**Abstract**

WINGS Hospital is a state of art specialty hospital/clinic in India infertility treatment IVF, Endoscopy, Surrogacy, Fetal Medicine, Gynecology, Wellness, situated at Ahmedabad, Gujarat.

The WINGS Women’s Hospital provides best quality, comprehensive, holistic care to women of India at a reasonable cost. An interdisciplinary team of expert and caring professionals is committed to meeting the physical as well as emotional and spiritual needs for each woman and her family.

**Their Problem**

WINGS Hospital website conversions were down, particularly on mobile devices. Navigational challenges, poor site functionality, cumbersome UI/UX, and overall lack of responsive design were all contributing factors

Improved functionality and usability, including a mobile-responsive design

Easy navigation that would reduce the number of clicks to key sections of the site

SEO optimization

Social media integration

**Our Solutions**

A comprehensive website with 150 static pages and over 450 dynamic pages and a mobile friendly-version. The features of the new site include:

Tailored, industry insights-driven home page with the functionalities patients consider most important when they visit a hospital website in mind.

Unique design focused on the hospital’s branding and organizational goals.

Find a Doctor tool with physician profiles that display doctors’ bios, locations, and contact information.

SEO optimization

Featured online services like events and classes registration and News.

Mobile-responsive design that works across all devices and browsers, with reduced page depth for critical functionalities and an overall optimized user experience.

**The Result**

The design is beautiful. It is much simpler and was obviously designed with the patients and our users in mind. The patient online services section is great because it lets the patients to find information and communicate with the hospital management throughout their time as patients.