

# HealthcareMD Website UX Case Study

By Keith Jeter - Building Trust Through Patient-Centered Design

 AUTHOR Keith Jeter	 DATE 2025	 CLIENT HealthcareMD	 DURATION 12 Weeks
--	---	---	---

**Table of Contents**

<b>01</b> Executive Summary	<b>02</b> Discovery & Research
<b>03</b> User Personas & Journey Maps	<b>04</b> Information Architecture & Site Map
<b>05</b> Wireframes & Annotated Flows	<b>06</b> Outcomes & Business Impact
<b>07</b> Conclusion	

## Executive Summary

HealthcareMD, a well-established medical practice serving over 5,000 patients annually, approached our team with a critical digital challenge. Their outdated website was generating excessive front-desk call volume while failing to attract new patients in a competitive healthcare market. Through a comprehensive UX process, we redesigned their digital presence to be trustworthy, accessible, and patient-centered — directly addressing the call volume problem and expanding new patient reach.

**Key Results**

- 40% reduction in front-desk calls
- 25% increase in new patient inquiries
- \$50,000 annual cost savings

# Discovery & Research

## Understanding the Healthcare Landscape

The discovery phase revealed that HealthcareMD's digital presence was not meeting either patient needs or business objectives. Patients struggled with unclear information architecture, while the practice faced unsustainable call volumes that impacted care quality.

### Stakeholder Goals Analysis

We conducted 12 in-depth interviews across practice leadership, clinical staff, and patients to align business objectives with user needs:

#### Business Objectives:

- Reduce front-desk call volume by 30% through self-service digital channels
- Increase new patient acquisition by 20% via improved online presence
- Establish HealthcareMD as the trusted, modern medical practice in the community

#### User Goals:

- Easily book appointments without calling
- Quickly find the right provider for specific needs
- Clearly understand services, pricing, and insurance coverage
- Access trustworthy health information without medical jargon

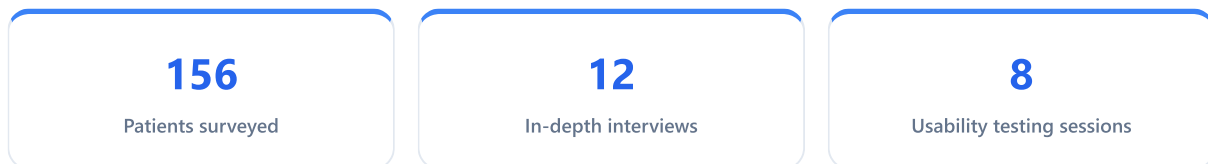
**Critical Insight:** Patients want healthcare information that's authoritative yet approachable. They need to feel confident in their decisions without being overwhelmed by clinical complexity.

## Competitive Audit Methodology

We analyzed 12 competitor websites, including both local practices and national healthcare chains.

Strengths Found	Opportunities Identified
Clear appointment booking widgets	Poor mobile experiences (35% of sites)
Provider photos and credentials	Hidden contact information
Simple service explanations	Complex navigation requiring 3+ clicks

## User Research Methods & Insights



#### Key Insights:

- 67% of patients research providers online before their first call
- Top frustrations: Overwhelming homepages, unclear provider information, hidden pricing
- Mobile usage: 70% of healthcare research occurs on smartphones
- Trust factors: Emergency information accessibility, clear credentials, simple language

# User Personas & Journey Maps

---

## Persona Development Process

Using the research data, we synthesized five primary personas representing HealthcareMD's key user segments.



**Sarah Martinez**

34-year-old marketing professional

**Healthcare Context:** Managing Type 2 diabetes with regular check-ups

**Technology Profile:** Heavy mobile user, prefers self-service solutions

**Key Goals:**

- Schedule appointments quickly during work hours
- Find providers with specific expertise
- Access clear, jargon-free health information

*"I need healthcare that's as easy as shopping online. Why should managing my health be more complicated than buying shoes?"*



**Robert Chen**

68-year-old retiree and family caregiver

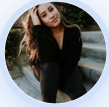
**Healthcare Context:** Managing multiple chronic conditions

**Technology Profile:** Desktop-focused, needs accessibility features

**Key Goals:**

- Understand complex medical services clearly
- Access large-print, easy-to-read information
- Find trustworthy providers with good reputations

*"I want information I can share with my family easily. Everything should be straightforward and trustworthy."*



**Maria Rodriguez**

28-year-old new mother

**Healthcare Context:** Seeking pediatrician for newborn

**Technology Profile:** Mobile-first user, research-oriented

**Key Goals:**

- Find pediatric specialists with excellent reputations
- Understand insurance coverage and costs clearly
- Access reliable information about newborn care

*"How do I know I'm choosing the right doctor for my baby? Everything feels so important and confusing."*



**James Mitchell**

45-year-old small business owner

**Healthcare Context:** Managing high blood pressure, annual preventive care

**Technology Profile:** Laptop-primary, limited time, prefers efficiency

**Key Goals:**

- Book annual physicals with minimal back-and-forth
- Get clear cost estimates before appointments
- Access lab results and follow-ups without calling

*"I have 20 minutes between meetings. If I can't book an appointment in that window, I'm calling your competitor."*



**Emily Torres**

22-year-old college student

**Healthcare Context:** Navigating independent insurance for the first time

**Technology Profile:** Mobile-only, highly digital, research-driven

**Key Goals:**

- Understand what her insurance actually covers
- Find an affordable provider near campus
- Know what to expect at appointments in plain language

*"I don't even know what a deductible is. The website should explain things like I've never done this before — because I haven't."*

## Emotional Journey Mapping

To understand the complete patient experience, we mapped the emotional journey across the healthcare decision process:



## Information Architecture & Site Map

---

### Content Audit & Analysis

The existing HealthcareMD website contained 47 pages of content scattered across inconsistent information hierarchies.



### Content Issues:

- Service information buried 3-4 levels deep in navigation
- Provider biographies scattered across individual pages
- Contact information appearing in 4 different locations
- No clear content hierarchy based on user needs

### Information Architecture Principles

#### Core Principles:

1. **Task-Based Organization:** Structure content around what users need to accomplish
2. **Progressive Disclosure:** Present essential information first, details on demand
3. **Mobile-First Hierarchy:** Prioritize content for small screens and urgent needs
4. **Trust-Building Structure:** Place credibility indicators prominently

## Site Map Development

HealthcareMD (Homepage)

└─ Find a Doctor - Provider search, profiles, reviews

└─ Book Appointment - Online scheduling, availability

└─ Services - Service explanations, pricing, FAQs

└─ Insurance & Billing - Coverage info, payment options

└─ About Us - Credentials, team, facilities

└─ Contact - Centralized contact information

└─ Patient Resources - Forms, preparation guides, FAQs

### Navigation Logic Rationale:

- Task-Based Navigation: Each primary navigation item corresponds to a core user goal
- Redundancy Reduction: Eliminated duplicate content and conflicting information
- Mobile Optimization: Limited to 7 main navigation items for thumb accessibility
- Content Prioritization: Most frequently accessed content appears in top navigation

## User Flow Optimization

**2.1**

Average clicks after redesign (vs 4.2 before)

### Critical User Flows:

- **Appointment Booking Flow:** Home → Book Appointment (2 clicks)
- **Provider Research Flow:** Home → Find a Doctor → Provider Profile (3 clicks)
- **Service Information Flow:** Home → Services → Specific Service (3 clicks)

# Wireframes & Annotated Flows

## Design System Foundation

Before creating wireframes, we established a design system grounded in healthcare UX principles:

### Visual Hierarchy:

- Primary Actions: Large, prominent buttons for critical tasks
- Secondary Actions: Smaller buttons for supporting tasks
- Content Hierarchy: Clear typographic scale with medical-appropriate contrast

### Color Psychology:

- Navy Blue (#1a365d): Conveys trust, professionalism, and medical authority
- Warm Accent (#f59e0b): Creates approachability and human connection
- High Contrast: Ensures readability for patients with visual impairments

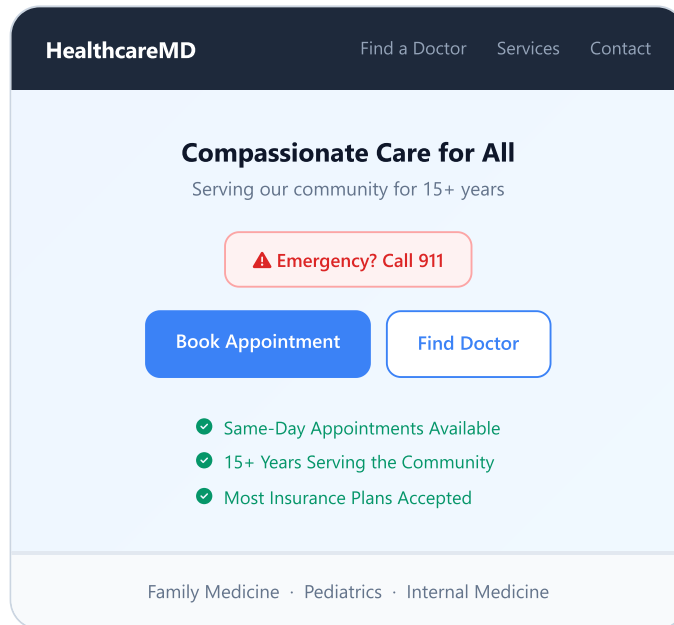
## Mobile-First Wireframe Approach

### Mobile-First Principles:

- Design for 375px width (iPhone standard) before expanding to larger screens
- Touch targets minimum 44px for accessibility
- Thumb-friendly navigation zones
- Progressive enhancement for larger screens

*Given that 70% of healthcare research occurs on mobile devices, we adopted a strict mobile-first approach.*

## Homepage Wireframe & Annotations



**Design Rationale:** The homepage serves as the critical first impression, where we must immediately build trust and guide users to their goals.

## Find a Doctor Flow Wireframes


### Step 1: Search Interface


### Find a Doctor

Family Medicine ▾

Insurance: Accepted ▾


Today ▾

 **Dr. Sarah Johnson**  
Family Medicine · 4.8 (127 reviews)  
*"Takes time to explain clearly"*


 **Dr. Michael Chen**  
Internal Medicine · 4.9 (89 reviews)  
*"Very thorough and patient"*


### Step 2: Provider Profile


[← Back to Search](#)



**Dr. Sarah Johnson**  
Family Medicine

 123 Medical Center Dr

 Mon-Fri, 8AM-5PM

 (555) 123-4567

★ 4.8 · 127 reviews

*"Dr. Johnson takes time to explain everything clearly."*

[Book with Dr. Johnson](#)

[Send Message](#)

### One-Page Booking Approach

### Book Appointment

SELECT SERVICE

Family Medicine

Pediatrics

Urgent Care

CHOOSE PROVIDER

Any Available Provider

Dr. Sarah Johnson

SELECT DATE & TIME

[Today, 2:00 PM](#) [Tomorrow, 9:00 AM](#)

[View Full Calendar](#)

Est. Cost: ~\$150 Insurance Accepted

[Confirm Booking](#)

#### Key UX Decisions:

- Smart Defaults: Next available appointment appears first
- Progressive Validation: Real-time feedback prevents errors
- Cost Transparency: Pricing information reduces financial anxiety
- Minimal Fields: Only required information requested upfront

### Accessibility & Inclusive Design Features

#### WCAG AA Compliance:

- 44px minimum touch targets
- 4.5:1 contrast ratio
- Logical heading hierarchy
- Screen reader compatibility

#### Healthcare-Specific Features:

- Emergency information always visible
- Simple language options
- Family caregiver support
- Large text and high contrast

## Outcomes & Business Impact

---

### Quantitative Results

**89%**

Task completion rate (vs 45% before)

**2.3 min**

Time on task (vs 4.1 min before)

**73%**

Mobile usage (vs 48% before)

**4.6/5**

User satisfaction rating

### Business Impact Metrics

**40%**

Reduction in front-desk calls

**25%**

Increase in new patient inquiries

**65%**

Of appointments booked online

**\$50K**

Annual savings from reduced calls

### Patient Testimonials

**Sarah M.:** "Finally, a doctor's website that doesn't make me feel stupid. Everything is clear and I could book my appointment in 2 minutes."

**Robert C.:** "I can actually read this on my phone without squinting. And I found a great doctor for my grandson."

**Maria R.:** "The reviews helped me choose the right pediatrician. No more guessing!"

**James M.:** "Booked my annual physical in under three minutes during a coffee break. That's what I needed."

**Emily T.:** "The insurance explainer actually made sense. I knew exactly what I'd owe before I even booked."

### UX Decisions → Business Outcomes

#### Trust-Building Design → Patient Acquisition:

- Prominent credentials and emergency information increased conversion rates
- Clear, jargon-free language reduced bounce rates by 30%
- Transparent pricing built confidence in the booking process

## Lessons Learned & Future Improvements

### What Worked Exceptionally Well:

- User-Centered Research: Data-driven decisions built stakeholder confidence
- Iterative Testing: Caught critical issues before launch
- Trust-Focused Design: Addressed healthcare-specific anxieties
- Mobile-First Philosophy: Met actual user behavior expectations

### Areas for Future Enhancement:

- AI Integration: Chatbot for immediate question answering
- Patient Portal Connection: Seamless integration with medical records
- Multilingual Support: Better serve diverse linguistic communities
- Advanced Personalization: Tailored content based on patient history

### What Drove the Results

The improvements above trace back to four consistent practices maintained throughout the engagement:

- **Research Before Design:** Every interface decision was tied to a documented patient behavior or stated frustration — not assumption
- **Testing at Each Phase:** Usability issues were caught in low-fidelity prototypes, before development investment was made
- **Business Metrics as Success Criteria:** UX decisions were evaluated against front-desk call volume and patient acquisition — not just satisfaction scores
- **Scope Discipline:** Features that didn't address a validated user need were deferred to avoid scope creep and diluted focus

## Conclusion

---

HealthcareMD's front desk team should be focused on patient care — not answering questions the website should handle. The redesign addresses that directly: patients can now find providers, understand their coverage, and book appointments without picking up the phone.

The 40% reduction in inbound calls and 25% increase in new patient inquiries reflect a site that finally works the way patients expect. The groundwork is also in place for future enhancements — a patient portal integration, multilingual support, and AI-assisted triage — when the practice is ready to build on it.

### Final Impact Summary

- 40% reduction in front-desk calls
- 25% increase in new patient inquiries
- \$50,000 annual cost savings
- 4.6/5 user satisfaction rating

### Keith Jeter

UX Designer & Healthcare Specialist  
galnova@gmail.com