

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

I 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

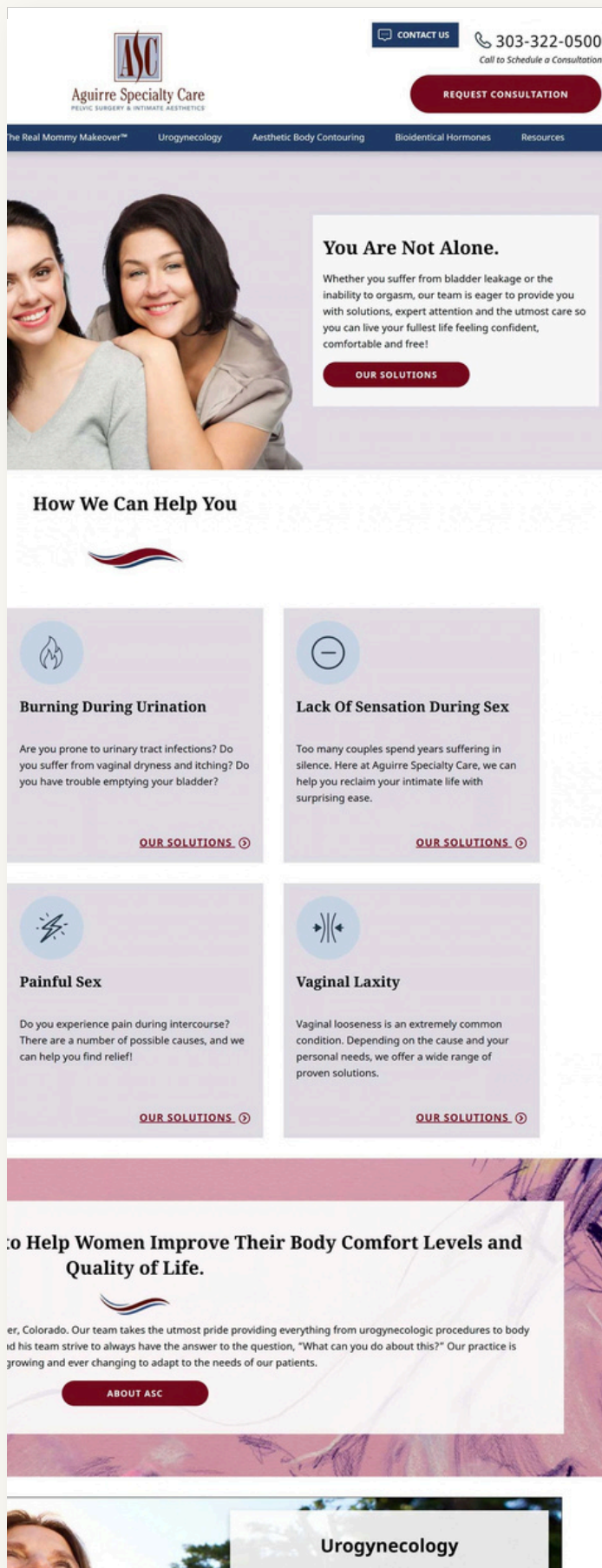
I looked at the site through the perspective of someone considering an intimate procedure and collaborated with the paid search and social teams to understand what was bringing women to the site.

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 3x 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.

JUMP TO SECTION



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Read in-depth experiences from our patients to better understand our process from start to finish and ease any uncertainties you may have. When it comes to making these life-changing decisions, peace of mind is priceless, and our team is here to guide you every step of the way.

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.