

UX Design Project – Websites for Affiliated Practices

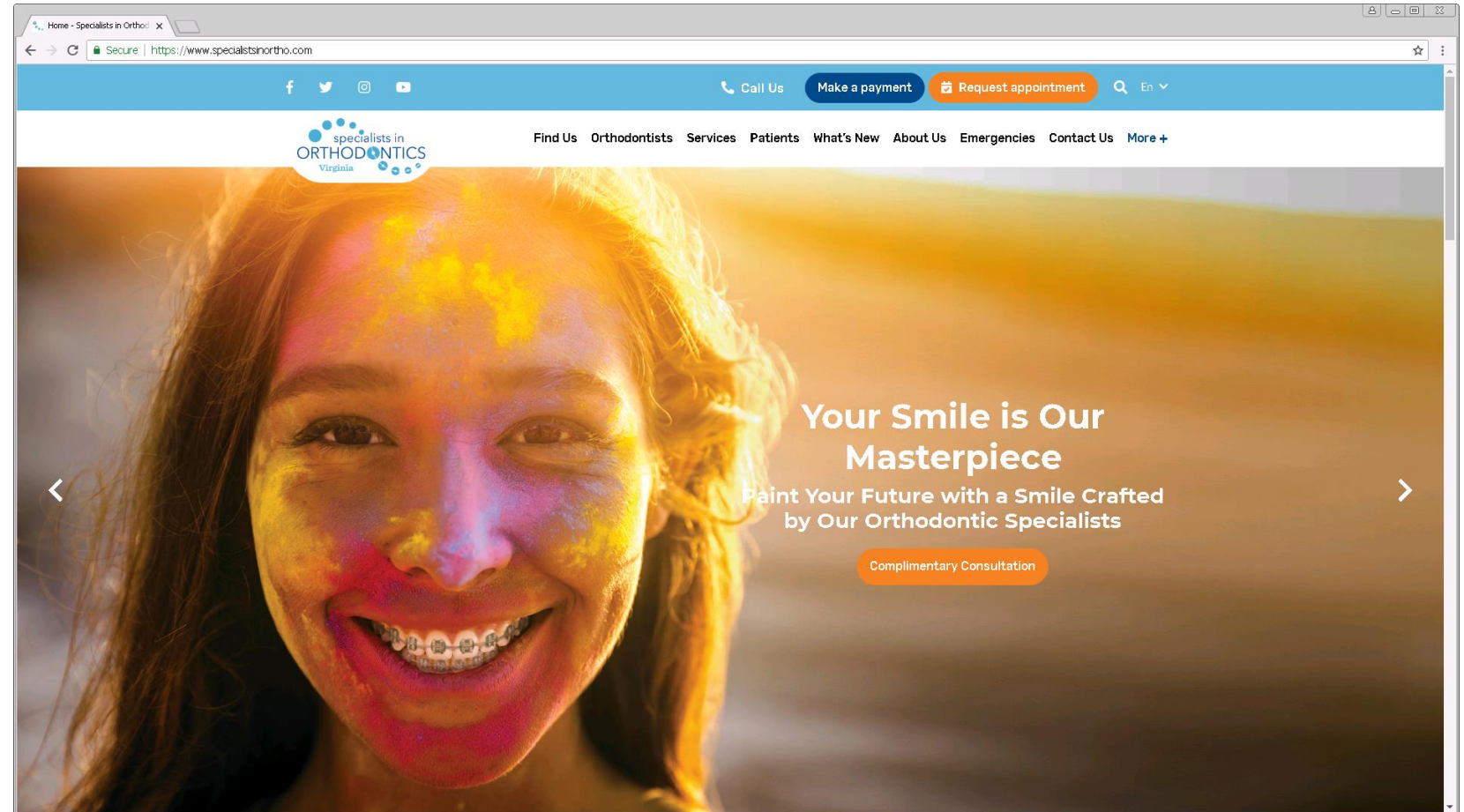
SFLN/D4C supporting Specialists in Orthodontics



Problem Statement: Doctors want eye catching websites that attract teens and adults but their patients are mostly children resulting in a limited reach.

Doctors and their teams wanted their target audience to understand they serve more than just children. Their goal is to help the entire family achieve their smile goals.

A trend in the market is adult braces and braces for teens. Many of their sites previously attracted children from the pediatric dental practices they support. With the new sites, they are now able to go into the market and speak to teens and adults with visuals that reflect their lifestyle.



Average Persona: Teens (starting at age 15) and adults who may think braces are just for kids and younger individuals



*Abigail McCarthy is 42. She has two children, both of whom are in dental treatment. She and her husband take turns bringing their children in for appointments. Her oldest at age 14 had his consultation and will begin treatment in 3 weeks. Abigail covers her smile when she talks because her top row of teeth are not aligned.

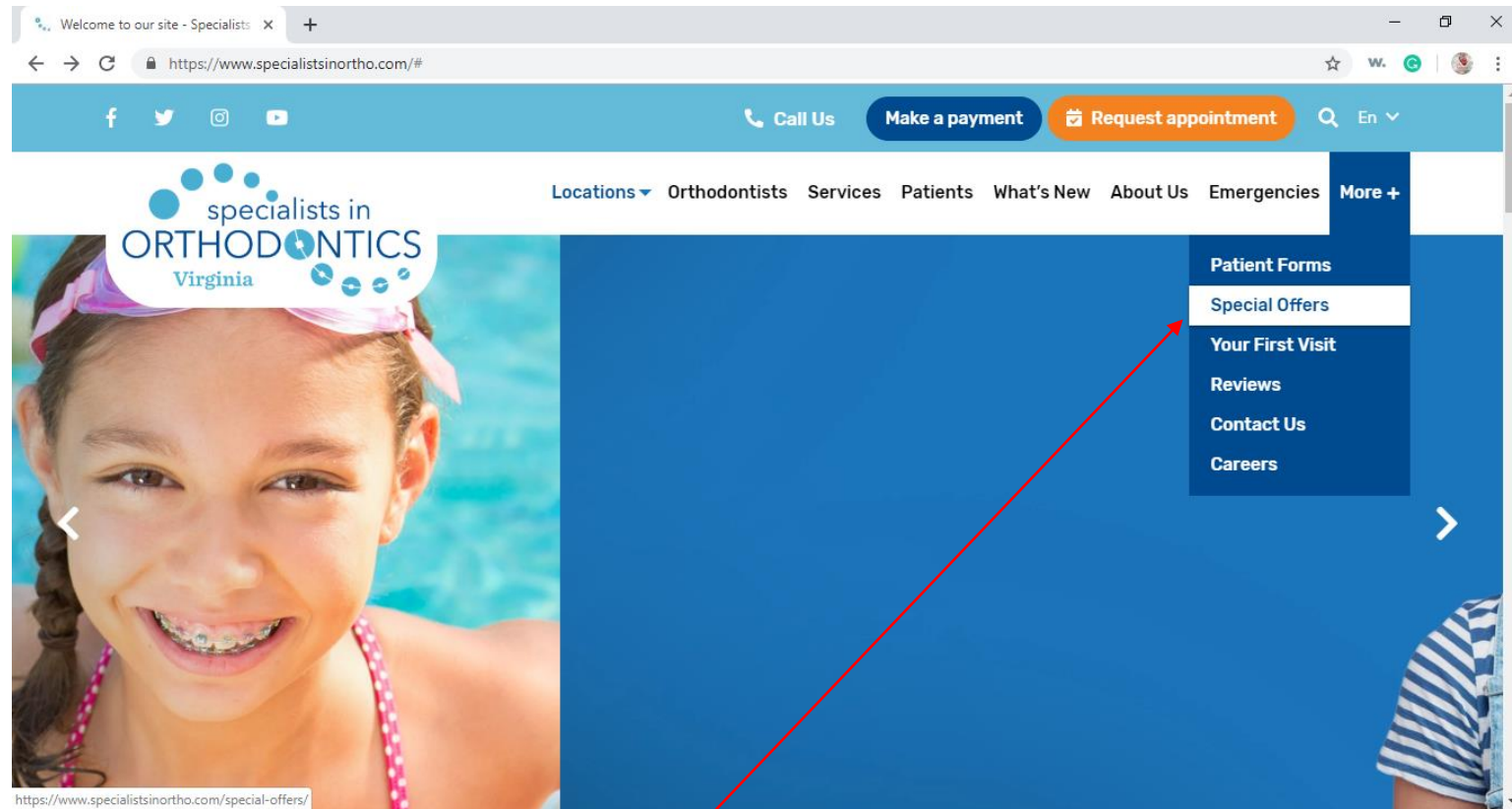
Abigail wants to get braces but fears the price is too high to put herself and her child through treatment. She also wants an establishment that understands her family's orthodontic and dental health needs.

Due to HIPPA laws, a patient's information can't be revealed. For this we'll use an average persona to represent patients served.

Comparative Analysis: Showcase the Affordability to Families

A family of 4 could pay upwards of \$5,000 each for braces no matter what provider they choose. After comparative analysis and looking at what works in the market, showcasing seasonal coupons and offerings was key. By peppering these throughout certain sites, parents are reminded that they too can afford to get braces and aligners to fix shifting teeth.

This results in entire families coming in for treatment. Additional media and publishing components were added so that patients' experiences were front and center, easily sharable to their friends. The share factor and additional publications that link back to the website not only increases traffic but increases ROI.

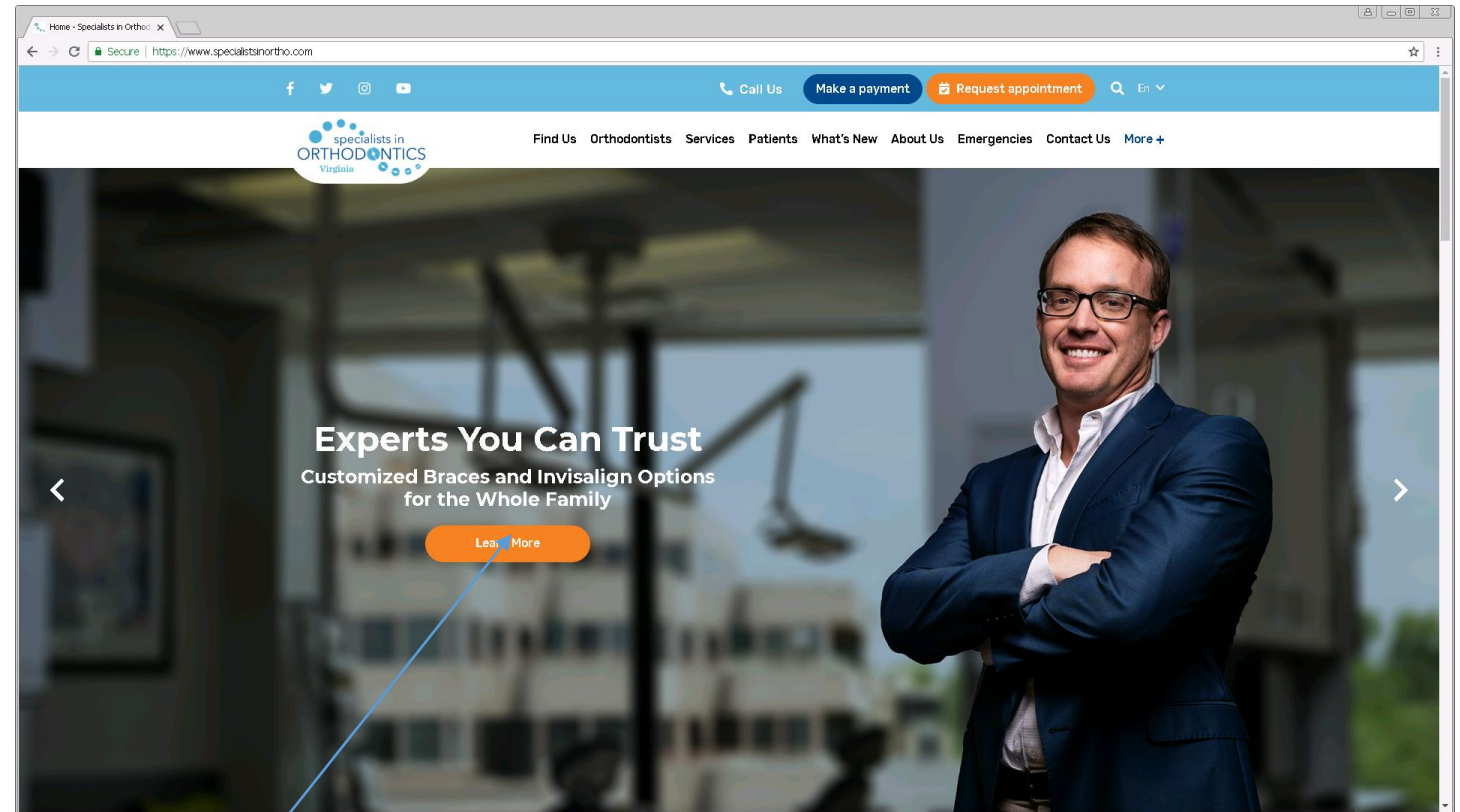


Offers and seasonal coupons are housed throughout the site.

Interviews and Surveys Reveal Webpage Sliders = Best Informative Display

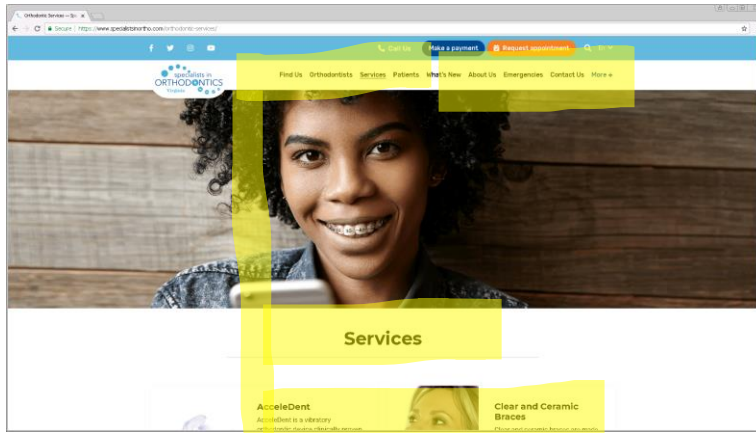
According to research and surveys, expertise is very important when it comes to dentistry. For the SIO brand which affiliates with D4C/SFLN, photos and bios of each doctor are featured sliders.

This gives the patient a face and contact going into the treatment. Highlighting the doctor leads to the Rockstar effect, getting the patient excited to meet a highly educated and skilled expert who can help them achieve the smile they've always wanted and the confidence that comes with it.

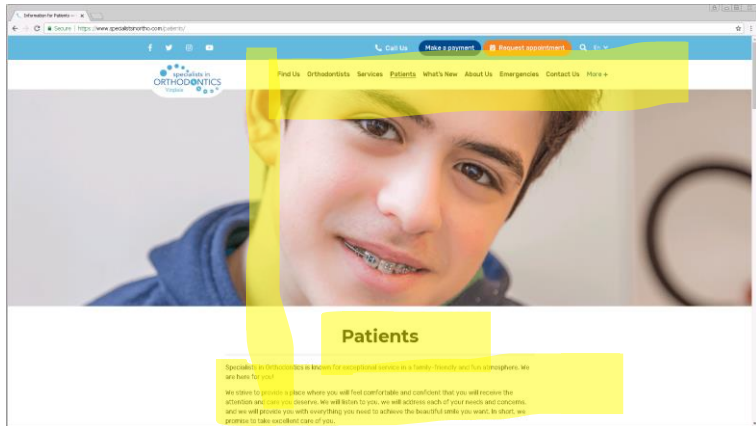


Opportunity to learn more about the doctors...

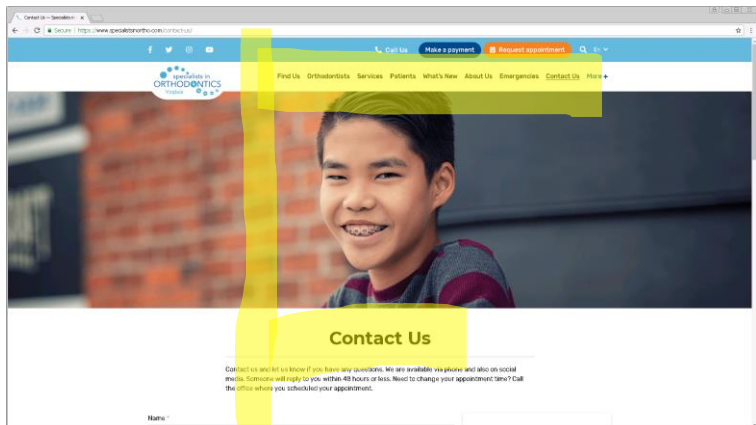
Hi-Fi Website Pages and Sections



Using heatmaps, surveys, looking at raw data and click through rates, it was clear what sections should be available to patients. UX best practice shows us that less is more with large visuals and less text gives the air of efficiency.

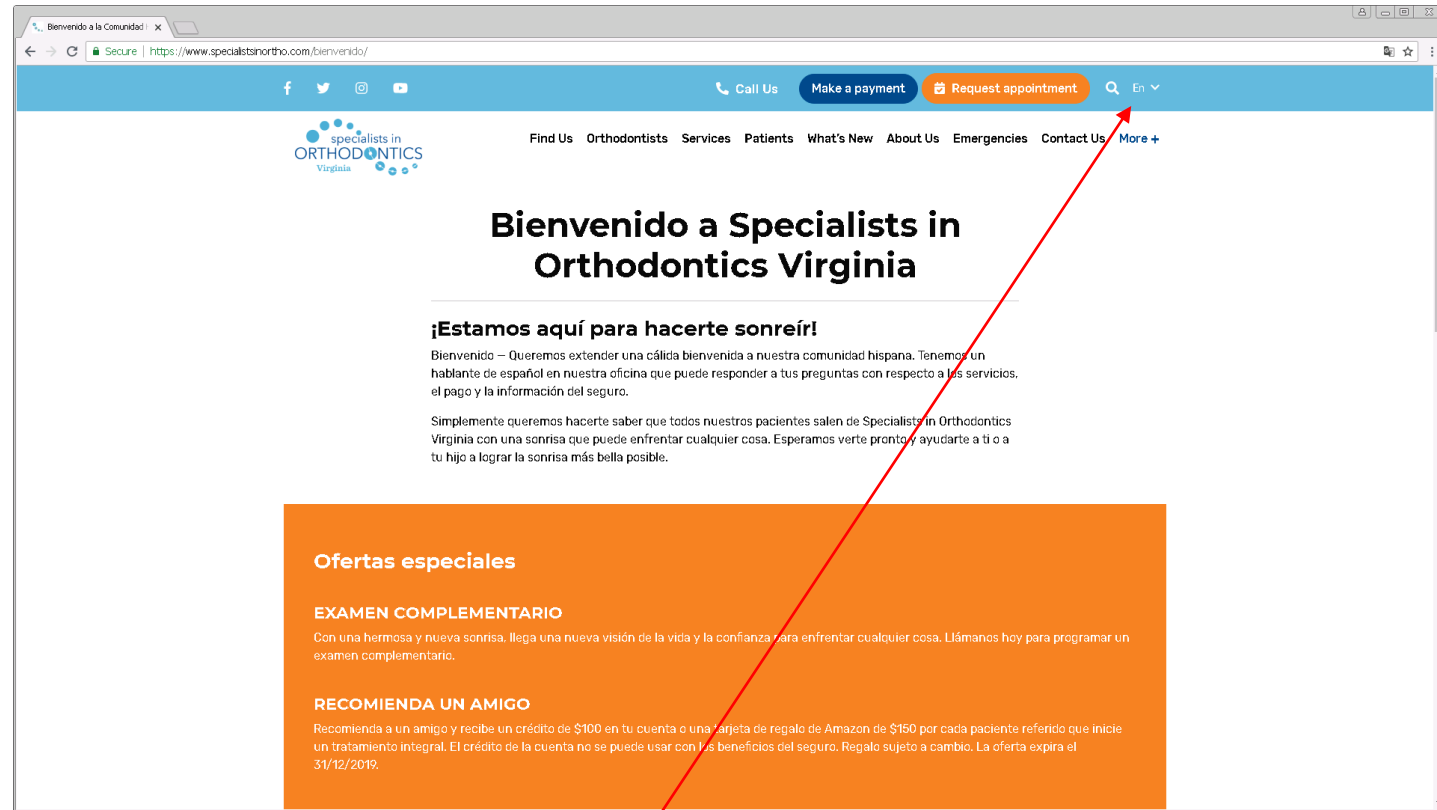


The structure of the information is centered in the English language pattern which is an **F-shape** for North America and most English-speaking countries. Their hierarchy begins at the top with minimal text in the lower third of the page. This is now a resource vs. a page overloaded with information that overwhelms today's parents who are in a rush and on the go.



Revision/Addition: Websites in Language

UX best practice teaches us it's not guaranteed that a patient will use a browser that automatically translates to the language of their choice. A toggle button/drop down was, according to best practice, the best option to keep parents on the page and engaged with this brand vs. navigating away to find a translation tool. The next step is to measure conversions from this page and ensure that it serves the needs of the Spanish speaking families.



Language Toggle Switch

Key Learnings

A business' website is never truly complete. UX Design teaches us that iterative research should be conducted as well as examining data and conversion rates from the site to know next steps. This brand has had 3 website revisions to align with the needs of patients and the industry. In order to stay on top and meet their healthcare goals, they'll need to continue examining the process once a year to find ways that bring in new patients and receive referrals from current ones.

This method was applied to 15 additional websites including their pediatric dentistry affiliates. D4C remains the fastest growing dental support organization in North America.