



In the initial call, I explained the current state of the website. We then discussed possible corrections and how they could impact the website in the long run.

I immediately noticed Ginevida's team exceptional project management and information handling skills, which could be utilized to implement advanced website functionality. This made me realize that we needed to differentiate the management interface from the customer interface, and develop them independently.

On the customer side, we took a minimalist approach, which I appreciated as it was natural for me and suited the target audience. We avoided horizontal scrolling, text animations, and excessive use of contrast to emphasize elements. Instead, we used a solid typographic scale to help segment sections and high-quality images.

With the collaboration of Ginevida, I was able to effectively complete the design and development of the customer interface. Both parties adapted our perceptions to achieve a result oriented towards patients.

Currently, I continue to collaborate with Ginevida in creating the management platform and training the team to use digital analytic tools. It is definitely possible to guide a team towards continuous improvement of their service through a website.

Irene Vico (director at Ginevida): it has been and continues to be a pleasure to work with him. Using a practical and functional approach, he can listen to your ideas and make them happen. The result was extraordinary.

[See the case study \(on website\) →](#)