Len's MedWeb Project Theme

Leonard (Len) Hom Prepare a Prototype Medical Web Site for: SF Plastic Surgery to serve middle-aged women from ages 50-65

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, FAQs

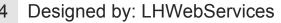
Focus

- 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
 - Images in center
 - Text to side or bottom of images

