

Women's Health Care Clinic Website Redesign



Challenge:

Create a non-threatening and approachable website for a non-profit organization serving uninsured individuals with their reproductive health needs in a Torrance community.

Solution:

The Women's Health Care Clinic, one of several dozen programs operated by Harbor-UCLA Medical Center, often deals with issues uncomfortable for many women. Their site needed to answer some sensitive questions initially and be appealing to women in their reproductive years. Feminine, soft graphics with floral elements mixed in provide a welcoming feel to the site. FAQs, placed right up front, allow for women to get information on certain services prior to booking an appointment.



Result:

Up for several years now, the site continues to meet the needs of potential patients and the recent addition of a Facebook link off the home page drives "friends" to subscribe for monthly informational posts.