

DESIGN CHALLENGE

# ACME HEALTH COMPANY - LANDING PAGE

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Designer - HealthTap

## MY ROLES

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Research	Product Management
Concepting	Copywriting
UX & UI Design	Production
Visual Design	Art Direction

## DELIVERABLES

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Write-up	2
Persona	6
Sketches	7
User Flow	8
Wireframe	10
Prototype	11
Brand Style Guide	13

LANDING PAGE - SIGN UP

# ACME Health Company

## 3.1 INPUTS

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- Contextual information (e.g. platform, pain points)
- Goals
- Requirements (e.g. messaging, images)
- Specifications (e.g. dimensions)
- Branding style guide
- Existing assets (e.g. logo, image library)
- Copy (e.g. headlines, body, call-to-action)
- Images (e.g. photography, vector graphics)
- Deliverables (e.g. file type, naming convention)
- Timing
- Team

## 3.2 PROCESS

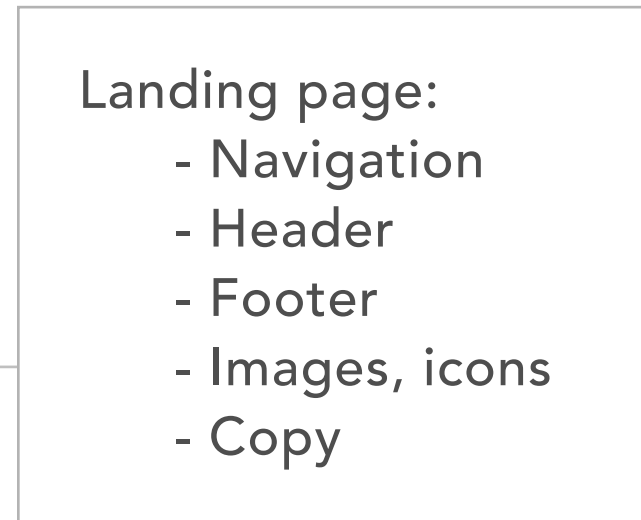
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### Phase 1

- Research
- Competitive analysis
- Defining the MVP
- User persona
- Sketches
- User and task flows
- Site map
- Wireframes
- Prototypes
- Logo
- Branding style guide
- **Design**

### Phase 2

- User Testing
- Re-Iterations



# ACME Health Company

## 3.3 TESTING

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### Copywriting

One aspect of the project that I found challenging was creating content copy. Since this is a newer role for me, I would want to test variations in diction and style applied to headlines, subheadlines and call-to-actions. I would be interested in finding out how much impact body copy has for users in comparison to headline and subheadlines.

## 3.4 PROCESS

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### Problem

Industry-specific websites, including those offering CME programs, tend to be less focused on design and visual communication. Effective and thoughtful design, however, can be the single most viable way a company sets themselves apart from their competitors.

### Solution

Create a user experience that emulates the immersive, insightful and high-quality content the programs promise to deliver.

### Road Map

Each step in my design process creates forward momentum. Without each step, it would be difficult to connect the dots looking backwards. For example, a persona supported by research and data points about the target audience's current circumstances and specific needs is more believable and informative than one without proper research.

Research validates the persona, which informs the design.

# ACME Health Company

## 3.5 ANALYSIS

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### Insight & Feedback

Success of my design would be measured by user and stakeholder feedback. I would present a scenario and observe as each candidate performs the task either in a digital or paper prototype. During the process, I would make notes about their behaviors, moments of confusion or frustration. Then, follow up with questions for more direct feedback and validation of my observations.

### Analytics

In addition, I would study the analytics to support future design decisions and re-iterations. What elements would I adjust, add or omit to improve marketing performance?

### Low Conversion Hypotheses

- Miscommunication or misalignment between marketing campaign and website or product
- Copy needs to be more compelling, specific or concise
- Overall product features do not stand apart from competitors
- Lacking in SEO
- Website is not responsive for mobile
- People have questions or unmet needs

### Iterations & Testing

After making necessary iterations, I would test each hypothesis among various pools of people of all ages, backgrounds and location.

For copy specifically, I may collaborate with a copywriter to implement more persuasive messaging using industry-appropriate language. This might help reinforce the products, reach the target audience more directly, and elevate SEO.

For Phase 2: mobile site design.

### Key Takeaways

For me personally, I would walk away with a deeper understanding of how to better communicate to my target audience considering what their needs and frustrations might be given certain circumstances in specific situations. Overall, I would gain greater knowledge of that industry.

### Next Steps - Phase 2

- User and stakeholder testing
- Re-iterations based on testing insights
- Design for all remaining pages, forms and elements
- Mobile site design

LANDING PAGE - SIGN UP

# ACME Health Company

## CHALLENGE

Create a desktop landing page that prompts doctors to sign up for ACME Health Company's Continuing Education (CE) training activities.

Phase 1 deliverables will consist of wireframes, prototypes, and any other process work. Copy and image assets can be FPO.

## GOALS

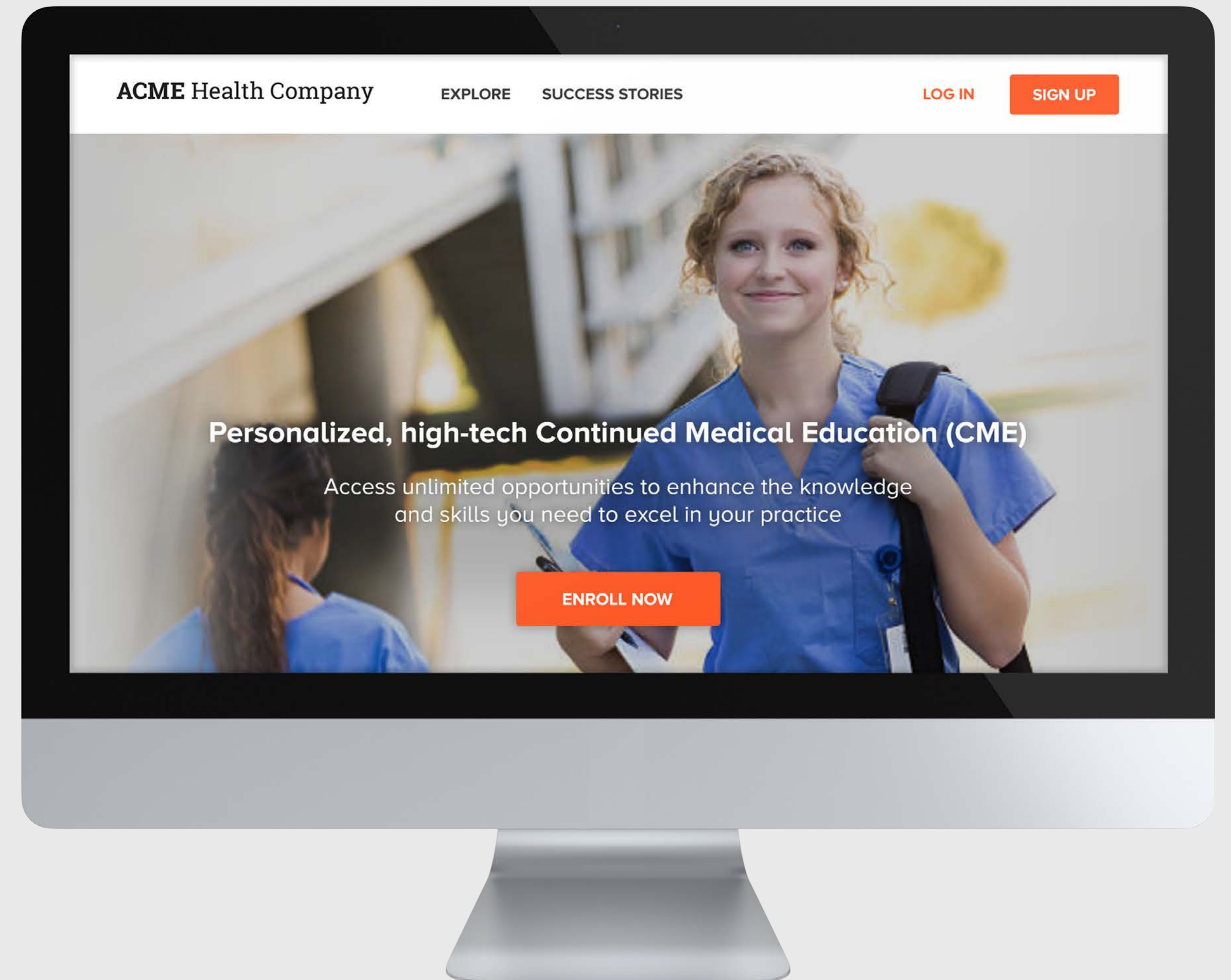
**User-focused design:** to create an immersive and compelling experience entails: seamless navigation, a lean framework and interface, clean content, and a design system highly-based on visual communication.

**Brand consistency:** look and feel is clean, inviting and professional

**Clear messaging:** copy should be kept short, direct and persuasive

## CONTEXT

- Doctors are required to obtain a certain number of CE credits each year
- ACME is running an acquisition marketing campaign related to doctor CE requirements
- ACME provides features/activities on their platform that allow doctors to earn credits





*"Create what you want  
to see in this world."*

**PROFILE:** **Linda Beylou, M.D.**

**Stanford University**

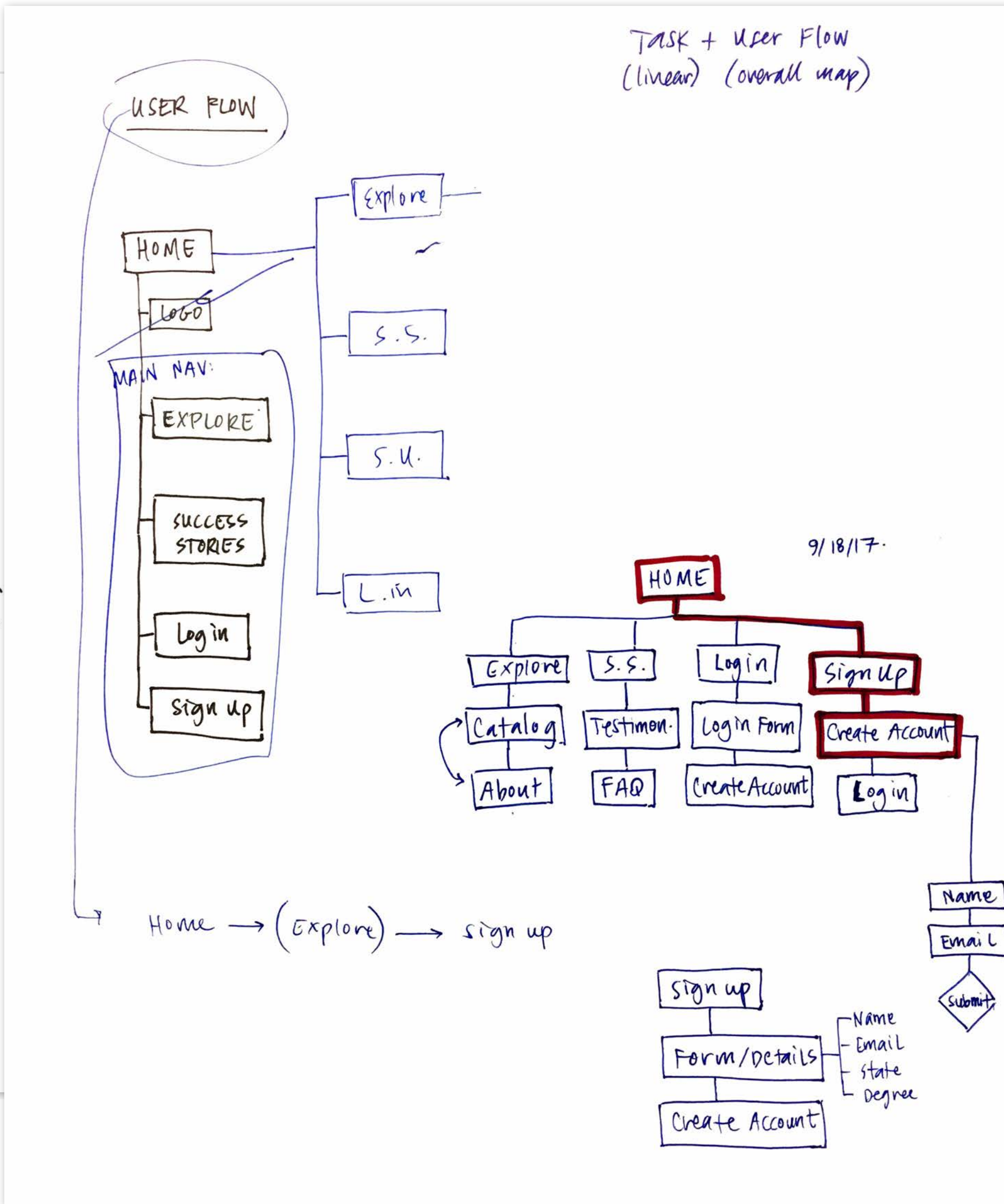
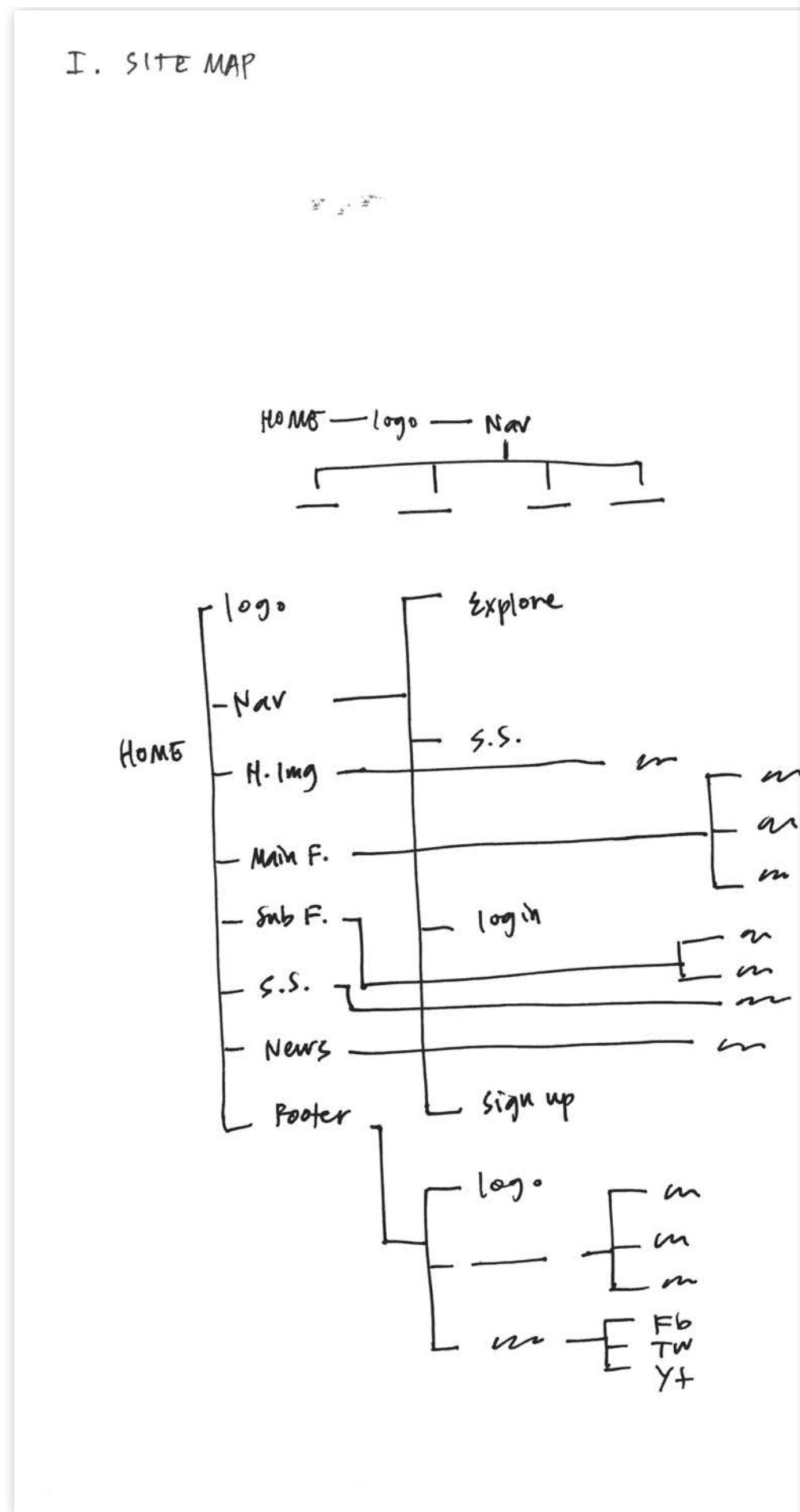
Palo Alto, CA

Fellow at Stanford Children's Health -

Lucile Packard Children's Hospital Stanford

**PAIN POINT:** Looking for a self-study program designated as Category 1 approved by the CMA or an ACCME-accredited provider to complete her CME

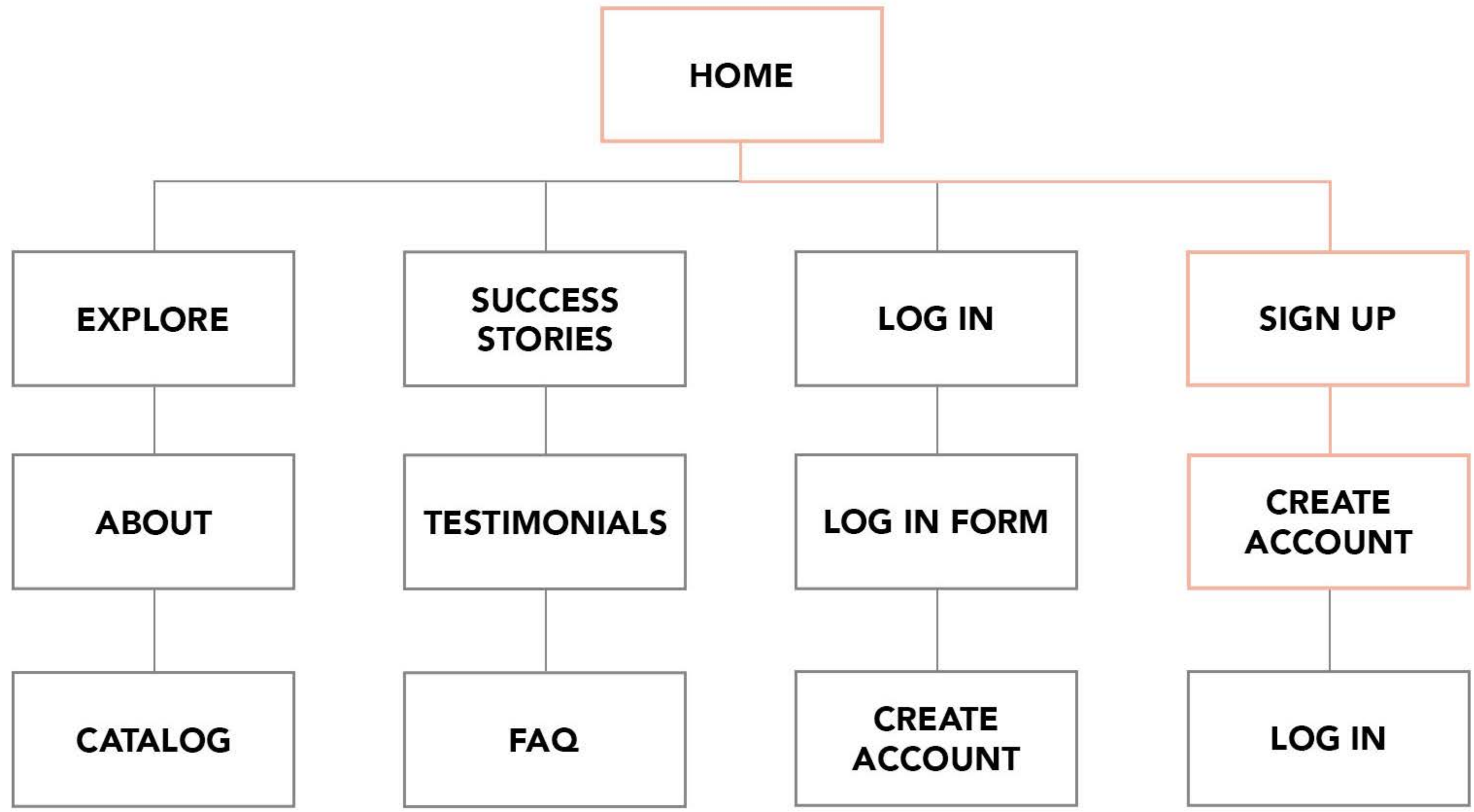
USER & TASK FLOWS



TASK FLOW

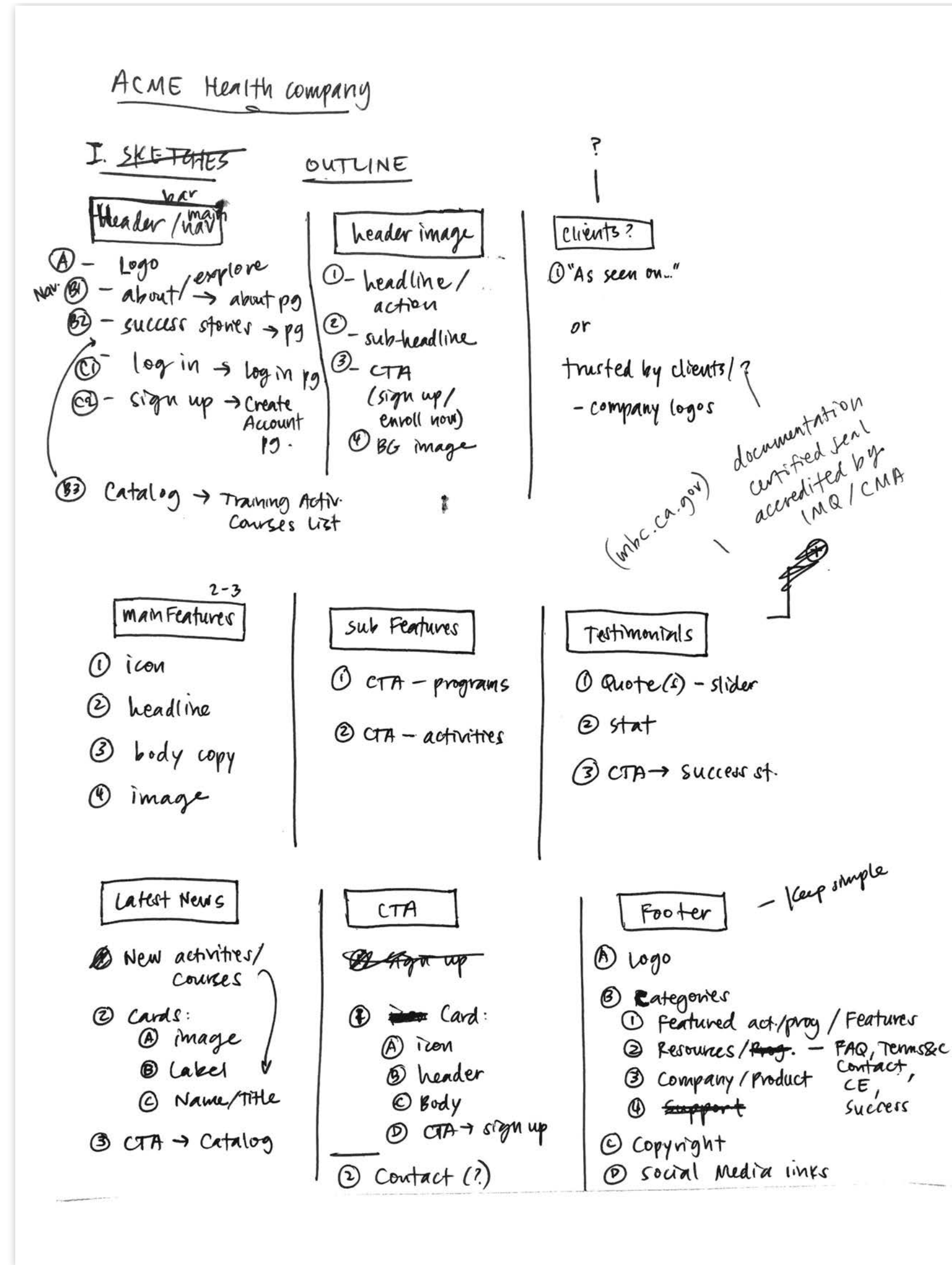


USER FLOW

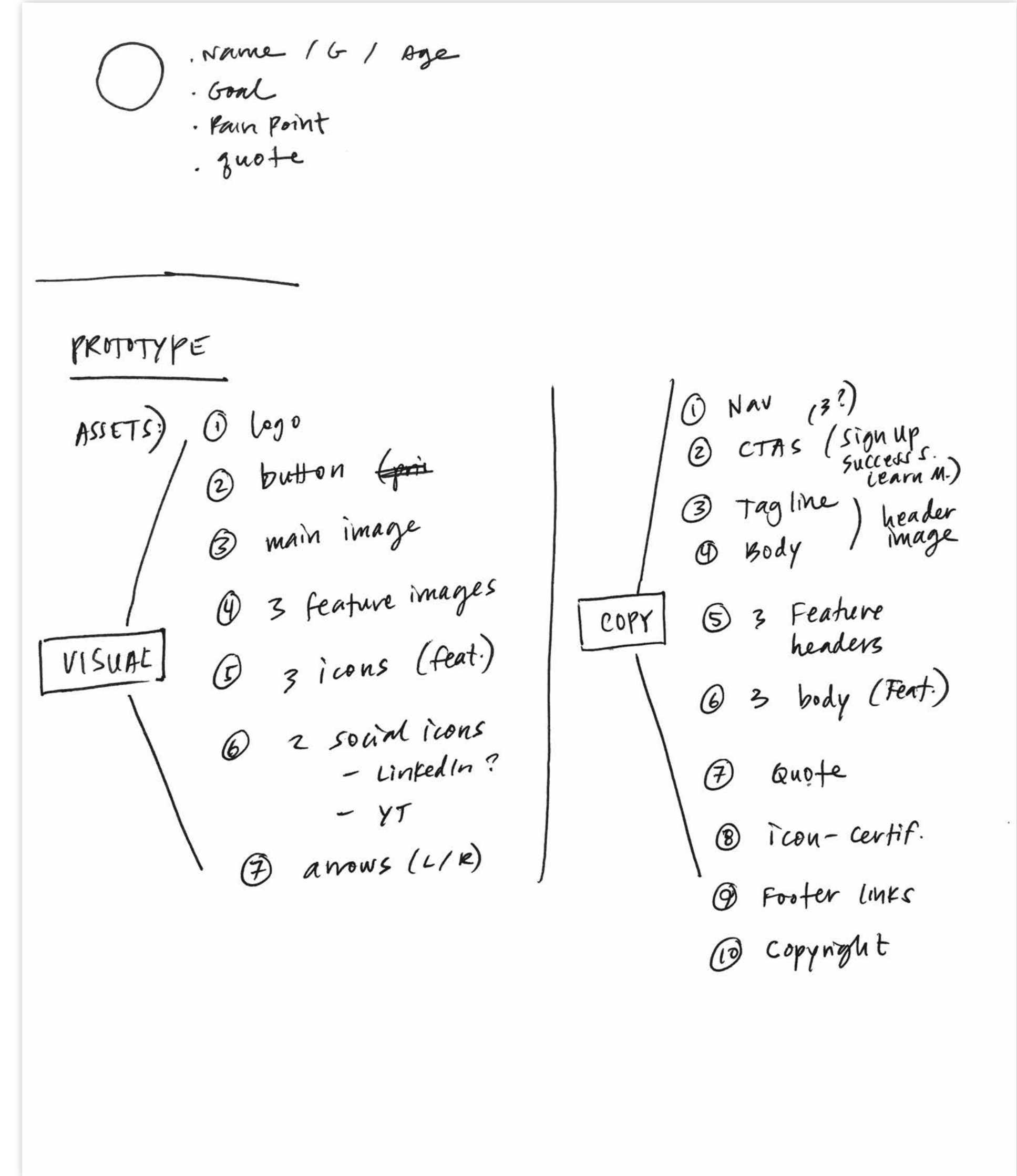




SITE OUTLINE

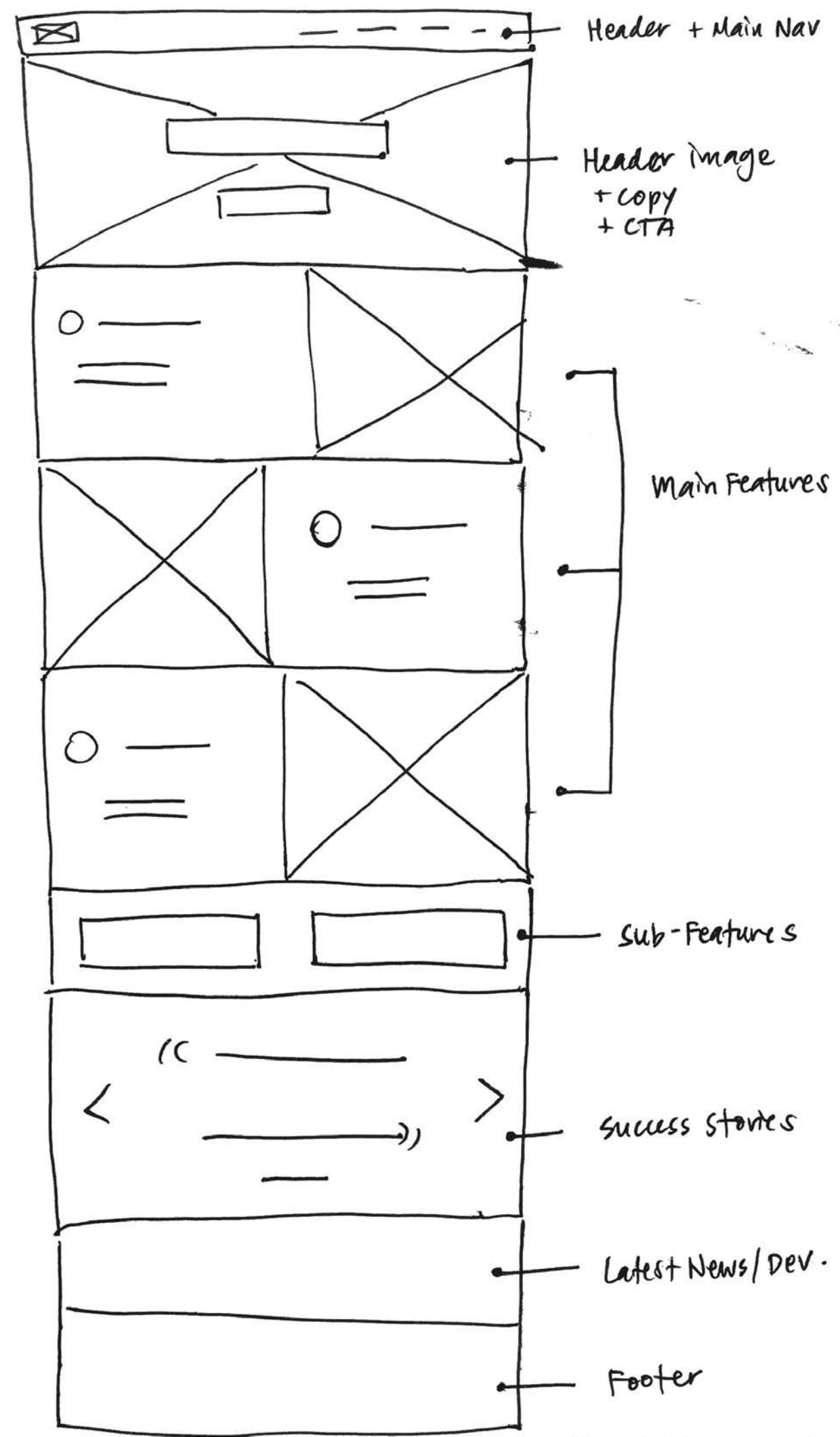


PERSONA / PROTOTYPE ASSETS

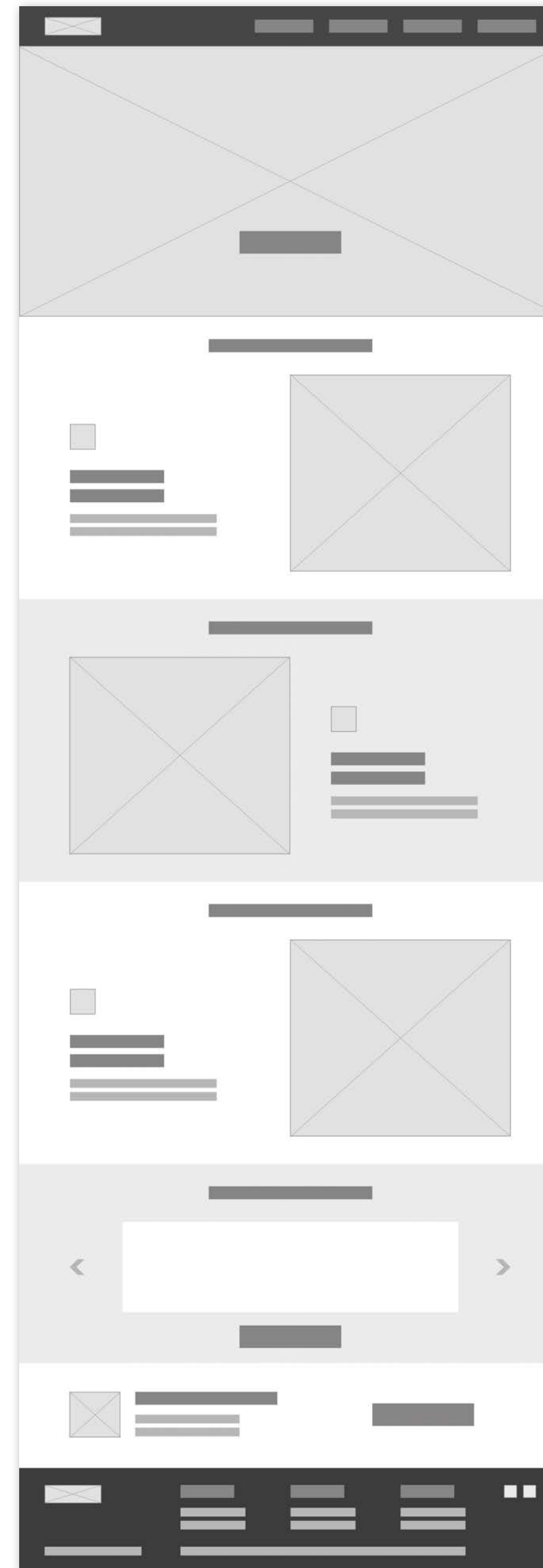


WIREFRAMES

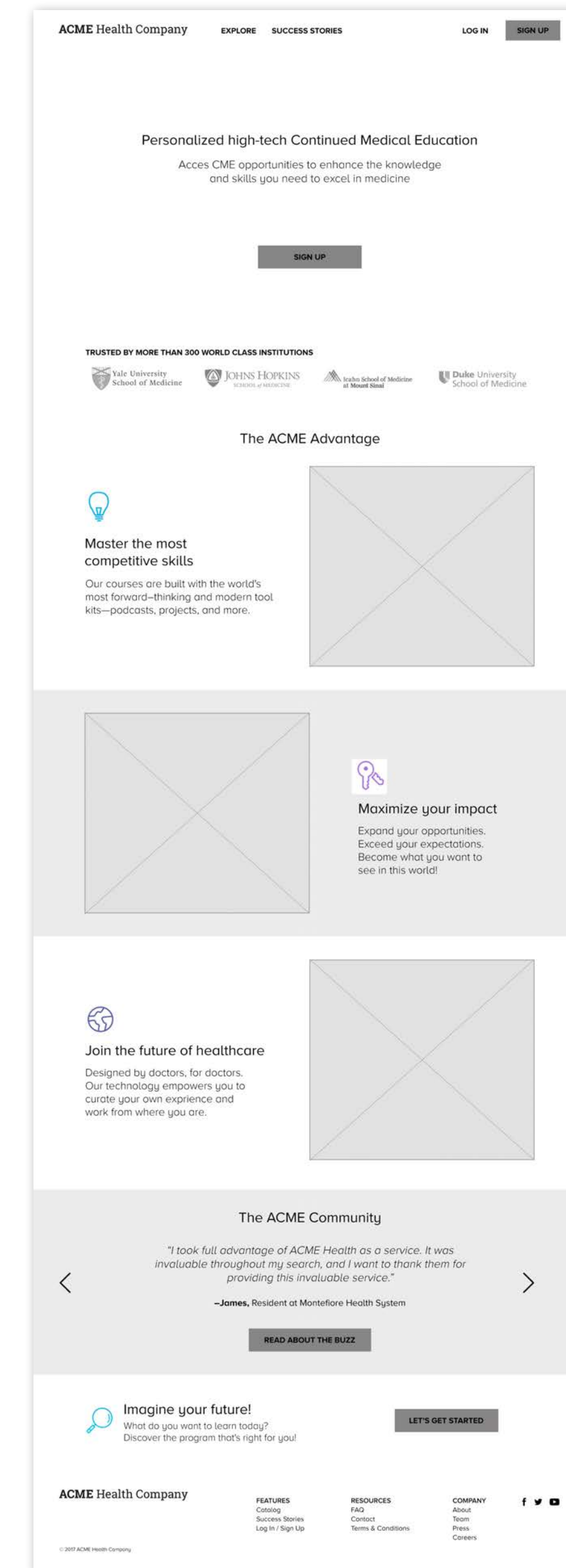
II. SKETCHES (desktop)



LOW-FIDELITY



MEDIUM-FIDELITY



## Personalized, high-tech Continued Medical Education (CME)

Access unlimited opportunities to enhance the knowledge and skills you need to excel in your practice

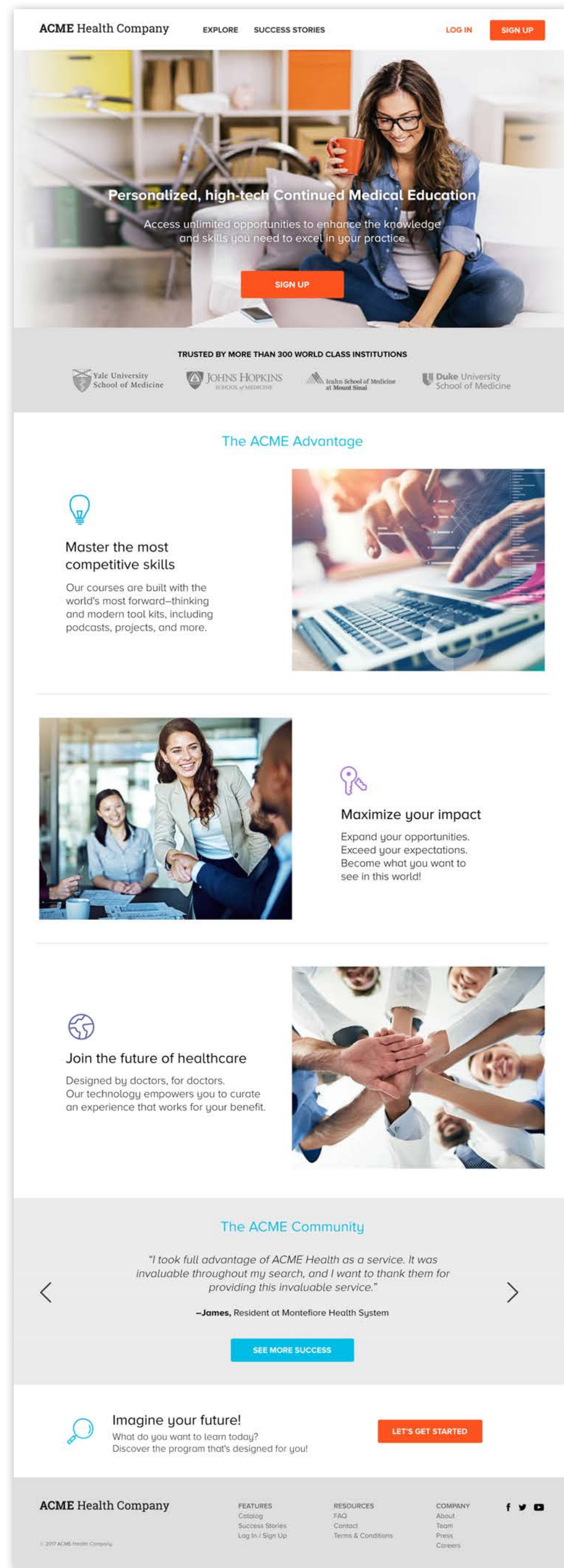
ENROLL NOW

TRUSTED BY MORE THAN 300 WORLD CLASS INSTITUTIONS

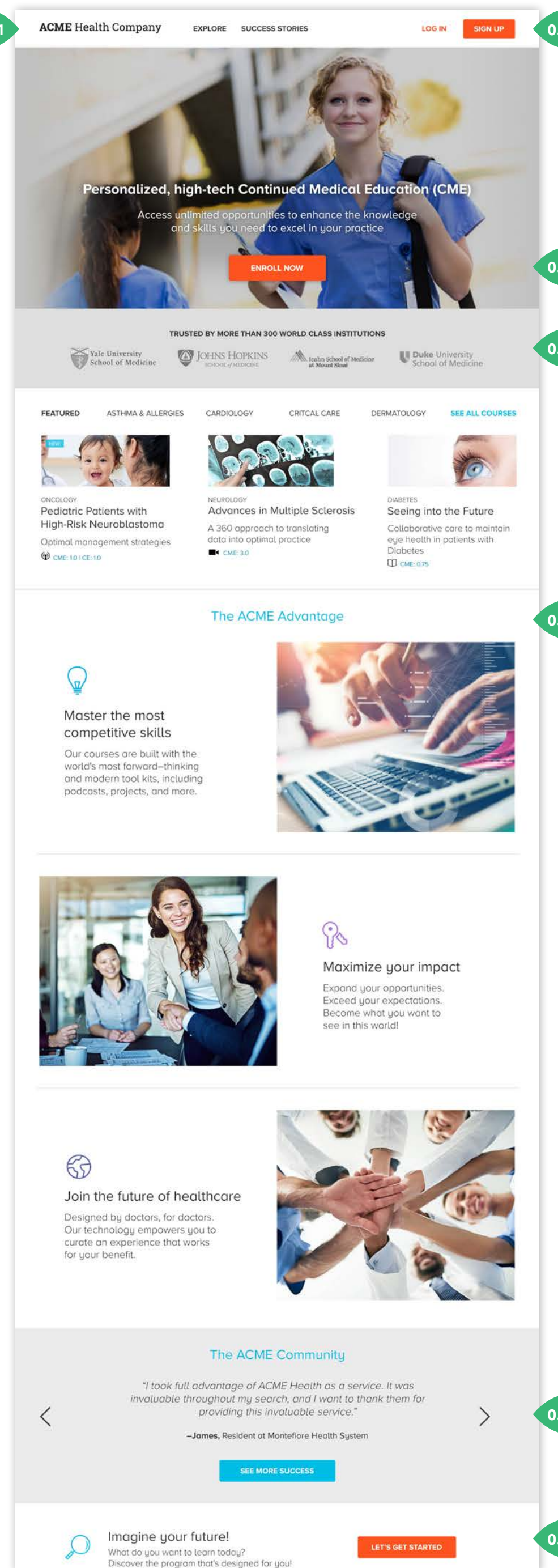


PROTOTYPE

ITERATION 1



ITERATION 2



PRIMARY ELEMENTS

0.1 Sticky header

Users can access the main navigation from anywhere on the page.

0.2 Prominent action

The prompt to sign up for ACME appears in 3 different instances: on the sticky header, hero image and at the bottom of the page—beginning, throughout and end.

SECONDARY ELEMENTS

0.3 Validation

Users understand that ACME provides board-certified CME courses and training activities trusted by institutions they recognize.

0.4 Minimum Viable Product (MVP)

Effective communication through verbal and visual elements provides visitors succinct information about how ACME can be valuable to them.

0.5 User reviews

Feedback provided directly from the community creates a more trusted product and secure experience.

01 LOGO

# ACME Health Company

**MAIN LOGO**

Black on white background



**SECONDARY LOGO**

White on backgrounds darker than 10% black

02 TYPOGRAPHY

# Proxima Nova



## Headlines

Regular / 50pt

## Body

Light / 40pt

## Subheadlines

Bold / 30pt

## Call to actions

Bold / 28pt

03 COLOR PALETTE



#FFFFFF  
R 255 G 255 B 255

**PRIMARY**

White space, text



#00BEE6  
R 0 G 190 B 230

**SECONDARY**

Accents, background fills, links, buttons



#FE531F  
R 100 G 53 B 0



#000000  
R 0 G 0 B 0



#333333  
R 51 G 51 B 51



#646464  
R 100 G 100 B 100



#BBBBBB  
R 187 G 187 B 187



#DEDEDE  
R 222 G 222 B 222

**BLACK & GREY SCALE**

Body text, links, horizontal rules, strokes

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THE END

**Thank you**

[www.karen-wang.com](http://www.karen-wang.com)

TOOL KIT

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Photoshop  
InDesign

-

Paper  
Pencil

CONNECT

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