

# 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 straight forward 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



