# Healthy Living

A health website for mothers and families

[Healthy Living PDF](#)

Ama Dadzie

# Overview

# The Problem

There are so many health websites out there with so many different and similar information. And are so many topics within the health community and it can sometimes feel overwhelming.

# Challenge Statement

The challenge was to create the front page of a website and a mobile site that was approachable and didn't feeling intimidating to find information about health practices and health issues for families.

**I wanted to encourage users within the target audience to:**

- Access information about health topics
- Know the current topics being discussed in the world
- Be able to chat with a community of other people and experts to ask questions and get answers from those who've been in the same situation or have knowledgeable information

# Target Audience

# Target Audience

Primary Audience:
1. **Single mothers** who are from a lower income and are busy working to provide for their children while striving to make sure they are in the best health

Secondary Audience:
1. **Families** who are from a lower income and are busy working to provide for their children while striving to make sure they are in the best health

# Persona

## Jasmine Brown
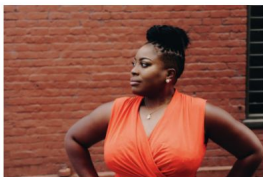
*"I'm always so busy, juggling multiple things at once that I don't have time for much else besides work and my children."*

**Age:** 32
**Work:** Restaurant Hostess
**Family:** Single, 2 kids
**Location:** Brooklyn, New York

Integrity  Loyal

No Nonsense

Protective

### Goals
- To care for her children
- Getting her kids to college
- Get a higher position in her job

### Frustrations
- Lack of free time

### Bio
Jasmine Brown is a full time hostess/waitress at a diner in Brooklyn. She is a single mother working hours on end to make sure that she and her kids are healthy and stable. She currently lives in a 2 bedroom apartment. Jasmine has very little free time. When she is not working, she is taking care of her children and helping them with their school work.

### Motivation

Healthy

Getting a higher position in her job

Growth

### Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving

# Research Insights

# WebMD

https://www.webmd.com/

- Focused on providing health information, tools, and support for everyone
- Top stories about health issues
- Focused on helping you manage your health
- Fat footer
- Call To Action: Subscribing, Finding a provider, Symptom tracker

# Mayo Clinic

https://www.mayoclinic.org/

- Focused on providing expert care to anyone who needs it
- Front page focused on helping people make an appointment, finding a doctor, and getting in contact with an expert
- For students and health professionals
- Fat footer
- Call To Action: Making an appointment, Finding a doctor, Newsletter, Donating

# Everyday Health
https://www.everydayhealth.com/

- Focused on inspiring and enabling wellness
- Mixed traditional health sites with information about lifestyle
- Lot of information just on the front page
- Tippi: Health tips
- Carousel
- Fat Footer
- Call To Action: Newsletter

# Office on Women's Health

https://www.womenshealth.gov/
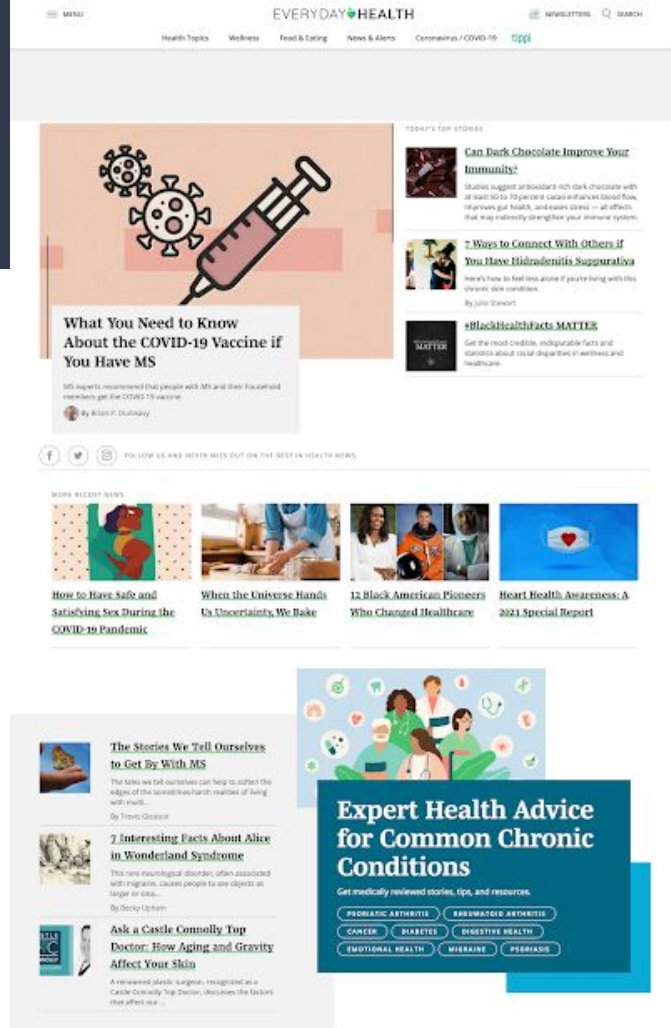
- A federal government website focused on addressing women's health issues, and education health care professionals and consumers
- Blog
- Shorter front page content compared to others sites
- Carousel
- Fat Footer
- Call To Action: Subscribing, Helpline

# Common Design Patterns

- Blue as a primary color
- Fat Footer
- Symptom Tracker
- Trending/Featured Topics
- Alphabetizing Health Topics
- Input Prompts
- Dropdown Menu

# Research Summary

- All the sites used lots of images
- Sites focused on providing the user with latest/trending news
- Had some kind of symptom tracker
- Front pages were either really long and just long enough
- Had a lot of resources to help user find information about health conditions as well as information about everyday health
- Focused on providing the user with information and helping to track and manage symptoms

# Goals

- Provide information about current topics that are trending

- Have a community of others in same situations or experts to answer any questions

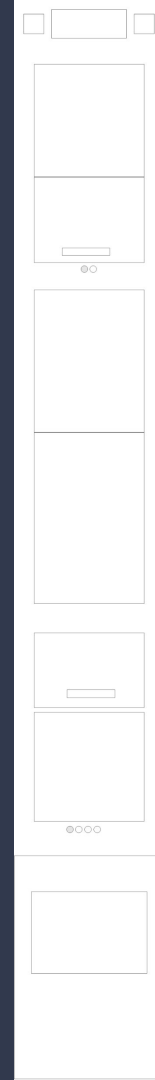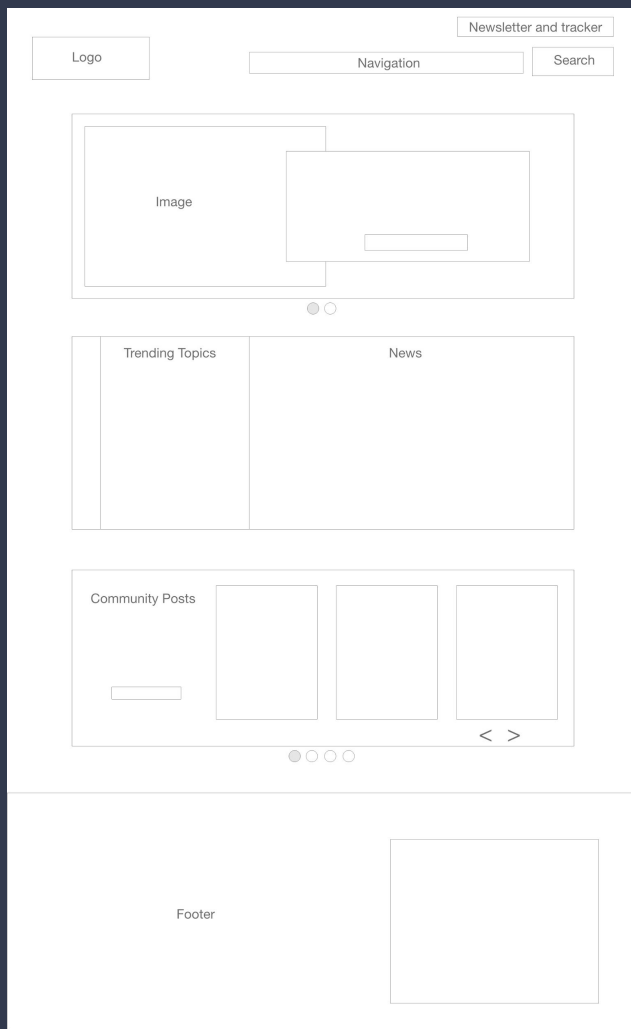- Provide information without content overload

# Call To Action

- Newsletter
  - Subscribing to get the latest news about health issues and conditions

- Symptom Tracker
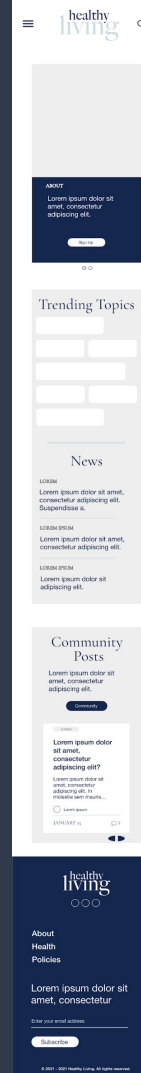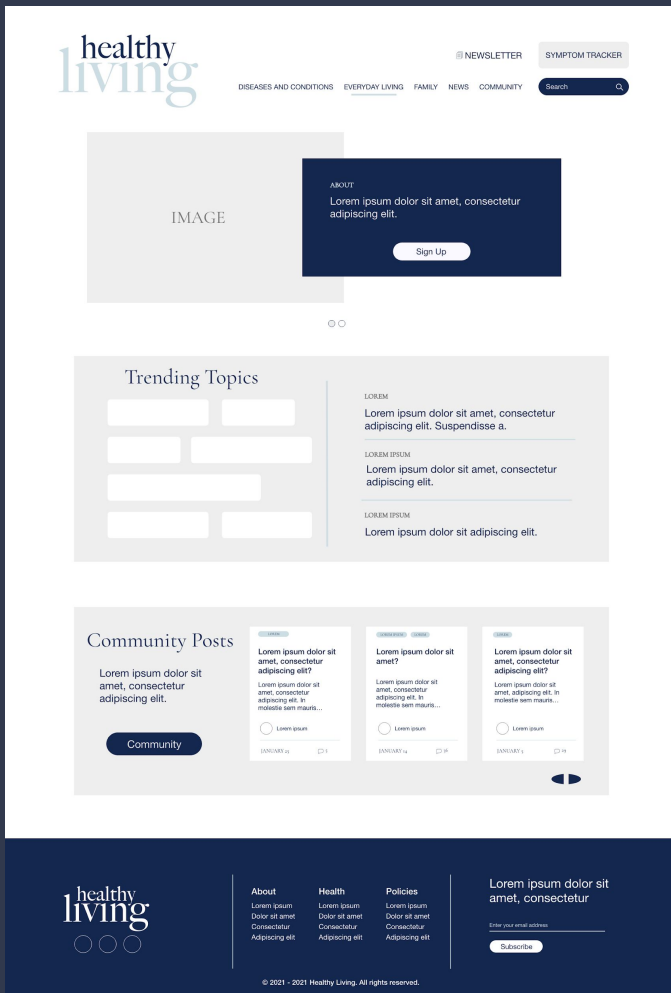  - Understanding what your symptoms means

# Wireframe

# Wireframe
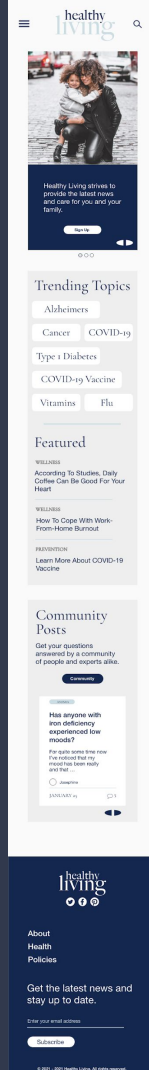
# Process

Draft 1

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✉ NEWSLETTER    SYMPTOM TRACKER

DISEASES AND CONDITIONS    EVERYDAY LIVING    FAMILY    NEWS    COMMUNITY    Search 🔍

IMAGE

ABOUT
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Sign Up

Trending Topics

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Policies

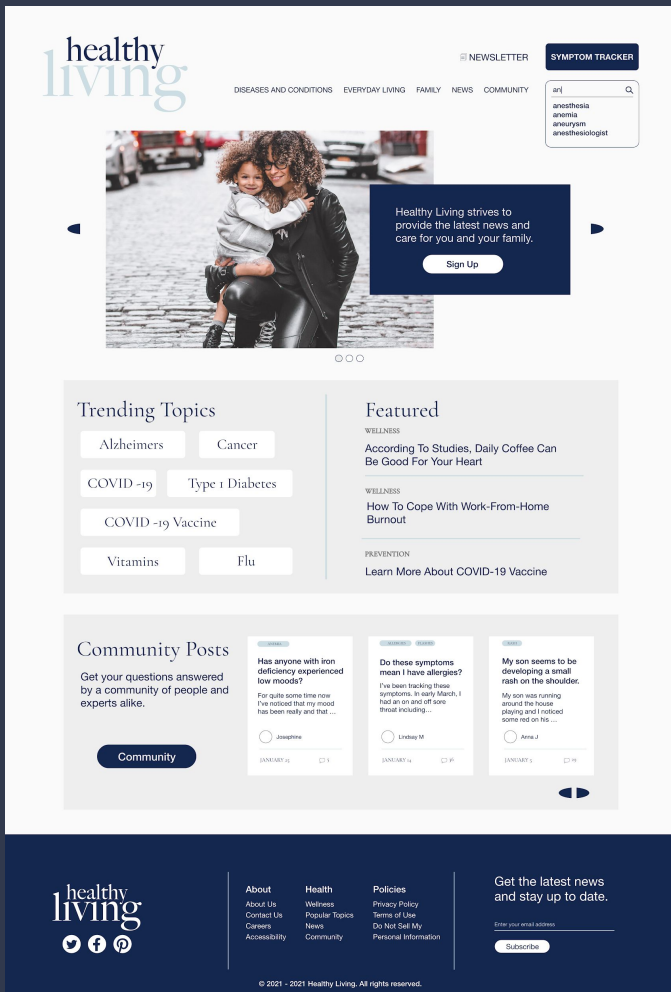Lorem ipsum dolor sit amet, consectetur

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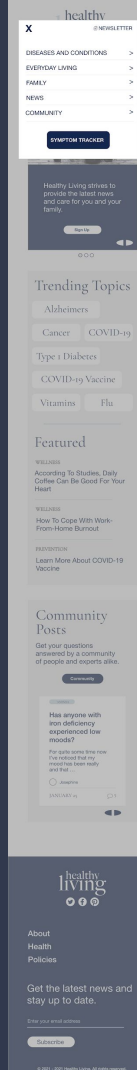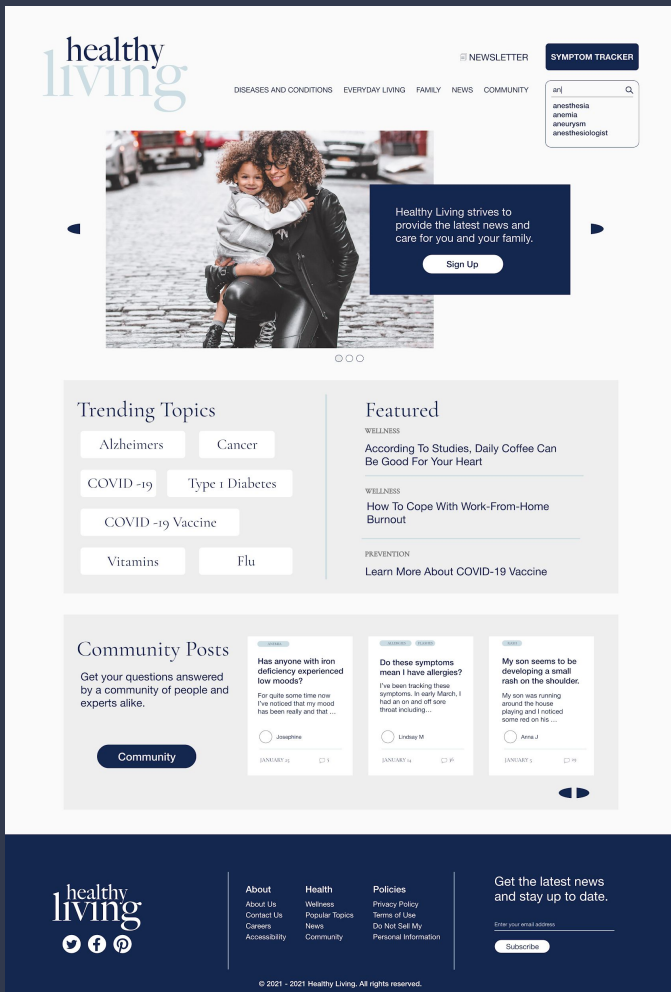Subscribe

# Draft 2

## Updates

- Replaced lorem ipsum and boxes with real text and images
- Made sizing of image larger
- Adding mapping to image and text at the top (arrows)

# Draft 2 (Hover)

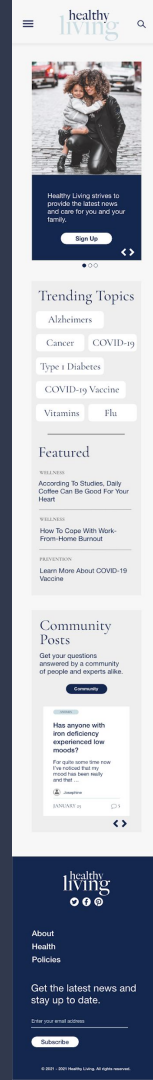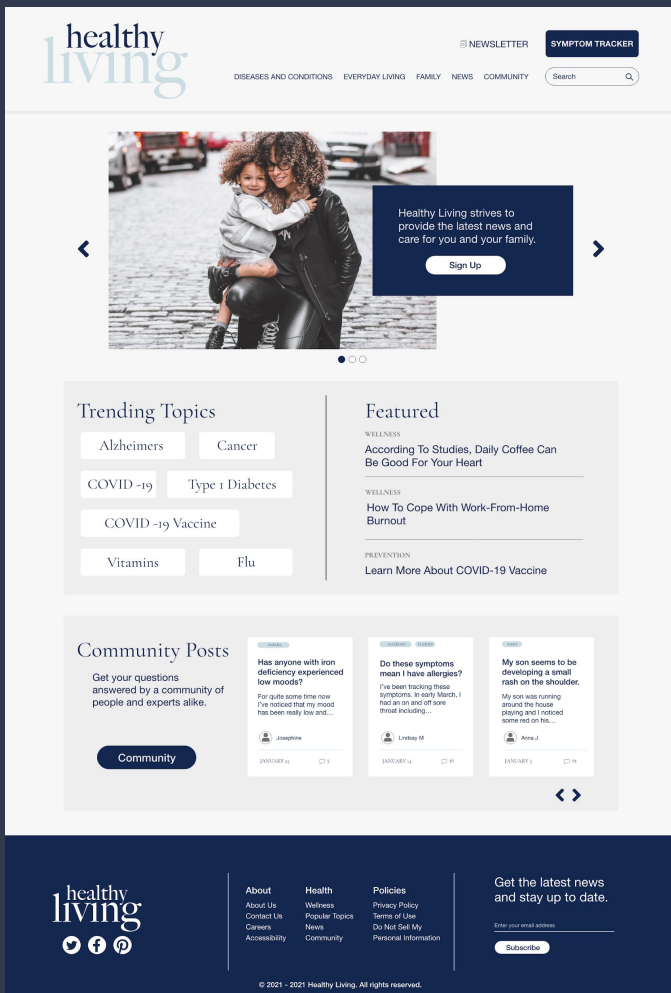Web Hover Feature: Search

Mobile Hover Feature: Menu

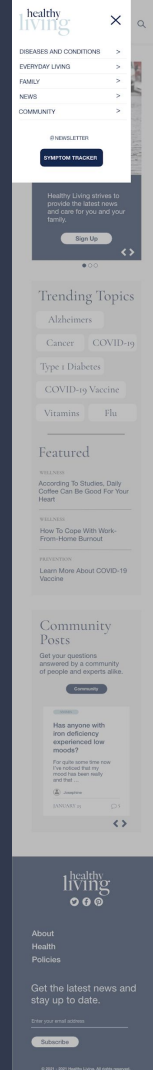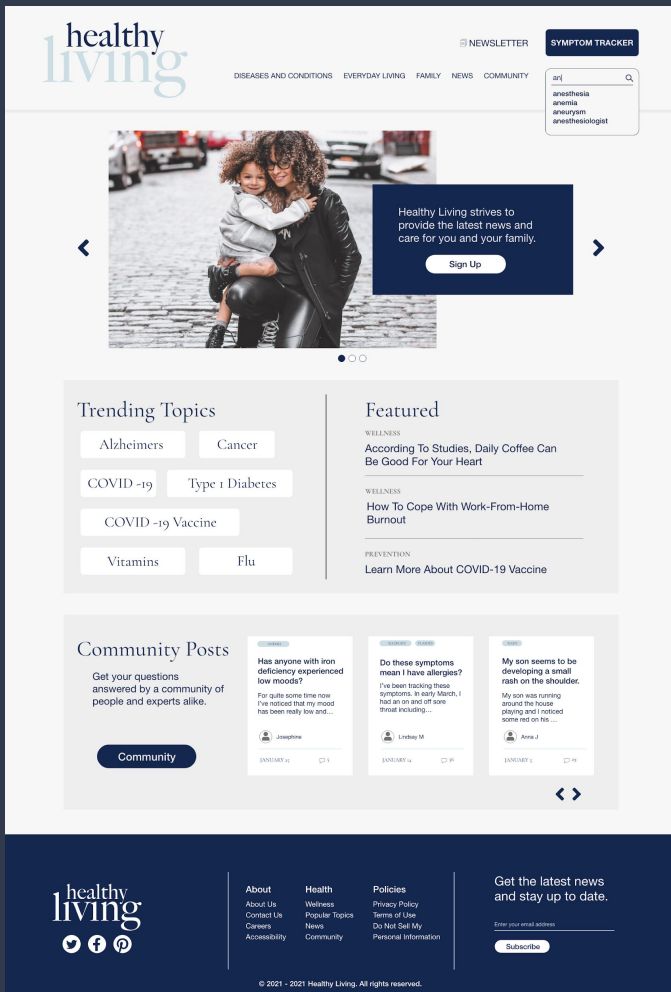# Final Mockup

# Final

## Updates

- Changed the color of background to more of an off-white
- Changed the shape of arrow
- Changed the line colors from blue to grey in the middle section
- Added line to distinguish header from body section

Final (Hover)

Web Hover Feature: Search

Mobile Hover Feature: Menu

# Reflection

# Reflection

Working on this project, made me really think about the user. Some of my struggles in the earlier stage of this project was understanding that I wasn't the target, and that the website should accurately showcase who the target audience was.