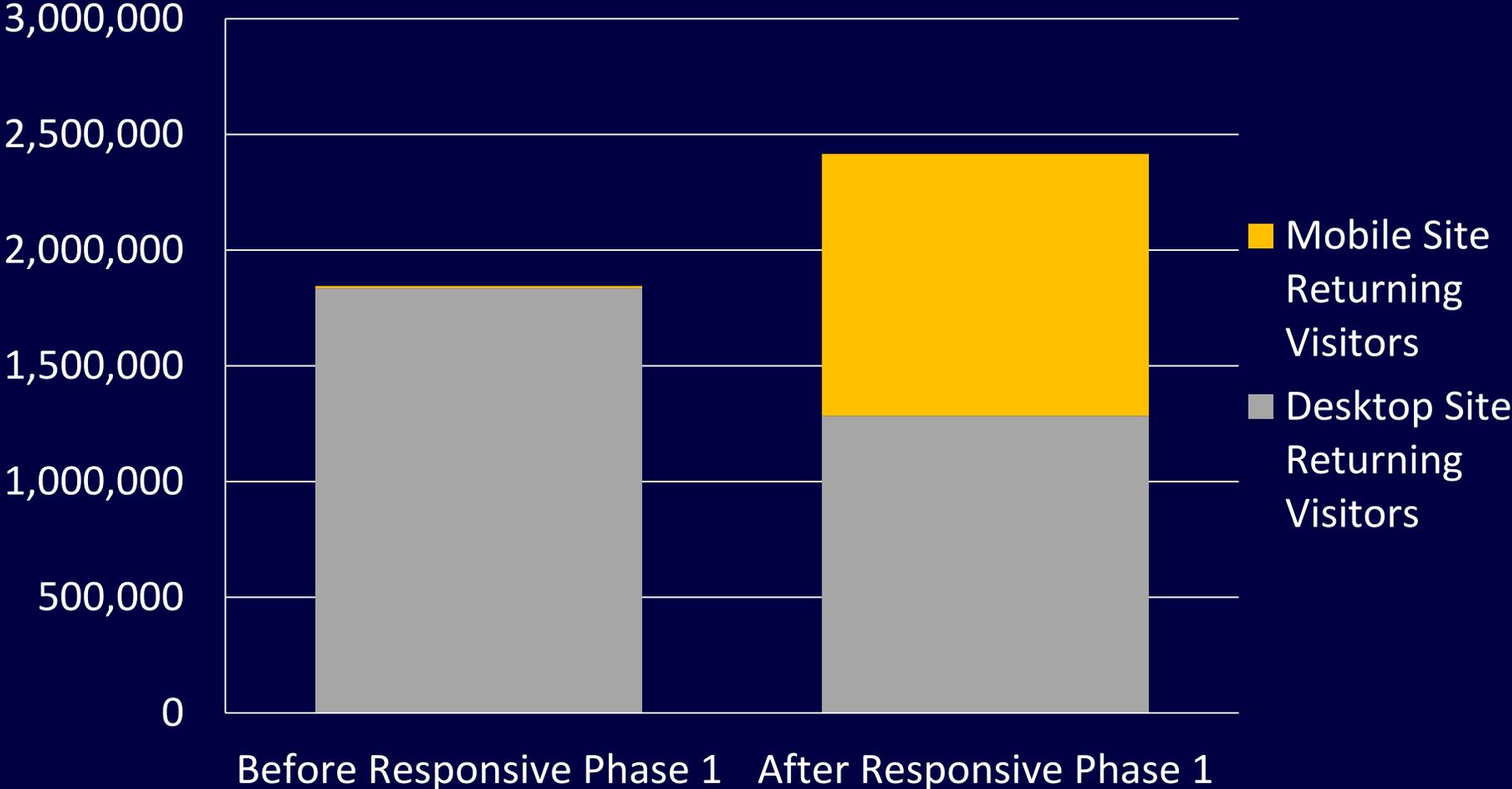
MedlinePlus Visitors



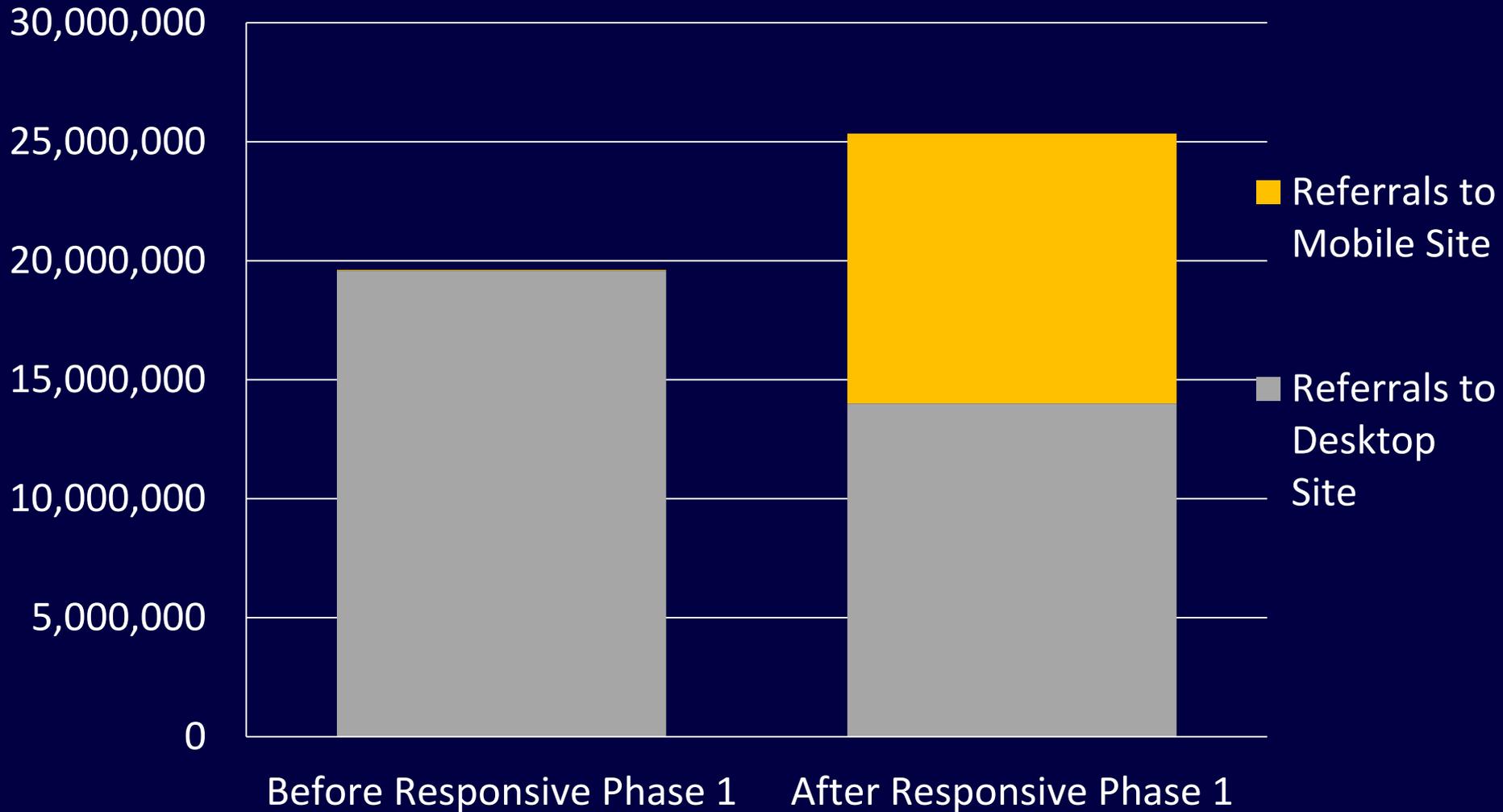
MedlinePlus Visits



Visitors Who Visited More Than Once



Referrals from Google



Increased Mobile Usage – Why?

- Full site content released to mobile site
- Canonical link standard
- Google refers users on mobile devices to mobile sites
- Better mobile experience = increased loyalty
- Google to rank mobile-friendly sites higher starting this Spring

M+ Mobile ACSI Customer Survey

NIH U.S. National Library of Medicine



Menu  Search  Español



Health Topics
Find information on health, wellness, disorders and conditions



Drugs & Supplements
Learn about prescription drugs, over-the-counter medicines, herbs, and supplements



Videos & Tools
Discover tutorials, health and surgery videos, games, and quizzes



Customer Satisfaction Survey

Thank you for visiting www.medlineplus.gov. You have been randomly selected to take part in this survey to let us know what we are doing well and where we need to do better. Please take a minute or two to give us your advice. The feedback you provide will help us enhance our site and serve you better in the future. All results are strictly confidential.

*Required questions are denoted by an **

1: *Please rate the **accuracy of information** on this site.

1=	2=	3=	4=	5=	6=	7=	8=	9=	10=	Excellent=10	Don't Know
<input type="radio"/>											

2: *Please rate the **quality of information** on this site.

1=	2=	3=	4=	5=	6=	7=	8=	9=	10=	Excellent=10	Don't Know
<input type="radio"/>											

3: *Please rate the **usefulness of the information provided** on this site.

1=	2=	3=	4=	5=	6=	7=	8=	9=	10=	Excellent=10	Don't Know
<input type="radio"/>											

4: *Please rate the **convenience of the information** on this site.

1=	2=	3=	4=	5=	6=	7=	8=	9=	10=	Excellent=10
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ACSI Overall Satisfaction

Satisfaction Summary
MedlinePlus Mobile Site
June 24, 2014 - October 21, 2014
Filter: No Filter
N: 1,399

(Click on an Element name to change the data in the chart below)

Elements	Score	Impact on C.S.
Content	87	NA
Functionality	83	NA
Look and Feel	82	NA
Navigation	81	NA

Customer Satisfaction
83

Impact on F.B.	Future Behaviors	Score
NA	Recommend	88
NA	Return	90

Satisfaction Summary
MedlinePlus Mobile Site
October 22, 2014 - February 10, 2015
Filter: No Filter
N: 1,393

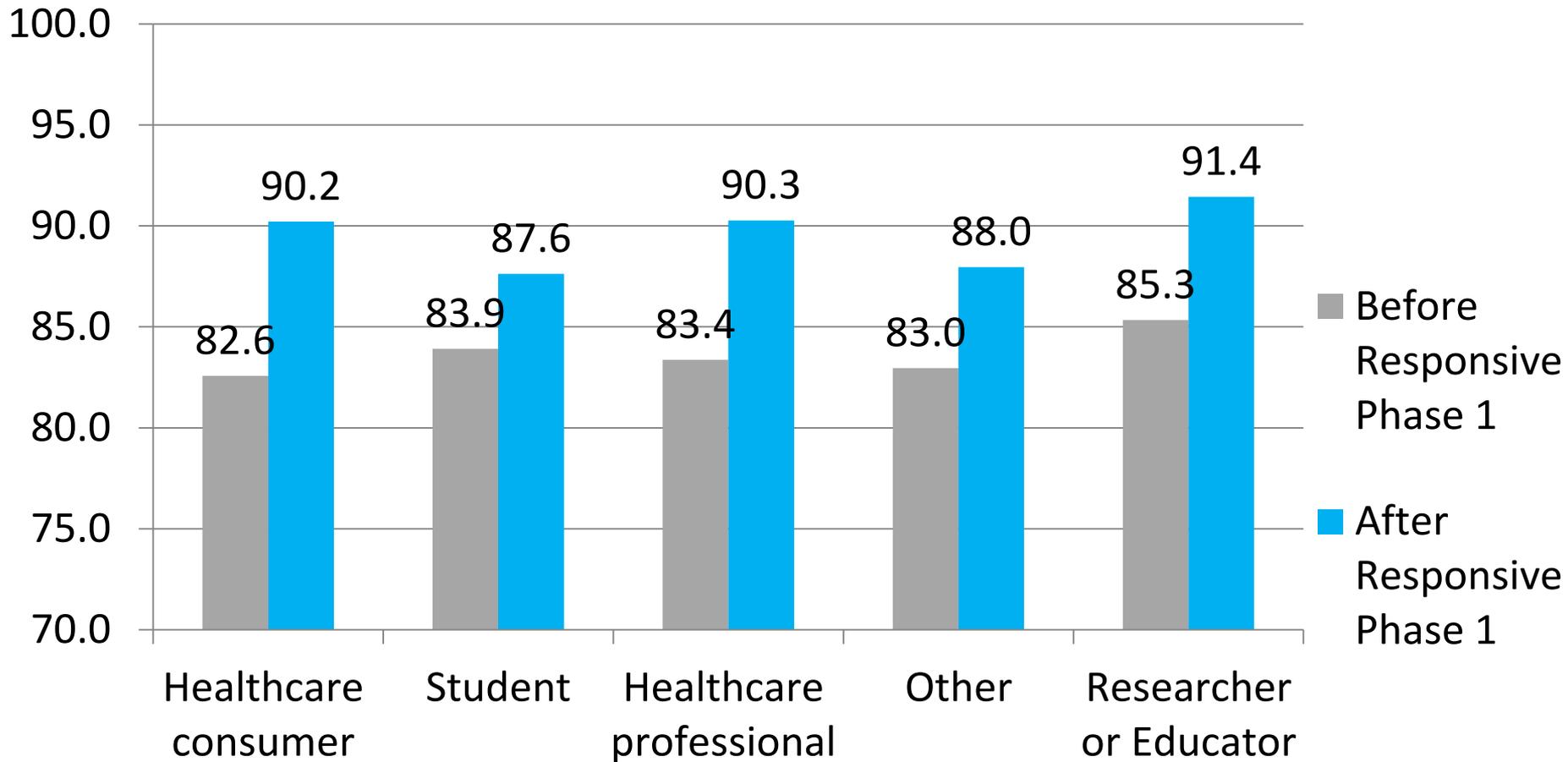
(Click on an Element name to change the data in the chart below)

Elements	Score	Impact on C.S.
Content	90	NA
Functionality	89	NA
Look and Feel	88	NA
Navigation	88	NA

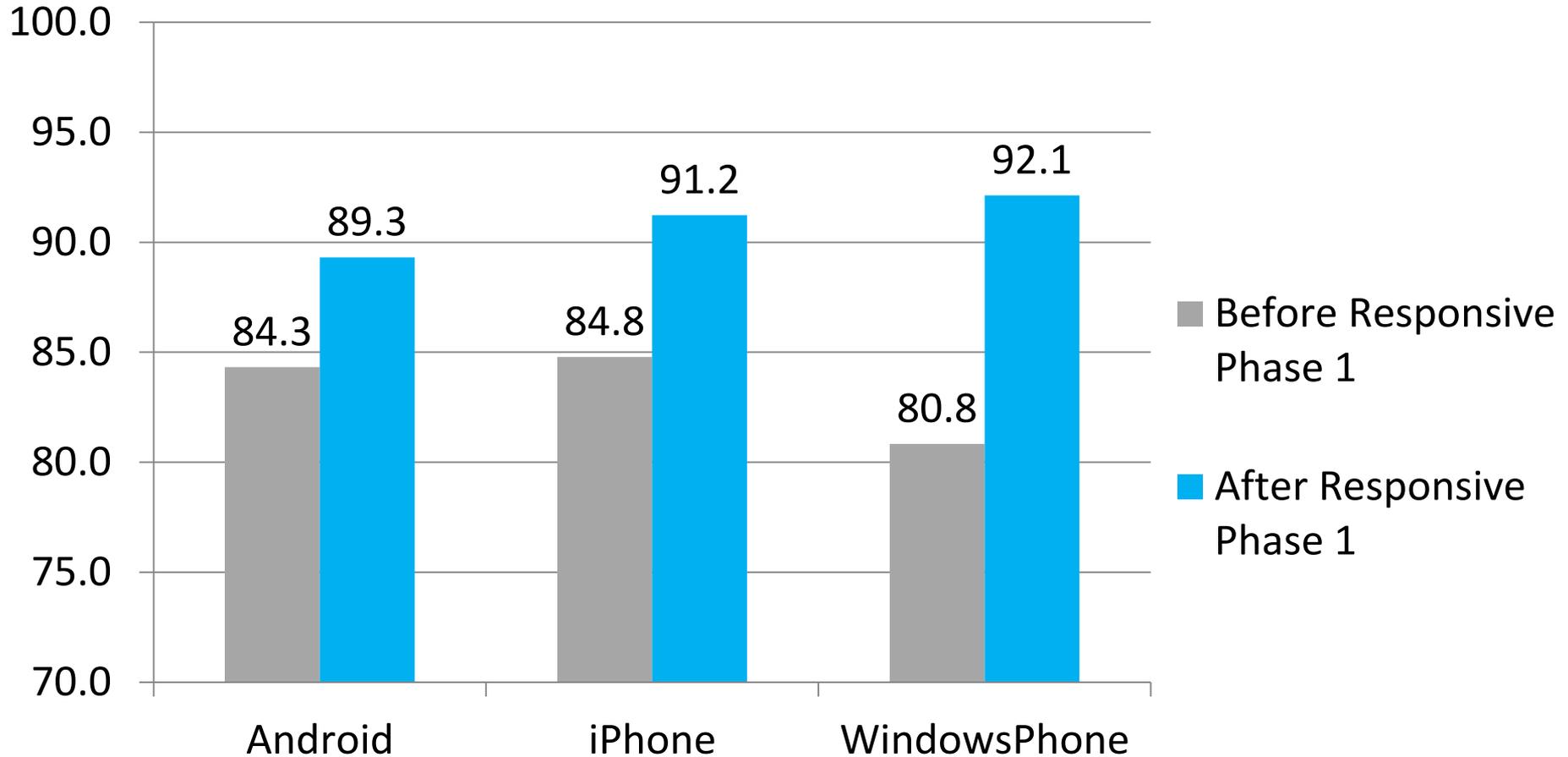
Customer Satisfaction
89

Impact on F.B.	Future Behaviors	Score
NA	Recommend	92
NA	Return	94

Average Satisfaction by Role



Average Satisfaction by Device



Compared to other mobile sites?

How does your experience on this mobile site compare to your experience using other mobile sites?
October 22, 2014 - February 10, 2015
N: 1,393

		Responses	Proportion
Better		1,127	81%
About the same		186	13%
Not sure		74	5%
Worse		6	0%
Total		1,393	

Phase One

1 column design for smartphones



Phase Two

2 column design for tablets In progress

3 column design for desktop In progress

Phase Two

October 2014: Started design & programming of 2 column and 3 column views

April 2015:

- Release fully-responsive version of desktop site with three thresholds to desktop site location (medlineplus.gov)
- Dismantle mobile site (m.medlineplus.gov)

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