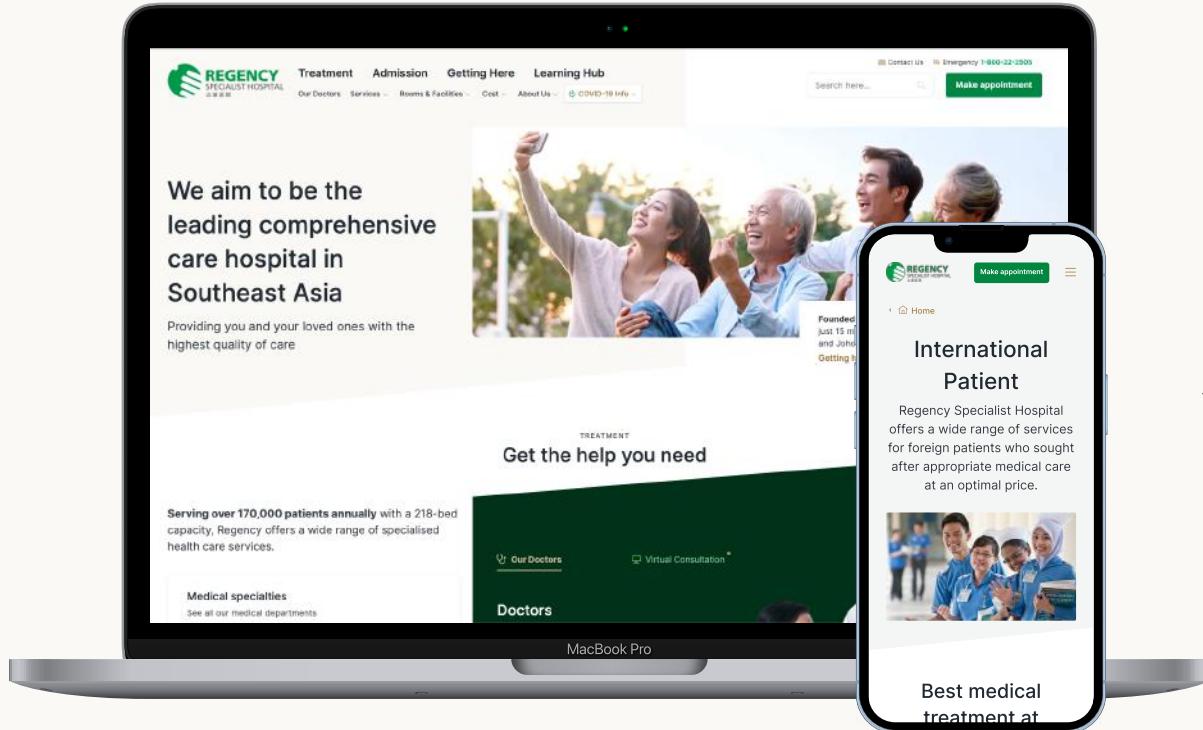


# Case study: HMI Regency

Redesigning a better  
website experience for a  
private hospital



# Overview of the project



## About it

HMI Regency was one of the private hospitals under the HMI Group which is in Singapore.



## My roles

- UI/UX Designer
- User researcher



## Duration

2021

# What is the goal?

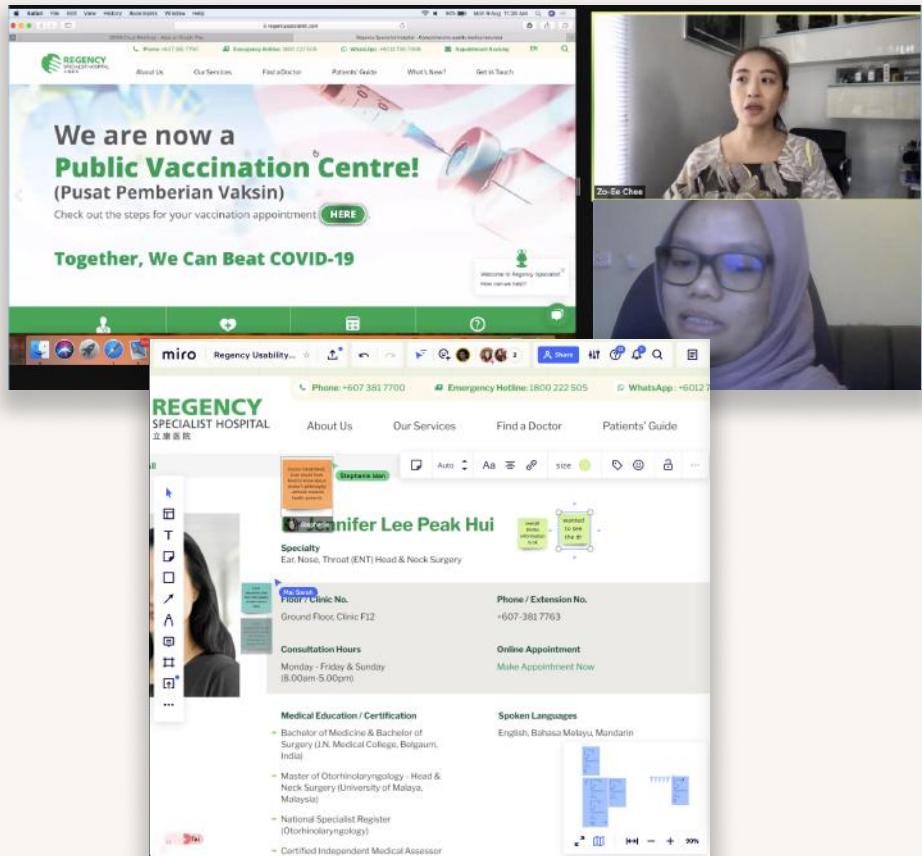
HMI wanted to revamp the website experience and design for Regency so that it helps to guide their visitors to navigate around their website to find suitable treatment.



## The Problem

The old Regency website has bad navigation which makes it confusing for the visitors to navigate and the interface is outdated.

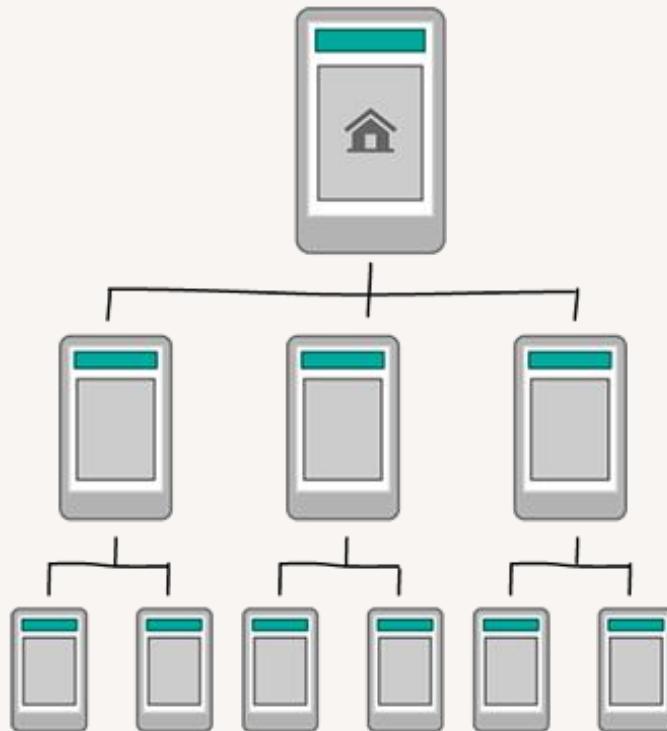
# Testing the old website



Our user research approach at that time was to identify what are the pains and opportunities from the old website experience so we conducted a usability test on it with several users.

I was one of the interviewers and also the note-takers for the research portion

# Determining a new information architecture

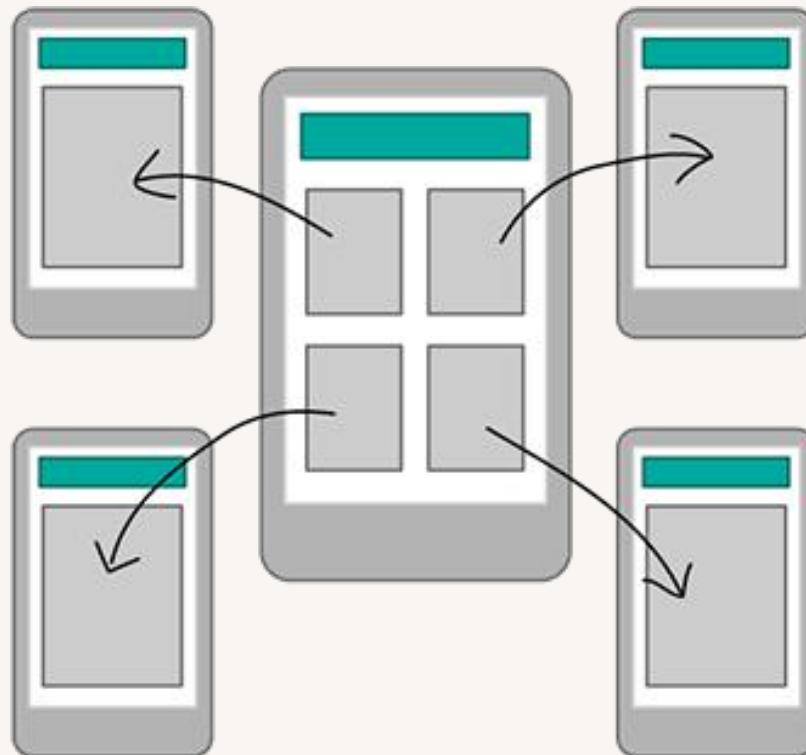


## Hierarchy pattern

Instead of the traditional hierarchy pattern with an index page and a series of hub pages which is what the old website is mostly made up of.

Together with another designer and product manager from HMI. We decided to use a new one which is beneficial for the users to find relevant information in one page.

# Determining a new information architecture



## Hub and Spoke

This hub and spoke model enables the user to navigate to multiple related pages from one central page which they are already in.

For example, it enables us to design a knowledge hub where it is the central page for the users to learn about different diseases and symptoms.

# Wireframes



With the new information architecture, we set up to create the wireframes. Here the hub and spoke is further visualise in each of the screens.

# Actual UI

The screenshot shows the Regency Specialist Hospital website's International Patient section. At the top, there's a navigation bar with links for Contact Us, Emergency 1800 222 505, Login, and Myself. Below the navigation is a search bar and a 'Make appointment' button. The main content area has a header 'International Patient' and a sub-header 'Regency Specialist Hospital offers a wide range of services for foreign patients who sought after appropriate medical care at an optimal price.' It features a large photo of three medical professionals in blue uniforms smiling. Below the photo, a section titled 'Best medical treatment at Regency' discusses why Regency is the best choice, mentioning world-class medical professionals, affordable & excellent healthcare, state-of-the-art facilities, and friendly and warm service. There are also sections for 'Authorised Representatives Offices (ARO)' in Southeast Asia and 'International Patient Services' which include seamless treatment journeys, billing and insurance options, and travel arrangement guidance.



Here are some of the screens I helped designed with my fellow designers in Stampede.

# Actual UI

The screenshots show the Regency Hospital Content Hub website. The top navigation bar includes links for Treatment, Admission, Getting Here, Content Hub, Contact Us, Emergency 1800 222 555, Login, and Malaysia. A banner at the top states "Regency Hospital is now a COVID vaccination centre. Make a vaccination appointment". Below the banner, there are two main sections:

**Learning more about your health at your fingertips**

Providing you the health knowledge you need wherever and whenever you are

**Diseases and conditions →** Learn about the causes, possible treatments and etc. of the disease through our disease articles.

**Staying healthy →** Get professional insights and guidance on practising a healthier lifestyle

**Trending diseases and conditions articles**

**Skin cancer**  
Skin cancer is the most common form of cancer in the United States. The two most common types are basal cell cancer and squamous cell cancer.

**Depression**  
An estimated 19 million American adults are living with major depression. Here you'll find in-depth depression information including symptoms, medications, and therapy.

**Diabetes**  
Learn about type 1, type 2, and gestational diabetes symptoms, causes, diagnosis, treatment, diet, management, and diabetes prevention.

**View more trending articles >**

**Diseases and conditions in context**  
Covering the latest updates for trending diseases and conditions around the world

**Deeper understanding of diseases and conditions**

There are many kinds of diseases and conditions. Sometimes one disease can also have many variations. Our diseases articles help you to learn more about the causes, prevention methods, and also available treatments for it.

**Explore diseases articles**  
View the full list of diseases and conditions articles

**Deeper understanding of diseases and conditions**

There are many kinds of diseases and conditions. Sometimes one disease can also have many variations. Our diseases articles help you to learn more about the causes, prevention methods, and also available treatments for it.

**Trending diseases and conditions articles**

**Skin cancer**  
Skin cancer is the most common form of cancer in...

**Depression**  
An estimated 19 million American adults are living with major...

**Diabetes**  
Learn about type 1, type 2, and gestational diabetes symptoms, causes, diagnosis, treatment, diet, management, and diabetes prevention.

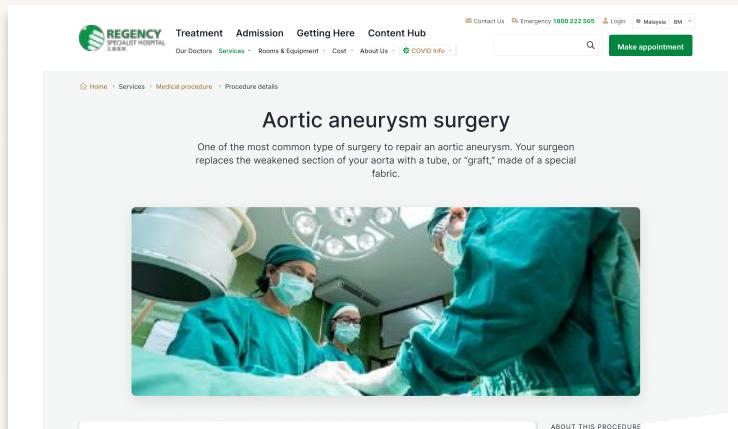
This is one of the main hub pages which is the Content Hub that acts as the central for the visitors to learn about various diseases and their symptoms.

# Actual UI

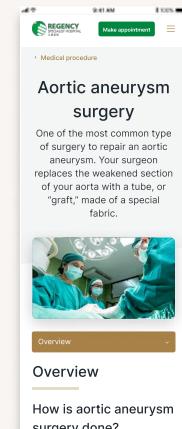
The image displays two side-by-side screenshots of the Regency Specialist Hospital website's 'Rooms & Rates' section. The left screenshot shows the desktop version, and the right screenshot shows a mobile or tablet version. Both versions feature a header with the hospital's logo, navigation links (Treatment, Admission, Getting Here, Content Hub), and a search bar. The main content area is titled 'Rooms & Rates' and includes a brief description of the room types, followed by sections for 'VIP Suite', 'Single Deluxe Room', and 'Four Bedded Room'. Each room type has a price (RM380/night for VIP Suite, RM250/night for Single Deluxe Room), a thumbnail image, and a link to '6 Suites'. Below each room type, there is a list of amenities. The mobile screenshot also includes a 'Rooms' dropdown menu and a 'Have question? Get in touch with Regency' button.

A redesigned Rooms and Rates page to offer a better experience for the visitors to have a clearer view of what Regency hospital can offer and the price per night.

# Actual UI



The screenshot shows a medical procedure detail page for 'Aortic aneurysm surgery'. At the top, there's a navigation bar with links for Treatment, Admission, Getting Here, Content Hub, Contact Us, Emergency 1800 222 505, Login, and Malaysia. Below the navigation is a search bar and a 'Make appointment' button. The main content area has a header 'Aortic aneurysm surgery' with a sub-header: 'One of the most common type of surgery to repair an aortic aneurysm. Your surgeon replaces the weakened section of your aorta with a tube, or "graft," made of a special fabric.' Below this is a large image of surgeons performing surgery. A sidebar on the left is titled 'Procedure overview' and lists steps 1 through 10. Another sidebar on the right is titled 'ABOUT THIS PROCEDURE' and includes sections for Overview, Preparation, Equipment, Aftercare, Estimated procedure cost, and Common questions.

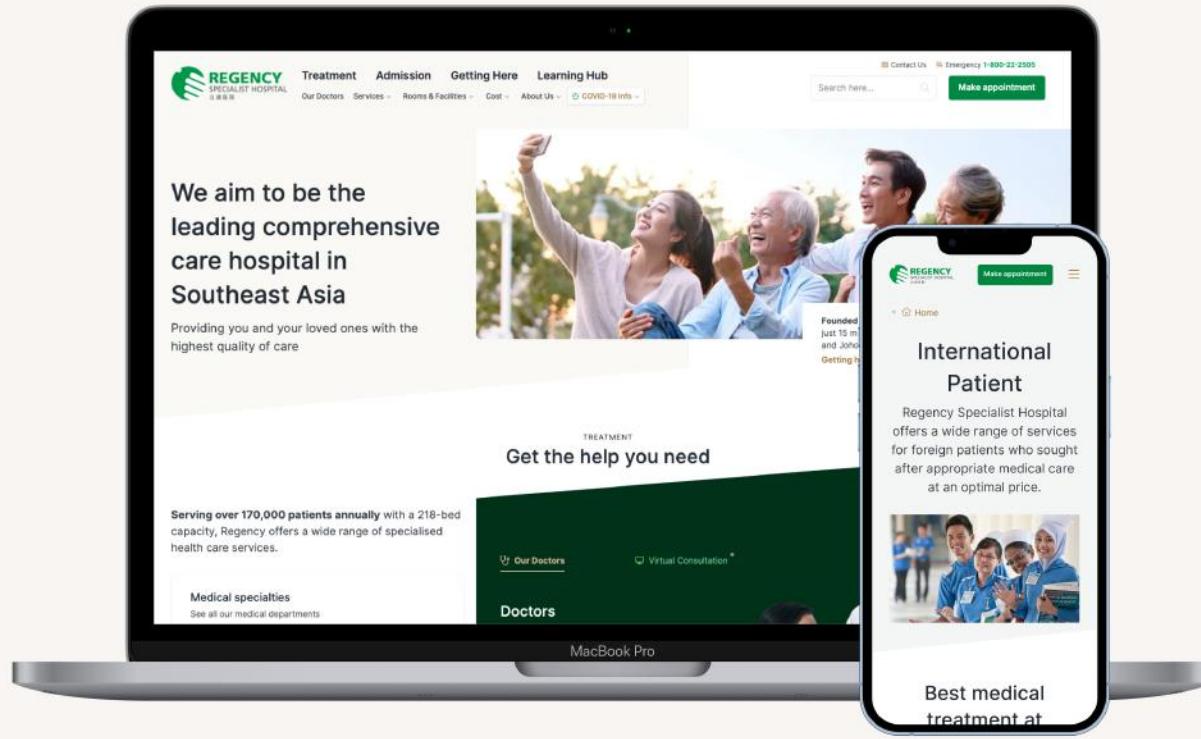


The screenshot shows the same 'Aortic aneurysm surgery' procedure detail page as the desktop version, but viewed on a mobile phone. The layout is adapted for a smaller screen, with the main content and sidebar visible. The mobile interface includes a top bar with the hospital logo, contact information, and a 'Make appointment' button.

Medical procedure detail page helps to explain and illustrate how a medical procedure will be conducted.

In doesn't apply to all procedures as a lot of them can still be very hard to explain but the content team from HMI is informed about the research findings and they will try their best to design content that are easily understandable.

# Handover and new website update



The client was very pleased with the new design and we successfully handed over the design system and our UI to another website development vendor so that they can build it.

We are also very happy that almost 95% of the final website looks and functions the same as our design!

Visit <https://www.regencyspecialist.com/>