

UX Audit & Website Redesign for a Health and Wellness Brand



Redefining Corporate Web Experience through Research-Driven UX Design and Improved Brand Reach.

Website Experience and Related Problems

MEGA We Care sought to improve the user experience of its corporate website to connect more effectively with its audience and strengthen brand perception.

The UX audit revealed several core challenges:

- Poor information hierarchy made it difficult for users to navigate and locate key content.
- The outdated interface led to usability issues and reduced brand credibility.
- The website's performance and accessibility varied across devices, causing user drop-offs.
- A lack of structured user journey mapping and testing limited understanding of user pain points.

Solutions we offered

We conducted a comprehensive UX Design Audit that provided actionable recommendations to improve usability, consistency, and overall engagement across the website.

- Implemented low-effort usability fixes through Wireframing and Visual Design updates for clarity and better hierarchy.

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Client speak

“Everything related to project management was good.”

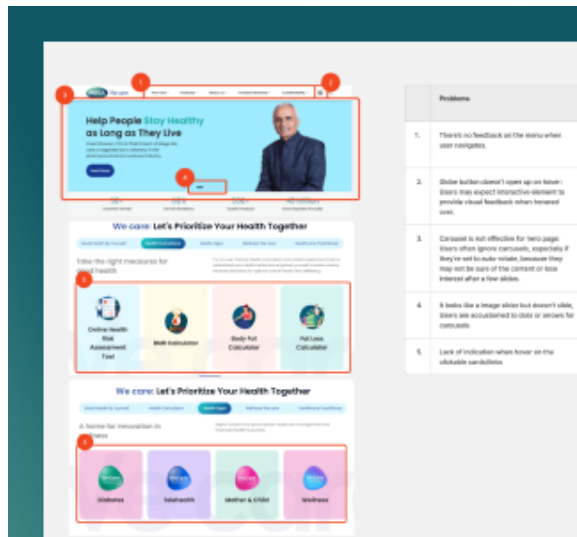
- Refined content and introduced clear CTAs to guide users effectively through the website.
- Restructured navigation and applied a mobile-first redesign for seamless cross-device experiences.
- Established a unified design system to ensure visual consistency and stronger brand alignment.
- Enhanced website performance to reduce load times and improve responsiveness.
- Developed prototypes and tested User Interface Design iterations with real users for validation and refinement

How did our solutions help?

Our UX audit and redesign transformed MEGA We Care’s website into a more engaging and user-friendly experience.

1. Clearer navigation and structured layouts encouraged longer on-site interaction.
2. Optimized calls-to-action and content flow motivated users to explore deeper.
3. A mobile-first design improved usability across devices and reduced digital fatigue.
4. Streamlined user journeys and relevant content fostered repeat engagement.
5. Unified design and messaging strengthened the brand’s digital identity and connection with diverse audiences.

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The Outcomes

- Noticeable reduction in bounce rate and improved time-on-site metrics.
- Higher engagement through refined navigation and visual consistency.
- Stronger connection between brand identity and digital presence.
- Scalable UX foundation for future content and feature expansion.

Neointeraction User Experience Design team engage with clients to create SIMPLE and MEANINGFUL experience for web and mobile products. Our team based out of Bangalore has 15 yrs of domain agnostic design experience that can bring great value addition to your business.

