

Healthy Living

A health website for mothers and families

[Healthy Living PDF](#)

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:

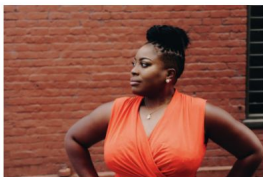
1. **Single mothers** who are from a lower income and are busy working to provide for their children while striving to make sure they are in the best health

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



SITE 1

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

WebMD

HEALTH A-Z | DRUGS & SUPPLEMENTS | LIVING HEALTHY | FAMILY & PREGNANCY | NEWS & EXPERTS

SEARCH

Subscribe

The latest news and expert insights to help you manage RA. Get the free WebMD RA newsletter. [Subscribe](#) [RA NEWSLETTERS](#)

Wear 2 Masks for Better COVID-19 Protection

As concern over variants rises, experts say properly wearing 2 masks can cut viral exposure by up to 95%. Get details.

→ Walmart, Walgreens, and CVS to Offer COVID-19 Vaccines

→ Report: Trump Was Sicker With COVID-19 Than Portogel

Human Immortality: Is There a Cure for Aging?

We explore why researchers are hopeful about the possibility that aging could be a preventable condition.

→ Can Gut Parasites Slow the Aging Process?

→ Neanderthal DNA Shows Clues to Humans' Microbiome

Coronavirus in Context

Questions about COVID? Email them to Dr. John Whyte at djohn@webmd.net and we may answer them in an upcoming episode.

Dr. John Whyte: Wear a Mask After Getting a Vaccine?

Wesley K. Clark: COVID Vaccination Shortcomings

Cheryl Pegus, MD: Healthcare Services at Walmart

Stay up-to-date on RA treatments, diet, and more. Get the free WebMD RA newsletter. [Subscribe](#) [RA NEWSLETTERS](#)

Top Stories

Expert Tips for Teachers When Schools Reopen

You Got the COVID Vaccine -- What Changes Now?

Variants Spread as CA Passes NY in COVID Deaths

Family Safety When Only 1 Gets COVID

Fauci: 'Open Season' for Vaccines May Start in April

COVID-19 VACCINES: Get the Latest Updates Here

At Current Vaccination Pace, When Is Herd Immunity Likely?

See How COVID-19 mRNA Vaccines Work

Diabetes Drug May Help Manage Weight

[View more Top Stories >](#)

WebMD Care

Find a reputable provider in your area with WebMD Care.


Search doctors, conditions, or procedures

20 miles in City State Davis, CA 95616

[See Cold & Flu activity in your area](#)

- 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


Don't delay your care at Mayo Clinic
 Schedule your appointment now for safe in-person care.
[Learn more: Our COVID-19 patient and visitor guidelines, plus trusted health information](#)
[Latest on COVID-19 vaccination by site: Arizona, Florida, Rochester and MCHS](#)



[Request an Appointment](#)
[Find a Doctor](#)
[Find a Job](#)
[Give Now](#)

[Log in to Patient Account](#)
[English](#)
[Facebook](#) [Twitter](#) [YouTube](#) [Instagram](#)

[Care at Mayo Clinic](#)
[Health Information](#)
[For Medical Professionals](#)
[Research](#)
[College of Medicine and Science](#)
[Giving to Mayo Clinic](#)



[Request an Appointment](#)
[Find a Doctor](#)
[Patient & Visitor Guide](#)
[Contact Us](#)

Find Diseases & Conditions

Find a disease or condition by its first letter

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
P	Q	R	S	T	U	V	W	X	Y	Z				

Check your symptoms to find a possible cause

[Try the Symptom Checker](#)

Featured topics


Bone marrow transplant Brain aneurysm Brain tumor Breast cancer Colon cancer Congenital heart disease	Glioma Heart arrhythmia Heart valve disease Living donor transplant Lung transplant Rectal cancer
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[See More Diseases and Conditions](#)

The unknown is just a question, we find the answers.

Getting an accurate diagnosis can be one of the most impactful experiences that you can have — especially if you've been in search of that answer for a while. We can help you get there.

[Find out more](#)

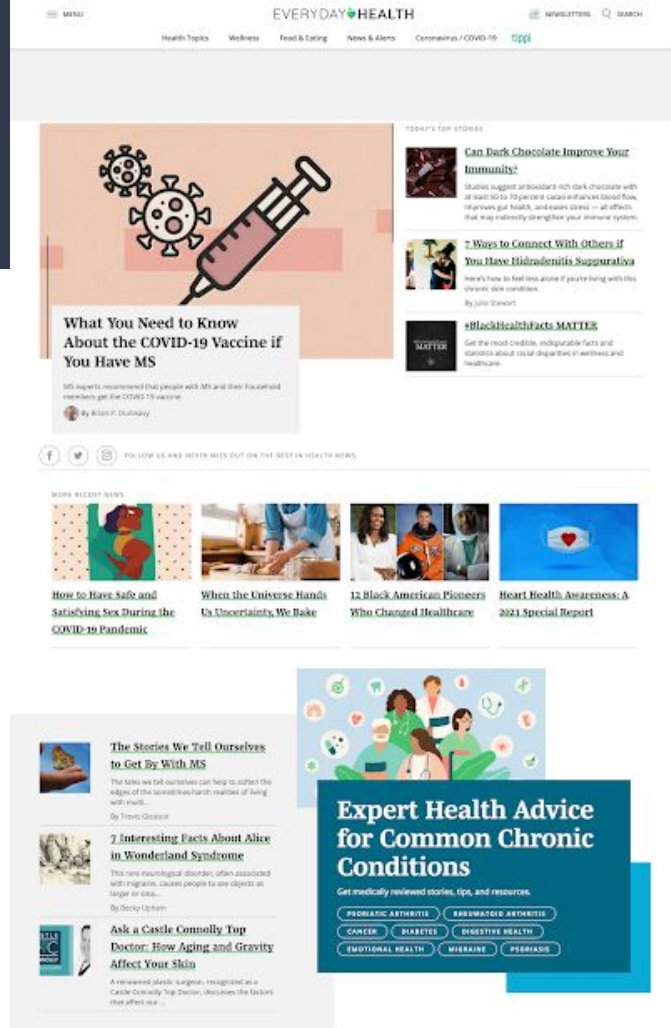


When you need **answers**, you know **where to go.**

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

The screenshot shows the homepage of the Office on Women's Health website. At the top, there is a navigation bar with the U.S. Department of Health & Human Services logo, the text "U.S. Department of Health & Human Services", and a language selector "En Español". Below this is a search bar with the placeholder text "What can we help you find?". To the right of the search bar, there is a call to action: "Call the OWH HELPLINE: 1-800-994-9662 9 a.m. – 6 p.m. ET, Monday – Friday. OWH and the OWH helpline do not see patients and are unable to diagnose your medical condition; provide treatment; prescribe medication; or refer you to specialists. The OWH helpline is a resource line. The OWH helpline does not provide medical advice. Please call 911 or go to the nearest emergency room if you are experiencing a medical emergency."

Below the search bar is a horizontal navigation menu with links: "Home", "Health and Wellness", "Diseases and Conditions", "Reproductive Health", "Patient Materials", and "About Us".

The main content area features a large banner with the text "Get the Facts about Coronavirus/COVID-19" and a button "Find a Community-Based COVID-19 Testing Location". Below the banner is a section titled "HHS Expands Access to Treatment for Opioid Use Disorder" with a date of "January 14, 2021". The text states: "Today, the U.S. Department of Health and Human Services is announcing it will publish Practice Guidelines for the Administration of Buprenorphine for Treating Opioid Use Disorder." It also mentions "expand access to medication-assisted treatment (MAT) by exempting physicians..." and a "Read more" link.

Below the banner is a section titled "Let's help our moms" with a date of "January 6, 2021". It includes a "Learn More about the Hypertension Challenge! Deadline January 6, 2021" link and a "Learn more about the COVID-19 vaccine!" link.

Below the banner is a section titled "Top Trending Health Topics" with links: "COVID-19", "COVID-19 Pregnancy & Breastfeeding", "COVID-19 Pregnancy Data", "Sickle Cell", "Ovulation Calculator", "Hypertension", "Breastfeeding", "Relationships and Safety", "Flu", and "More A-Z topics ...". There is also a search bar for "Search A-Z Health Topics".

Below the banner is a section titled "Learn more about the HHS Maternal Health Action Plan" and "Learn more about the Surgeon General's Call to Action to Improve Maternal Health".

At the bottom right, there is a "Connect" section with social media links for Pinterest, YouTube, Twitter, and Facebook, and a "Subscribe to receive OWH updates" form.

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

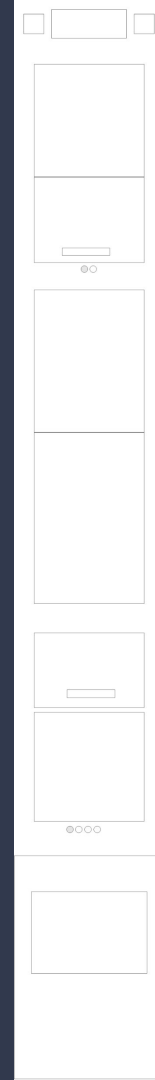
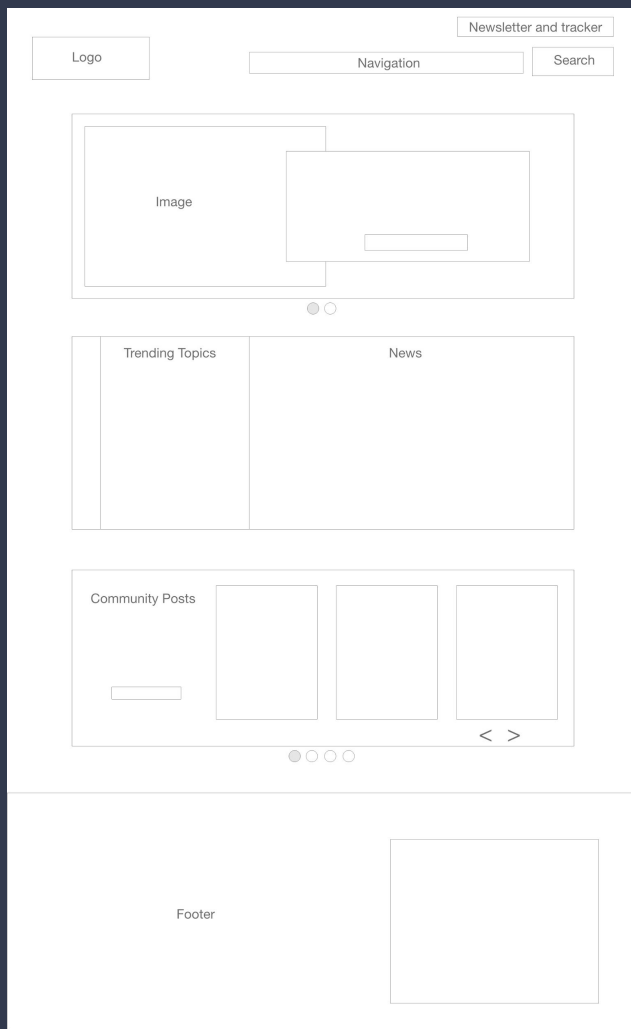
Call To Action

- Newsletter
 - Subscribing to get the latest news about health issues and conditions
- Symptom Tracker
 - Understanding what your symptoms means

Wireframe



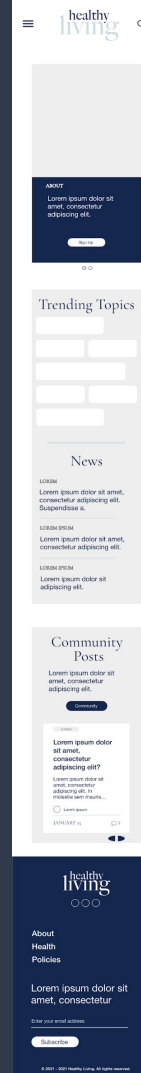
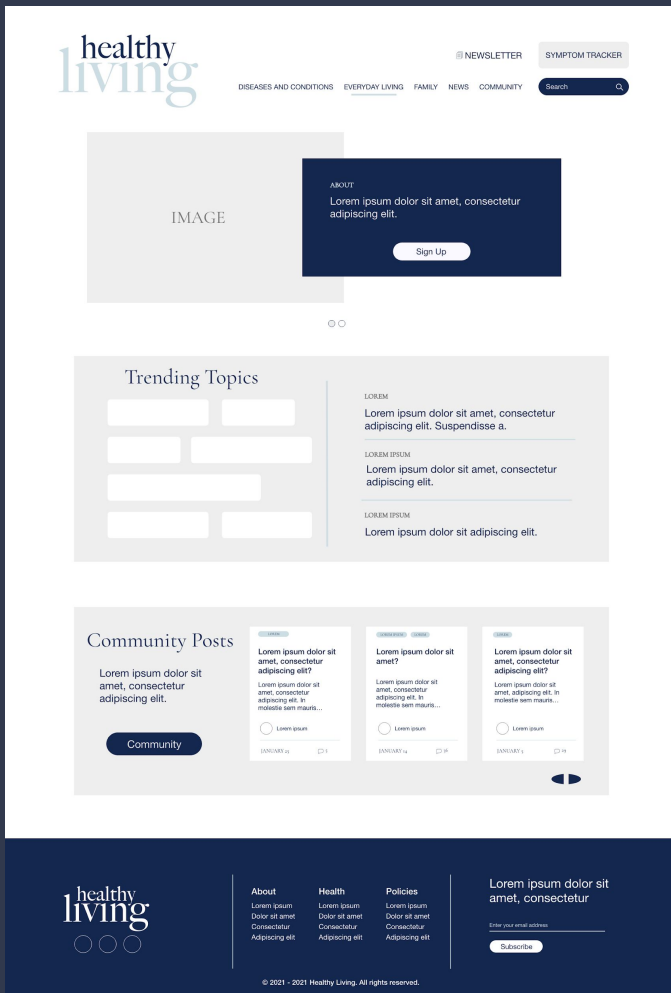
Wireframe



Process



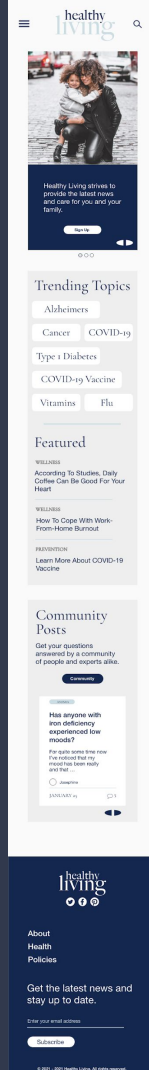
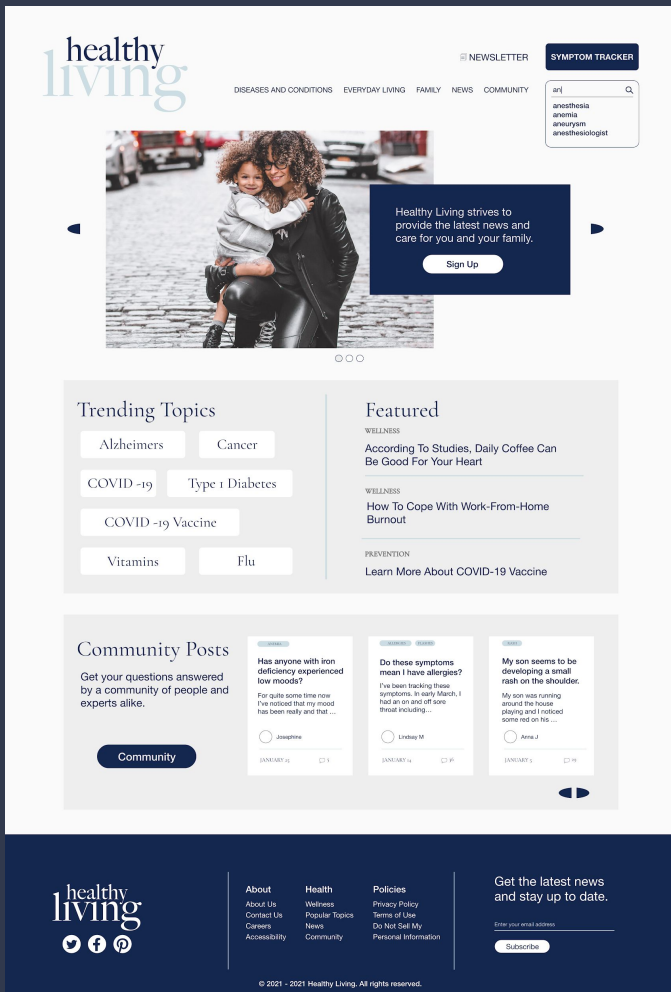
Draft 1



Draft 2

Updates

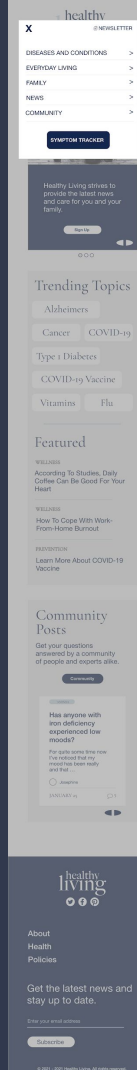
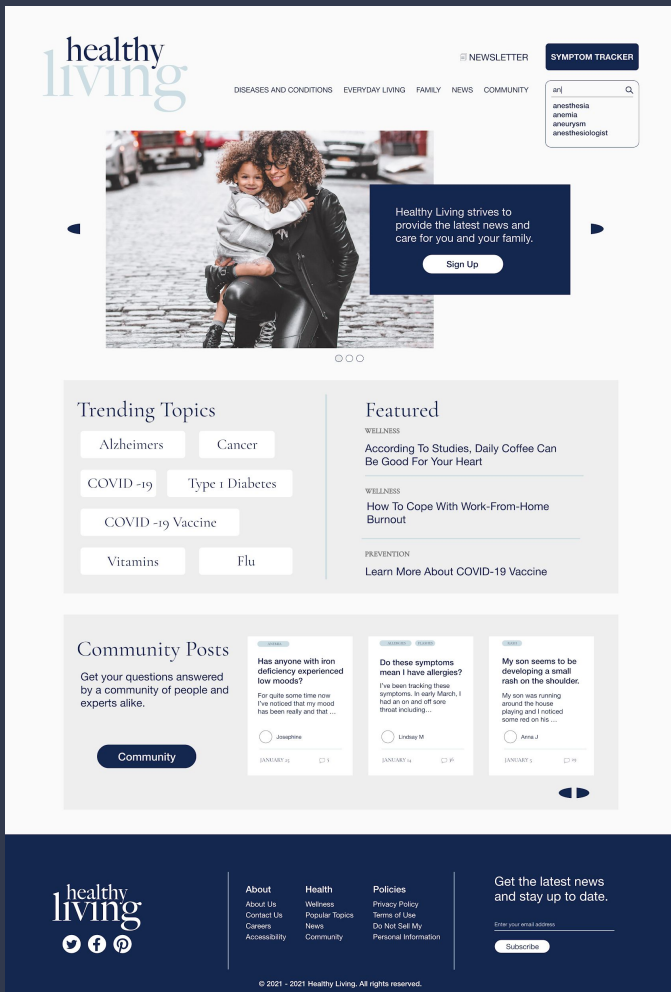
- Replaced lorem ipsum and boxes with real text and images
- Made sizing of image larger
- Adding mapping to image and text at the top (arrows)



Draft 2 (Hover)

Web Hover Feature: Search

Mobile Hover Feature: Menu



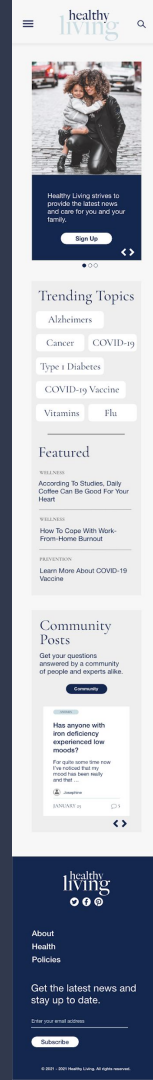
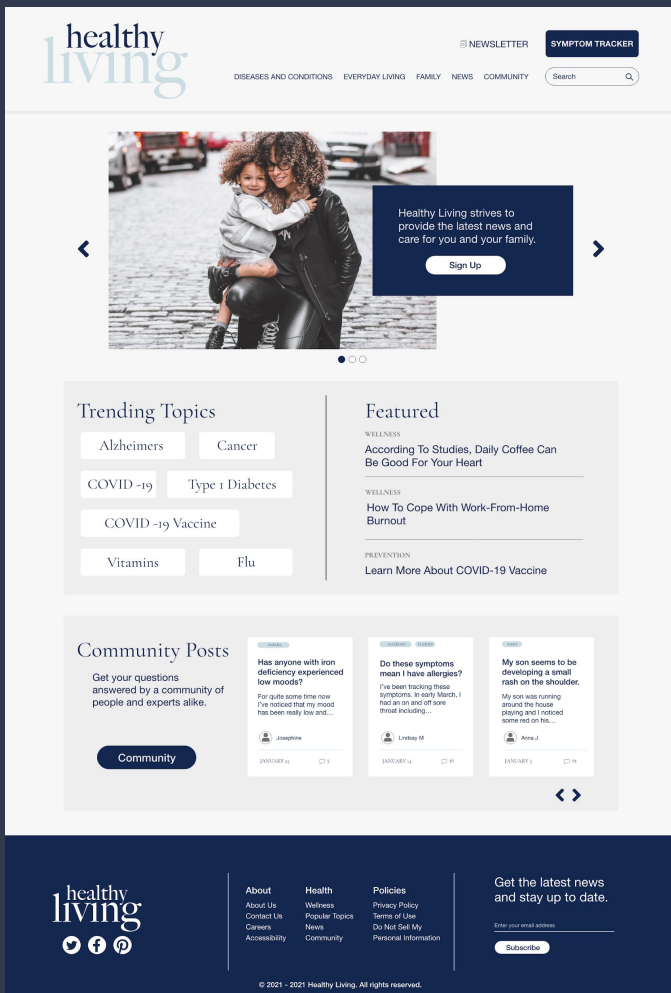
Final Mockup



Final

Updates

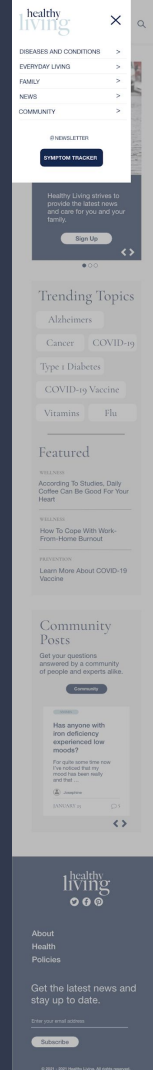
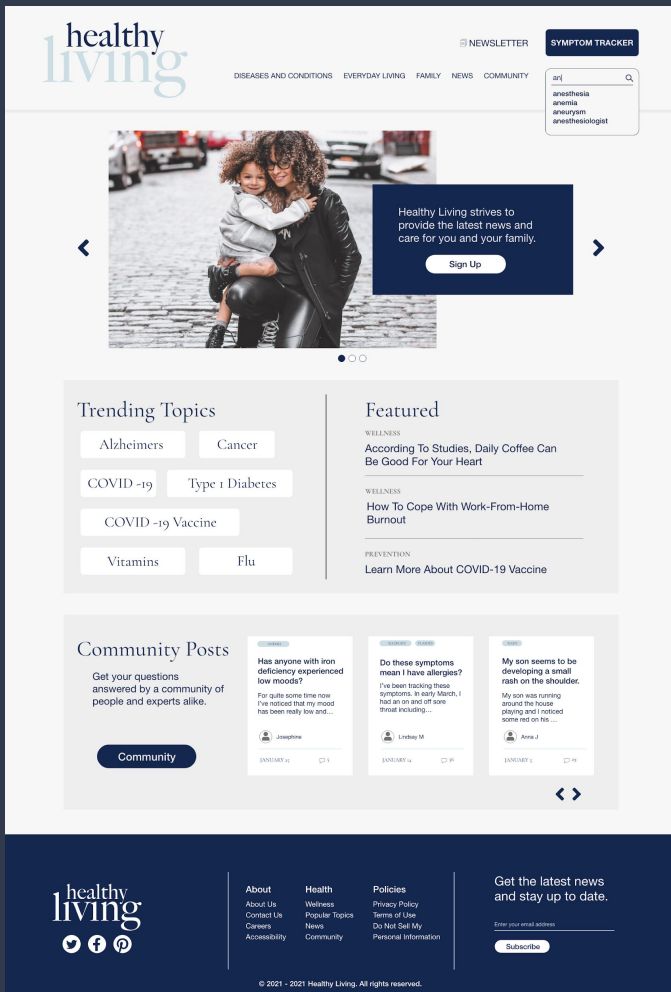
- Changed the color of background to more of an off-white
- Changed the shape of arrow
- Changed the line colors from blue to grey in the middle section
- Added line to distinguish header from body section



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.