

* User Interface (UI) = the website application's user-facing design and functionality.

Overview

UI Strengths

UI Drawbacks

Industry Opportunities



**Purpose**

Ideated in 2003 and launched in 2006 to support orthopaedic professionals in learning, planning, performing, and teaching surgical fracture treatments.

**Value Proposition**

Empowering orthopaedic professionals with an all-in-one current, evidence-based digital resource for fracture management, offering step-by-step guidance, select video walk-throughs, over 30,000 high-quality illustrations, and learning/teaching tools.

**Audience**

Orthopaedic Residents, Practitioners, and Surgeon Educators.

- Intuitive **navigation** tools.
- **Bold branding** in **footer**, motion graphics, and use of logo as a design element.
- Home page with **value propositions**
- **Diverse content**: books, videos, guides, definitions, and visual lessons.
- Variety of **button types**.
- **Innovative approach**/features: high-quality 2D illustrations and interactive, zoomable skeletal models.

- **Layout** not optimized for desktop.
- **Navigation**: minimal breadcrumbs, poor hierarchy, unclear sub page titles (adult vs. paediatric), remembers past choices but stages 1-5 stay static on repeat use.
- Weak design system: **Buttons** lack hover/click states, oversized padding.
- **White space** from oversized photos.
- Poor **alignment**, minimal **layout** variety.
- **Dated visuals** (e.g., old iPhone mock ups).

- What are standard practices?**
- Credit: list all contributors from authors, editors, liaison, illustrator, to project manager.
 - Disclosures: clear on indicators/disclaimers and approach disadvantages.
- What formatting techniques are used?**
- Basic Layouts: Numbered lists, images beside text, and cards used for navigation.
- What works in encouraging physician referral and contribution?**
- Strong self-promotion (“the all-in-one”).
 - Effective home page: multiple value propositions, instructions, videos, and mock-ups.
- What can I borrow (and build on)?**
- Dynamic **mock-ups** and **motion graphics** (in short-form video).
 - Front-and-centre **search bar** on landing page (below in header and below value props).
 - Persistent **buttons** for undo, back, scroll-up, and dock panel (with larger sizes, branding).
 - ↑ use of **task bars and breadcrumbs** (with branded colours, aligned to current UI trends).
 - Introduce **a distinct visualization tool** to compete with the interactive skeletal system (e.g., enhanced X-rays or an icon-based interactive model where bones expand outward).



**Purpose**

Provide concise, evidence-based paediatric clinical guidelines to support clinicians in assessing and managing children's health.

**Value Proposition**

Dedicated to supporting paediatric healthcare professionals with a comprehensive, evidence-based app and website resource, offering concise guidelines for assessment and management of common and serious conditions and tools for rapid clinical reference.

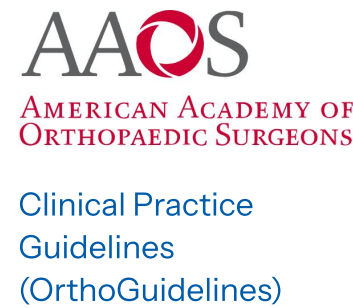
**Audience**


Healthcare Clinicians in Paediatrics.

- Persistent **navigation** with clear buttons, hierarchy, breadcrumbs, and A-Z indexes.
- **Card layouts** with balanced white space. Credibility via strong **disclaimers**, policies, usage guidelines, sponsor call outs, and land acknowledgements.
- Effective **visual** tools: 3-column tables, flowcharts, zebra-striped indexes.
- Minimal **footer** with effective application of icons and sitemap.

- **Branding**: minimal logos, generic buttons, graphics, and plain backgrounds.
- **Unscaled** images, gaps, and inconsistent text styling weaken the layout.
- Poor visual hierarchy and limited **formatting** variety on treatment pages.
- Lacking no-results/error **pages** and icons.
- **Redundant** information causing choice fatigue (e.g. 'In this section' column).
- **Mobile** issues with sizing and margins.
- No clear value propositions.

- What are standard practices?**
- Even stronger use of crediting, disclaimers, and acknowledgements.
 - Numbered headers and high number of navigation tools (breadcrumbs, A-Z index, bar).
- What formatting techniques are used?**
- Basic Layouts: Numbered lists, images below text, 3 column tables, and flowcharts.
- What works in encouraging physician referral and contribution?**
- Strong acknowledgements, standardized layouts.
- What can I borrow and build on?**
- Feature **images** of tools in use at hospital.
 - Use large, bold, high-contrast (dark) **buttons**.
 - Minimal footer with external **A-Z index** sitemap (for scalability).
 - Use **cards** for partners, sponsorship, and land acknowledgements beyond navigation.
 - Apply flow charts and **zebra-striping for tables** and indexes for skimming and long columns.
 - Use **tables** only with 3+ columns, max one sentence-based column.
 - Include **essential** compliance/informational **pages**: Disclaimer, Terms of Use, Copyright, Contact, Contributors, Embedded Forms, Development Process, Website Use & Citing Pathways, external resources, error, 'page not found', and reference other organizations.



**Purpose**

Provides concise, evidence-based recommendations at the point of care to assist clinicians with decision-making and patient discussions.

**Value Proposition**

Providing a trusted, evidence-based platform and app with single-keyword search and concise guideline topics to support quick navigation, comprehension, and clinical use.

**Audience**

Orthopaedic Clinicians and Healthcare Professionals.

- Effective titles and **taglines** (“The Standard”) positions the site as trusted.
- **Minimalist**, pro design in **typography** and spacing in select sections.
- Multi-toggle **navigation** and shifting layouts aid with quick scanning.
- Professional **icon use** (thin, branded colours) and paired descriptive logos.
- Publication dates and share/print features add **transparency**.

- Inconsistent **layouts** (e.g., app promo vs. news sections) reduce cohesion.
- Poor headers and light fonts on dark backgrounds reduce **readability**.
- Limited widget **customization**, gaps, poor images, and repetitive icons.
- Unclear **star rating** system – may waste clinician time to review poor pathways.
- Critical information lacks proper formatting and **styling**, like references acknowledgements, and pathway context.

- What are standard practices?**
- High number of disclaimers and acknowledgements.
- What formatting techniques are used?**
- Bullet points, zebra rows, multi-toggle, accordions, and paragraphs.
- What works in encouraging physician referral and contribution?**
- Use of authoritative self-promotion “the standard”.
- What can I borrow and build on?**
- **Style** acknowledgements and other relationship-sensitive sections with clear text hierarchy.
 - Replace static bullets with icons/tags to humanize contributor lists.
 - Add **micro-interactions** (shrinking logo, move up, go back – responsive buttons) to guide attention.
 - Stack **buttons** vertically on **mobile** for easier scrolling and scanning.
 - Use **zebra columns** only when 3+ columns are present.
 - Include **print/share icons** to boost distribution and referrals.
 - Strengthen **taglines** with industry terms and consistently frame the tool as “the” standard.