YOU ARE NOT ALONE

Reframing a women's health website around the patient, not the practice.

PROJECT BY

Kayla Roy

ROLE

Web Designer & Developer

TECH

WordPress ◦ UX/UI Design ◦ PHP ◦ JavaScript



Overview

Reimagined an established women's health website to create a more compassionate, patient-focused experience for women exploring intimate surgical procedures.

THE CHALLENGE

The existing website focused heavily on the doctors' credentials and experience. While important, it didn't immediately address what potential patients were actually looking for:

Do you understand what
I'm going through, and can you help me?

The original project was scoped as a small design update, but I saw an opportunity to rethink the site around the patient journey and create a more meaningful experience for users.

MY APPROACH

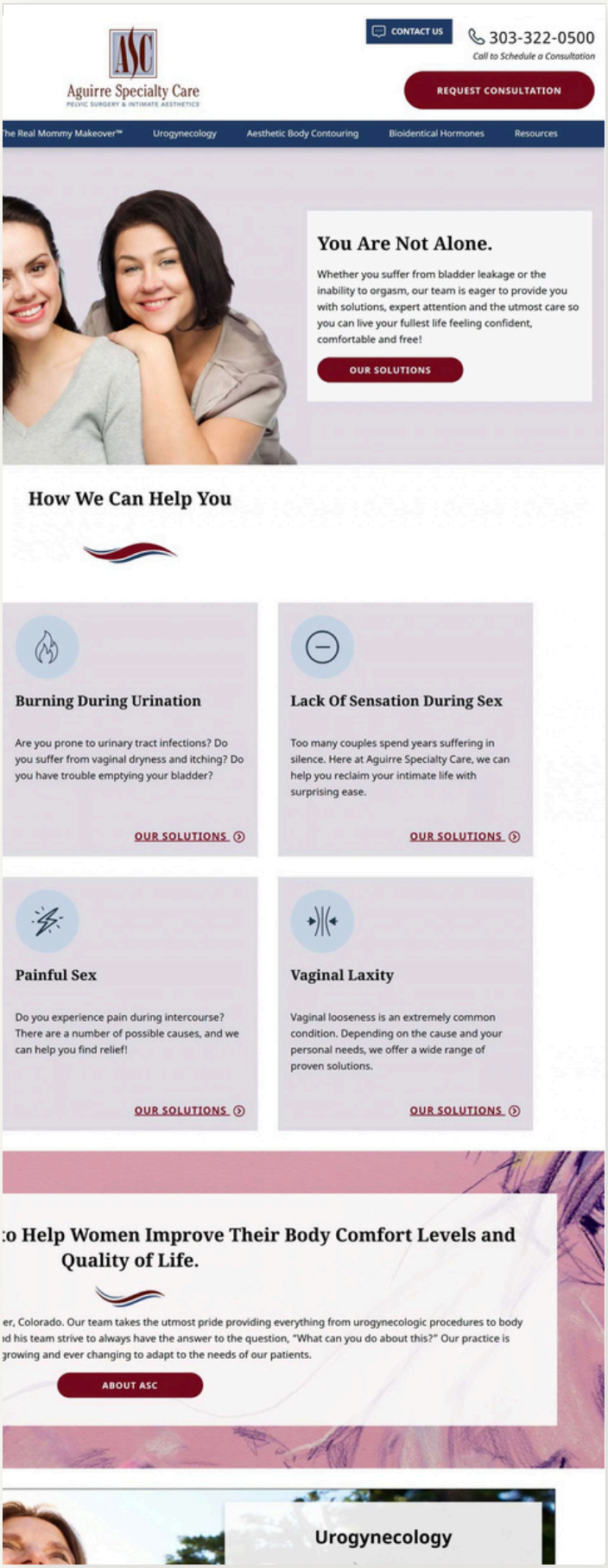
I looked at the site through the perspective of someone considering an intimate procedure and collaborated with the paid search and social teams to understand what was bringing women to the site.

I presented two directions: one that followed the original scope and a second that reframed the homepage around the symptoms and concerns women were searching for. The goal was simple: ***make visitors feel seen before asking them to make a decision.***

The client loved the direction so much that they expanded the project and invested more than 3× the original budget to bring it to life.

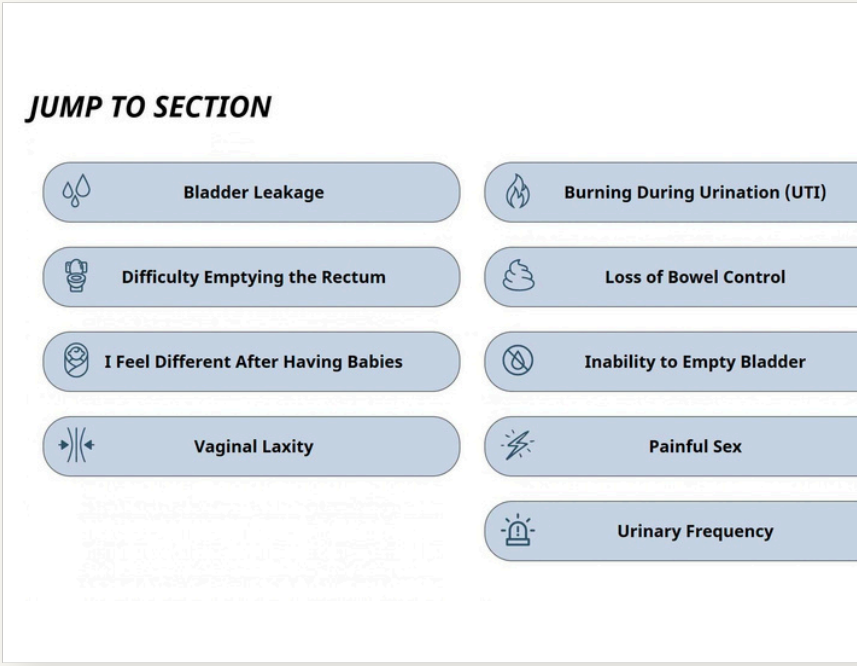
DESIGN

- *Repositioned the homepage around patients' symptoms, concerns, and needs.*



DESIGN

- *Created custom illustrations to make uncomfortable topics feel more approachable.*
- *Added clear pathways from symptoms to relevant procedures and treatments.*
- *Aligned website messaging with paid search and social campaigns for a more consistent experience.*





DEV

- *Modified the existing theme and updated to latest PHP version to support the new experience.*
- *Built custom templates for the homepage, interior pages, symptoms, and gallery.*
- *Added age-restricted access to sensitive gallery content.*

Results

The redesign helped patients feel seen, understood, and confident, while stronger alignment with marketing campaigns helped generate more consistent leads and sales. The increased business contributed to the brand's growth and helped support investments like the remodel of their surgery center.



You Are Not Alone.

Whether you suffer from bladder leakage or the inability to orgasm, our team is eager to provide you with solutions, expert attention and the utmost care so you can live your fullest life feeling confident, comfortable and free!

OUR SOLUTIONS

How We Can Help You

Accidents / Bladder Leakage

Are you leaking urine every time you jump, laugh, cough or run? Do you leak during sex or while you are sleeping?

OUR SOLUTIONS

Burning During Urination

Are you prone to urinary tract infections? Do you suffer from vaginal dryness and itching? Do you have trouble emptying your bladder?

OUR SOLUTIONS

Lack Of Sensation During Sex

Too many couples spend years suffering in silence. Here at Aguirre Specialty Care, we can help you reclaim your intimate life with surprising ease.

OUR SOLUTIONS

I Feel Different After Having Babies

Motherhood is a life-enhancing experience, but it also takes its toll on the body, resulting in a wide range of symptoms that can be easy to ignore.

OUR SOLUTIONS

Painful Sex

Do you experience pain during intercourse? There are a number of possible causes, and we can help you find relief!

OUR SOLUTIONS

Vaginal Laxity

Vaginal looseness is an extremely common condition. Depending on the cause and your personal needs, we offer a wide range of proven solutions.

OUR SOLUTIONS

Our Unwavering Mission is to Help Women Improve Their Body Comfort Levels and