Avanir.com Refresh

Stakeholder Interview Findings

Submitted to Bhavik Gupta, Sr. Director, Enterprise PMO

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Overview

- What was done
- The Parameters
- The Methodology
- Questions and Responses
- High-Level Synopses

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What was done

As part of the Avanir.com refresh discovery process, ICF Next engaged with several stakeholders identified by internal contacts at Avanir in a variety of disciplines

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The Parameters

We were provided access to nineteen Avanir employees from Executive Leadership, Communications, Medical, Legal, and Compliance roles and conducted interviews in eight different sessions between April 29 and May 16, 2019

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The Methodology

General questions about current and future states of the site were posed to each of the groups and individuals.

In addition, questions relating to individual's specific roles were posed regarding current state of Avanir.com and how the refresh might impact their respective roles.

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Questions and Responses

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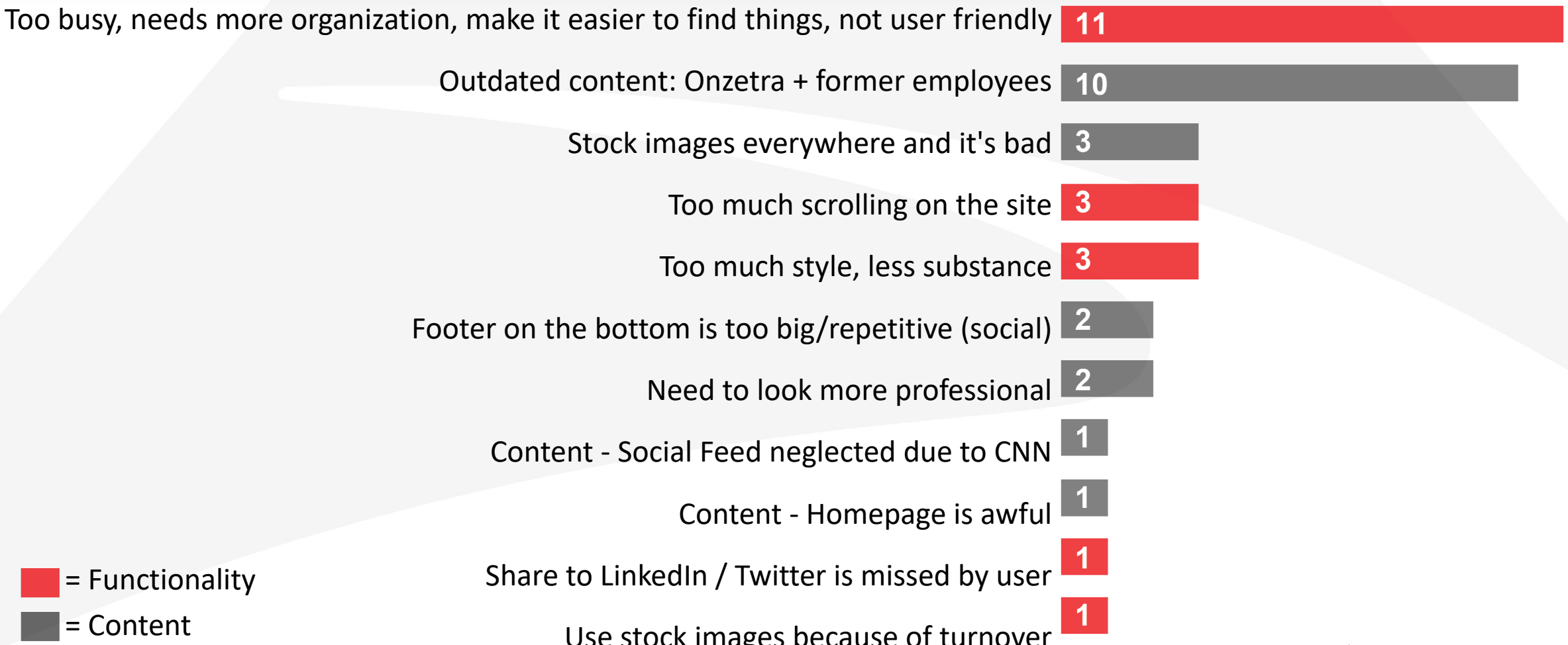
General Site Feedback



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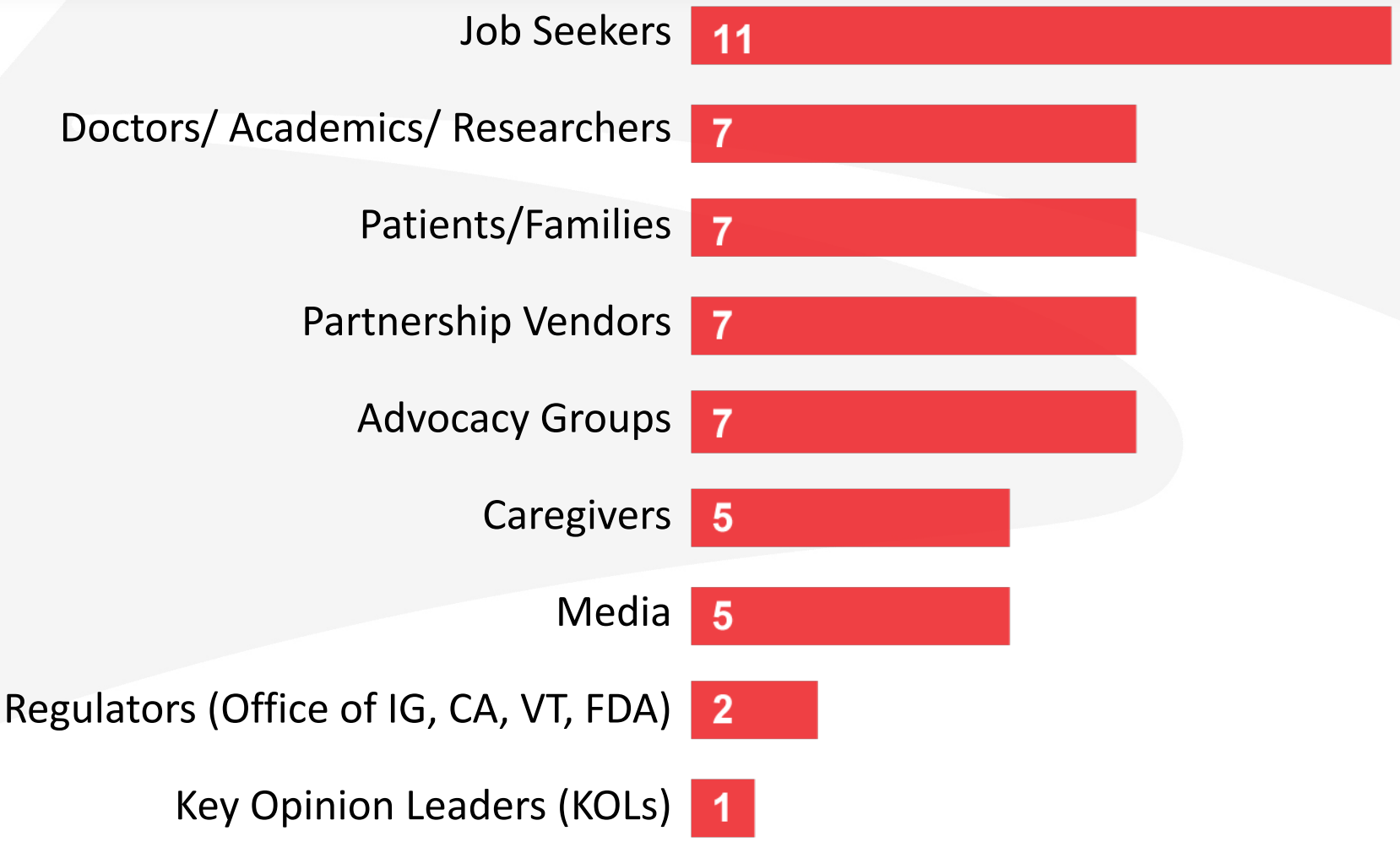
Audiences



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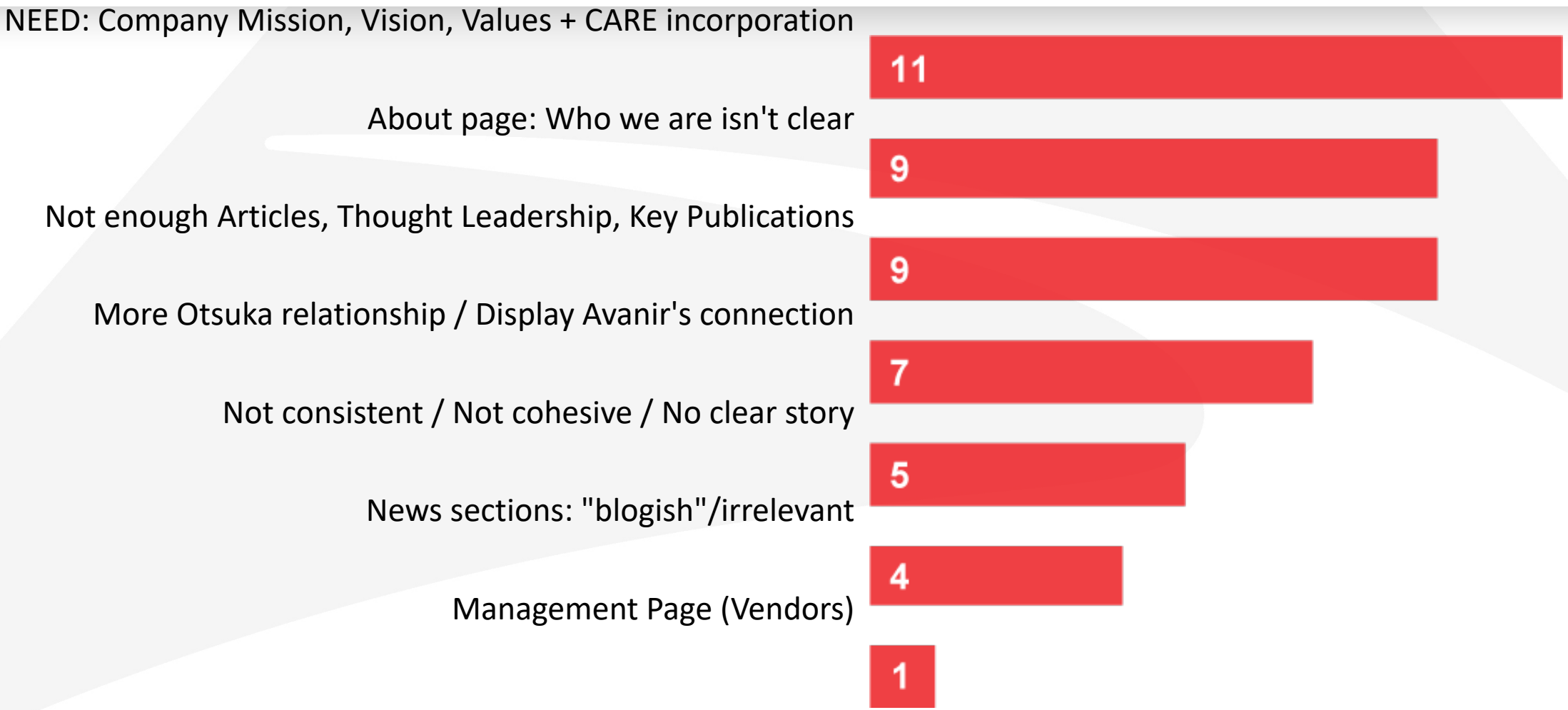
Content – Avanir Identity & Otsuka



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Content – Job Seekers



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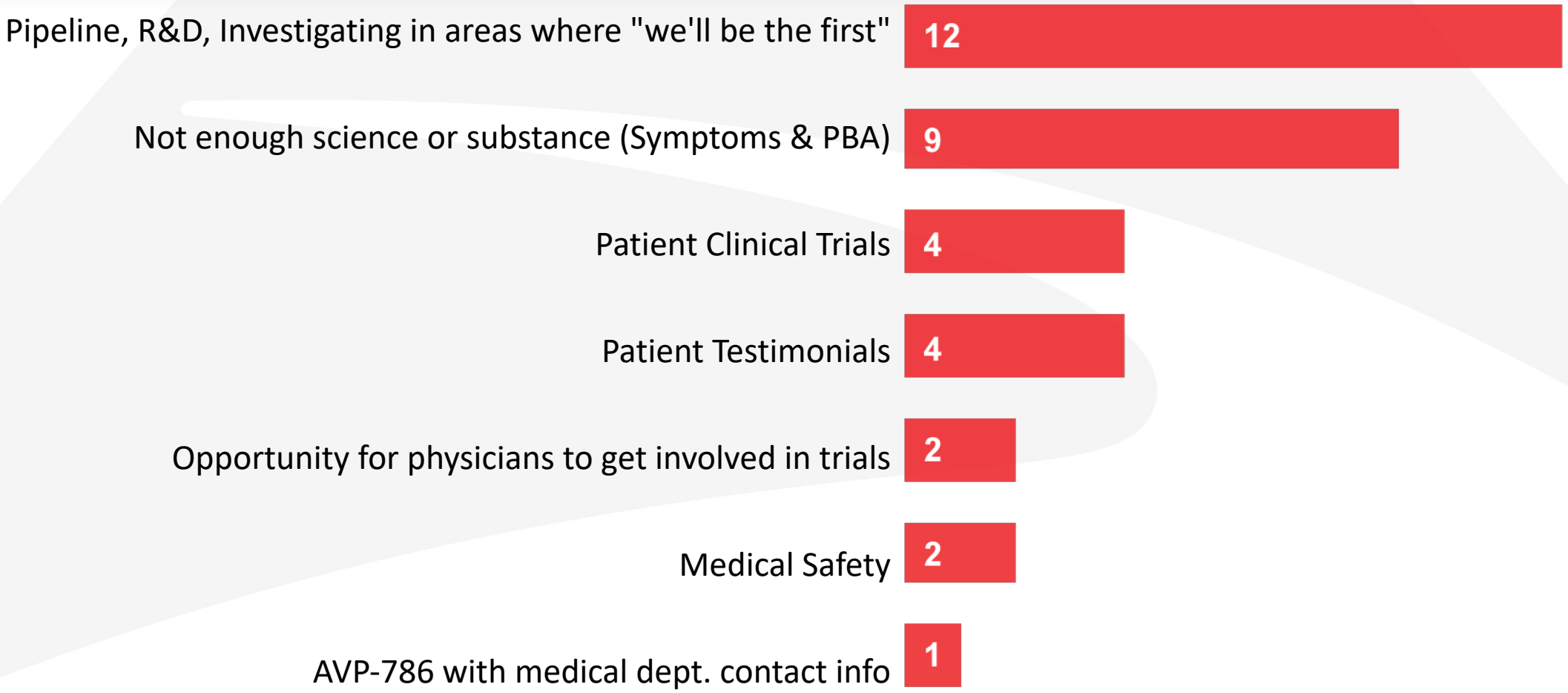
Content – Science/Research



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Thank **you!**

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Appendix

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Interview Questions

Intro

- Can you tell us a little bit about your role at Avanir and how your role connects to Avanir.com?
  - What are your responsibilities?
  - What types of tasks do you handle?
  - What teams do you interact with regularly?
- What's the biggest challenge you currently face in your role that Avanir.com might address?

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Interview Questions

Background, Vision, and Business goals

- Describe the purpose of the Avanir.com Refresh in your own words.
  - What purpose does Avanir.com serve in helping the organization achieve its objectives?
  - In your own words, what is the objective of avanir.com?
  - What, if anything, are you most excited about regarding the Avanir.com Refresh project?
  - In what ways would you change Avanir.com to make it better than it is today?
- Using a few key words, how do you think people currently describe the Avanir brand?
  - How do you want people to describe the Avanir brand?
  - Where do you see Avanir as a company in 5-10 years?
- What company(s) would you consider to be Avanir's most direct competitor(s), and why?
- How do you want Avanir to stand out from other companies in the CNS space?
- What do you think Avanir should communicate through its website?

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Interview Questions

Success / Failure

- What's the most important thing for us to get right?
  - How will we know if we are successful?
  - How would you define what success looks like for Avanir.com?
  - What are some ideal/dream outcomes for Avanir.com Refresh project?
- What actions, if any, do you want users to take when they visit Avanir.com?
  - What metrics would you use to measure success on Avanir.com? What would be considered a "conversion" on Avanir.com? e.g. if I have a website for a landscaping business, I might measure conversion by the number of emails I receive for quotes.
- Where/how might Avanir.com fail?
  - What's the worst thing that could happen with Avanir.com?
  - What is the worst outcome you can imagine for this project?

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Interview Questions

User Experience / Content (1 of 2)

- How would you characterize the target audiences of Avanir.com?
  - What feedback, if any, has Avanir received from users regarding Avanir.com?
  - What content is currently most successful with your users on Avanir.com? By segment?
  - Describe the voice we should use with these audiences. Should it be the same for all segments? If not, how should it differ?
  - What audiences do you want to attract?
- What do you feel is currently working well on Avanir.com?
  - What are problem areas of the homepage and content pages that make them less effective?
  - What are some problem areas you think could be solved with design?

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Interview Questions

User Experience / Content (2 of 2)

- Have you looked at Avanir.com on Mobile?
  What do you feel is working well on the mobile experience and what is not?
  - What would you like to see changed or improved in the mobile of Avanir.com?
- What content or elements on the existing site would you consider a "must have"? “Must-remove”
- What is the current messaging strategy on avanir.com?
  - What, if anything, do you think is good and what, if anything, could be improved?
- In general, do you have a favorite website? What is it and what do you love about it?

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Interview Questions

MLR / Compliance

- What content, if any, do we need to keep for legal, regulatory or other purposes?
- Are there plans to introduce new content types in the future?
- What is the difference, if any, between MLR and Compliance?
- What pages/content/elements are you required to publish for compliance with govt?
- What type of content would be considered “off-limits” to publish? i.e. HIIPA Security Rules or what permissions would that require?

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