Len's MedWeb Project Brief
Objective

• Prepare a prototype Medical Web site for:
• SF Bay Plastic Surgery to serve middle-aged women ages 50-65
• Make the Web site simple yet elegant
• Provide a straightforward navigation scheme
• Provide start-up pages for About us, Procedures/Services, Photo Gallery,
Deadlines

• Phase 1. Brainstorming, Brief, & Flowchart on PDFs
• Phase 2. Research & Visual Hierarchy
• Phase 3. Images & Homepage
• Phase 4. Typography & Tier 2 Issues
• Phase 5. Prototype Design due by December 15, 2003
Audience Analysis

- Primary audience includes middle aged women ages 50-65
- Residents in the North Bay area of the San Francisco Bay Area
- Stated need of the audience: Facelift
Nature of Services

• Medical services:
• Plastic & Aesthetic Surgery
• Reconstructive Surgery
• Facelift
Focus

- Emphasis on Facelift, and related procedural services
  - Eyes
  - Ears
  - Nose
- Photo gallery of the above procedure/services
- Provide clients directions to the medical facilities
Style & Feel

• Simple yet elegant
• Ease of navigation
• Provide a sense of caring professionalism
Theme

- Visual theme to emphasize simplicity & elegance
- Simple Logo
- Color: Limit to two or three
- Typography: One or two fonts
- Layout:
  - Top main navigation
  - Left Tier 2 & 3 navigation
  - Bottom contact information