

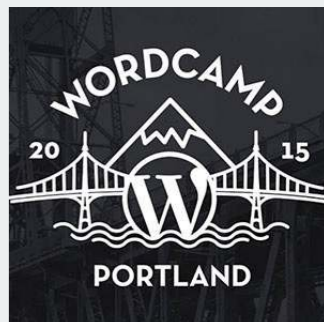
# Improving Web Usability in the Search for a Cure



# INTRODUCTION

## Example websites in this presentation:

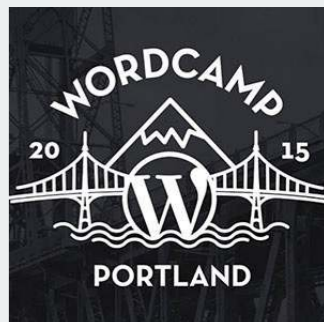
1. **Novian Health** - laser therapy for breast cancer
2. **StemCultures** - stem cell e-commerce store (via The Neural Stem Cell Institute)
3. **The Stem Cell Podcast** - podcast about stem cells (also via NSCI)



# MINIMALISM

"Above the fold" is becoming less and less of a "rule."

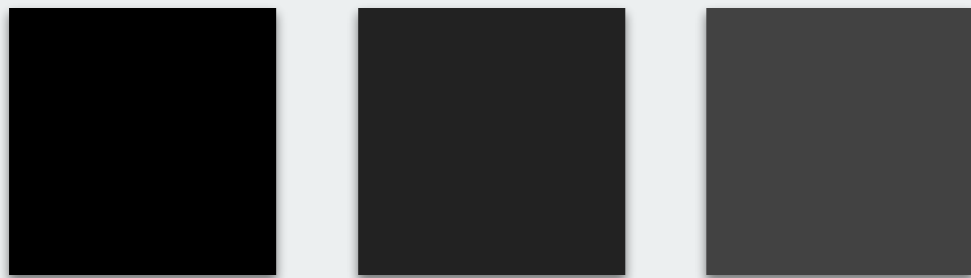
- **Use whitespace** generously around the outside.
- **Use padding** generously between elements. Give them "breathing room."
- **Use the following sparingly:** top-level navigation items, social sharing buttons, ads, form fields. The more clutter you have, the more things there are to distract your visitors from your website's goal.



# CONTRAST: BLACK AND WHITE

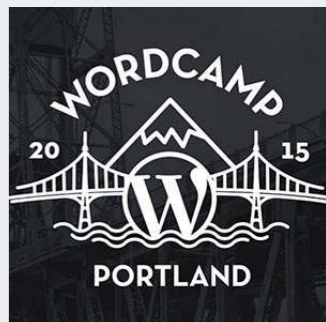
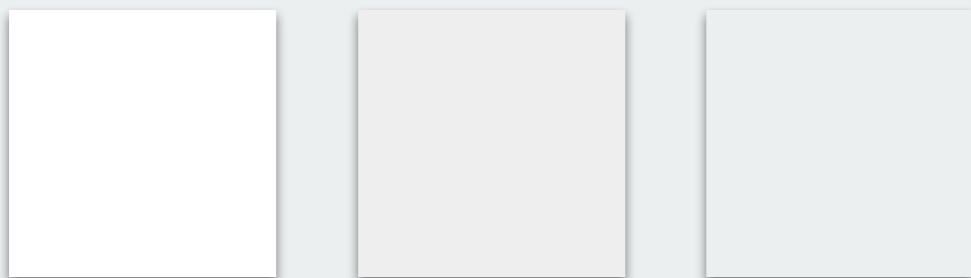
**Avoid using 100% black (#000) for text or backgrounds.**

Instead: dark gray (#222 or #333).



**Consider using off-white instead of 100% white (#fff).**

Instead: light gray (#eee) or "clouds" (#ecf0f1).



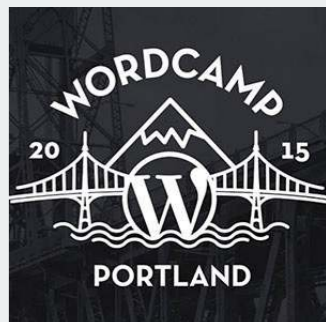
# COLOR

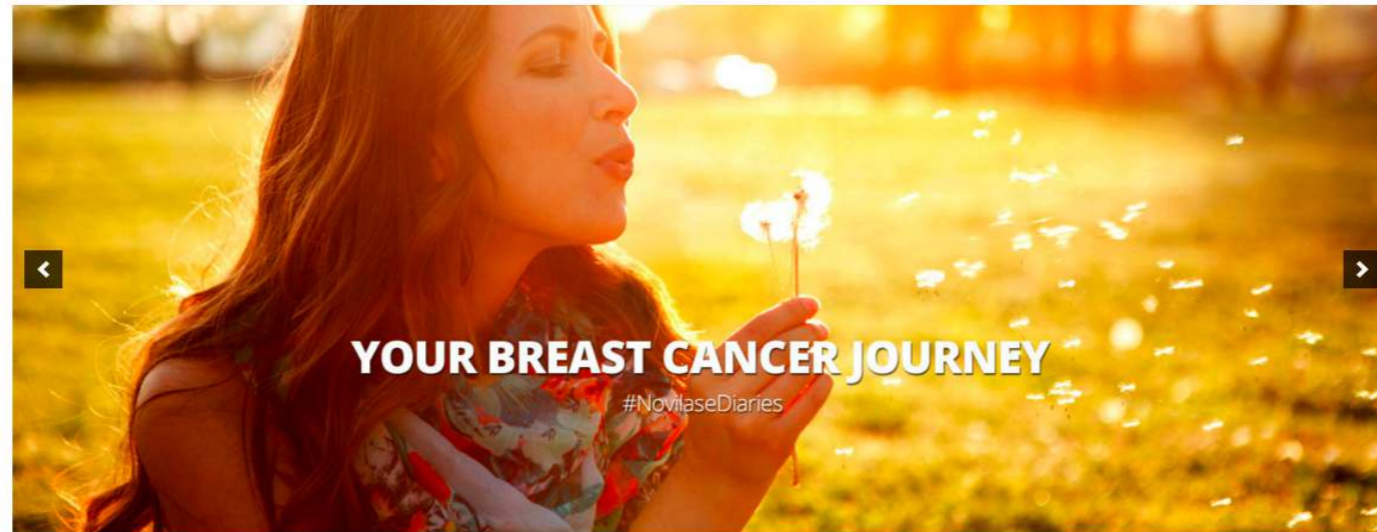
**Adobe Color CC:** <https://color.adobe.com/create/color-wheel/>

Tool for finding complementary colors, analogous colors, color shades, etc.

**Color Theory for Designers:** <http://www.smashingmagazine.com/2010/01/28/color-theory-for-designers-part-1-the-meaning-of-color/>

3-part series explaining color theory in web design.





### NOVIAN HEALTH IS A LEADING COMPANY IN IMAGE-GUIDED LASER TUMOR THERAPY

Its vision is to establish laser therapy as an enabling technology, leveraging advances in diagnostic detection techniques, to allow for the treatment of smaller tumors at earlier stages for the benefit of the patient. Currently Novian Health is focused on providing women with a minimally invasive alternative to surgery for cancerous and non-cancerous breast tumors. Other indications are also being explored for clinical uses and approvals.



Novian Health is working to provide new options in tumor therapy with ongoing international clinical trials to evaluate Novilase<sup>®</sup> laser therapy as a treatment for early stage breast cancer.

In addition, Novian Health has already received FDA 510(k) clearance for the treatment of benign breast tumors. A registry has been initiated to collect additional information on benign tumors and patients are being treated at centers around the U.S.

### CONTACT US

**Address:** 430 West Erie Street, Suite 500  
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**Email:** [info@novianhealth.com](mailto:info@novianhealth.com)

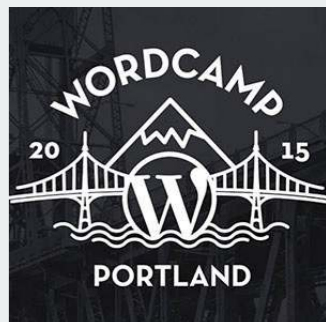
### LATEST NEWS

- [Novian Health President & CEO Interviewed by Med Device Insights \(Dec 2014\)](#)
- [Walter Reed Bethesda Joins Novilase Clinical Trial \(9 Sept 2014\)](#)
- [Novian Health Wins Acclaim from Frost & Sullivan for Novilase Interstitial Laser Ablation Therapy for Early-Stage Malignant Breast Tumors \(2 Sept 2014\)](#)



# READABILITY

- **Color.** There should be high contrast between text and background colors.
- **Font sizes.** The text should be easy to read at a distance.
- **Font weight.** There's more than just normal and bold.
- **Letter spacing.** This can make a big difference, especially in headings.
- **Line height.** Recommended ratio: 1.6. (Golden Ratio: 1.618)
- **Paragraph and heading margins.** This is the space below paragraphs and headings. Recommended: at least as tall as one line of body text.





# FONTS

- The font should be easily legible. Avoid script fonts, except in logos.
- Default web fonts (Arial, Times New Roman, etc) make your site look old.
- **Google Web Fonts** are high quality and (relatively) easy to set up.
- Some of my favorites: Dosis, Lato, Montserrat, Nobile, Noto Sans, Open Sans, Oswald, Oxygen, PT Sans, Questrial, Raleway, Roboto, Ubuntu, Yellowtail.
- Absolutely do not use: Comic Sans, Lobster, or Papyrus.

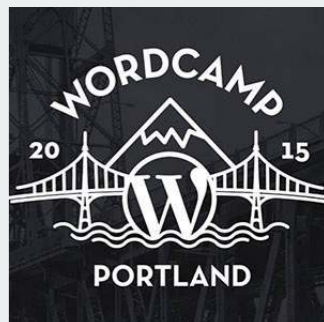
**How a Web Design Goes to Hell:** [http://theoatmeal.com/comics/design\\_hell](http://theoatmeal.com/comics/design_hell)





# CALLS TO ACTION

- Use a large button with a strong, high-contrast color. It should **stand out** from your content and design.
- Don't use too many different calls to action. Ideally, just one per page (maybe repeated).
- The text you use is important. Use "Send" instead of "Submit", use "Join" instead of "Subscribe", etc.





**LISTEN TO THE LATEST STEM CELL  
PODCAST FROM DR. CHRIS FASANO**





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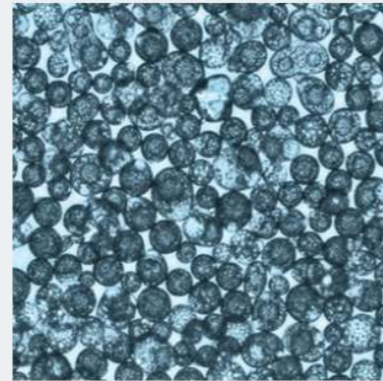
0

Share



25

Share



## Stem Beads® FGF2

\$125.00–\$289.00

0 SB501 1ml Trial \$125.00

0 SB500 3ml \$289.00

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### Product Description

Stem Beads® FGF2 is a revolutionary growth factor supplement that offers a more efficient way to grow FGF2 dependent stem cell cultures. Already verified in some of the top stem cell labs in the USA, this supplement delivers a steady release of growth factor into your media of choice creating a more stable environment allowing for:

- Reduction of Media Changes by 67%
- Better Quality Cultures by Reduction of Spontaneous Differentiation
- Use of Your Favorite Media, No Change of Culture Conditions.

[Product Information Sheet](#)

[hPSC Feeder Free Data/Protocol](#)

[hPSC Feeder Data/Protocol](#)

[Neural Stem Cell Data/Protocol](#)

[Frequently Asked Questions](#)

[Published Paper](#)

### Shipping & Handling Rates

\$50USD flat rate- Domestic

\$125USD flat rate- International

[Contact us](#) for volume discounts.



#### Recent Posts

- [3rd Annual Next-Gen Stem Cell Conference- Registration OPEN!](#)
- [Happy Holidays and a Happy New Year from StemCulture – A Special Offer for You](#)
- [StemCulture COO Christopher Fasano Finishes as a Finalist for 2014 Stem Cell Person of the Year](#)
- [Save the Date: The Next Gen Stem Cell Conference to be Held Once Again in Saratoga, New York in 2015](#)
- [StemBeads FGF2 Testimonials from Our Customers](#)

#### Categories

- [Cell culture \(4\)](#)
- [FGF2 \(9\)](#)
- [Life of a Stem Cell Scientist Series \(3\)](#)
- [Publications \(2\)](#)
- [recent blog post \(1\)](#)
- [Scientific Laboratory Information \(6\)](#)
- [Scientific Laboratory Management \(5\)](#)
- [Scientific Research Funding \(Grants\) \(2\)](#)
- [Stem Cell Conferences \(5\)](#)
- [Stem Cell News \(10\)](#)
- [Stem Cell Research \(1\)](#)
- [Stem Cell Scientist Career Development \(3\)](#)
- [StemCulture News \(13\)](#)
- [Uncategorized \(2\)](#)

[Leave us a message!](#) +

# HEADINGS: H1, H2, H3, ...

Heading tags show importance and establish a hierarchy for your content.

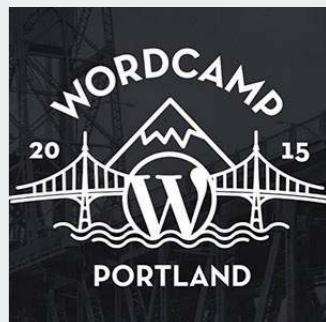
- **Heading tags are important for SEO.**
- H1 should be bigger than H2, H2 bigger than H3, etc.
- There should be noticeable visual differences between heading levels. Usually this is done with font size, but other attributes can work too.
- Example: Your body (paragraph) text has a font-size of 1.6rem. You might have your H1 font-size as 4.8rem, H2 as 3.6rem, and H3 as 2.4rem.
- Every page should have **one (and only one) H1 tag**, preferably at the top. Don't make your site title the H1 (except for the home page, in some cases).



# PARAGRAPHS

Most people don't want to read a "wall of text." Add some variation.

- **Never center large blocks of text**, and try to avoid them in the first place. Generally, don't center any text that wraps on to more than one line.
- **Justified text** (where both sides of paragraphs line up) rarely looks good on the web. It's best for newspapers with multiple columns of text.
- **Golden Ratio Typography Calculator:** <http://www.pearsonified.com/typography/>. As a general rule, don't go past 800px wide for body text.
- **"Walls of text"** can be broken up with headings, bulleted lists, bold, links, images, highlighted boxes, etc.





# THE STEM CELL PODCAST

The #1 Resource for  
All Things Stem Cells

ISSCR INTERNATIONAL SOCIETY  
FOR STEM CELL RESEARCH

The official podcast of the ISSCR

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## Ep. 55: Biomaterials and Stem Cells Featuring Dr. David Mooney

October 14, 2015 — 0 Comments



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Happy Stem Cell Awareness Day SCP fans and welcome to Episode 55. Be sure to visit [stemcellpodcast.com](http://stemcellpodcast.com) for current and past episodes and to sign up for our newsletter. We begin this episode by answering some questions from you the audience, thank you to everyone that submitted their questions and apologies to those that we could not get to. After this we do a mini-Science Roundup sponsored by [Thermo Fisher](#) including:



- Creation of rudimentary kidneys from stem cells
- A new method to generate "old" neurons
- A new company created to create genetically modified pigs
- Flowing water found on Mars

For the interview portion of the show, sponsored by [Stem Cell Technologies](#), we bring on Dr. David Mooney, Professor of Bioengineering at the [Harvard School of Engineering and Applied Sciences](#) to discuss his work using Biomaterials to help stem cells more efficiently integrate after transplantation. We then finish off the show with a rant on automatic flushing toilets. Enjoy!

Below are all of the papers mentioned on the show. We are working on a way to categorize all of the research papers we mention and possibly even provide audio summaries. Enter in your name and e-

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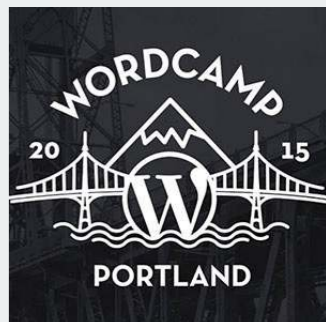
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**BrainPhys™** New Neuronal Culture Medium

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# CONTRAST AND CONSISTENCY

- Use **contrast** in shape, size, and color for **distinct** elements.
- Use **consistency** in shape, size, and color for **related** elements.
- Group and align related elements.
- Don't use too many different colors, fonts, and font sizes.
- **GoodUI:** <http://goodui.org>





## OVERVIEW

Novian Health is a privately held, medical device company based in Chicago with a subsidiary in Evry, France. It has developed proprietary technology for the minimally invasive treatment of tumors using Interstitial Laser Therapy (ILT). Novilase® Breast Therapy uses parametrically controlled heating to ablate breast tumors under ultrasound or stereotactic x-ray image guidance.

Founded by Dr. Kambiz Dowlat, a former professor of surgery at Rush University Medical Center in Chicago, who is a leading specialist in breast cancer diagnosis and treatment. Early on he recognized that imaging would be able to detect earlier stage tumors and that a minimally invasive alternative to traditional surgery would be beneficial for the treatment of small tumors (e.g., 2 cm or less in diameter).

Based on Dr. Dowlat's research, Novian Health received U.S. FDA 510(k) clearance for the laser ablation treatment of fibroadenomas, or benign breast tumors, and ablation of soft tissue. Approval for the treatment of malignant breast tumors will be sought following completion of current multi-center clinical trials in the U.S. and Europe that are evaluating Novilase for the treatment of small breast cancers. Other tumor sites and indications are also being explored.

Novilase is a procedure that can be performed in an outpatient setting, offering potentially significant advantages over surgery including minimal scarring, quicker recovery times, and only requiring local anesthesia. Novilase may be performed by physicians (e.g., surgeons and radiologists) with experience in image-guided procedures (e.g., breast biopsies).

## MANAGEMENT



Henry "Chip" APPELBAUM

PRESIDENT, CHIEF EXECUTIVE OFFICER & DIRECTOR

Mr. Appelbaum has more than 25 years of life sciences & biotech experience, including business development, marketing, sales, and

[+ MORE](#)



Eugene BAJORINAS

VICE PRESIDENT OF OPERATIONS

Mr. Bajorinas joined Novian Health in 2007 with more than 20 years of health care experience, including multi-site operations, marketing,

[+ MORE](#)



William GRAVEMAN

VP OF ENGINEERING & DEVELOPMENT

Mr. Graveman is owner and CEO of Biomedical Devices of Kansas (BMDK), a design-build company which specializes in medical devices.

[+ MORE](#)



Julian ITZCOVITZ, Ph.D.

PRESIDENT, NOVIAN HEALTH SAS

President of Novian Health SAS since 2011, Dr. Itzcovitz is a recognized expert in multi-modality imaging and image-guided, minimally invasive,

[+ MORE](#)



Stephen RHODES

REGULATORY AFFAIRS AND QUALITY ASSURANCE

Mr. Rhodes is a Senior Director at Biologics Consulting Group (BCG), having joined BCG after more than 20 years of experience with the Food

[+ MORE](#)



Barbara SCHWARTZBERG, M.D.

CHIEF MEDICAL OFFICER

Dr. Schwartzberg is President and Co-Founder of Western Surgical Care, PC, a general surgical private practice founded over 20 years ago in

[+ MORE](#)

## BOARD OF DIRECTORS

Anthony TOMASELLO – Chairman & Director	+
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Kambiz DOWLATSHAHI, M.D. – Founder & Director	+
Anthony LACENERE – Director	+
John REGAN – Director	+
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## INVESTORS



iNetworks

Founded in 1999, iNetworks companies and entrepreneurs accelerate their solutions by providing capital and intellectual resources to solve critical problems. iNetworks focuses primarily on healthcare and life sciences businesses that develop breakthrough technologies to improve clinical outcomes for patients and save time, money, and resources for healthcare providers. Learn more at [www.inetworkspe.com](http://www.inetworkspe.com).



Illinois Investment Venture Fund (IIVF)

The Illinois Investment Venture Fund (IIVF) is a venture capital program seeking to support young, innovative companies, and start-ups that show a high potential for future growth resulting in the creation of high-paying professional Illinois jobs. Learn more at <http://www.illinois.gov>.

### CONTACT US

**Address:** 430 West Erie Street, Suite 500  
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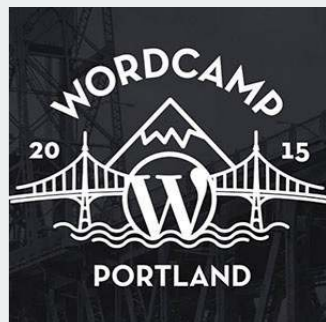
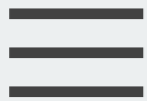


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# RESPONSIVE DESIGN

- A website design that **adjusts to any screen width**: desktop, mobile, and everything in between (there are a lot of different sizes to accommodate).
- You should not have to scroll horizontally or zoom in to read the content, you just scroll vertically down the page.
- Large navigation menus are often replaced with a "**hamburger menu**" that you click on to open up the navigation items.





ABOUT US

RESEARCH & PRODUCTS

NEWS

CONTACT

FROST & SULLIVAN



### NOVIAN HEALTH IS A LEADING COMPANY IN IMAGE-GUIDED LASER TUMOR THERAPY

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# THANKS!

## Doug Yuen

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**Twitter:** [@Doug\\_Yuen](https://twitter.com/Doug_Yuen)



**Website:** [EfficientWP.com](http://EfficientWP.com)

**Podcast:** [WPcast.fm](http://WPcast.fm)

<http://efficientwp.com/wcpdx2015>

