Website Revamp for Healthcare Software Company

A Case Study by Incrementors Web Solutions

Project Overview

Project Type

Website Revamp

Timeline

May 2020 - February 2021
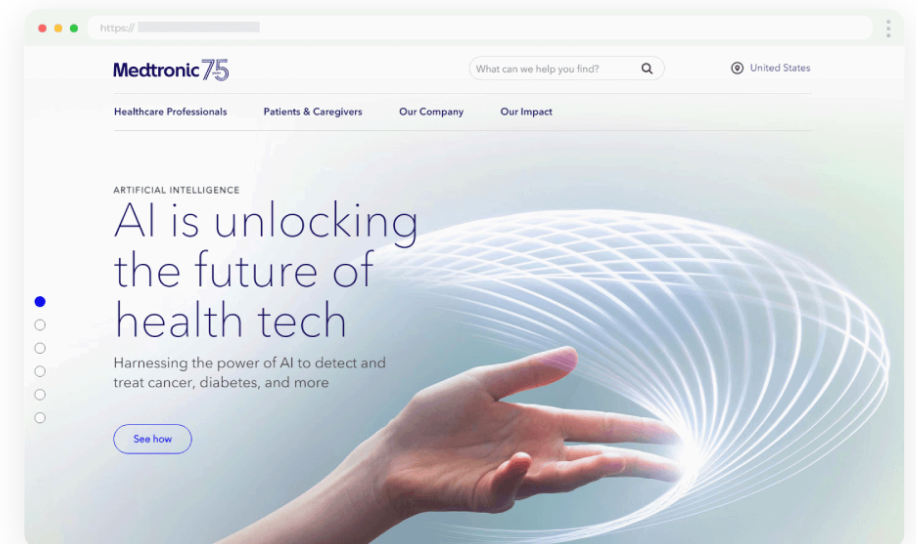
Cost

Less than $10,000

Client

Healthcare Software Company
1-10 Employees, Summit, New Jersey

Project Manager

Shiv

The Challenge

⚠️ **Outdated Website**

Multiple technical issues affecting functionality and user experience

👎 **Poor User Experience**

Need for improved navigation, design, and overall functionality

🔄 **Migration Problems**

Issues encountered during initial upgrade attempt

🔧 **Client's Goal**

Create a new and improved website from scratch

VWO

PHASES OF A WEBSITE REDESIGN

Testing and Delivery 4

3 Development Phase

Design Phase 2

1 Content and SEO Phase

The Solution

🔧 **New Website From Scratch**

Built completely new website to replace the problematic old one

👁 **Maintained Original Look**

Preserved familiar design elements while improving functionality

👤 **Dedicated Project Manager**

Shiv coordinated the team and client communications

💬 **Regular Communication**

Used Skype for consistent updates and feedback

🎨 **Design Quality Focus**

Prioritized user experience and visual appeal

6 Fundamental Steps to the WEBSITE REDESIGN PROCESS

The Results

✔ Project Completion

Successful website revamp completed in February 2021

> *"It was a nice revamp of the website, and they did a good job."*

★ Perfect Client Rating

5.0	**5.0**	**5.0**	**5.0**
Quality	Schedule	Cost	Would Refer

CUSTOMER SATISFACTION METRICS

00 01 02 03 04 05 06 07 08 09 10

DETRACTORS   PASSIVES   PROMOTES

NET PROMOTER SCORE

% − % = NET PROMOTER SCORE

Promoters
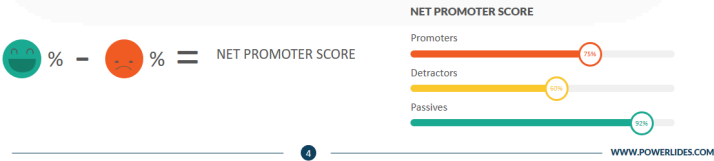Detractors
Passives

POWERSLIDES   4   WWW.POWERLIDES.COM

💬 Communication

Responsive communication despite some deadline challenges

🙂 Client Satisfaction

Very happy with the new website design

Key Takeaways

✦ Successful Transformation

Outdated healthcare website → Modern, functional platform

👍 Client Satisfaction

Responsive communication + Quality design = **Perfect 5.0 rating**

🕐 Area for Improvement

Better deadline management to prevent delays

🐷 Value Delivered

High-quality revamp at **$1,000 investment**

💡 Recommendation

Continue design excellence focus + Improve timeline management