SANDOZ

Re-Branding Book

Created by

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Senior UX designer

Tool Used: Jira

Sandoz Website   Visit Library

My Role as UX designer

My Key Contribution

Conducted comprehensive user research to gauge perceptions of the current brand, identify pain points, and uncover preferences for the new identity.

Collaborated with graphic and marketing teams to craft visual elements like logos, color palettes, typography, and UI updates that reflect the rebrand while maintaining usability.

Created wireframes, prototypes, and design systems to ensure consistency across touchpoints.

UX Research/Design Techniques used

● User Interviews

● Heuristic Evaluation

● Wireframe Creation

● Branding Document Creation

● Component Library Creation/Management

● Hi-Fi Mock up

● Prototype

I played a pivotal role in rebranding by ensuring the new brand identity aligns with user needs, enhances digital experiences, and minimizes disruption during transitions. They bridge user research insights with visual and functional updates across platforms.

Problem Statement

Post-spin-off on October 4, 2023, the shared Novartis-Sandoz websites failed to support distinct branding, navigation, and stakeholder messaging for Novartis's innovative medicines portfolio and Sandoz's generics/biosimilars focus, requiring a complete digital revamp

Our Approach to the Problem statement

Post-spin-off, the shared Novartis-Sandoz websites required revamps for independent digital identities.

| Strategy & Design	Development & Testing	Launch & Optimization
Establish distinct brand guidelines, information architectures, and user journeys via Figma wireframes and high-fidelity mockups.	Develop responsive CMS sites with SEO/accessibility compliance; perform usability testing, affinity mapping, and kaizen-based iterations.	Deploy via parallel launches with A/B testing, Google Analytics monitoring, and post-launch governance tracking.
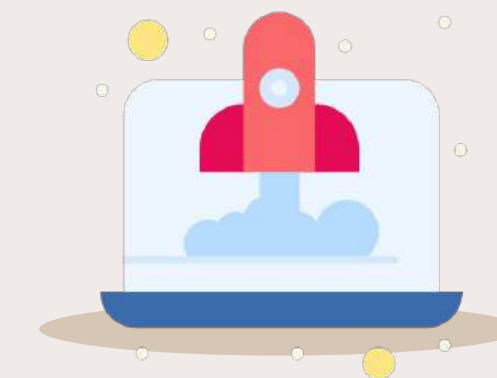
Our UX Research/Design Methodology

Empathize
April 2023

Conducted **User Interviews** to gain insights into users' perspectives and the challenges they encountered.

Define

Used applied **affinity mapping** to refine ideas into actionable solutions that directly addressed user challenges.

Ideate

Collaborated with the UX and client teams to brainstorm ideated solutions into tangible actions.

Design

Leveraging tangible solutions from affinity mapping, we created **wireframes, high-fidelity mockups, and prototypes.**

Test
Sept 2024

Conducted **A/B testing** to finalize screens and components.

Empathize

In this stage, we focus on uncovering users' needs, motivations, emotions, and pain points by suspending our own assumptions and adopting their perspective. We achieve this primarily through research methods like interviews and observations, ensuring we build genuinely user-centered solutions rather than relying on designers' assumptions about what users want.

Pain ponts and challenges we learned during the interview process

Information overload and scannability

"There's a lot of text and similar-looking blocks; it's hard to quickly spot the product or information I care about."
→ **Pain point:** Dense, uniform cards and long paragraphs reduce scannability and make it difficult to identify key items at a glance.

"I'm not sure what's most important here—everything looks the same."
→ **Challenge:** Weak visual hierarchy; primary information and CTAs do not stand out clearly from secondary content.

Findability and navigation

"I don't immediately know where to click if I'm a researcher vs an investor or a patient."
→ **Pain point:** Navigation labels and groupings are broad and list-like, so different user types struggle to find their specific paths.

"To see more items in the pipeline, I have to keep clicking through pages."
→ **Challenge:** Reliance on pagination and filters without strong guidance leads to slow exploration and frustration for users seeking a specific asset.

Clarity of content and context

"The pipeline entries are very technical; I'm not sure what matters if I'm not an expert."
→ **Pain point:** Technical, data-heavy cards present too much information at once, lacking progressive disclosure for non-expert audiences.

"I didn't notice the legend or disclaimer until the end."
→ **Challenge:** Critical contextual information is visually de-emphasized and placed far down the page, so users may miss it or read it too late.

Engagement and call-to-action issues

"Buttons like 'Read more' or 'Learn more' don't tell me what I'll actually see next."
→ **Pain point:** Generic CTAs provide low information scent, so users hesitate or feel uncertain about the value of clicking.

"The homepage is full of different sections—news, ESG, magazine—but I don't know what I should focus on."
→ **Challenge:** Multiple content modules with similar visual weight compete for attention, diluting focus on key actions or messages.

Accessibility and readability

"The text in the tables and disclaimers is quite small; it's tiring to read."
→ **Pain point:** Small font sizes and dense line lengths make reading difficult, especially for users with visual impairments or on smaller screens.

"Scrolling feels long, and I sometimes lose where I was."
→ **Challenge:** Long vertical layouts without sticky anchors or clear section markers reduce orientation and make it harder to return to previously viewed content.

Define/Ideate

In the Define stage, we distill research into a clear, user-centered problem statement (e.g., "How Might We...?") to establish the target. Ideation follows as the creative phase, generating diverse solutions (e.g., brainstorming, Crazy Eights) for that problem—transitioning from needs understanding to possibility exploration prior to prototyping.

Scannability & Visual Hierarchy

"Dense text/blocks, everything looks same"

Solution

Implement card-based layout with modular sizing—priority items (e.g., key products) use larger hero cards with bold headlines and icons; secondary content in compact thumbnails. Add color-coded hierarchy (e.g., blue for primary CTAs, gray for secondary).

Role-Based Navigation

"Unclear paths for researcher/ investor/patient"

Solution

Replace list navigation with role-segmented tabs at top: "For Researchers," "For Investors," "For Patients"—each auto-filters content and highlights relevant pipeline paths on load.

Pagination Friction

"Repeated clicks for pipeline items"

Solution

Switch to infinite scroll with smart prefetching for pipeline; add persistent sidebar filter panel (e.g., "Phase," "Therapeutic Area") that narrows results in real-time without page reloads.

Technical Overload & Context

" Too technical, missed legend/ disclaimer"
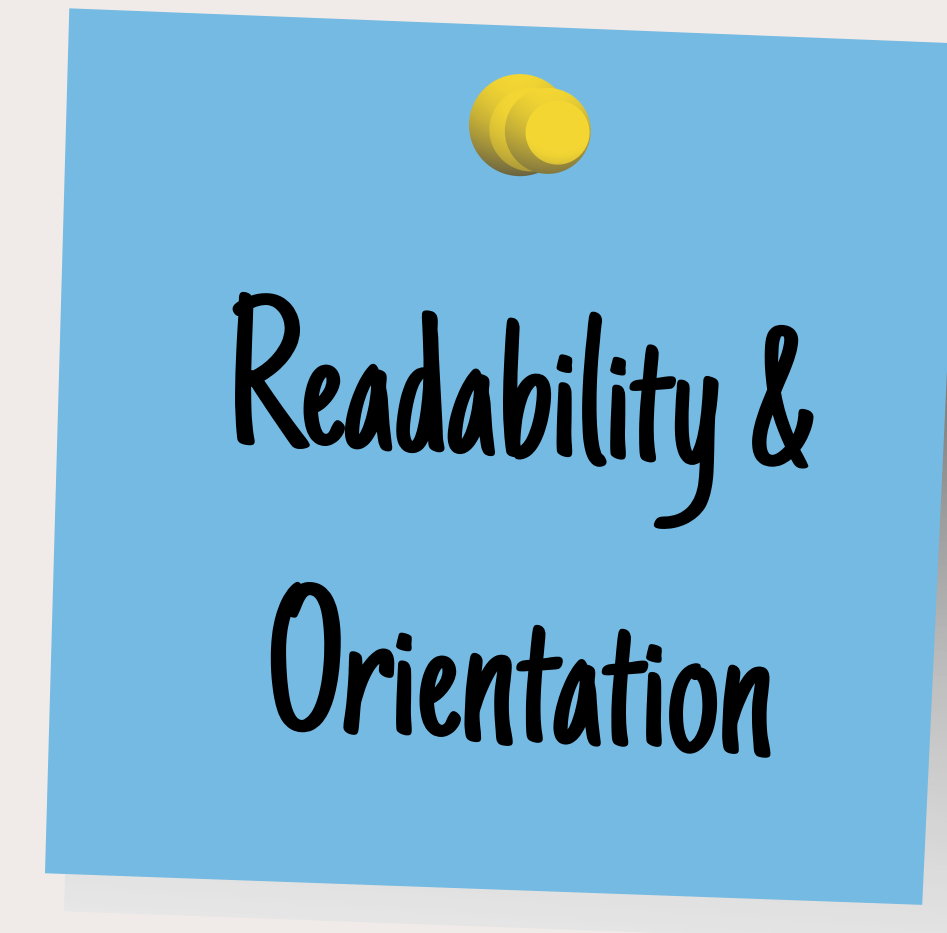
Solution

Use progressive disclosure cards—show simplified summary + "Expert View" toggle; move legend/disclaimer to sticky top bar with auto-expand on first interaction.

Vague CTAs & Homepage Competition

" Generic buttons, competing sections"

Solution

Replace generic CTAs with specific microcopy (e.g., "View Phase 2 Trial Data" vs. "Read More"); prioritize homepage with single hero focus (e.g., pipeline teaser) + collapsible accordions for news/ESG/magazine.

Readability & Orientation

" Small text, lost in scroll"

Solution

Increase table/disclaimer font to 16px min with 1.6 line height; add sticky progress sidebar with clickable section anchors (e.g., "Pipeline," "News," "Footer") for instant jumps.

Design

In this stage, we transform the tangible solution into actionable blueprints and visual layouts using techniques such as wireframes, high-fidelity mockups, and prototypes.

# Information Overload & Hierarchy

Issues

Heuristics: Aesthetic & minimalist design, Match to real world

• Both pages use dense text blocks and visually similar cards, making it hard to distinguish primary vs supporting content or quickly scan for key tasks like "view pipeline" or "read financial results."

• Large hero imagery consumes above-the-fold space without offering clear, task-oriented actions, so users must scroll to find what they actually came for.

Solutions

• Rework above-the-fold to show 2–3 task-focused CTAs (e.g., "Find a clinical trial," "Explore pipeline," "View 2024 results") next to or overlaid on the hero instead of only inspirational messaging.

• Introduce clear visual hierarchy: hero modules for key journeys (e.g., oncology, reports), compact secondary cards for magazine/ESG, and consistent use of typography, color, and spacing so important sections stand out immediately.
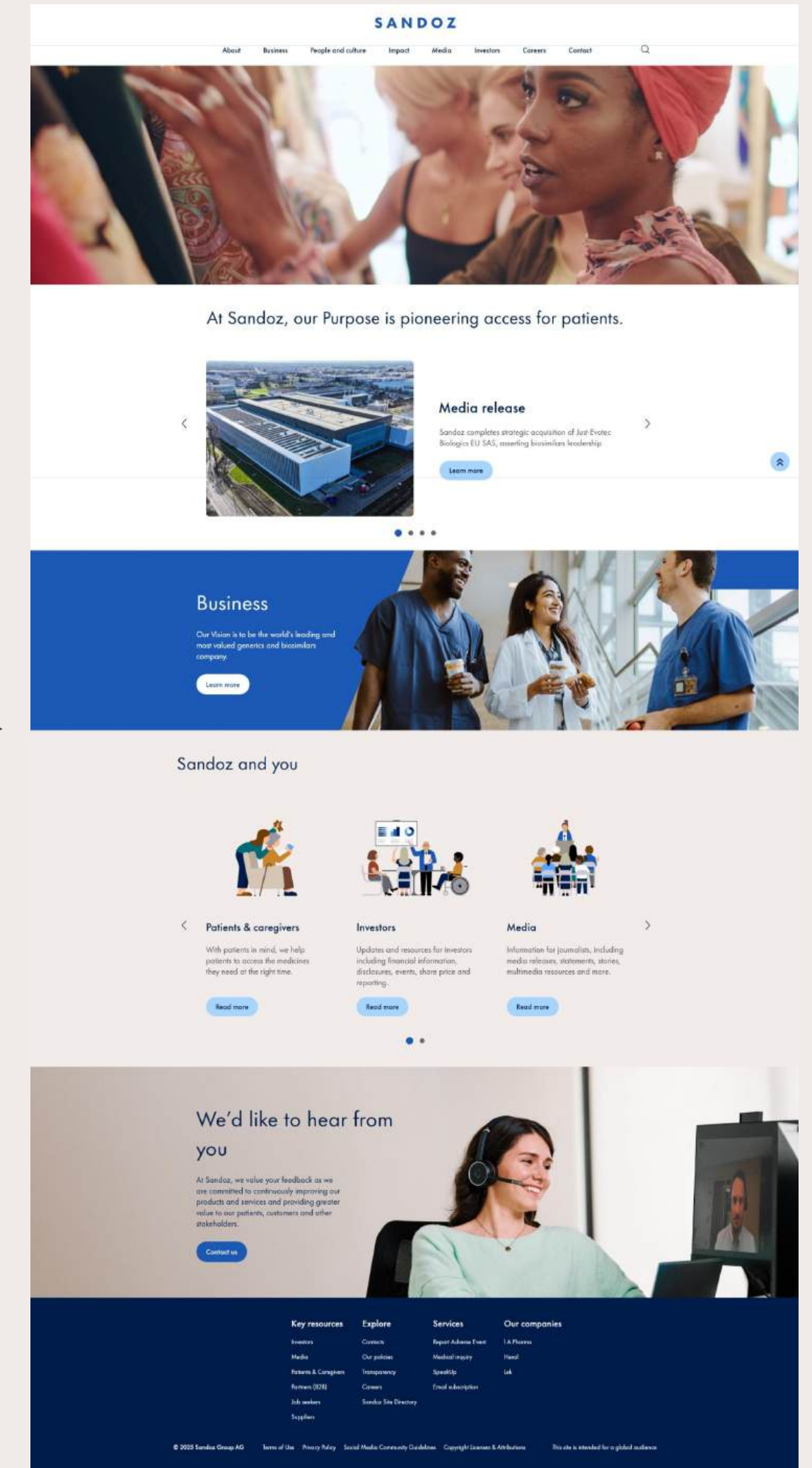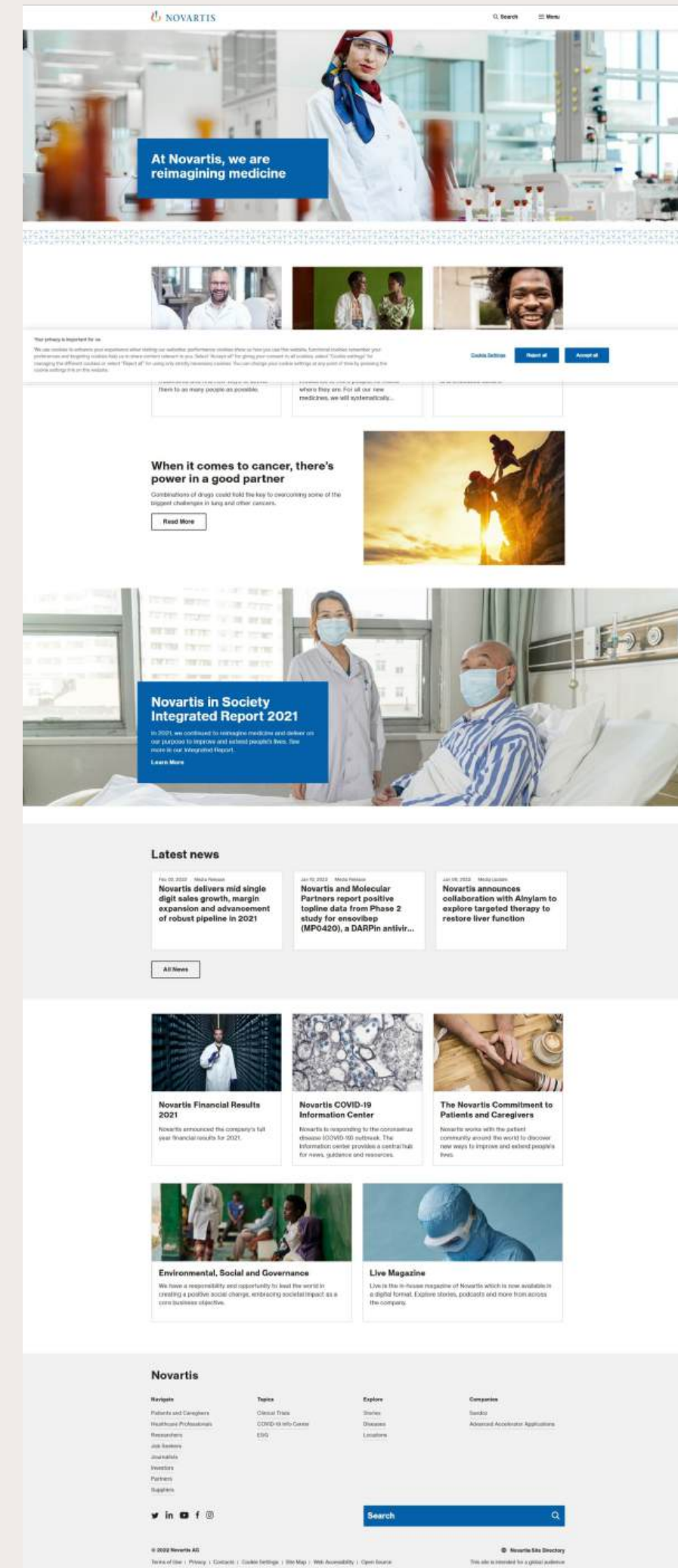
Navigation, orientation & control

Issues

Heuristics: Visibility of system status, User control & freedom

- Long vertical pages lack sticky in-page navigation or anchors, so users easily lose orientation and must scroll extensively to jump between "Pipeline," "Latest news," and footer links.

- Pipeline pagination appears only at the bottom, providing no early indication of how many pages or results exist.

Solutions

- Add a sticky secondary nav bar on both pages with anchor links (e.g., "Overview - Pipeline - News - Reports - Footer") and a persistent "Back to top" control.

- Show pagination and total count at the top of the pipeline list ("Showing 1–10 of 150 projects - Page 1 of 9") and consider infinite scroll with clear "Load more" while keeping filters visible.
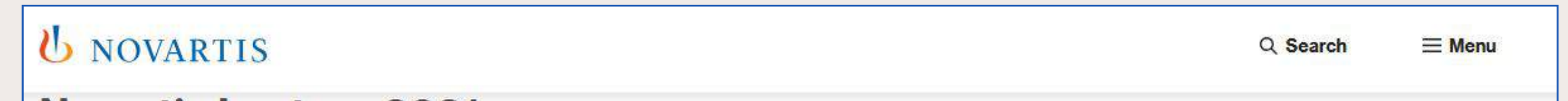
# Findability, filters & recognition

Issues

Heuristics: Recognition over recall, Flexibility & efficiency

- The pipeline list is essentially a flat set of similar cards; users must read each one to find relevant items, and cannot efficiently narrow by therapeutic area, phase, or geography.

- The home page does not segment content for different audiences (patients, HCPs, investors, job seekers), forcing users to recall where relevant links might be buried in tiles or footer.

Solutions

- Add a persistent filter/search bar to the pipeline page with facets such as therapeutic area, phase, indication, region, and "newly added," mimicking clinical-trial registry best practices.

- Introduce role-based entry tiles in the hero ("I am a Patient / Caregiver / Healthcare Professional / Researcher / Investor") that lead to focused sub-landing pages with tailored navigation and content.
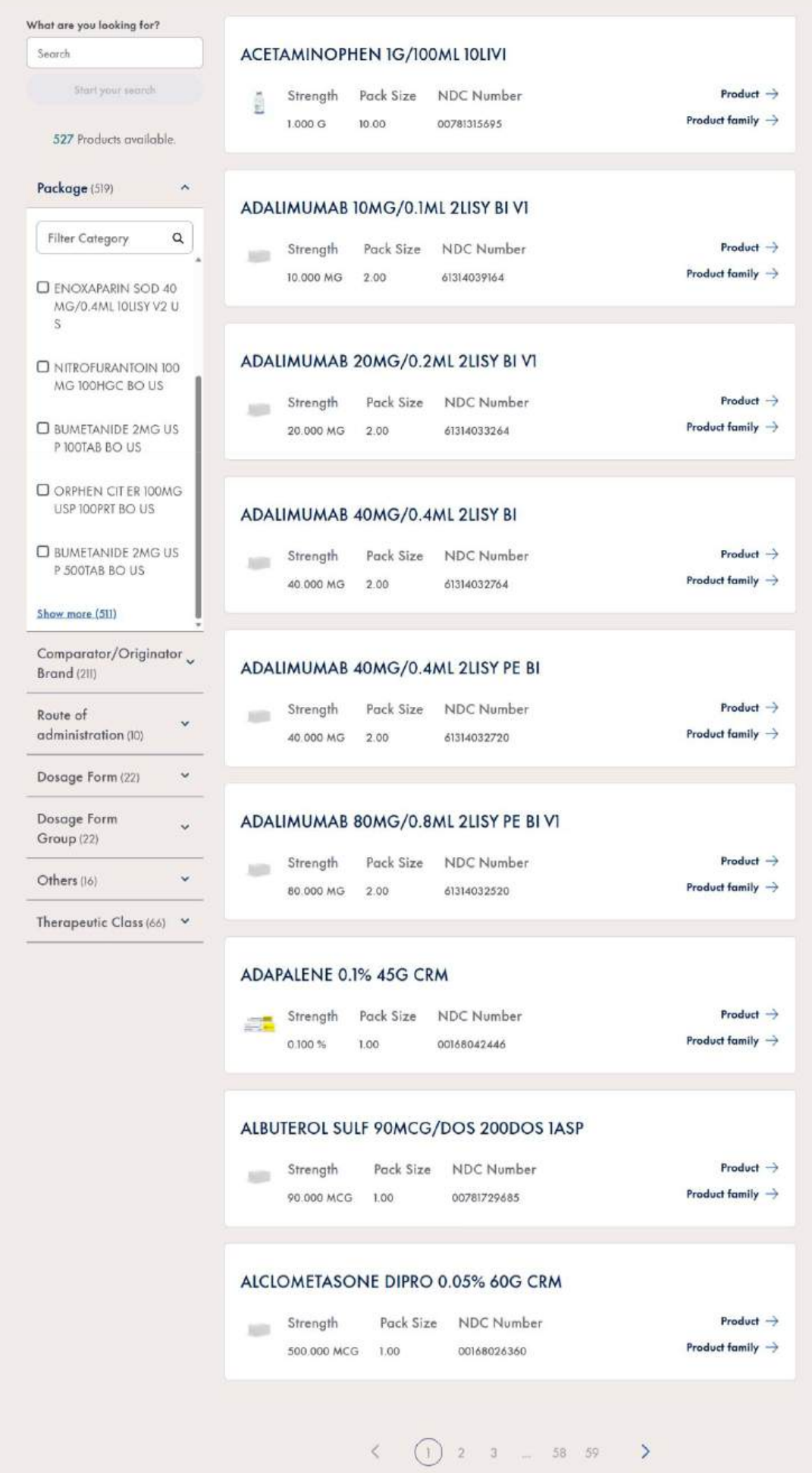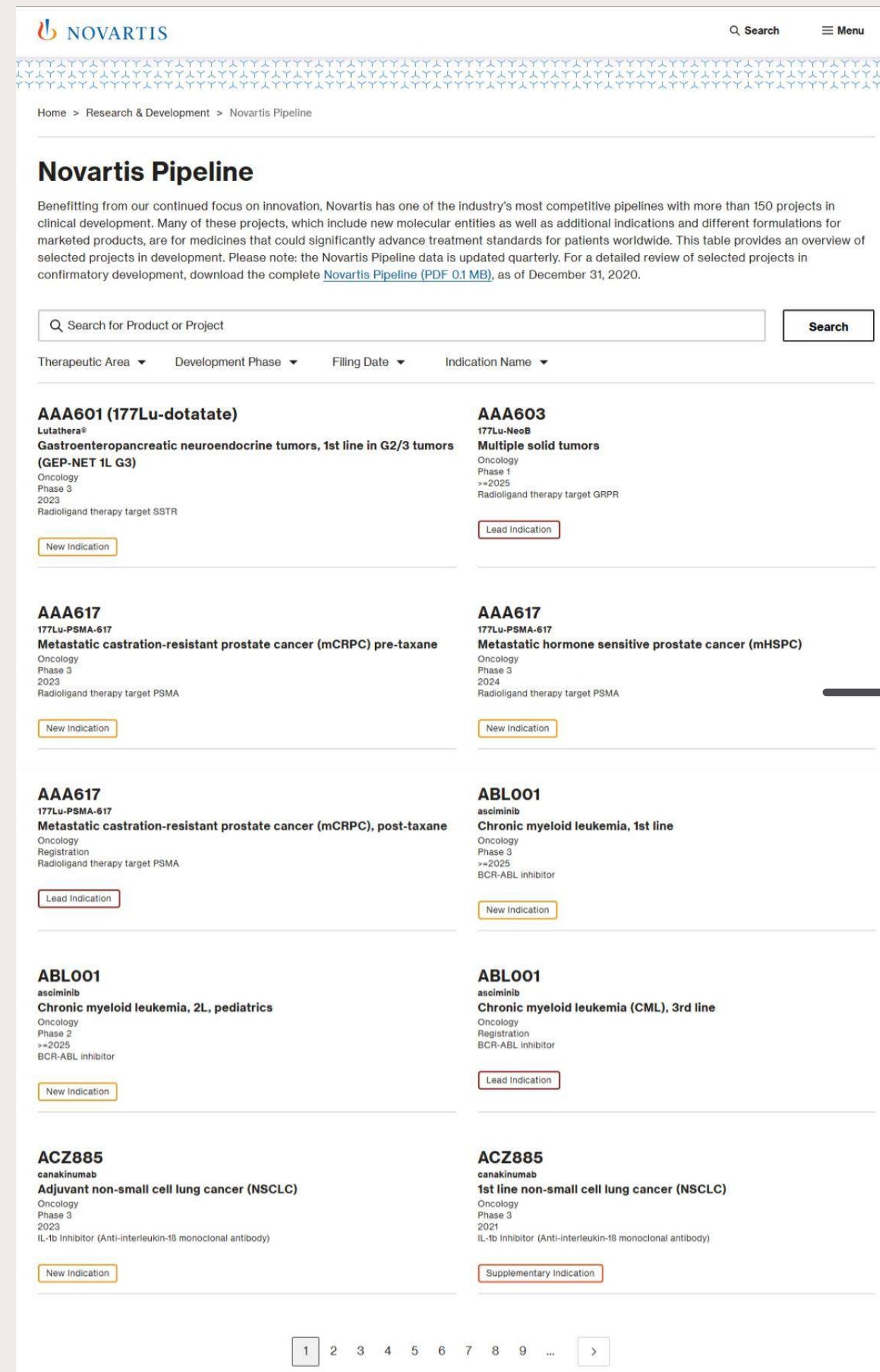
Readability, accessibility & disclaimers

Issues

Heuristics: Help users read, Error prevention

- Small fonts in tables, legends, and the long disclaimer at the bottom make reading difficult, especially for older or visually impaired users, and increase the chance that important legal context is missed.

- Disclaimers and legends are visually buried below the main content, so users might make decisions without understanding limitations or uncertainty around the pipeline data.

Solutions

- Align typography and color contrast with WCAG 2.1 AA: increase base font size, enlarge line spacing, and ensure sufficient contrast in all cards, tables, and legal text.

- Convert disclaimer into progressive disclosure: surface a short, high-level warning near the pipeline header ("Pipeline information is exploratory and subject to change") with an expandable "Read full disclaimer" section for detailed text.
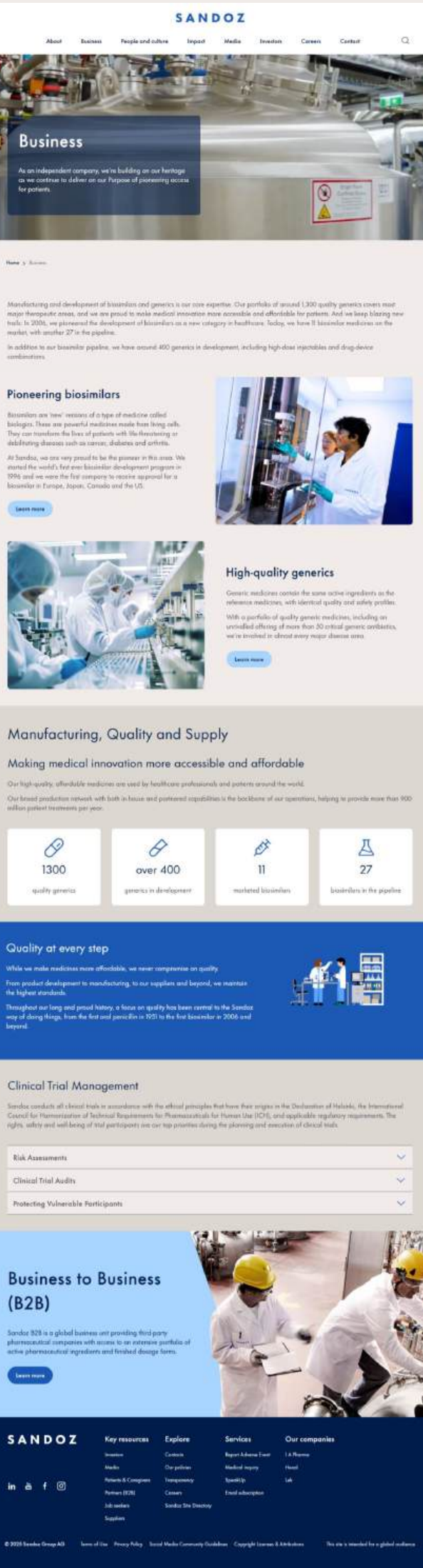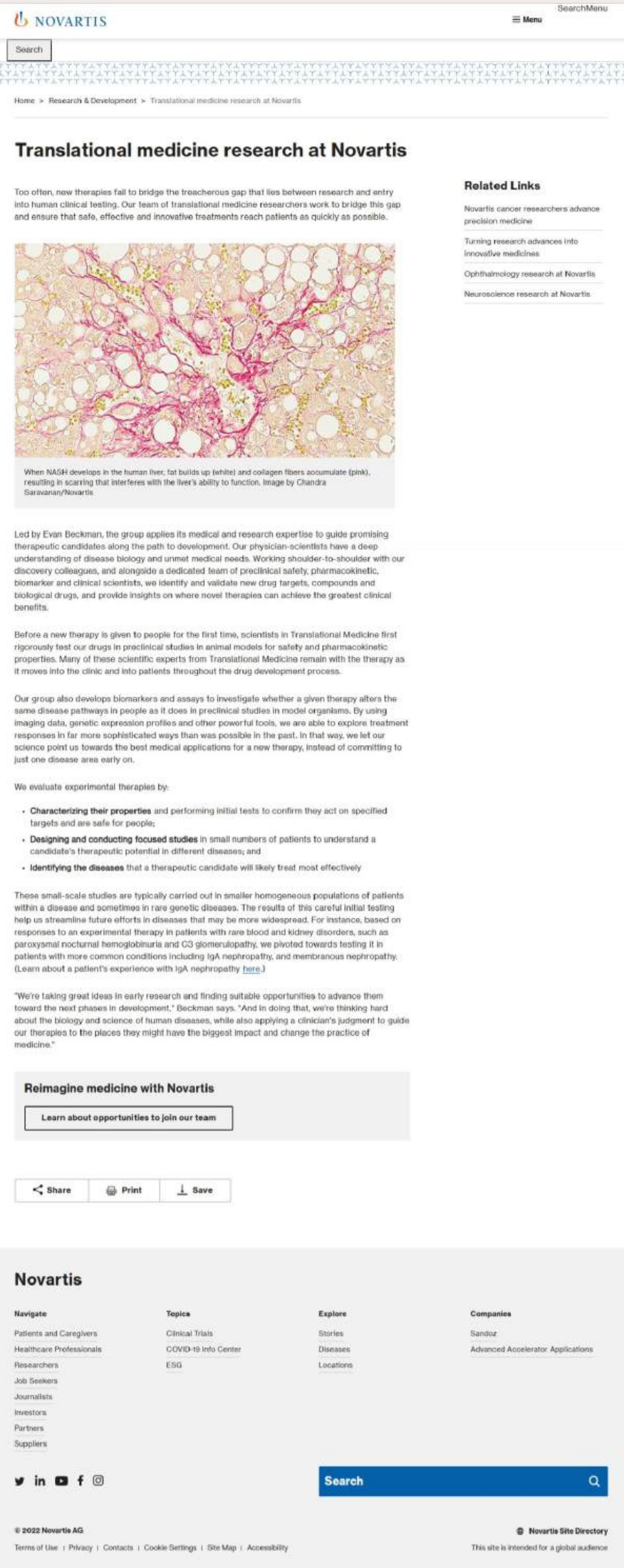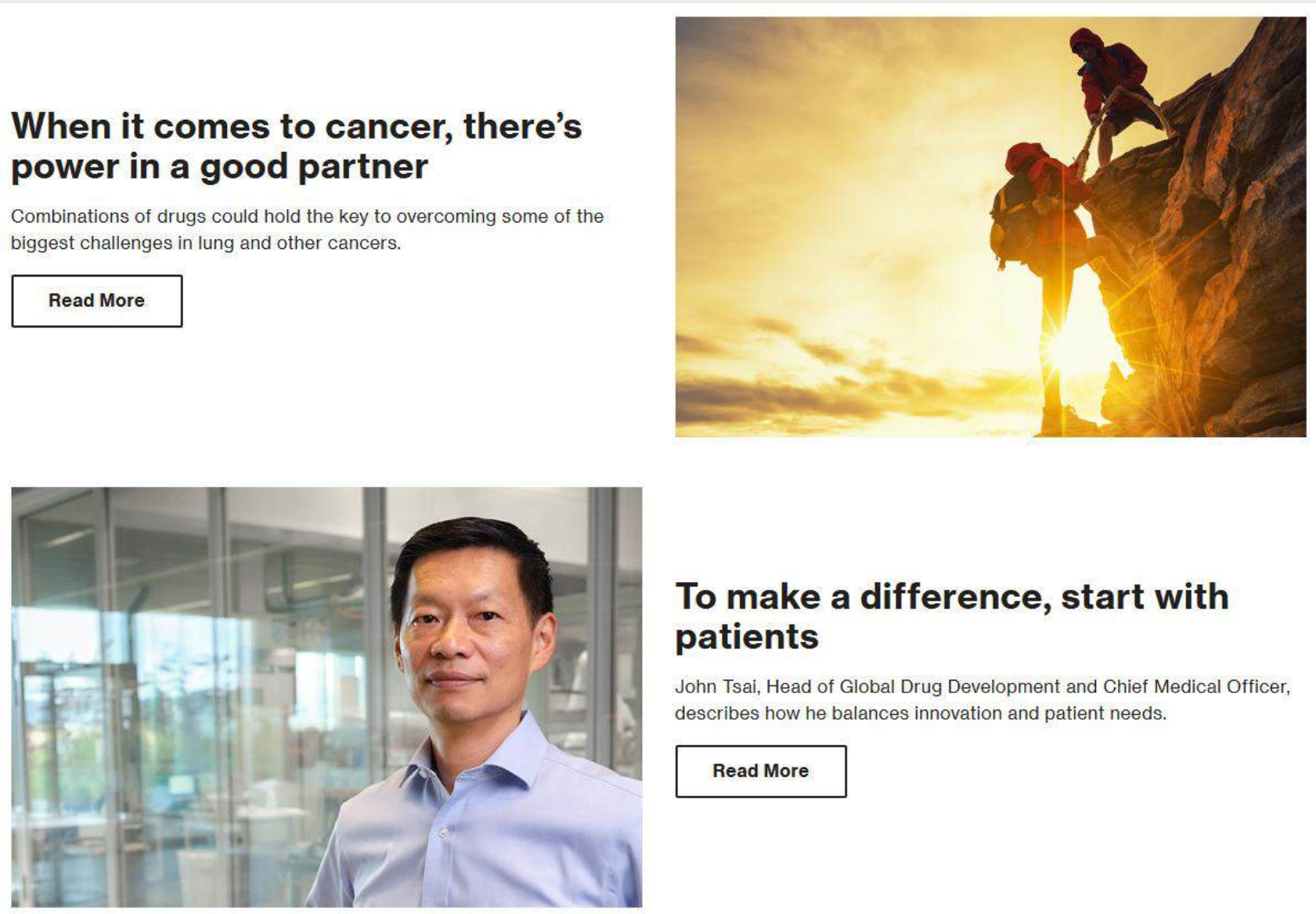
CTA clarity & content scent

Issues

Heuristics: Match to real world, User control

- Generic CTAs like "Read more" and "Learn more" do not convey what users will see next, leading to uncertainty and extra clicks as users probe different tiles.

- News and report tiles look similar and use long headlines, making it harder to skim and choose the most relevant action quickly.

Solutions

- Replace generic CTAs with explicit labels such as "View 2021 Integrated Report," "See oncology news," or "Explore COVID-19 information center," increasing information scent and confidence.

- Shorten and structure card content: one-line title, 1–2 line summary, and a specific CTA, while grouping items under clear section headings like "Latest oncology updates" or "Investor resources."
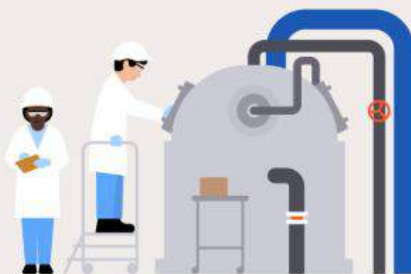
Figma Components Library

Components ensure consistency, accelerate design, and enhance collaboration by enabling teams to build UIs from pre-approved elements that update automatically across projects. They serve as a shared system for managing design tokens and UI patterns across teams and files.

Foundations (Colors, Typography, Icons)

Colors

The Solar design system uses five color groups: Primary (brand blues), Secondary (stone neutrals), Grey shades, Semantic (success, error, warning, info), and Accent (oranges, browns, teal).

Each swatch includes name (e.g., Primary 400 Dark Blue), hex, and usage such as navigation bars, CTAs, section backgrounds, borders, or status messaging; palette structure supports accessible pairings (dark text on light backgrounds, light text on dark primary blocks).

Typography

Type is organized into display "No Limits" styles, headings H1–H6, body styles, labels, and small UI text, each with size, line-height, weight, and spacing documented.

Headings are used for page titles and section headers, while body styles cover long-form content, UI labels, links, and button text so visual hierarchy remains consistent across components.

Icons

The icon set is grouped into Arrows, User, Sort, Functional, System, Security, Communication, Medical, Files, Media, Various, and Social, each drawn in a clean outline style.

Icons sit on a consistent grid and are color-agnostic so they can adopt semantic or primary colors in context (e.g., status icons, navigation icons, social icons in footer).
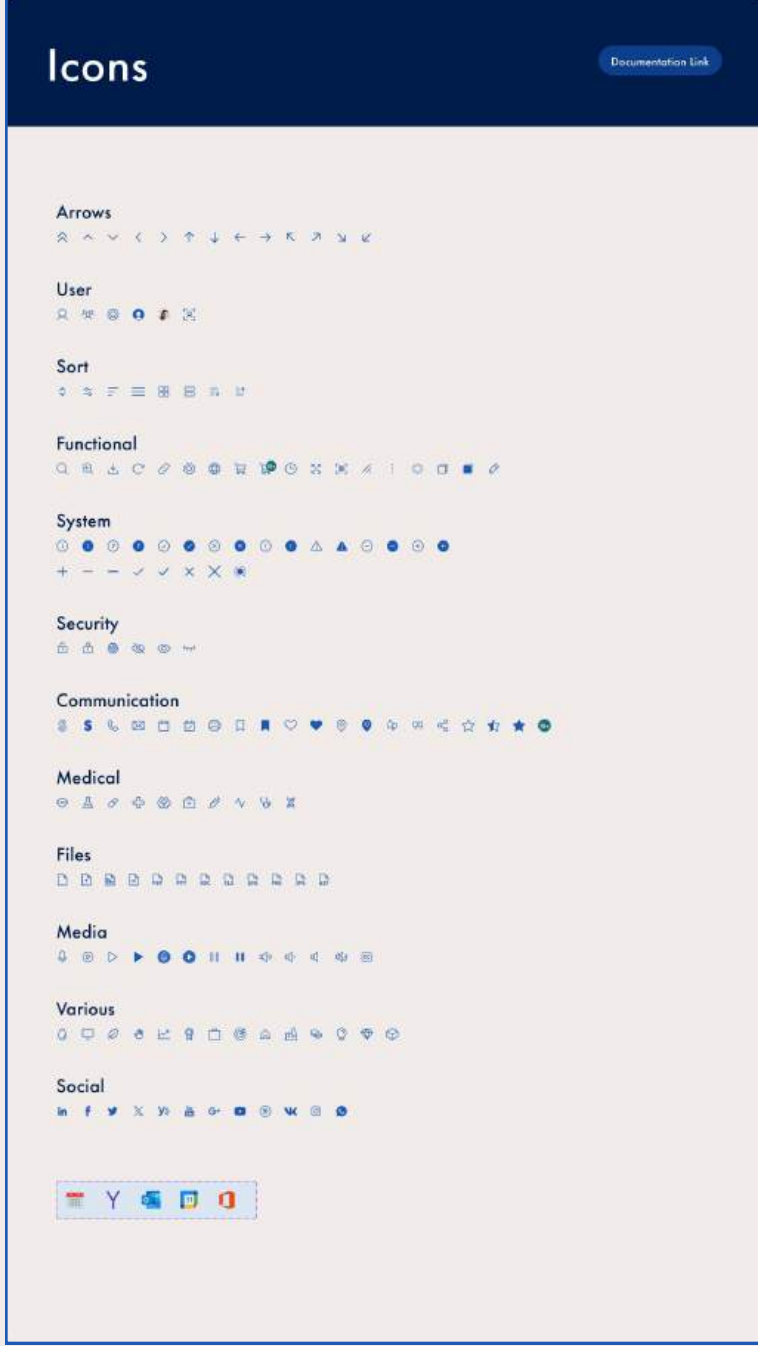
Navigation & Layout Shell

Header & Mega Menu

The header combines brand, top navigation items, search, account, language/country selector, and mega menu panels for deep site structures.
Desktop layouts show full-width mega menus and account menus, while tablet and mobile patterns collapse into stacked drawers and compact selectors using the same base link, button, and card components.

Footer

Footer variants include wide desktop footers with multiple link columns, mission statement, social icons, and logo strip, plus tablet/mobile versions that condense content into stacked sections and accordions.
Underlying base components handle social icon rows, link clusters, region/country switchers, and legal text blocks, ensuring reuse between header and footer for localization and navigation.

Right Side Panel

The right side panel presents grouped navigation items such as therapy areas using repeated row components with text and chevron icons.
Main and basic variants show how rows combine into longer lists at different densities while preserving a simple, scannable layout.
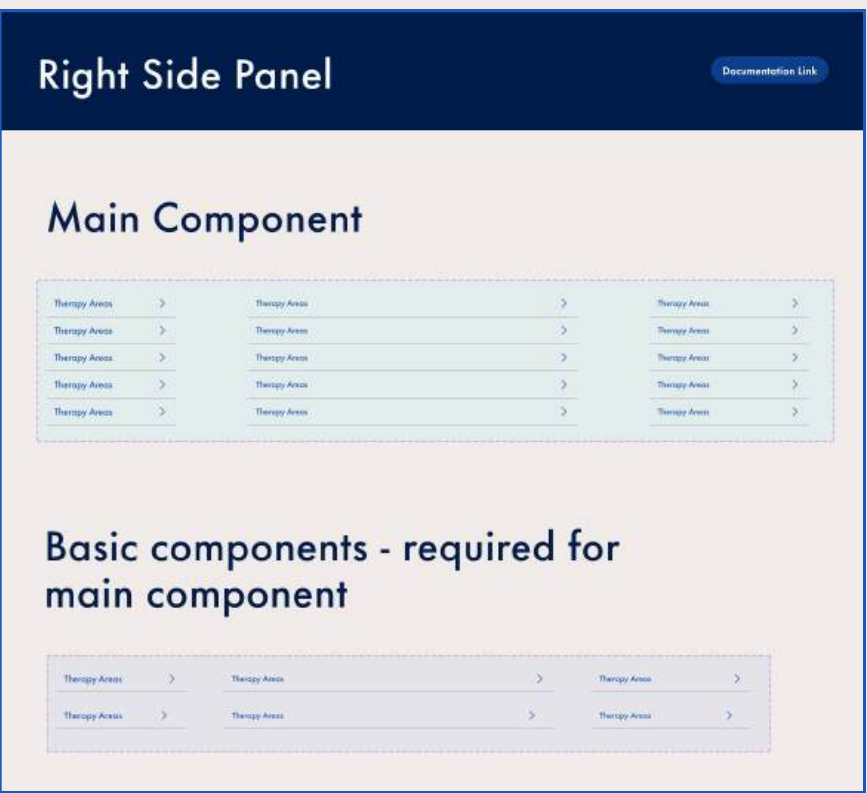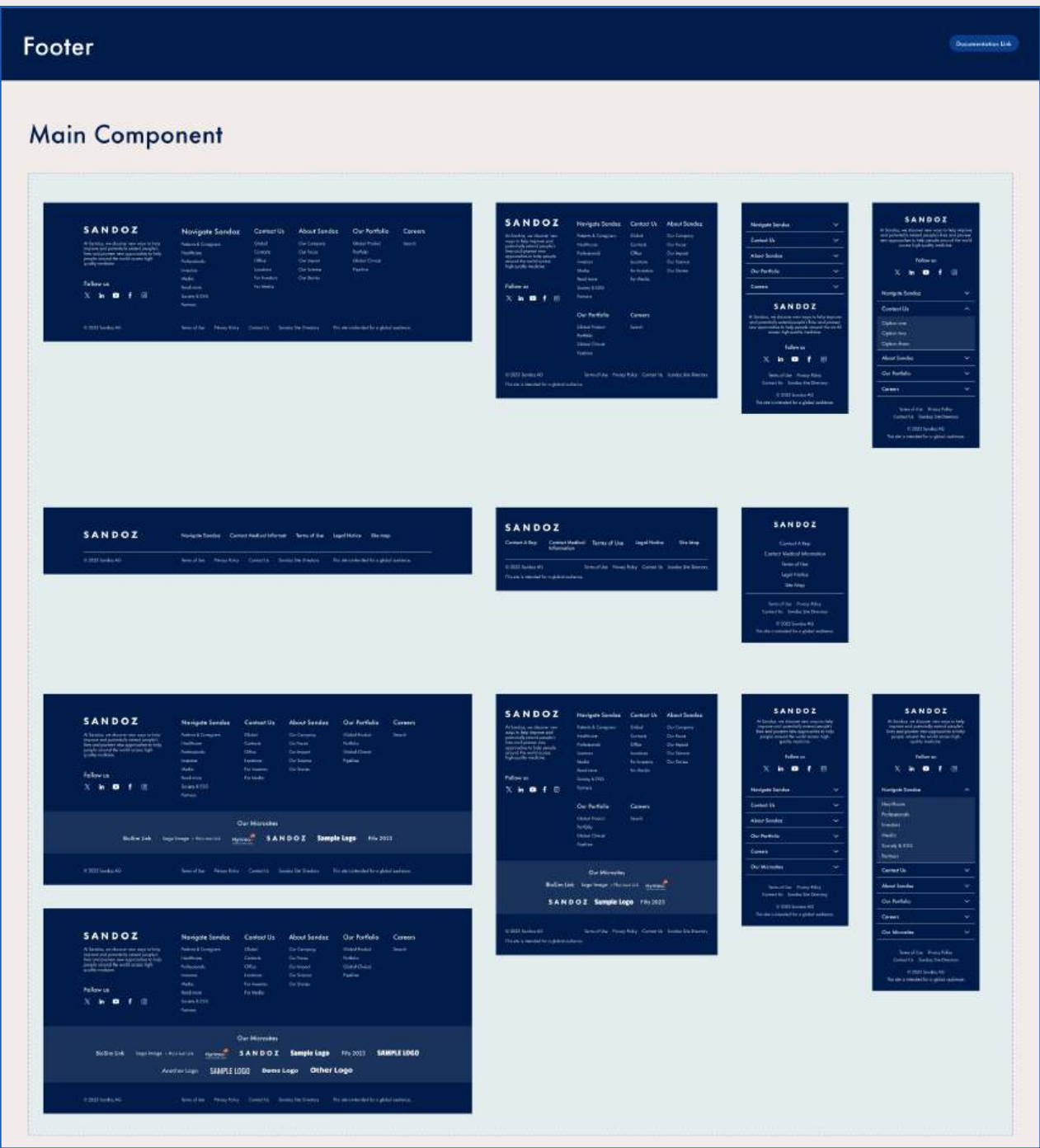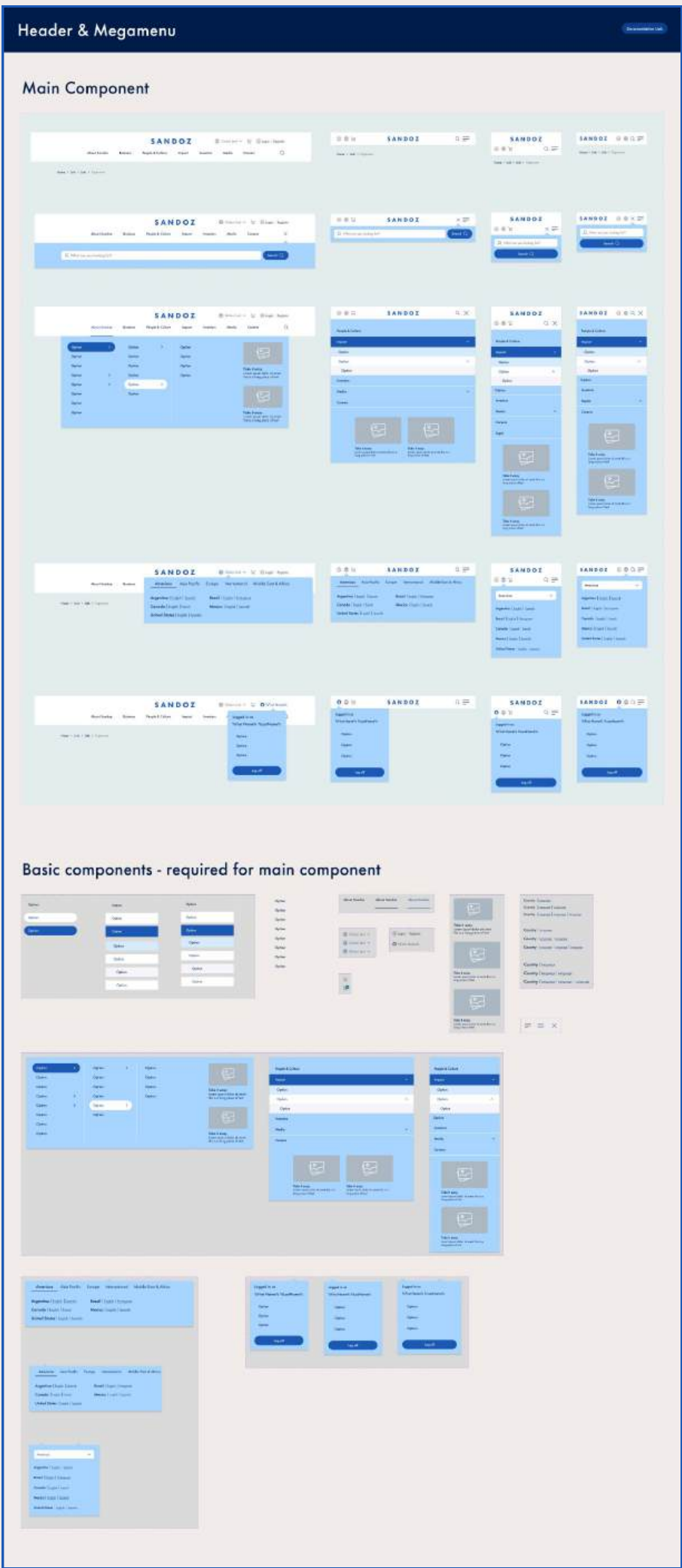
Core Inputs & Controls

Buttons

Buttons include primary/secondary styles, light/dark themes, and states such as default, hover, active, selected, focus, and disabled.
There are text buttons for navigation links, icon buttons for circular controls, carousel arrow buttons, and stacked button rows for responsive layouts on desktop, tablet, and mobile.

Input Fields

The default text field supports label, placeholder, leading icon, trailing icon, helper text, and error text, with states including default, hover, active, completed, prefilled, error, disabled, password, and success.
Color changes in border, fill, and helper copy communicate validation while maintaining alignment with the semantic palette for error (red) and success (teal/green).

Dropdowns

Dropdowns cover standard selects, multi-select lists, validation states, and a compact "dropdown line" used in toolbars and inline filtering.
A special dropdown variant supports sorting/filters across breakpoints, and base menu components demonstrate list items, checkmarks, search-within-dropdown, and empty states.

Radio Buttons & Switches

Radio buttons show default, focus, hover, disabled, selected, and error states, plus a "negative" variant optimised for use on dark backgrounds.
Switches (toggles) expose inactive, hover, pressed, disabled, focus, and active states across desktop, tablet, and mobile, with a clearly labelled track and thumb for binary settings.
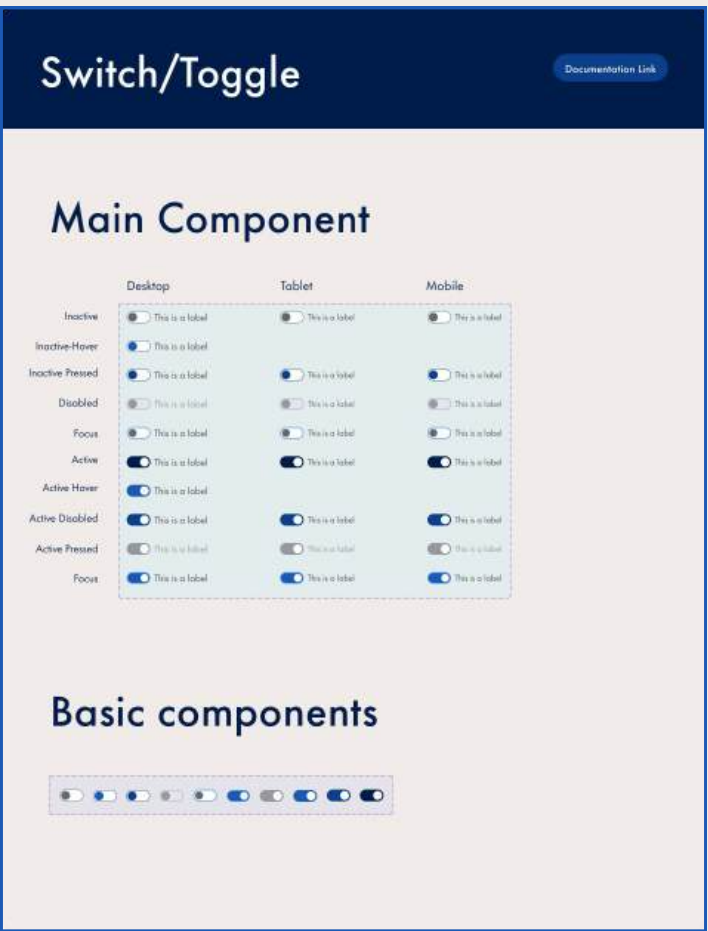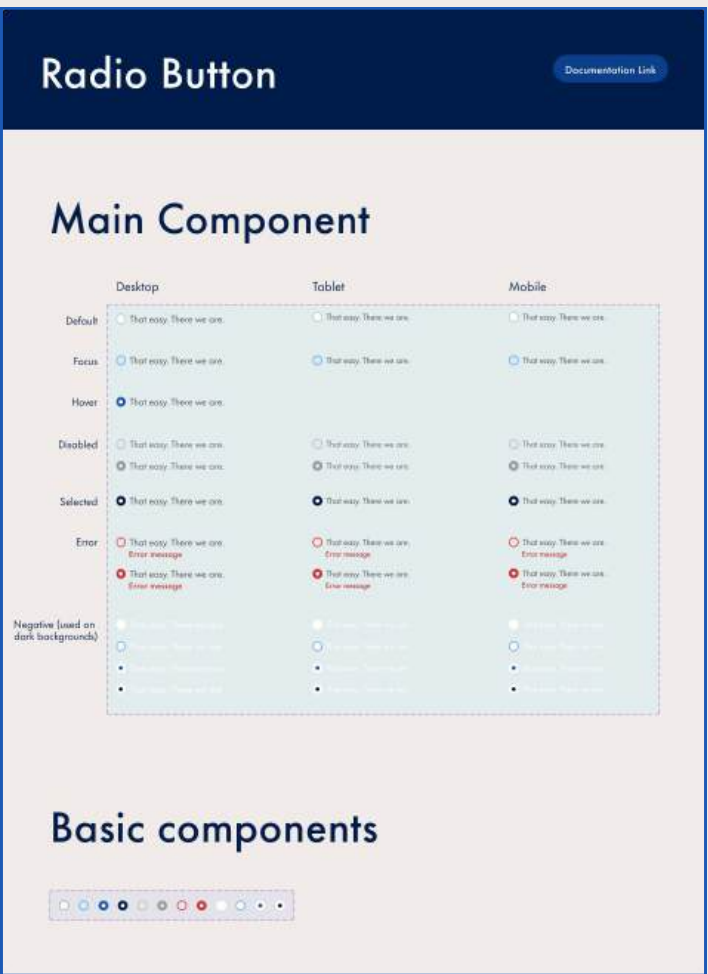
Content & Media Components

Banners & Hero Blocks

Hero components include large image banners with overlay text, multiple CTA buttons, tags, and dot pagination—extended into default, article teaser, and event hero variants.
Responsive examples demonstrate how hero content moves from wide, image-led layouts on desktop to more vertical stacks on tablet and mobile while keeping consistent button, tag, and typography usage.

Carousels & Image Blocks

Carousel layouts show image-first slides with titles, descriptions, and CTAs for galleries, profiles, and related content.
A separate related-content carousel module supports cards for articles, events, or media with arrow controls and pagination dots, scaled from multi-card desktop views to single-card mobile views.

Video Player & Image Rotators

Video modules position large thumbnails, play icons, descriptions, and optional secondary cards in left, right, and stacked configurations for different templates.
Full-block image components provide rotating layouts with and without background panels so teams can feature editorial imagery with text and carousel controls across various breakpoints.
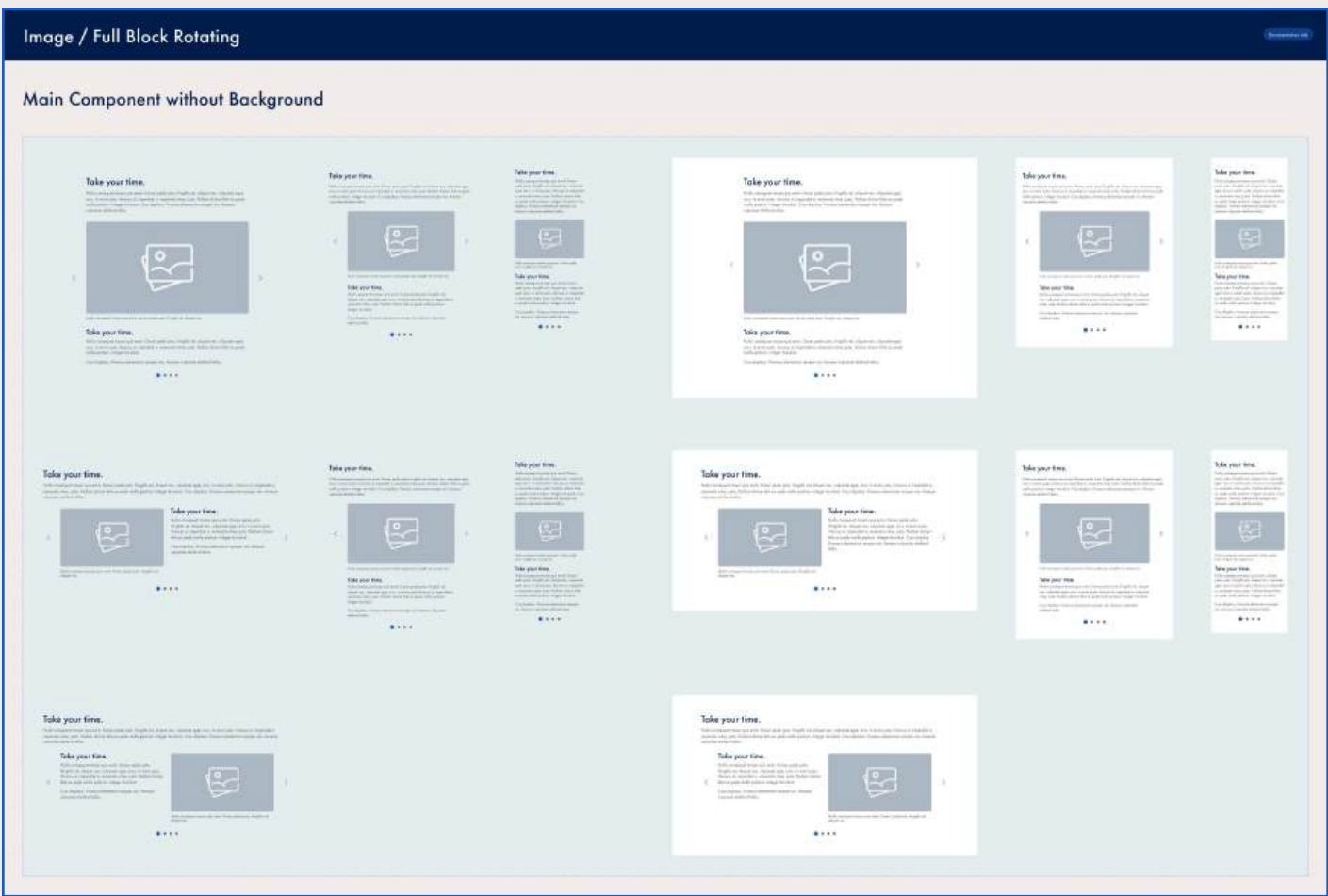
Structured Information & Page-Level Components

Accordions & Tabs

Accordion documentation separates a main component grid (different densities and backgrounds) from base items such as headers and content areas, suitable for FAQs or filter groups.

Tabs demonstrate horizontal tab lists with focus and active styles, overflow navigation via arrows, compact sets, and basic tab item components that can be dropped into panels or profile/settings flows.
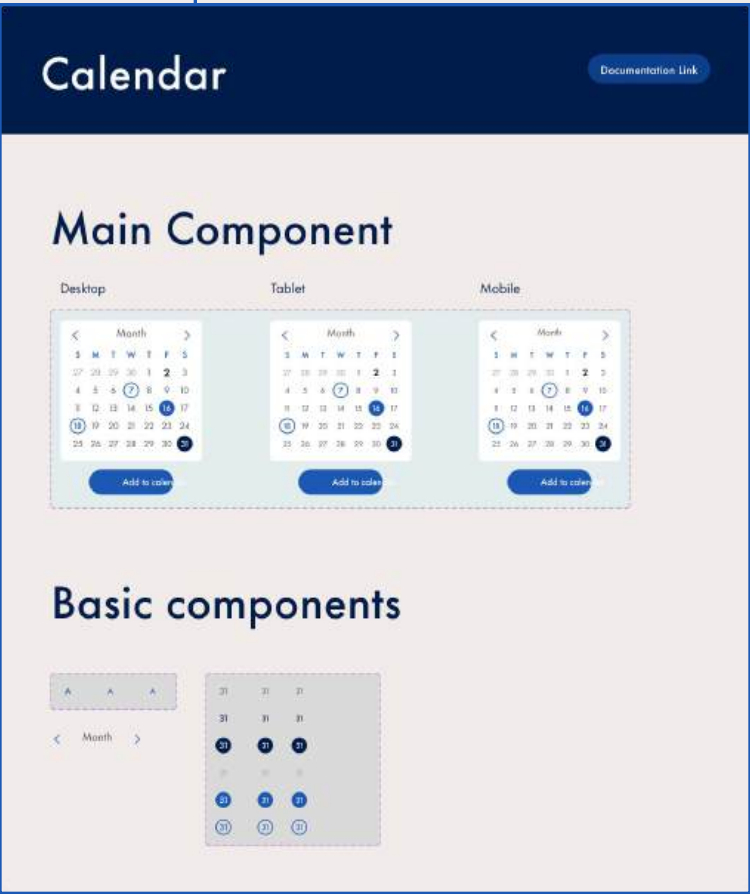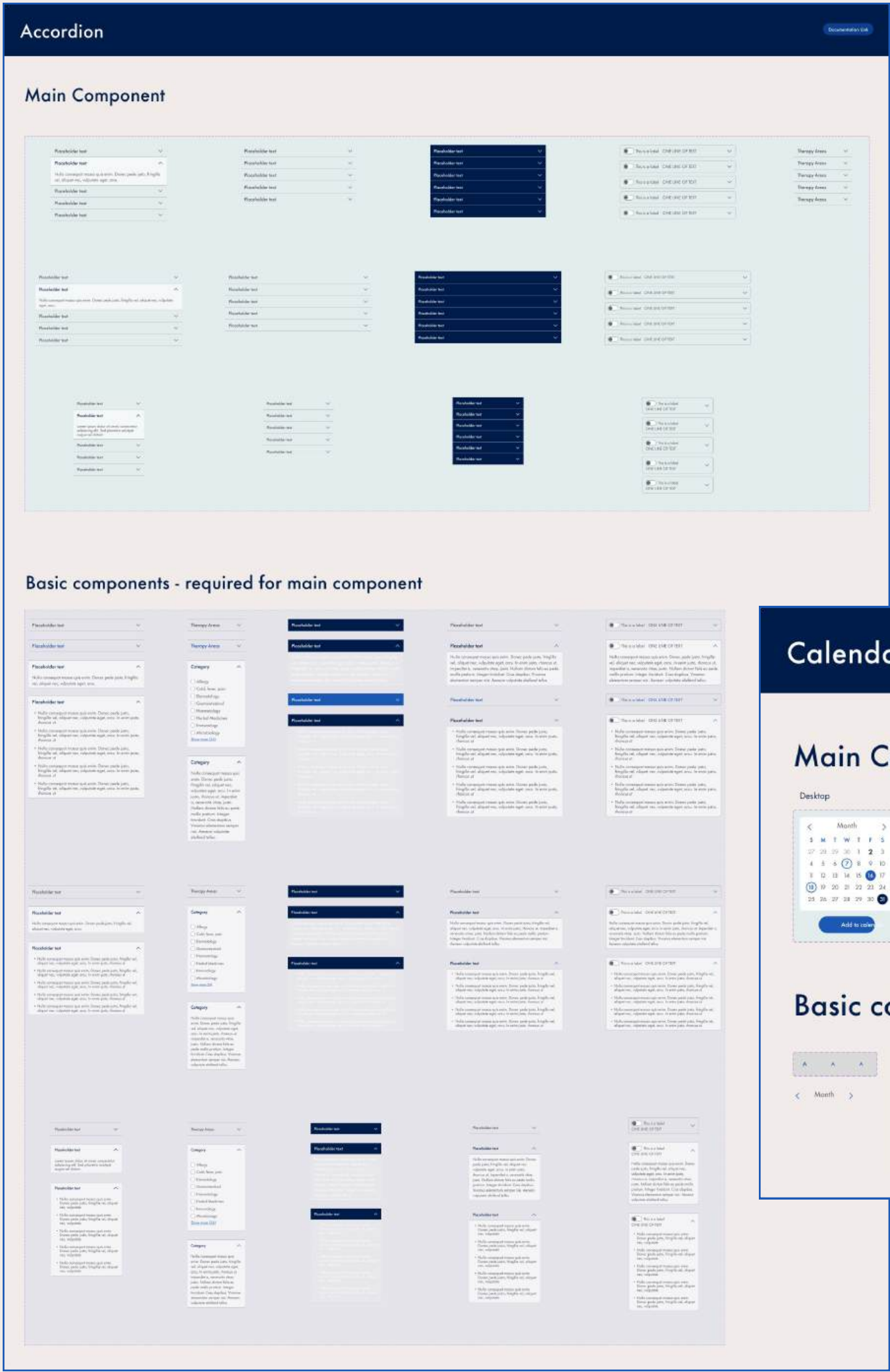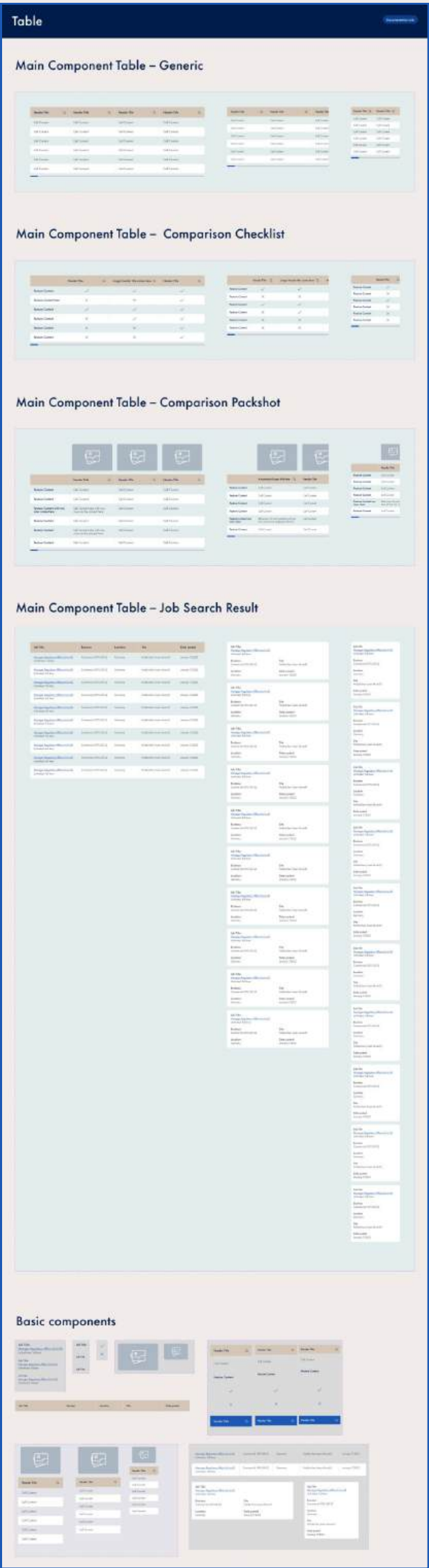
Tables

Table patterns include generic data tables, checklist comparison tables, product packshot comparison tables, and job search result tables.

Each layout shows how table headers, rows, selectable cells, icons, and responsive "card" versions reuse the same base table-row and cell components for consistency across desktop and mobile.

Calendar

The calendar module shows a month-view date picker for desktop, tablet, and mobile, combined with a primary "Add to calendar" CTA.

Basic components for navigation arrows, month selector, and individual date tokens reveal how selection, hover, and current-day states are constructed from the color and typography foundations.

System Principles & Usage Notes

Responsiveness & Breakpoints

For most components—including header, footer, carousels, banners, and forms—the examples show explicit desktop, tablet, and mobile variants, encouraging component variants or Auto Layout patterns that flow smoothly between breakpoints.

Mobile layouts typically stack elements vertically, widen hit areas, and preserve typographic hierarchy rather than introducing separate mobile-only styles.

Reusability & Composition

Many "Main Component / Basic components" boards (accordion, tabs, tables, header, footer) demonstrate the library's approach: build simple base pieces (buttons, fields, rows, cards) and compose them into larger patterns.

Recent Carousal design (2024)

Desktop   Tablet   Mobile

Image Components
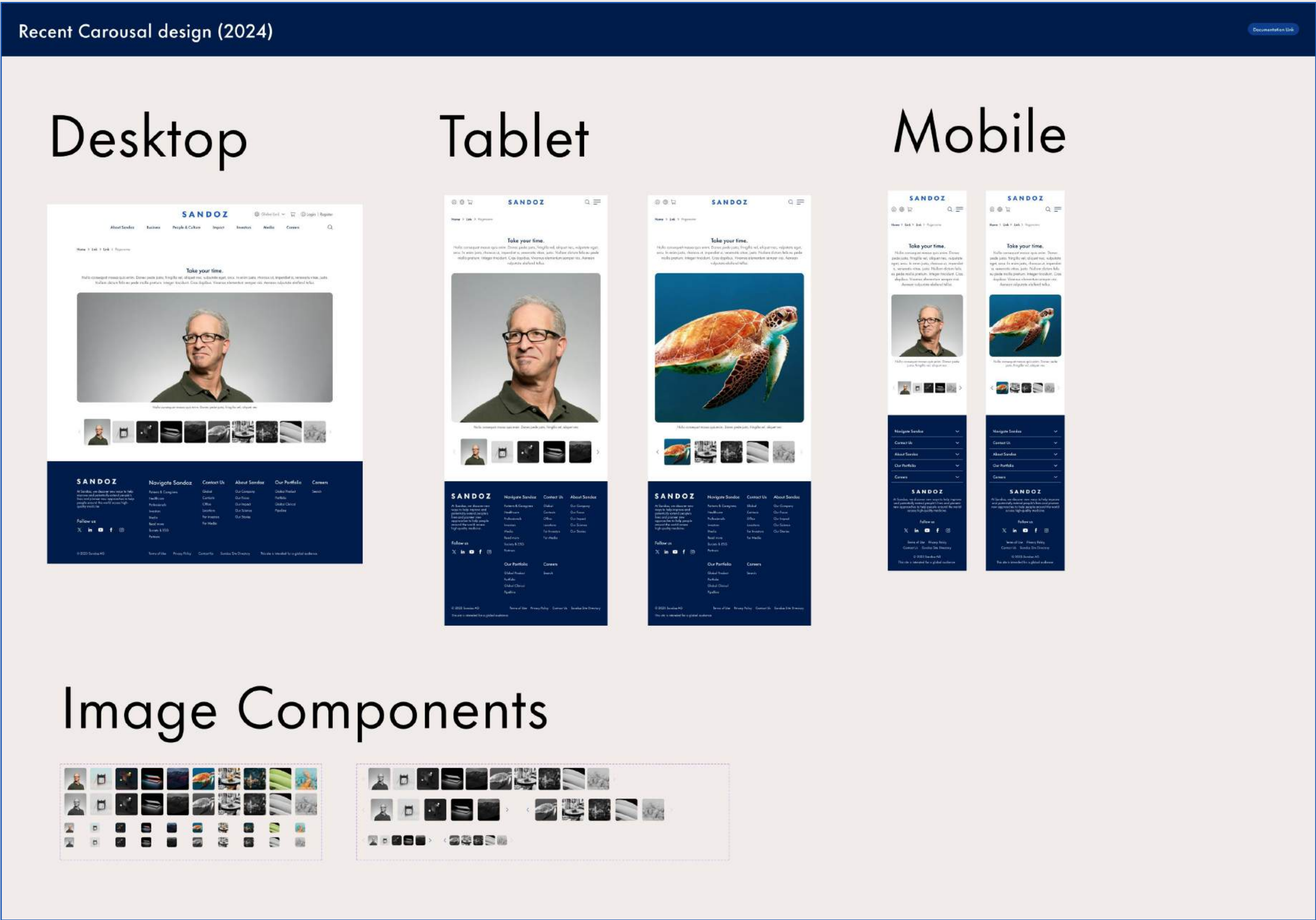
This structure lets teams swap content or change states without creating bespoke layouts, while shared foundations (colors, typography, icons) enforce brand consistency across all screens.
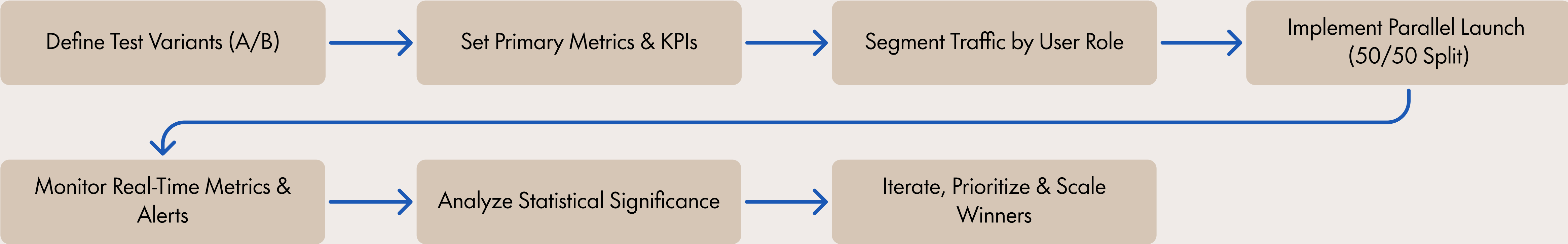
Usability Testing

In this stage, we assess the product's usability by observing real users performing specific tasks. This process provides direct feedback from the target audience, enabling us to identify design flaws, pain points, and improvement opportunities before major development costs are incurred.

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A/B Testing Framework

Steps involved in Testing

Define Test Variants (A/B) → Set Primary Metrics & KPIs → Segment Traffic by User Role → Implement Parallel Launch (50/50 Split)

Monitor Real-Time Metrics & Alerts → Analyze Statistical Significance → Iterate, Prioritize & Scale Winners

Conversion rate we achieve through testing

Metric	Pre-Redesign	Post-Redesign	Lift
CTA Click-Through	2.1%	3.8%	+81%
Pipeline Filter Usage	12%	28%	+133%
Bounce Rate	68%	52%	-24%
Report Downloads	1.4%	2.9%	+107%

Conclusion

Design Challenges Overcome

- Resolved information overload through card-based layouts with modular sizing
- Implemented role-based navigation for diverse user segments
- Eliminated pagination friction with infinite scroll and smart filtering
- Enhanced content clarity via progressive disclosure patterns
- Improved accessibility with WCAG 2.1 AA compliance

Results Delivered

Distinct brand identities established post-spin-off	Comprehensive design system with 100+ reusable components	A/B testing validation across all major user journeys
Responsive CMS sites with improved scannability & navigation	Enhanced UX through parallel launches with governance tracking	

Thank You

"Lets connect and collaborate"

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My Learnings

User-Centered Process   **Component Library Maintenance**   **Impact Measurement**