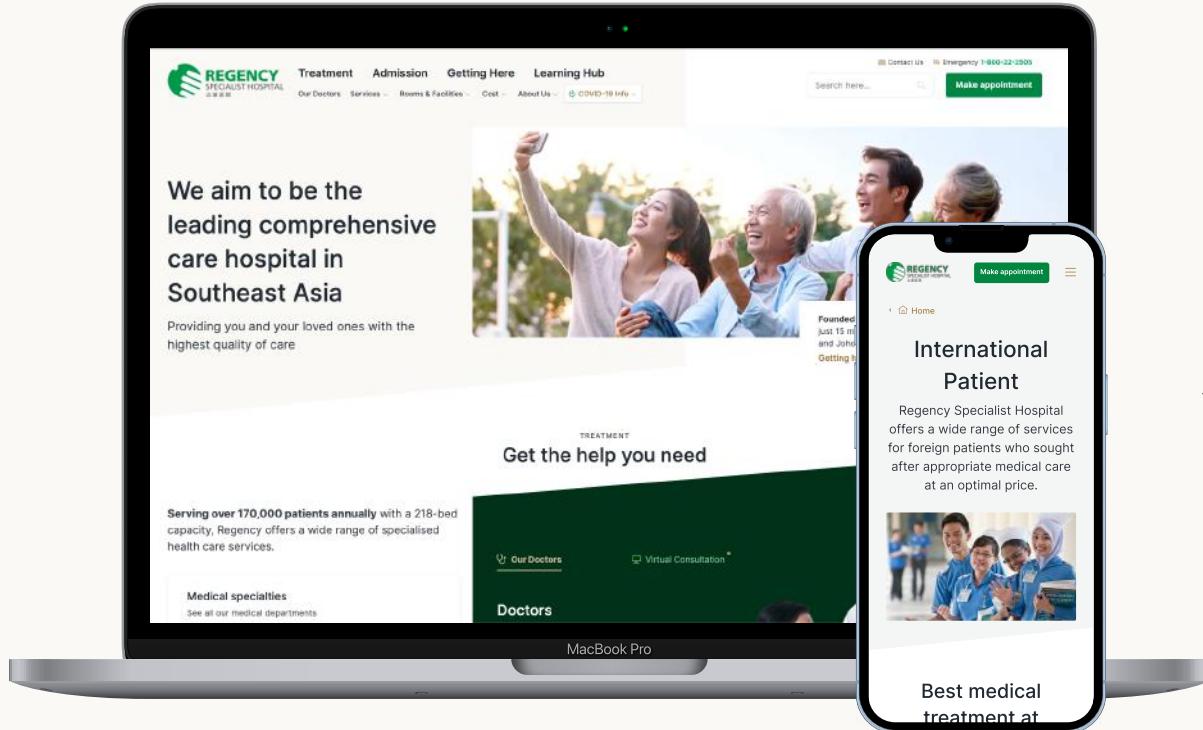


# Case study: HMI Regency

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?

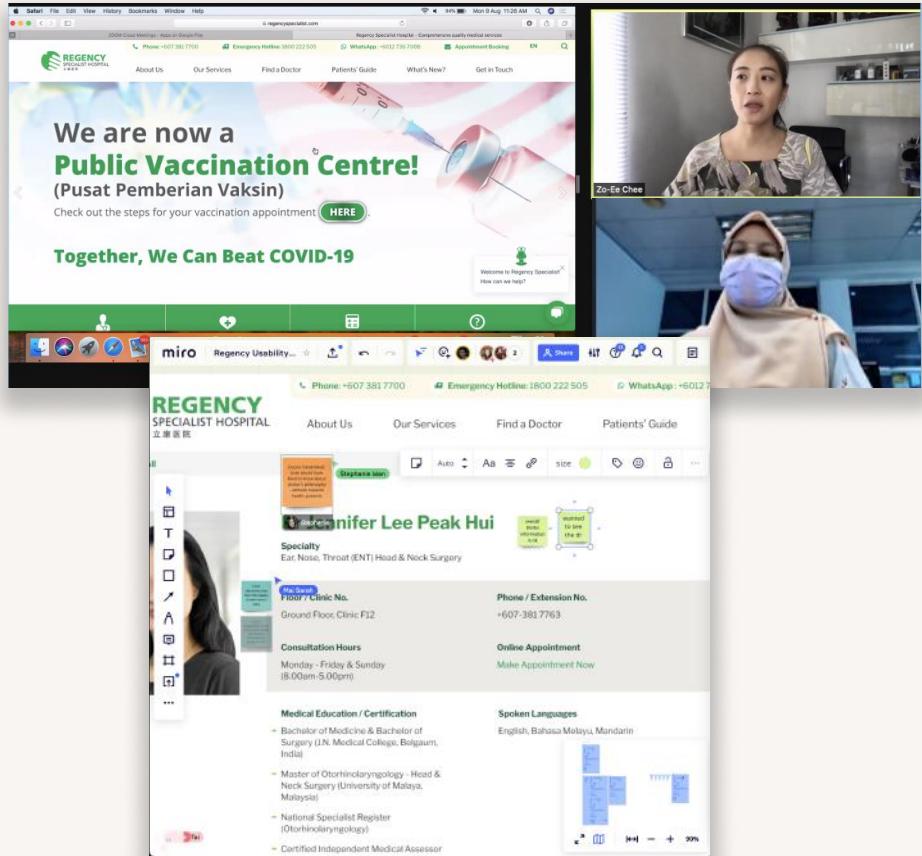
HMI wanted to revamp the website experience and design for Regency so that it helps to guide their visitors to navigate around their website to find suitable treatment.



## The Problem

The old Regency website has bad navigation which makes it confusing for the visitors to navigate and the interface is outdated.

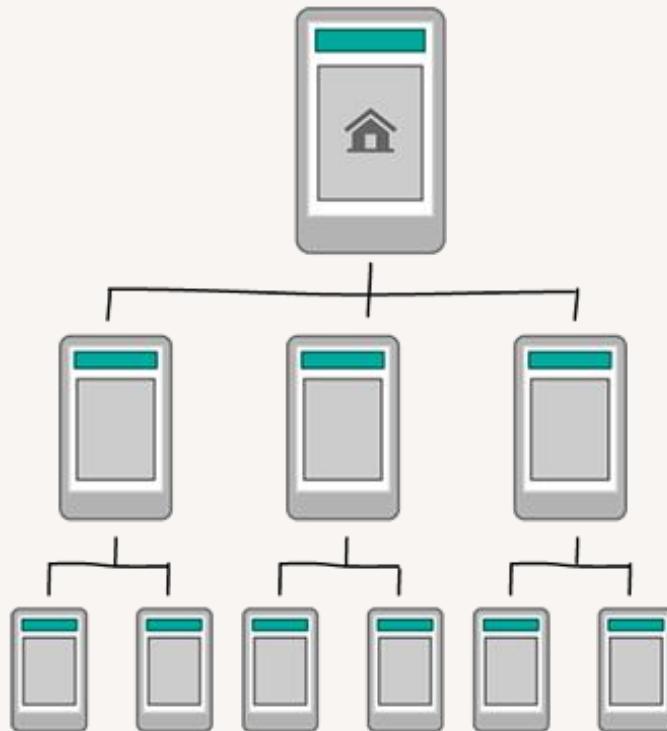
# Testing the old website



Our user research approach 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

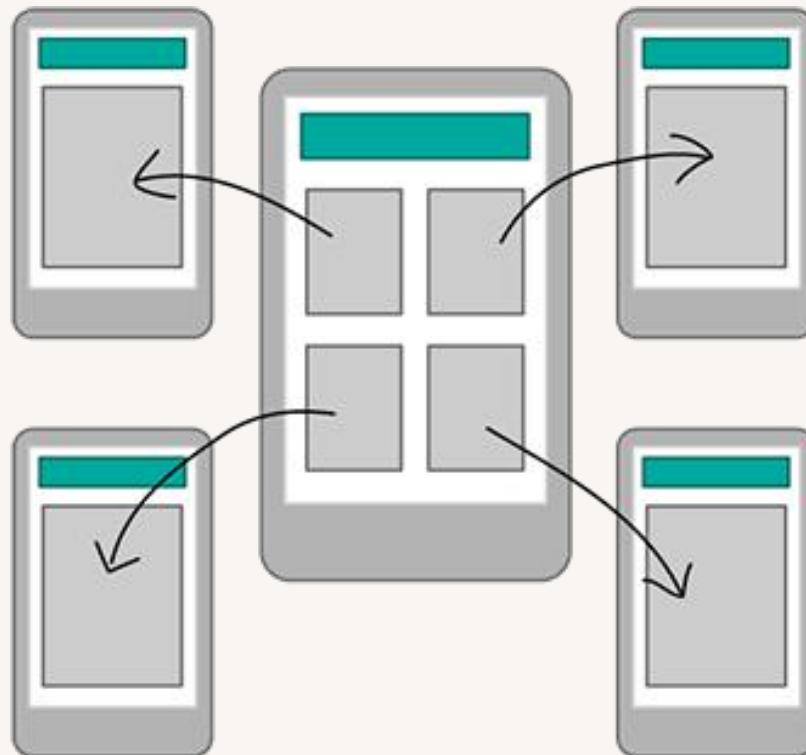


## Hierarchy pattern

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 Content Hub page of the Regency Hospital 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 versions of the 'Rooms & Rates' page from the Regency Specialist Hospital website. The left version is for desktop, featuring a detailed layout with sections for 'Rooms & Rates', room descriptions, and a sidebar with a 'Have question?' button. The right version is a mobile-optimized version, showing a simplified layout with larger images and less descriptive text.

**Rooms & Rates**

Regency's rooms are fully air-conditioned and furnished with en-suited bathroom, adjustable bed fitted with nurse call system, as well as personal electronic safe and portable table.

**Rooms**

**VIP Suite** RM380 /night

A spacious room with a large bed, a sofa, and a dining area.

Our VIP suite offers outstanding luxury and comfort during your hospital stay. It includes a spacious suite with private patient's bedroom, living room and guest room.

**Amenities**

- Free WiFi
- Personal bedside locker
- In-room safe
- Locking drawer
- Mini fridge
- Kichenette
- Sofa bed
- Window seat
- Bathroom amenities
- Wet & dry bathroom design
- Flat screen TV
- Adjustable cardiac table

**Single Deluxe Room** RM250 /night

A single room with a bed and a window.

**ROOM TYPES & INFORMATION**

**Rooms**

**VIP Suite**

- Single Deluxe Room
- Two Bedded Room
- Four Bedded Room

**Common questions**

**Have question?**  
Get in touch with Regency

**Rooms & Rates**

Regency's rooms are fully air-conditioned and furnished with en-suited bathroom, adjustable bed fitted with nurse call system, as well as personal electronic safe and portable table.

**Rooms**

**VIP Suite** RM380 /night

A spacious room with a large bed, a sofa, and a dining area.

Our VIP suite offers outstanding luxury and comfort during your hospital stay. It includes a spacious suite with private patient's bedroom, living room and guest room.

**Amenities**

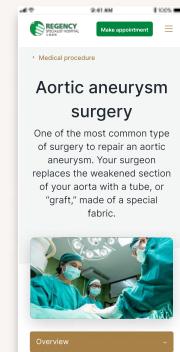
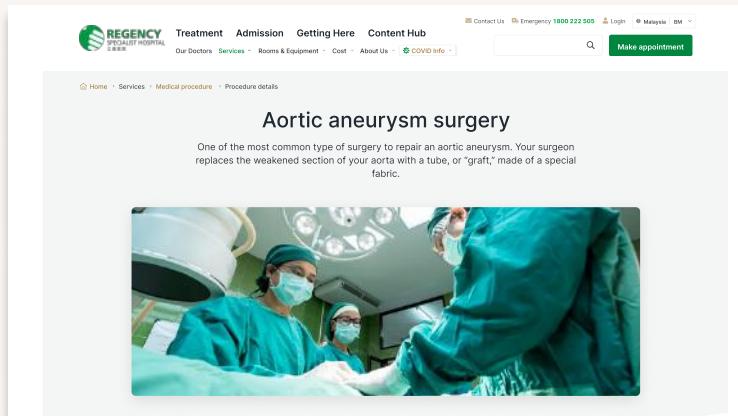
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- Flat screen TV
- Adjustable cardiac table

**Single Deluxe Room** RM250 /night

A single room with a bed and a window.

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.

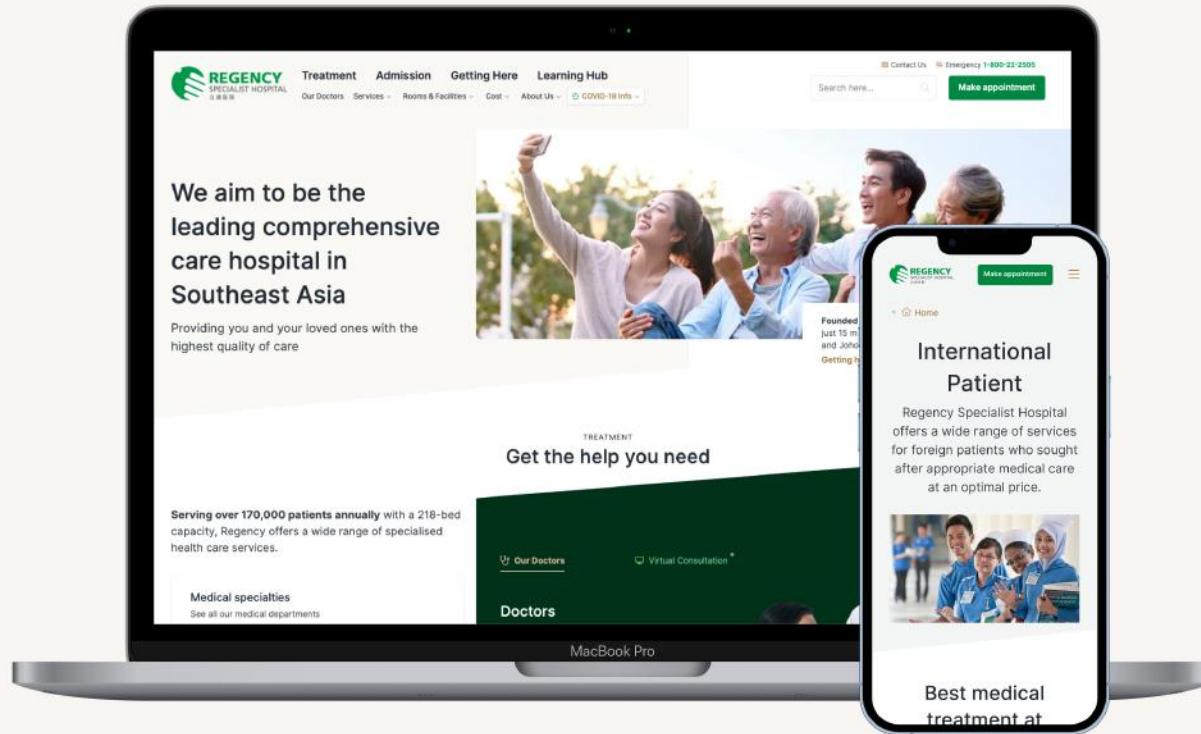
# Actual UI



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/>