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Content Strategy

2021-2022 Portfolio



Radically simplifying the digital patient journey

THE CHALLENGE

Our client, a \$14B regional health system, approached Cognizant to provide a strategic analysis of its public-facing web presence that would lead to a revised design and CMS migration. The client suspected its current web presence was not optimized to attract, engage, and convert new patients into the system. Cognizant teams conducted audits of the client's UX, SEO, and content and created a roadmap for transformation. Based on the insights revealed through this process, the client selected Cognizant to design the new website, transform its content, and execute the content migration.

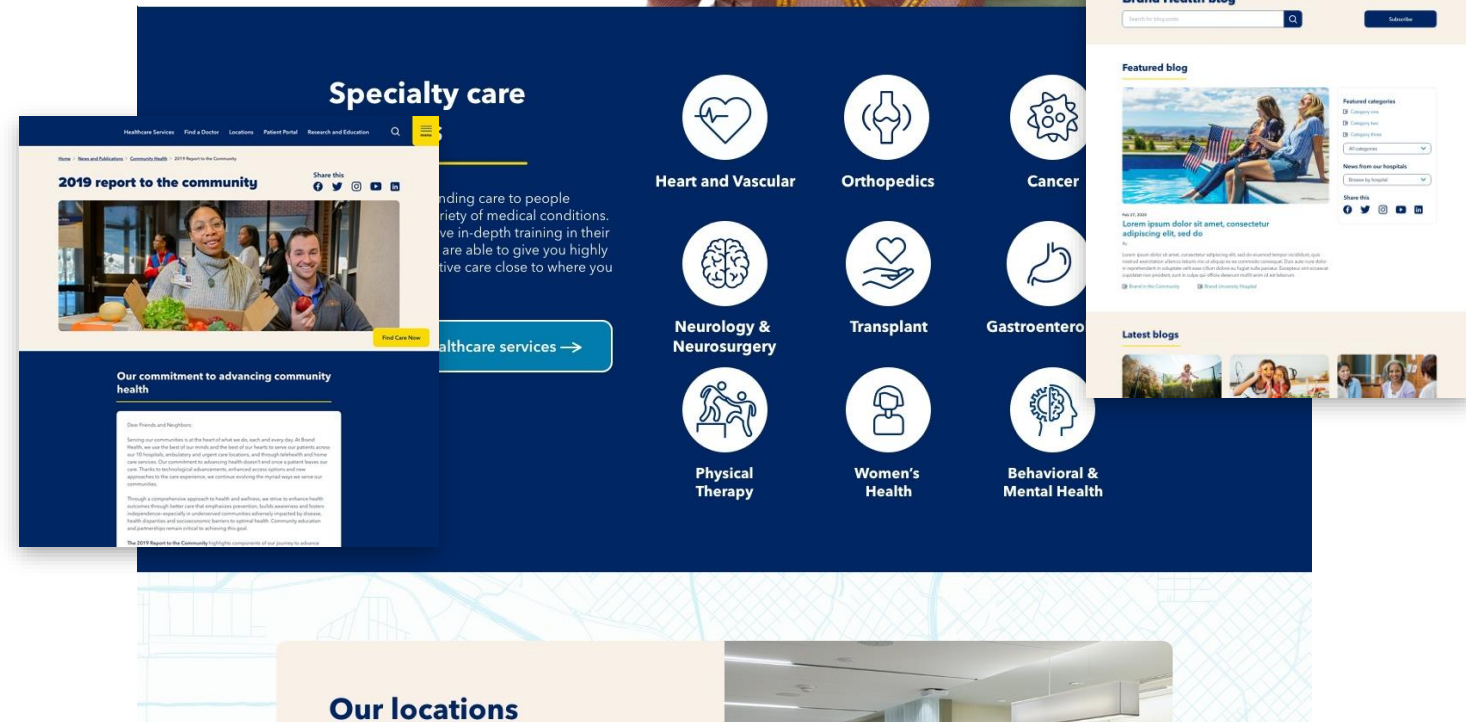
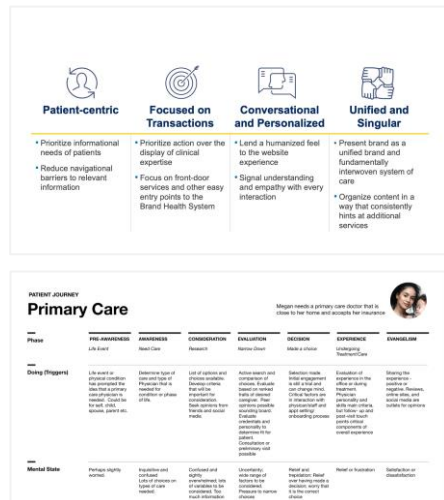
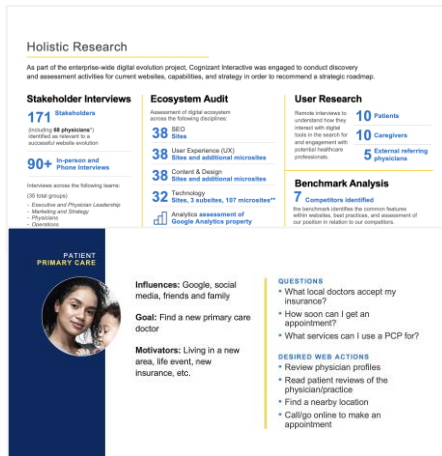
WE DELIVERED

Cognizant's content strategy and design teams synthesized these strategic insights and delivered a mobile-first, patient-centered, unified web experience that combines more than 40 unique domains into one single domain. A digital design system was established that eliminated inconsistencies that would bewilder patients. Navigational elements mapped to patient needs were elevated and gave patients the ability to take action at any time with call-to-action buttons that follow them down the page. These strategic choices were all driven and guided by the content blueprint delivered by the content strategy team.



insight to experience

Our content strategy team led stakeholder interview sessions and conducted a massive-scale content audit on the 40 web domains. The team synthesized its findings and recommendations into a content blueprint that drove the entire project going forward, as well as content strategy and experience principles, a sitemap, and content creation guidance for every content type. Content strategy also actively drove the design process, ensuring all of the templates designed could meet the client's expansive content needs.





CONTENT
STRATEGY



DESIGN



CONTENT



DELIVERY

Redefining the digital bank customer experience

THE CHALLENGE

A multimillion-dollar banking corporation set its sights on creating a premium customer-driven digital bank aimed toward a prominent yet often “overlooked” generation X. They needed an eye-catching, yet simple design and clear content strategy to highlight the brand’s direction of putting a fresh spin on how online banking is done. Through a streamlined and connected experience, the bank promises market-leading interest rates and white-glove level customer service.

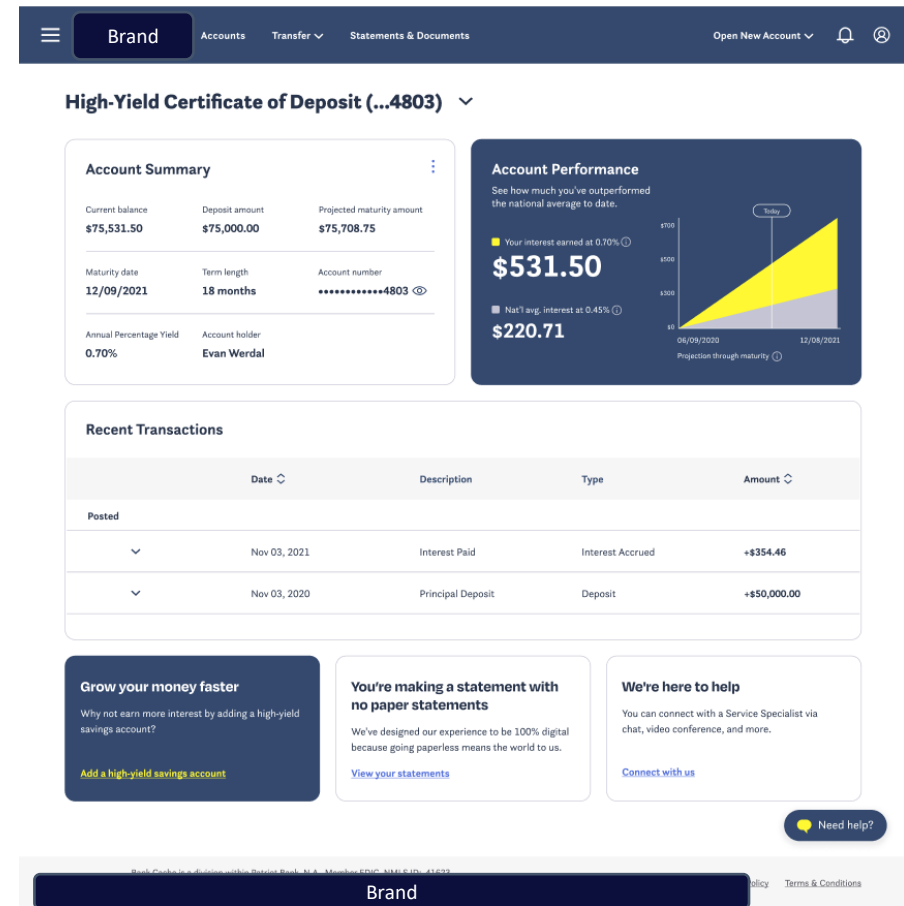
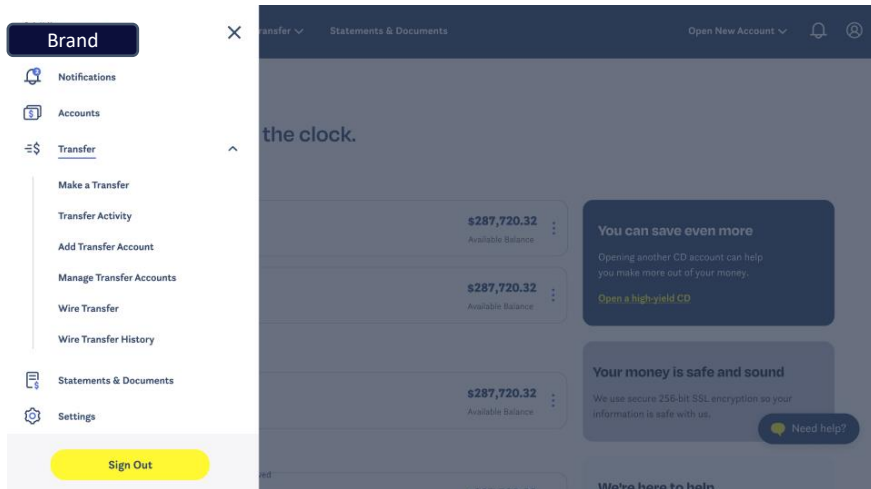
WE DELIVERED

We brought the brand to life through engaging design and complimentary, clear content that placed emphasis on what the digital bank had to offer and the journey the user was going to experience. Our content ranged from inviting and conversational when it came to onboarding users to personalized content on account-specific pages aimed at letting customers know what opportunities were available to them. We created a streamlined, nimble content strategy that effectively guides new customers through all the steps to immediately start saving and engages them when they come back to update or manage their account.

What we'll need.'. It includes input fields for 'Mobile phone number' (with '555-123-4567' entered) and 'Last 4 digits of your SSN or ITIN'. There is a dropdown menu for 'Account type' set to 'Individual Account'. A checkbox is checked, stating 'I have read and agreed to the [Site Terms](#), [Privacy Policy](#), [e-Sign](#), and [Text Messaging](#) agreements.' A 'Continue' button is at the bottom right. A small lock icon and text state 'Your information is protected with 256-bit SSL encryption'. A footnote at the bottom reads '*APY may change at any time before or after account is opened.'"/>

insight to experience

Our research and strategy revealed an opportunity to curate content that complimented the design when it came to addressing the digital needs of specific audiences. Workshops, interviews, and consistent communication through Cognizant led to many iterations and QA sessions that helped to stitch together a once-fragmented digital experience in a cleaner fashion.





CONTENT
STRATEGY



DESIGN



MICRO
CONTENT



DELIVERY

Expanding the online offerings for a major insurance company

THE CHALLENGE

A top Fortune 500 company in the insurance industry wanted to expand their portfolio of policies that are offered online through self-service checkout. They also wanted to address a pain point in their funnel that was seeing higher than desired drop-off.

WE DELIVERED

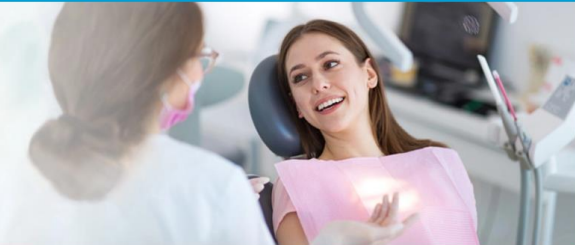
Our team worked in close conjunction with design and development teams and the C-suite at the company to create a clear and easy to use product that highlights their key policy offerings.

Brand

High Contrast

Brand

Products



Good oral, vision and hearing care is a key step in maintaining your overall health

Your product options

State

Age

Covering

Georgia

48

Me, My Spouse & Children

Update

Accident Insurance

Critical Illness Insurance

Cancer Insurance

insight to experience

Highly-complicated insurance policies were analyzed, and the most marketable items were presented as selling points for clients in a highly-structured design.

Research was conducted so that the offerings would stand out when compared to the competition. Promotional micro-content was also created for the experience. In all, the pain point regarding funnel drop-off was solved through a redesign of the product pages to better highlight the offerings.

Brand

Logout

Dental Insurance Plan Options

Covers you for routine care as well as unexpected dental costs.

State: Georgia
Age: 48 yrs
Covering: Me, My Spouse & Children

Basic
\$16.93/month

Plus
\$45.75/month

Elite
\$71.25/month

Vision & Hearing Added

Annual Vision Exam ¹	—	100% covered After \$50 copay	100% covered After \$50 copay
Frames/Lens/Contact Allowance	—	No waiting period \$150 per 24 months	No waiting period \$250 per 24 months
Annual Hearing Exam ²	—	No waiting period \$75 reimbursement	No waiting period \$75 reimbursement
Hearing Aids/Repair Allowance	—	12 month waiting period \$500/year	12 month waiting period \$500/year
Hearing Benefits Deductible	—	\$25/year	\$25/year

Preventive Dental Care

Includes two dental exams and cleanings, plus annual x-rays. Sealants are covered for those 16 and under.

No waiting period
100% covered

No waiting period
100% covered

No waiting period
100% covered

Basic Dental Care

Includes fillings and simple extractions, emergency treatment and basic oral surgeries. Waiting period applies for initial year of coverage only.

Year 1
Year 2
Years 3+

6 month waiting period
50% covered
50% covered
50% covered

6 month waiting period
60% covered
70% covered
80% covered

6 month waiting period
60% covered
70% covered
80% covered

Major Dental Services



CONTENT
STRATEGY



DESIGN



INFORMATION
ARCHITECTURE



DELIVERY

Bringing brands together

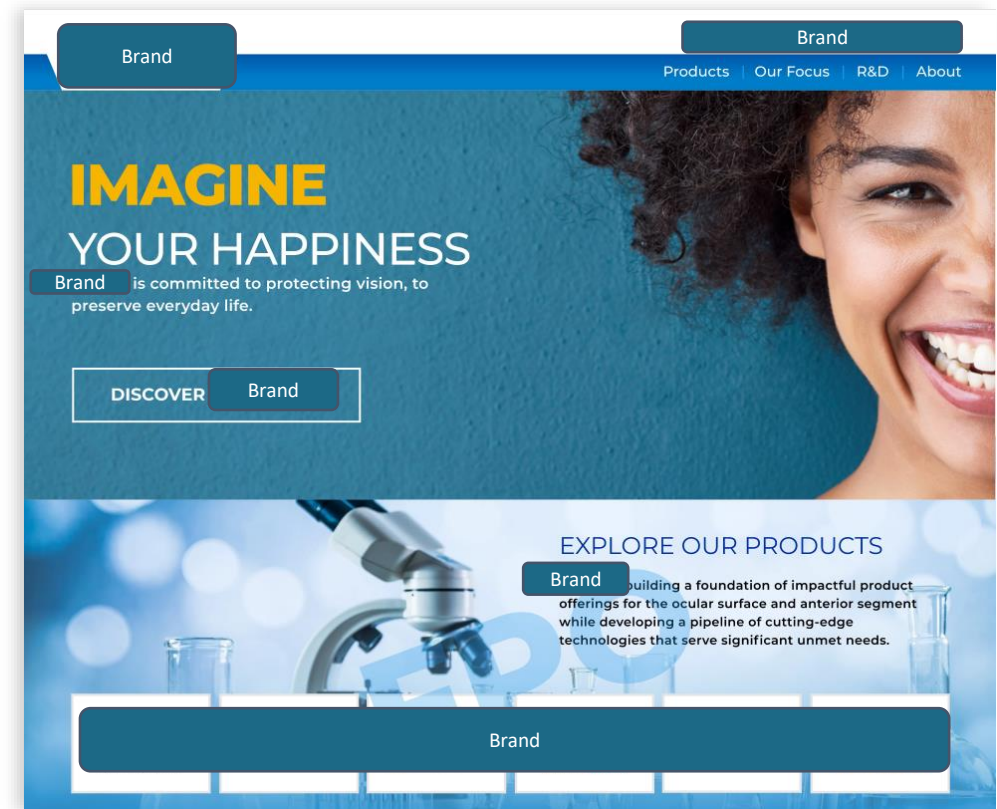
THE CHALLENGE

A large international pharmaceutical company approached our team after acquiring a USA-based pharmaceutical company specializing in eye disorders.

The USA-based company had created unique branding for each of its products which were spread across many micro-sites. They desired to have all the various products presented under the new corporate brand while maintaining each sub-brand's voice and tone.

WE DELIVERED

We created a new information architecture for the site which better showcased their new USA products. We also changed the emphasis of the homepage content to match their image as an emerging power in their vertical where before they were research focused.



insight to experience

Our research found that some of the product organization could be clarified to better serve a more diverse type of clients. The pages were previously voiced to speak to scientists and doctors. This was updated to provide a better experience to patients who would be using the treatments.

Strict guidelines had to be followed regarding the marketing claims that could be made about the products because of the highly regulated nature of the industry.

Our work better highlighted the information that the site's future users will need and created a better overall flow to the sight layout.

