

Gini Freeman

Client: Megan Miller PT

Role: UX/UI Design, UX Researcher, UX Content Writer, Wire-framing, Web Design

Duration: 3 weeks

Platform: Mobile/Web

Summary

Discover Pelvic Health & Wellness is a new clinic that is committed to providing excellent care and service to adults and children with core and pelvic floor dysfunction issues. Patient comfort and education are of utmost importance. They seek to provide an encouraging and engaging physical therapy experience that will help clients to resolve symptoms and to thrive.

The business need

The owner is a well-known and highly-respected PT in the area. She made the decision to leave a practice that she had been a part of for many years to launch her own practice, so that she could provide great care personalized to her patients. The main goal of the website design was to create trust and awareness of a new business. The owner had several existing clients that she wanted to give an opportunity to join her new practice. Many of her clients are young soon-to-be-mothers. They have limited time. Another group of patients are 40-60 year old females. They too have busy schedules. The website needed to address the needs of these two user personas.

The solution

The clear and simple design allows the user to easily access important information. A calm, spa-like approach to the palette and graphics creates the trust and comfort that the stakeholder desired. The solution was to use research methods to understand the stakeholders and clients. Create prototypes to test and determine the needs of the stakeholders, and clients. Closely work with stakeholder to understand their pain points and needs. Collaboration with stakeholders. Through research I discovered that the clients were overwhelmed with their busy schedules. They were easily distracted by children and their environment. The research proved that a simple, web-responsive approach would be beneficial.



Gini Freeman

Client: Megan Miller PT

Role: UX/UI Design, UX Researcher, UX Content Writer, Wire-framing, Web Design

Duration: 3 weeks

Platform: Mobile/Web

Summary

Discover Pelvic Health & Wellness is a new clinic that is committed to providing excellent care and service to adults and children with core and pelvic floor dysfunction issues. Patient comfort and education are of utmost importance. They seek to provide an encouraging and engaging physical therapy experience that will help clients to resolve symptoms and to thrive. The business need

The owner is a well-known and highly-respected PT in the area. She made the decision to leave a practice that she had been a part of for many years to launch her own practice, so that she could provide great care personalized to her patients. The main goal of the website design was to create trust and awareness of a new business. The owner had several existing clients that she wanted to give an opportunity to join her new practice. Many of her clients are young soon-to-be-mothers. They have limited time. Another group of patients are 40-60 year old females. They too have busy schedules. The website needed to address the needs of these two user personas.

The solution

The clear and simple design allows the user to easily access important information. A calm, spa-like approach to the palette and graphics creates the trust and comfort that the stakeholder desired. The solution was to use research methods to understand the stakeholders and clients. Create prototypes to test and determine the needs of the stakeholders, and clients. Closely work with stakeholder to understand their pain points and needs. Collaboration with stakeholder. Through research I discovered that the clients were overwhelmed with their busy schedules. They were easily distracted by children and their environment. The research proved that a simple, web-responsive approach would be beneficial.



Lydia

"Caregive/creator"

- 32 yrs old
- SAHM
- Married with 3 children
- College educated

Bio

Lydia is a stay at home of three. She quit her job in marketing when her second child was born. She and her husband recently moved to the area to find a good place to raise their kids. She desires to create community. She plans her days to maximize her time while remaining flexible to accommodate her young children. Convenience is important to her, and she often pays a premium for it. Having three children has taken a toll on her body, and she is looking for a convenient way to improve her health.

Link 1

Link 2

Link 3

Personality



Interests



Influences



Goals



Needs and expectations



Motivations



Pain points and frustrations

