Are you talking to me?

Personalisation on the TGA website

Jennifer Cox | Murray Woodman

Jennifer Cox

User Experience team leader @ TGA:

- Human-centred design focus

- 10 years experience working on the TGA website

- 30 plus years as a graphic designer

- Passionate about improving the experience of visitors to our website

- Hates writing profiles!

Murray Woodman

Managing Director, Morpht:

- Building smarter websites

- Semantic web, personalisation, AI

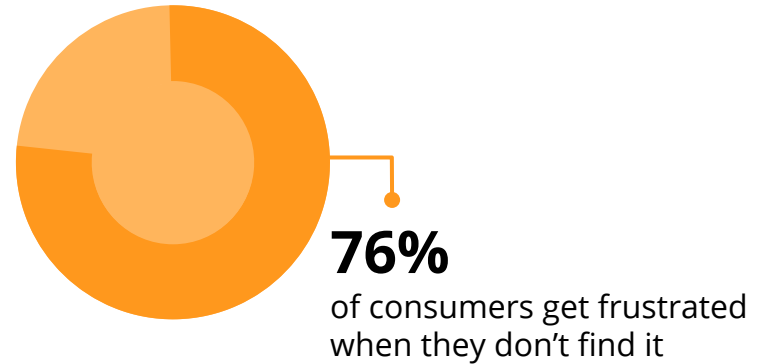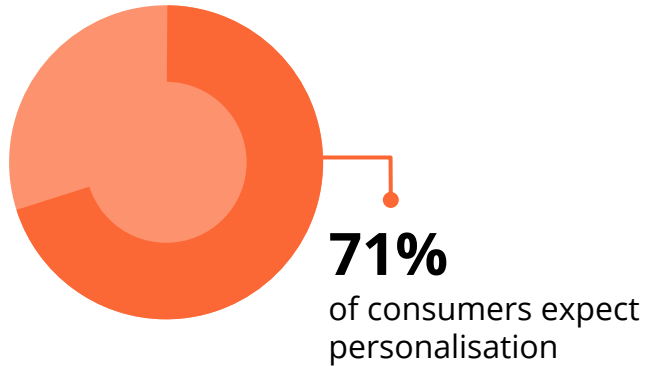- Working with TGA for last two years

What is personalisation?

- Tailoring content a visitor sees on your website for a more relevant and rewarding experience.

- Context is determined by user behaviour:
  - types of content viewed
  - actions and journeys undertaken
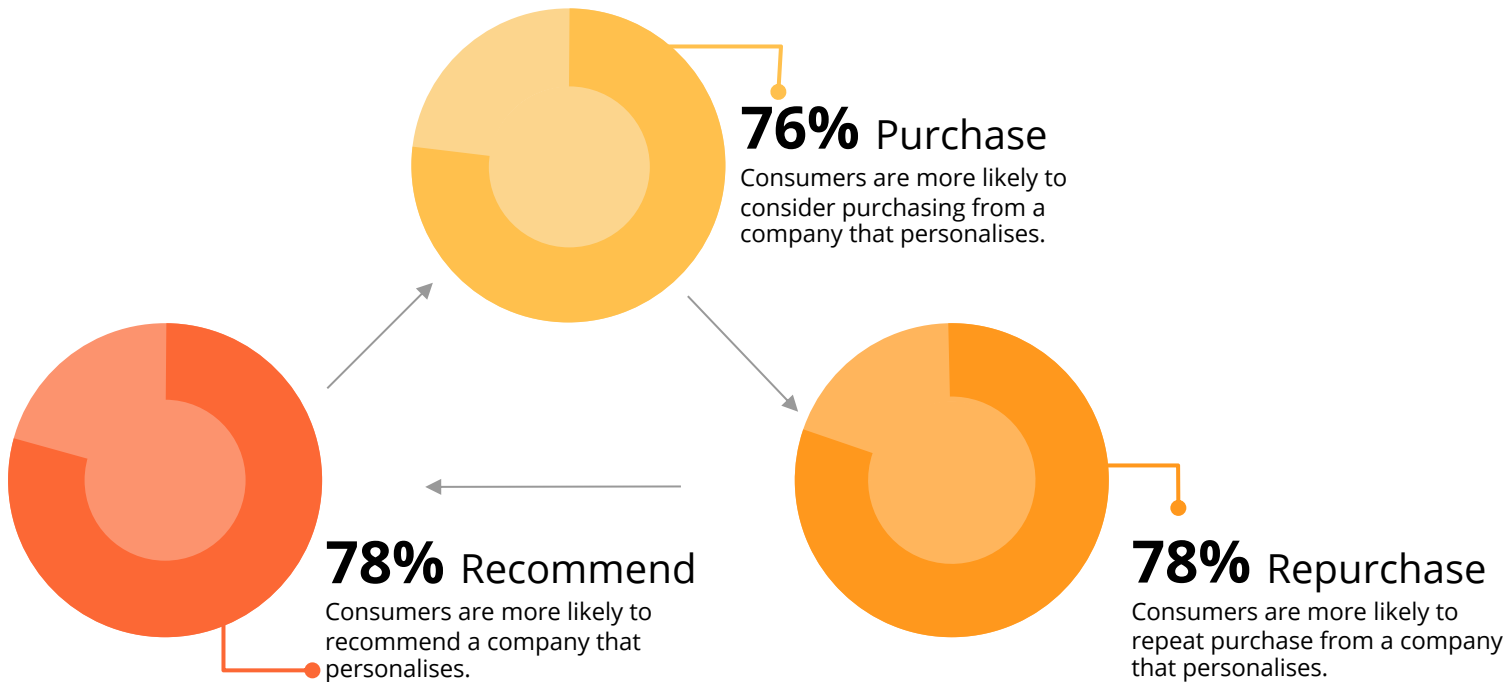 - geo - season, location
  - time of day

Why personalisation?

71%
of consumers expect personalisation

76%
of consumers get frustrated when they don't find it

Why personalisation?

76% Purchase
Consumers are more likely to consider purchasing from a company that personalises.

78% Recommend
Consumers are more likely to recommend a company that personalises.

78% Repurchase
Consumers are more likely to repeat purchase from a company that personalises.

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Why personalisation?

Not just a technical problem, it's a business and trust problem

Benefits

- Customer engagement

- Clear pathways to relevant content

- Transactional efficiency and success

- Cost savings to both TGA and our users

- Brand affinity

- Authority

TGA landscape

- Varied audiences

- Sponsor audience group segmented by product type

- Content is focused on guidance and driving towards a transaction

- The information is deep and complex for the user to find their way through

Dimensions and tasks

Audience
The audience affinity based on content viewed.

Product type
To further segment the Sponsor audience group.

Service
The most recently visited service.

Topic
The topic affinity based on content viewed.

Next best step

Intent
The most recently visited page associated with an intent (guidance, decision tree, resource).
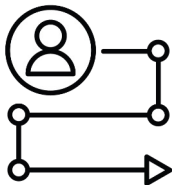
Pathway
User coming in from a logged in experience
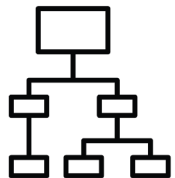
Outcome
An outcome of a decision tree.

Campaign
User entering site from a newsletter.

Stage
How much the user has explored the site.

The Profile

- How we build a profile for each user

- Data is saved in a user's browser local storage

- Privacy of data on SaaS is ensured

  - No PII stored on TGA site or shared with TGA

  - We only track the dimensions users interact with

Audience tasks

Product type tasks

Service tasks

Next best step CTA

We set the tasks

Node title	Node URL
service.general (default list of service - not personalised)	
TGA Business Services databases and secure email	TGA Business Services databases and secure email | Therapeutic Goods Administration (TGA)
Application and enquiry portals	Application and enquiry portals | Therapeutic Goods Administration (TGA)
Reference information for applications	Reference information for applications | Therapeutic Goods Administration (TGA)
service-pre-submission-meeting (user visits **Service: Request a pre-submission meeting** Request a pre-submission meeting | Therapeutic Goods Administration (TGA)	
Service: Request a pre-submission meeting	Request a pre-submission meeting | Therapeutic Goods Administration (TGA)
Pre-submission planning	https://www.tga.gov.au/how-we-regulate/supply-therapeutic-good-0/supply-prescription-medicine/pre-submission-planning
Literature based submissions (needs rewriting)	Literature based submissions | Therapeutic Goods Administration (TGA)
service-apply-new-ingredient-name (user visits **Service: Apply for a new ingredient name:** Apply for a new ingredient name | Therapeutic Goods Administration (TGA)	
Service: Apply for a new ingredient name	Apply for a new ingredient name | Therapeutic Goods Administration (TGA)
Proposing a new ingredient name	Proposing a new ingredient name | Therapeutic Goods Administration (TGA)
Ingredients in therapeutic goods	Ingredients in therapeutic goods | Therapeutic Goods Administration (TGA)
service-apply-orphan-drug (user visits **Service: Apply for Orphan drug designation:** Apply for orphan drug designation | Therapeutic Goods Administration (TGA)	

Audience tasks

- Set of tasks or information links on the homepage

- Triggered by the use of content tagged for a specific audience

- Audiences defined

  - Sponsor

  - Manufacturer

  - Health professionals

  - Advertisers

  - Consumer

Product type tasks

- Set of tasks targeted to a segmentation of the Sponsor audience group

- Triggered by use of content tagged for a specific product type

- Product types defined

  - Biological

  - Medical devices

  - Medicine

  - Other therapeutic (no tasks assigned)

  - Unapproved product (no tasks assigned)

Service and guidance

- Set of 3 tasks to remind users of a service and the supporting guidance

- Displayed on the 'How we regulate' page

- Triggered by use of a service page.

Next best step & Promotion
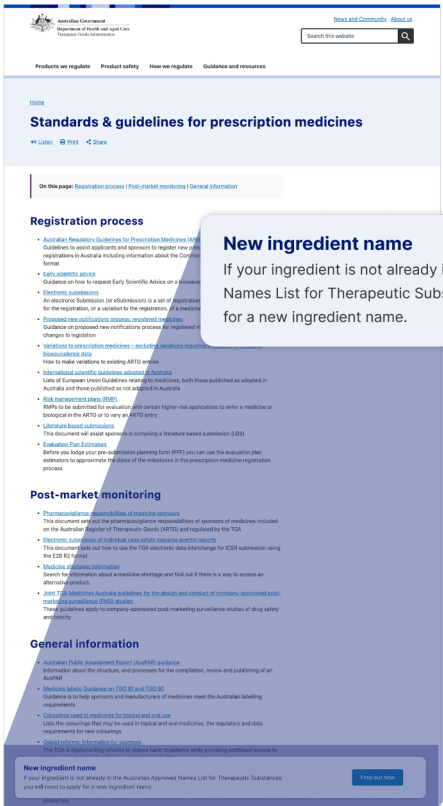
One call to action to remind users of a task they intend to perform.

- Delivered on all pages except Service

- Triggered by a Next Best Step calculated for each page view from pages such as Service and Guidance

- Promotes the 'next best action' based on the content viewed such as

  - **Intent, Outcome, Campaign, Stage**

- Expires after an hour

- Expires when the promoted page is visited.

Analytics dashboards

Audience
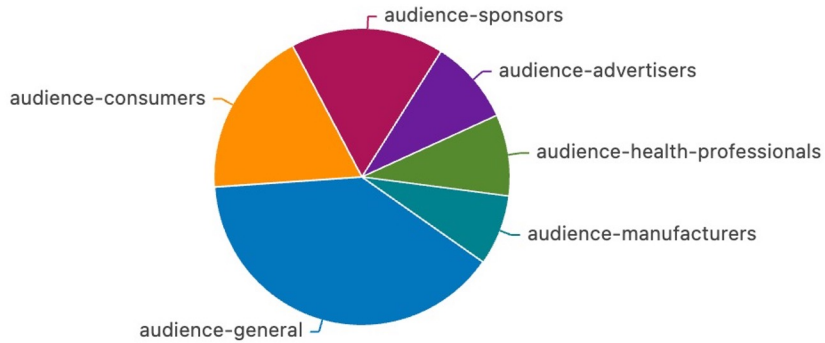
Product type
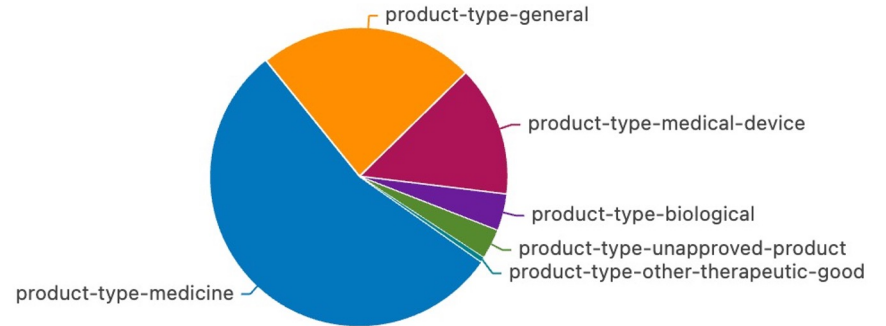
What are Health Professionals looking at

Audience

GovCMS SaaS

- The solution is built on GovCMS SaaS

- The profiler uses client-side technologies

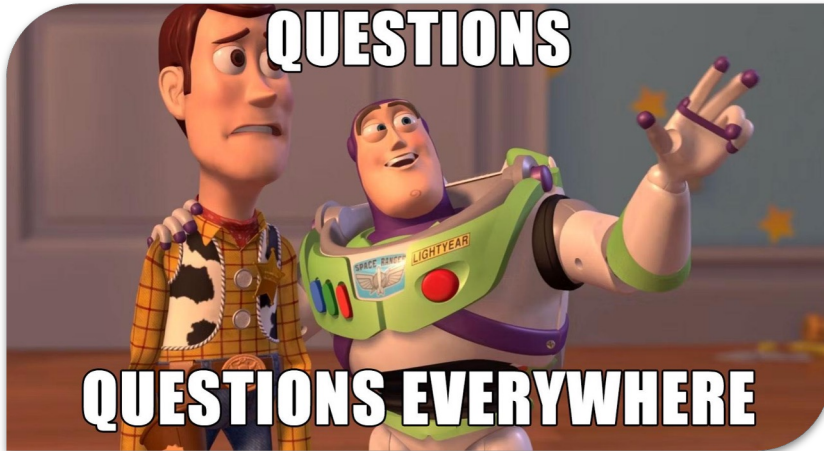- Personalised blocks are client-side

What's next

- Uplift Services and supporting Guidance

- Refine metadata tagging for:

  - Audience

  - Product types

- Launch Personalisation

Q&A

Do you have any questions?

Want to know more?
Come for a chat at the Morpht stand.