PrimeClinic.sk Redesign
Case study

by Tomáš Kovačík

Website redesign for a premium aesthetic clinic with a focus on conversion, luxurious visuals, and responsiveness for a modern clientele.

Overview

Role	UI/UX Designer, Web Developer
Focus	Conversion, luxurious aesthetics, responsive performance
Tools	Figma, Cursor AI, Perplexity AI, Gemini AI, Nano Banana, Hostinger, Cloudflare, Google Analytics
Duration	3 weeks

Sections	Key Pages	Testing
4	21	1

THE CHALLENGE

TRUST AND EFFICIENCY

"The original brief required a website that would not look like a regular hospital, but like a premium salon. The main challenge was to design a 'Brand-First' visual on large screens (Desktop) and then adapt it without losing emotion for mobile users."

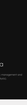
Audit & Discovery

The project commenced with a discovery session to define business goals, user pain points, and technical constraints. The client's primary goal was to transition from a generic template to a premium, trust-building digital presence. The existing site was built using Elementor, leading to slow load times and a lack of brand uniqueness.

- **Outdated Visuals:** The visual design from 2016 failed to convey the premium standard of the clinic, reducing credibility.
- **Low usability:** Overall pricing tables and key notices on mobile were difficult to read, creating a frustrating journey.
- **Slow responsive layout:** Elementor's responsive tables, management was known as mobile devices, frustrating users viewing from Instagram links.

Defining the Direction

The client requested a new style that is calmer, "radiant" and classic, in high-end Slovak competitors. We curated aspects to set high-end Instagram aesthetic.



- **Editorial Imagery:** Focus on large scale, high fidelity photography in the new website to evoke, immediately emotion, and trust, the feel of high-end fashion magazines.
- **Geometric precision:** Use hairline radius on cards and buttons. Shape angles intersecting subtle gradients to create a modern, distinctive feel that differs from the typical, rounded "soft" aesthetic.
- **Minimalist structure:** Ample use of whitespace and negative space to let the content breathe, ensuring the focus remains on the services.

User Persona

Data based on qualitative interviews with early management and local expert staff identifying the primary audience.

Anna Novak

Entrepreneur/Active mom

Age: 38 yr old
Location: Bratislava region
Tech Literacy: High

About

Anna is a successful business owner and a busy mother of two. She values her time and her appearance. She is looking for a premium service that understands her busy schedule and high standards. She doesn't have much patience for slow, clunky websites. She wants a seamless experience that allows her to book her next aesthetic treatment while multitasking between work and family commitments.

Goals

- **Trust Validation:** Needs visual proof of the clinic's quality before committing to a consultation.
- **Time Efficiency:** Needs to book appointments quickly and easily on her mobile phone.
- **Aspects** a high-end booking experience.

Frustrations

- It is quite difficult to find new aesthetic clinics in her area.
- Lack of trust in online reviews. Through, often, manipulated.

THE DESIGN GOAL

CREATE A HIGH-FIDELITY VISUAL LANGUAGE TO REFLECT THE CLINIC'S QUALITY IN A SOPHISTICATED AND ACCESSIBLE WAY.

Visual identity system

TYPOGRAPHY

Aa
Cormorant Garamond Semibold

Aa
Montserrat Light

COLORS

Primary	Background
Secondary	Text
Accent	Text Inverse

GRID SYSTEM

12 Grid Columns
Fluid Container Max Width: Desktop 1440 px / Tablet 1024 px / Mobile 100%

Scalable architecture

Tokens-Based Color Architecture

Implemented using Cursor AI and Figma Variables to create a scalable, maintainable design system. This ensures that future updates to the brand palette can be made by changing a single variable, rather than manually updating hundreds of individual elements.

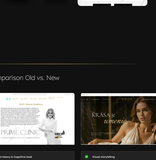
Component Library & Interactive prototyping

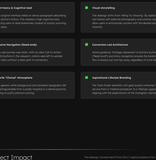
Implemented a robust UI kit in Figma using Variables and Variant sets. This allows for rapid iteration, ensuring consistency across all pages and maintaining a pixel-perfect design system.

The result

Immersive Brand Experience

- **High-End Aesthetic:** Shift from cluttered elements to a clean, editorial layout that reflects the premium quality of the clinic.
- **Emotional Connection:** Full-width imagery creates an immediate emotional impact and builds trust with the target audience.





Comparison Old vs. New

- **Text-heavy & cognitive load**

  Text-crowded hierarchy relied on dense paragraphs, leading to cognitive fatigue. The new design prioritizes "Trust" and "Quality" by using a hierarchical system of bold headlines for clarity.

- **Visual storytelling**

  The redesign shifts from telling to showing. By replacing dense text with high-quality imagery, the site allows the user to derive value and emotional connection from the aesthetic level instantly.

- **Passive Navigation (Click-only)**

  The old header had many links, which made it difficult for users on a mobile to find the relevant. Visitors were left to wonder "Do I click this?" or "Where is the booking?".

- **Conversion-Led Architecture**

  A strategic approach, including segmentation of primary actions, Clearer call-to-action, strategically placed, the booking form is always just one click away, reducing friction and increasing conversion potential.

- **Static "Clinical" Atmosphere**

  The generic white backgrounds and standard typography felt sterile and clinical, failing to convey the boutique, premium, and relaxing feeling of a luxury aesthetic salon.

- **Aspirational Lifestyle Branding**

  The Clean, Modern aesthetic with soft accents refocuses the brand from a medical facility to a premium lifestyle brand, aligning with the expectations of the target clientele.

Project Impact

The redesign transformed Prime Clinic's digital presence from a dated, transactional page into a premium, trust-based digital experience. The focus on high-fidelity visuals and a clear, conversion-led structure has positioned the clinic to more effectively outstrip competitors with the potential therefore to be able to compete for a higher-end, more lucrative clientele.

System architecture

Using Figma Variables (Primitives → Semantic Tokens → Component Tokens), I established a scalable design system. This ensures that future updates to the brand palette can be made by changing a single variable, rather than manually updating hundreds of individual elements.

UX Insight

Implemented a "Trust-First" approach, replacing dense text with a focus on high-quality imagery and clear, conversion-led calls-to-action. This reduces cognitive load and guides the user through the booking process.

Future steps

While the redesign successfully addresses the brand quality, future iterations would focus on A/B testing the booking form and implementing a dynamic pricing system to further optimize conversion rate performance with real traffic.