# Dental Clinic Website Redesign

## Design Rationale Document

## 1.Target Users

The primary users of this website are:

- We target Adults aged 25–55 seeking reliable dental care

- Families looking for a trusted long-term clinic

- Patients researching cosmetic treatments (e.g., Invisalign, dental implants)

- Users experiencing dental emergencies

## 2. Layout Structure

**Homepage Structure:**

1. Clear value proposition in hero section
2. Trust indicators (ratings, experience, patient count)
3. Service overview (card-based layout)
4. 3-step treatment process
5. Strong call-to-action section

**Service Detail Page:**

1. Problem-focused headline

2. Educational content with benefits

3. Before-and-after visuals

4. Clear process breakdown

5. FAQ section for objection handling

6. Repeated booking CTA

**Contact / Lead Page:**

1. Clear appointment-focused headline

2. Minimal lead capture form

3. Alternative contact options (phone, location, hours)

4. Reassurance messaging near submission

This structure reduces cognitive load and supports decision-making.

# 3. Key UX Decisions

The design applies UX principles :

- **Clear Value Proposition:** The hero section communicates the clinic's offering immediately to reduce bounce rate.

- **Visual Hierarchy:** Typography and spacing guide users through content naturally.

- **Conversion-Centered Design:** CTA placement throughout the pages encourages booking.

- **Social Proof Integration:** Reviews, ratings, and before/after visuals build trust.

- **Objection Handling:** FAQs address common concerns about cost, pain, and recovery.

## 4. How the Design Improves Conversions

This redesign improves lead generation by:

- Clearly communicating services within the first few seconds

- Reducing information overload through clean layout and structured sections

- Building trust with visible social proof and credibility signals

- Repeating strong CTAs at key decision points

- Minimizing friction in the appointment form

- Optimizing for mobile users, who represent the majority of local searches

The result is a modern, user-friendly website focused not only on visual appeal but on measurable business outcomes — increasing appointment bookings and patient inquiries.