ScienceDirect®
2022 Product Development Plan

To stay on top of their field or to get up to speed on new topics, researchers, authors and students need an easy-to-use discovery, reading and dissemination platform.

Key areas of focus for innovation:

- **Efficient user journeys and discoverable research**
  - New platform updates mean users can:
    - Review the relevance of an article quicker because more content highlights will be surfaced
    - Discover research faster, regardless of where the journey starts
    - Find non-Elsevier content easier through reference linking via the GetFTR solution
    - Easily find and access topic pages with a new homepage
    - Discover research on the go in China by integrating ScienceDirect in WeChat

- **Easy author, reviewer and editor experience**
  - In 2022, there will be:
    - Simple and improved visibility of Elsevier journals by migrating journal information to ScienceDirect
    - Improved evaluation process on where to submit for publishing in OpenAccess journals by showcasing additional metrics such as gender metrics on editorial boards, D&I pledges or the UN Sustainability Development Goals

- **Simple access and authentication methods**
  - The new releases mean:
    - More efficient direct and remote access to the relevant literature
    - Easier remote access by expanding the Google Scholar Subscriber Links and CASA programs
    - More visible overview of available authentication methods
    - A more accessible experience, for instance through language identification or colour contrast
    - Enabled full user control over own data with Privacy center improvements

- **Strong product synergies**
  - Integration of different products means:
    - Improved offering for clinicians by experimenting with integrating ClinicalKey content and improving access to ClinicalKey solutions from ScienceDirect
    - More insights from the chemistry topic pages through testing the integration of Reaxys reaction information with the pages
    - Authors can be discovered easier by showcasing Scopus Author Profiles
    - Faster workflow through Mendeley integration on topic pages and article/book chapter pages

To deliver such an experience, the ScienceDirect development team applies the agile methodology, consulting with end users, conducting A/B testing and experiments, applying machine learning techniques and releases over 10 platform updates every day.

For more information, contact your sales representative.

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