

# Recent projects: UX Portfolio sample, Feb 2019

Hello, I'm a UX architect who thinks like a generalist and delivers like a specialist. For the past 4½ years I've been using art, psychology and technology to bring meaningful experiences to life.

User Experience • Visual Design • Content Strategy

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# No place like home

intu Digital —  
Shopping Centre Home Pages

[intu Trafford Centre Homepage →](#)

————— intu's home pages were just not working. Organic traffic had been in decline for months, bounce rates were high, engagement with the curated content was low and there was minimal onward traffic to their conversion funnels. When retailers started to express worry about the return on investment for their native adverts, the UX team stepped up to understand the cause of these problems and to identify the right solutions through user-centred design.

User Experience Design  
Visual & UI Design

Content Strategy  
User Research

## THE DOUBLE DIAMOND PROCESS

When there is no clear cause for the issues at hand, an exploratory methodology is required to hone in on the root causes of the problems.

Starting out with the goal of gathering data and understanding the brief, we dove in with stakeholder interviews to understand what they needed out of the pages, what they knew about the problem and how the situation had changed over time. Then, using secondary research from the likes of the Nielsen Norman Group and analysing what our competitors had been and were currently up to we identified potential gaps in the current implementation that may have been having an impact.

To get first-hand, quantitative research we analysed search queries that were sending users to the page, began recording sessions of the pages in use and analysing exactly what was being clicked and how often. This was braced with qualitative research garnered from user interviews and guerilla testing of the pages in question.



## KEY INSIGHTS

We were able to highlight and triage the right issues to try solve based on expected effort and value to the company.

### 1) Search query and clicks analysis

Users are looking for information about shopping at the centre; opening times, things to do, what stores are available etc. Negligible searches for and clicks on the very narrow set of topics (discounts, online shopping, 'buzz' articles) covered by the native advertising suggested that there was little interest in those topics, at least at this point in the visitors' journey.

### 2) User interviews

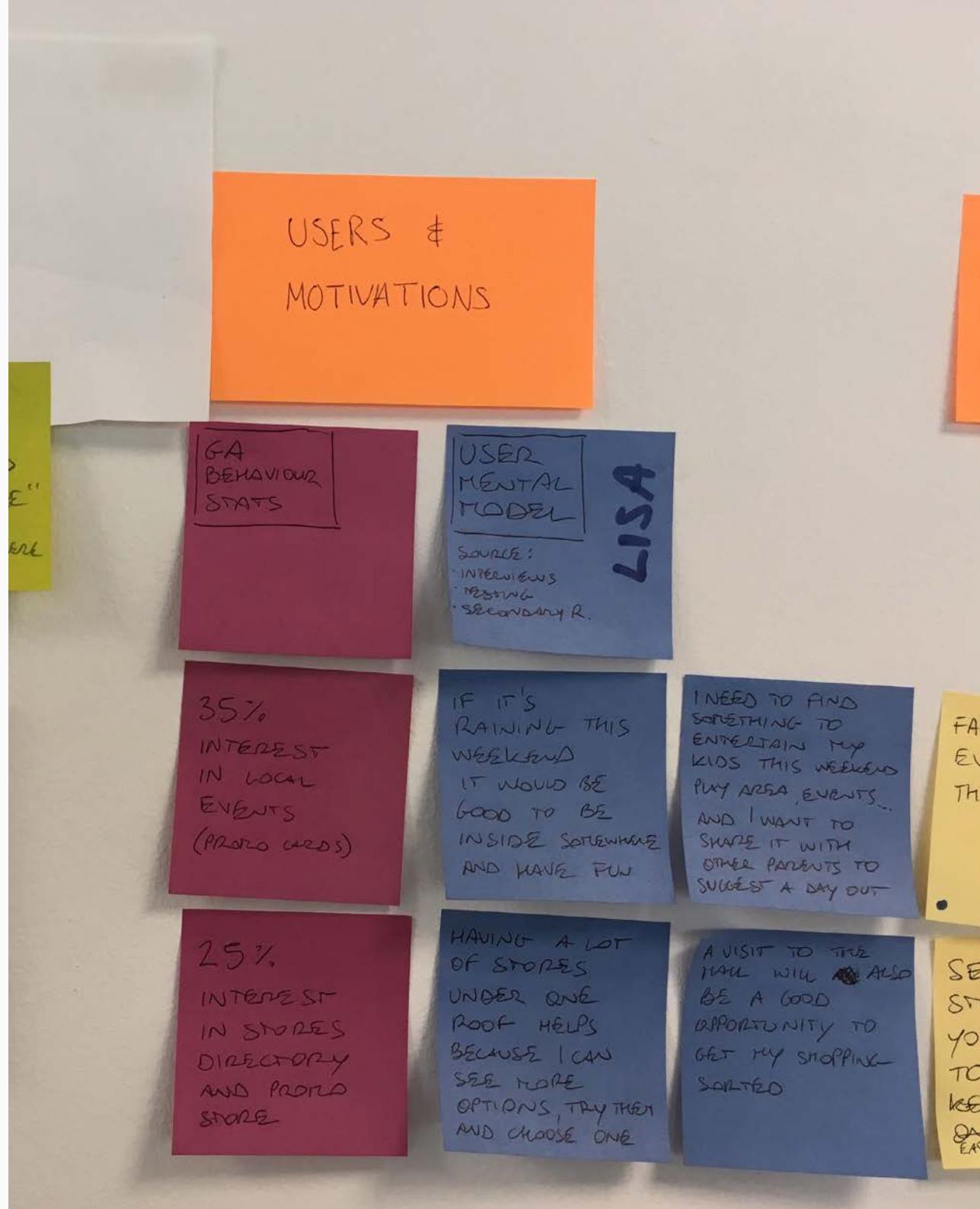
Depending on the demographic of the visitor, we saw a very different ranking of which content was important and which wasn't, so lots of users were getting irrelevant content - e.g. non-parents seeing information for families and frequent visitors not needing the map or directions but wanting to know what was happening in-centre.

### 3) Guerilla testing

Users unfamiliar with the site consistently mistook the homepage for the homepage of an online magazine, which could be causing them to bounce.

### 4) Session recording

There was a common pattern of users scrolling up and down the page and not clicking anything, only to use the navigation or search bar to locate content that was on the page. Low discoverability of page content is highly likely to have some effect on conversions.



## DEFINING THE GOALS

After sessions of brainstorming and sketching ideas generated during and post-research we identified the following goals;

### User Goals

First time users usually need a relatively small chunk of information to complete their decision regarding visiting the intu centre. In aggregate they want to:

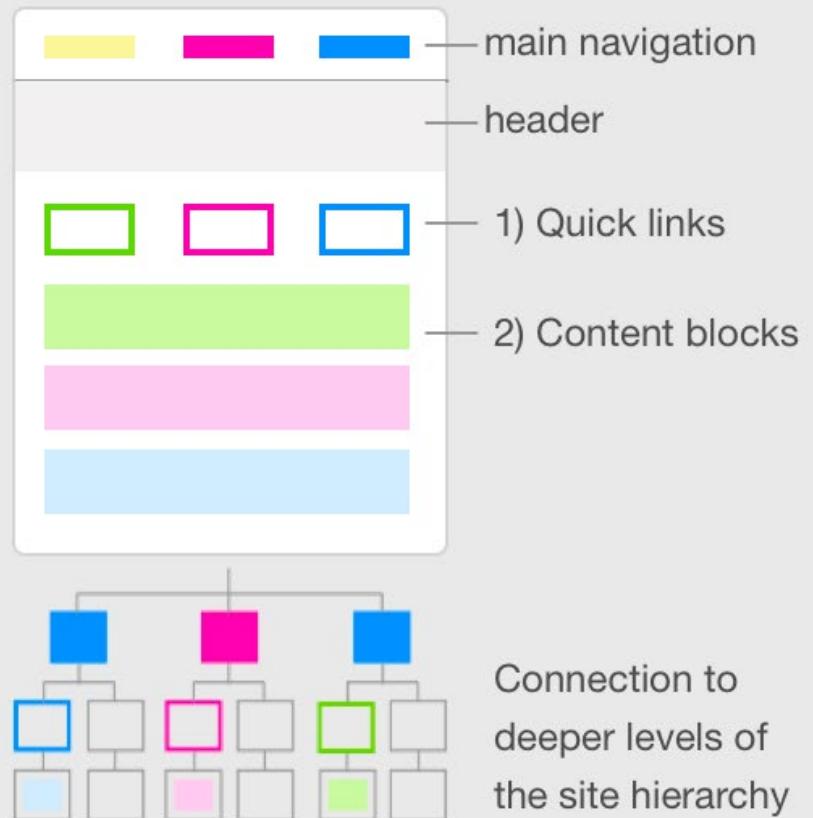
- Recognise that they are on the right site
- See basic visitor info e.g. opening times and addresses
- Quickly access popular areas of the site
- See relevant (recent, trending) content

Returning users (identified through Sign-in or Cookies) desire inspirational content, tailored to them, such as:

- Quick access to their favourites stores
- Updates on events and movies
- Demographic-specific centre info, e.g. student nights

### Business Goals

The centre home page should continue to allow the retail team to generate sales with paid placements.



### Lisa (primary persona)

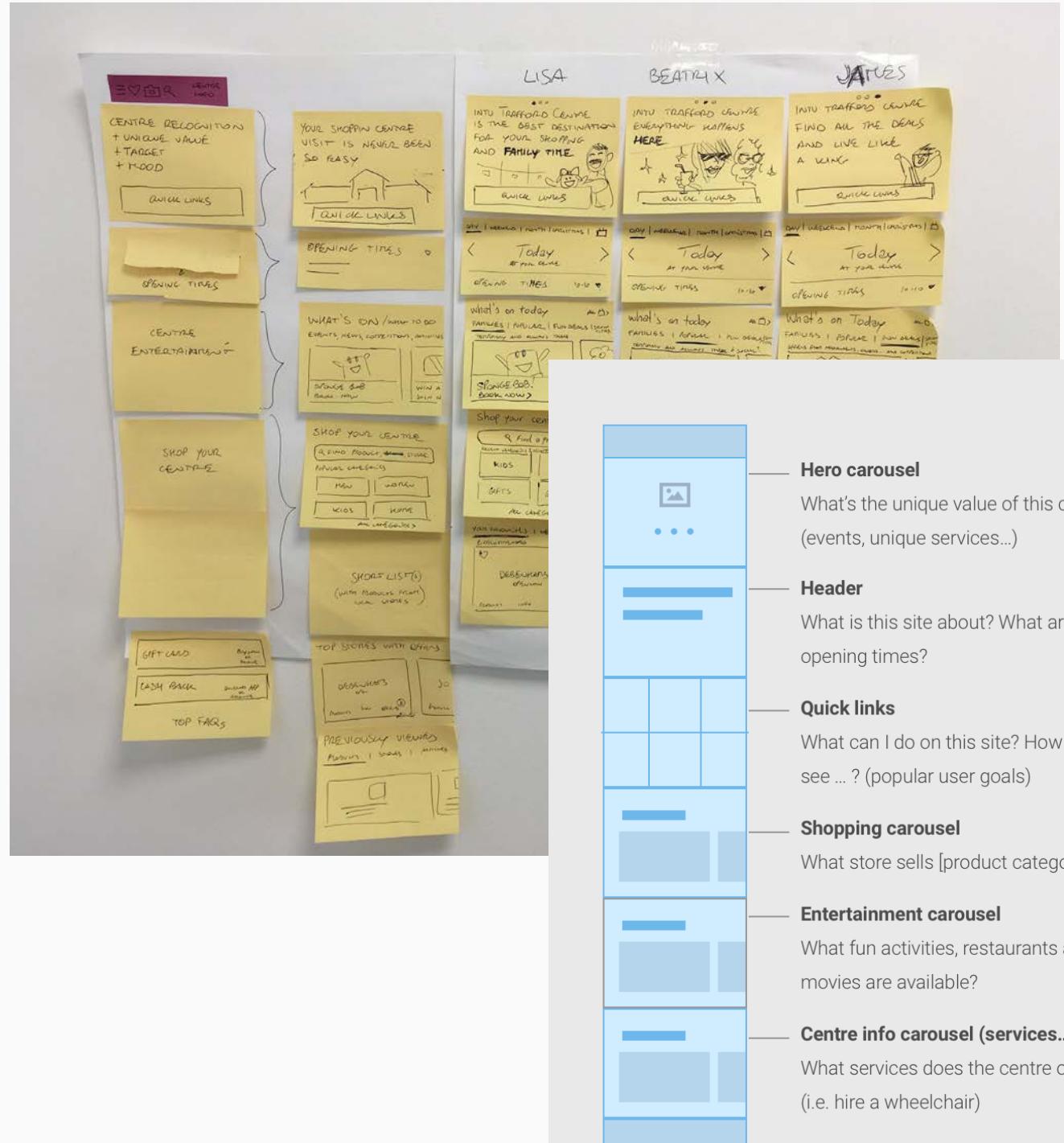
I'm visiting with my husband and 2 children. I have a buggy. I'm considering coming via car or train. I need to keep my kids entertained while I shop, use baby changing facilities, feed the little one somewhere quiet, then take them to eat pizza and watch a movie.

## DEVELOPING A SOLUTION

We extracted content requirements from the user scenarios we observed and explored different ways to organise them using an affinity map in an attempt to match the mental model of a person planning a centre visit. The simplest model and the best understood by users and stakeholders alike was the 'Reason To Visit' model. The two reasons are simply 'Shopping' and 'Entertainment' so we decided to aggregate content under those two headings. Lower in the hierarchy of the page we elected to include a 'Centre Information' section where the additional content chunks our participants indicated were important in finalising their plans would be found (e.g. wheelchair hire, Wi-Fi access).

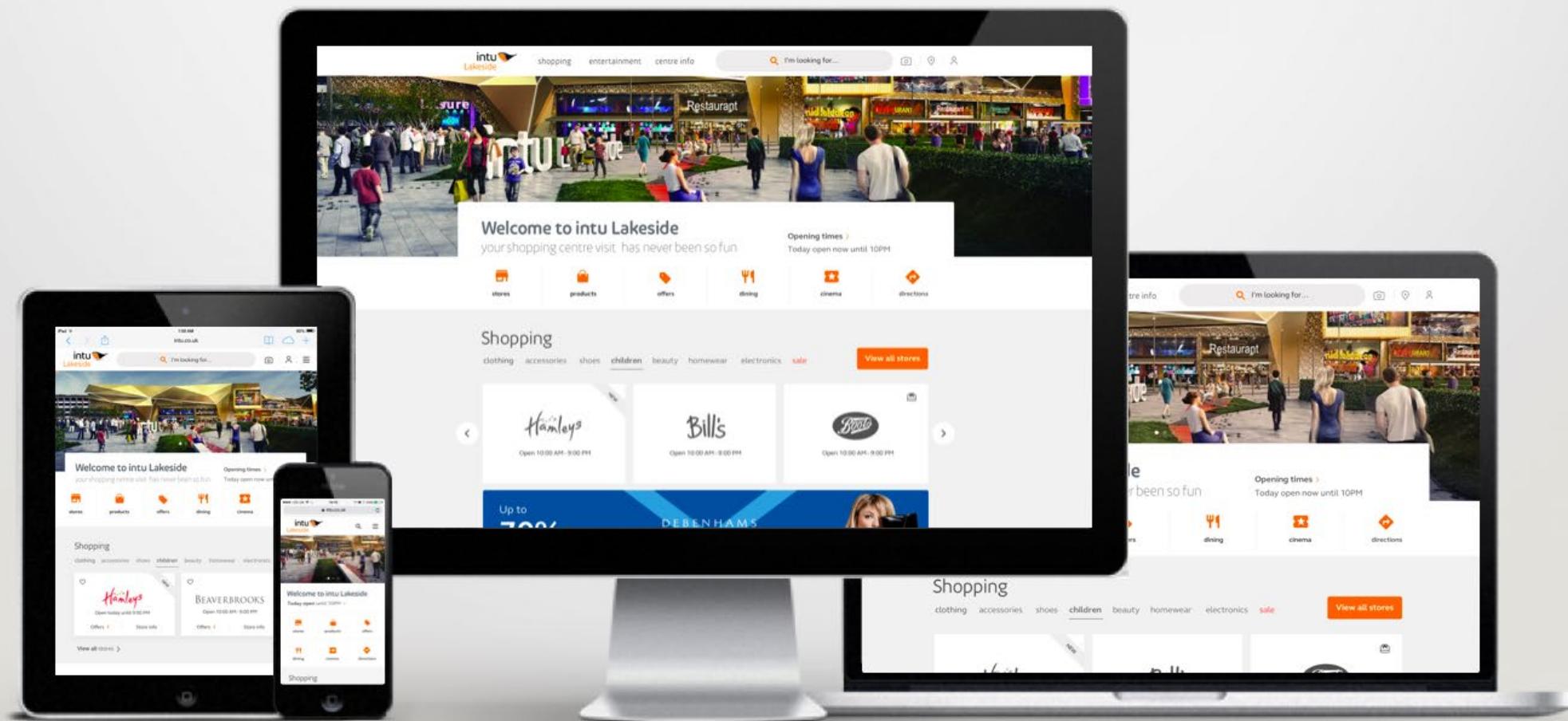
We ranked the content within each section according to the priorities that emerged from our quantitative and qualitative research. After some rounds of iteration, testing and deliberation we identified the most appropriate components from our design system to meet the progressive disclosure and scalability requirements that emerged from an assessment of the relevant content models and a page lifecycle exercise.

As time is the defining factor of 'planning' and key to users' want to avoid busy hours and attend specific events, I found inspiration from event magazine and museum websites and introduced a time based filter for the entertainment section so that users would only see activities, events and movies available on the day of their visit.



## DEFINING THE GOALS

After three or four more rounds of iteration and usability testing, using prototypes from low- to high-fidelity, the layout illustrated below was realised. This design also includes a proposal for a redesign of the masthead and primary navigation, where the same content clusters used to group content on the page were sensible candidates for the global organisation of centre content.



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## Credit

Year: 2018

Completed At: Merchant Technology Marketing

My Roles: Research, UX, Visual Design

UX Team: Adam Males, Giorgio Perugini





# Good chemistry

INEOS Group Limited —  
Flagship corporate website

———— Of the top ten chemicals producers in the world, INEOS is the only company still privately held. Run with a fiercely entrepreneurial culture, INEOS is comprised of a fluctuating number of independent business units each with their own product range. Due to the group's dynamic structure and autonomous management, a flexible and reusable website is key to uniting the units under one easily navigable hub. In support of a step into the oil and gas industry in 2015 that put INEOS and fracking in the public eye, I worked on a new information architecture that would restructure INEOS' 5000-page strong web presence to better represent and support its changing structure and the sudden public interest in their dealings.

Information Architecture

User Experience Design

[INEOS Group Website →](#)

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## THE ARCHITECTURE

My first problem to tackle was how to place the new oil & gas businesses, would they sit alongside the chemicals businesses or somewhere else? Complicating matters was INEOS Enterprises and its own set of sub-businesses.

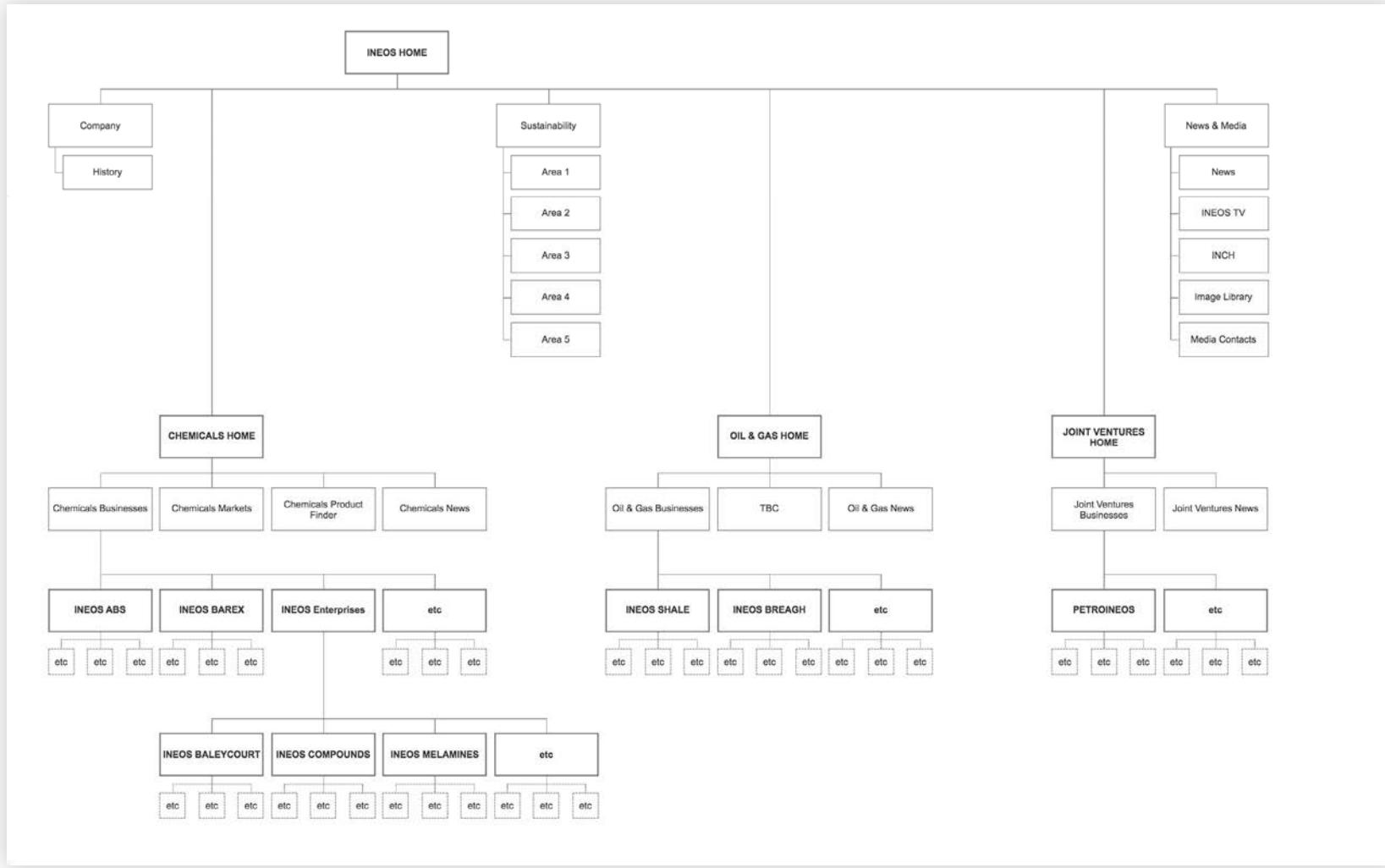
In total I tested out 5 different architectures at varying degrees of resolution, before settling on the idea that the business units didn't need to be nested like Russian dolls.

As each business has equal standing regardless of the corporate structure, I would place them all as siblings in the architecture. The intricacies of the corporate hierarchy could then be explained explicitly in content rather than implied from the breadcrumb bar or URL scheme.

As a back-up plan I prepared a second architecture that more closely matched the corporate structure, just in case.



## Architecture Prototype →



Structuring the site according to corporate hierachic formalities was a mistake. The structure ought match the way the businesses were perceived.

## THE NAVIGATION

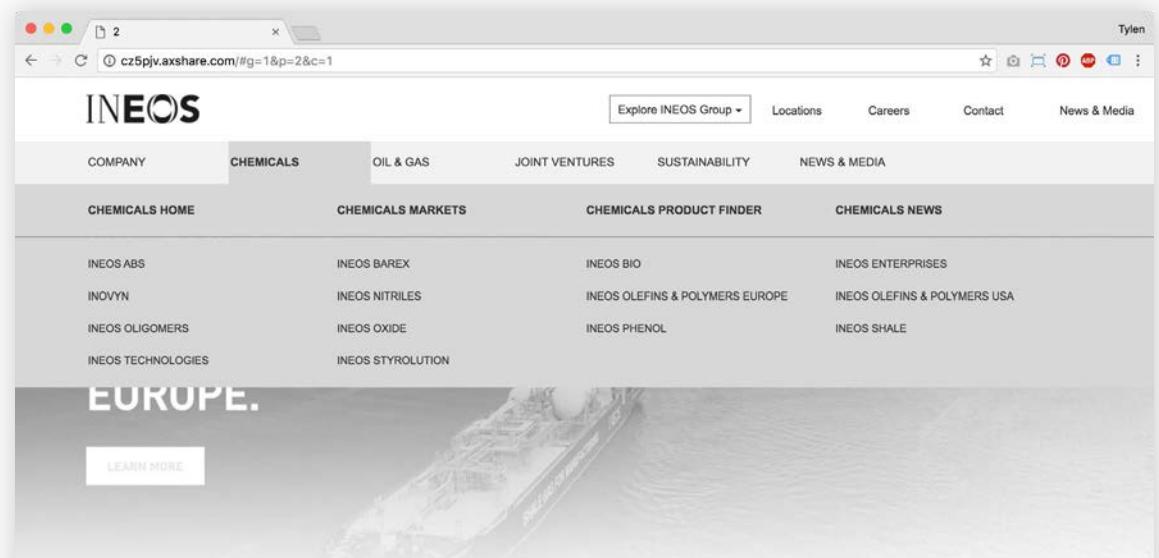
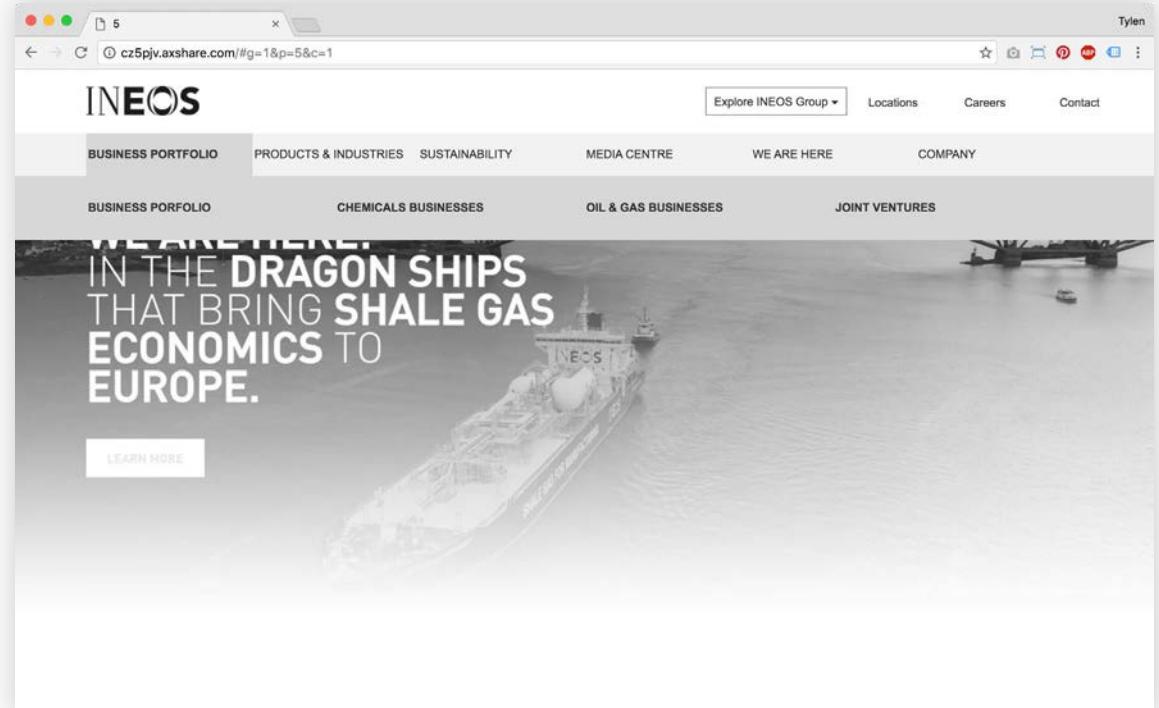
The next challenge was figuring out how to structure the navigation, as I was essentially telling INEOS how to present itself.

I looked at other chemical giants and umbrella companies to learn how they structured themselves and why, then I cherry-picked the best features, including:

- Business Portfolio, to showcase businesses the way Unilever showcases products and satisfy the need to show corporate structure.
- Products & Industries, to show what INEOS makes and how it can be used, similar to Dow's Products & Solutions section. This area also helps to cross-pollinate between businesses and makes it easy for customers to find product details.
- Top-level media centre, for highlighting recent news and updates, and signposted for journalists.
- Top-level spaces for sustainability and PR campaigns, such as the "We Are Here" promotion, to garner goodwill and assuage the worries of the public.

I was also able to remove redundant navigational elements, leaving only the business explorer as the point of interaction to switch to another business.

I presented my architecture directly to the Group Communications Manager at INEOS, who responded favourably to my proposal.



Tylen

cz5pjv.axshare.com/#g=1&p=5&c=1

INEOS

Explore INEOS Group ▾ Locations Careers Contact

BUSINESS PORTFOLIO PRODUCTS & INDUSTRIES SUSTAINABILITY MEDIA CENTRE WE ARE HERE COMPANY

INDUSTRIES CHEMICAL PRODUCTS OIL & GAS PRODUCTS

WE ARE HERE IN THE DRAGON SHIPS THAT BRING SHALE GAS ECONOMICS TO EUROPE.

LEARN MORE

Tylen

cz5pjv.axshare.com/#g=1&p=5&c=1

INEOS

Explore INEOS Group ▾ BUSINESS PORTFOLIO PRODUCTS & INDUSTRIES SUSTAINABILITY MEDIA CENTRE WE ARE HERE

SUSTAINABILITY OVERVIEW PRODUCTS THAT MAKE A DIFFERENCE MANUFACTURING THE FUTURE

BUILDING THE BEST WORKFORCE STRONG PARTNERSHIPS

WE ARE HERE THAT BRING SHALE GAS ECONOMICS TO EUROPE.

LEARN MORE

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cz5pjv.axshare.com/#g=1&p=2&c=1

INEOS

Explore INEOS Group ▾ Locations Careers Contact News & Media

COMPANY CHEMICALS OIL & GAS JOINT VENTURES SUSTAINABILITY NEWS & MEDIA

OIL & GAS HOME OIL & GAS MARKETS OIL & GAS PRODUCT FINDER OIL & GAS NEWS

INEOS SHALE INEOS BREAGH

WE ARE HERE THAT BRING SHALE GAS ECONOMICS TO EUROPE.

LEARN MORE

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## OTHER PRODUCTS

In addition to the IA, I have also worked on and/or led a number of other features on the INEOS website that are in the product pipeline, as well as creating a number of brochures, exhibition graphics and other PR materials.

The screenshot shows a dropdown menu for language selection, listing ENGLISH, DEUTSCH, FRANÇAIS, SVENSKA, and NORSK. The background features a blurred image of industrial equipment.

MILE MEDIA C

ENGLISH  
DEUTSCH  
FRANÇAIS  
SVENSKA  
NORSK

Multilanguage functionality →

The screenshot shows a search interface for locations. It includes filters for 'Filter By Entity' (EU locations), 'Filter By Business' (All businesses), 'Filter By Type' (Manufacturing Unit, Installation, Sales Office), and a 'Show Map' button. A map shows the location of INEOS Belgium in Antwerp, Belgium.

LOCATIONS

EUROPE | Locations

Filter By Entity  
EU locations

Filter By Business  
All businesses

Filter By Type  
Manufacturing Unit  
Installation  
Sales Office

Show Map

INEOS Belgium  
Heldringstraat 21  
Antwerpen  
B-2000  
Belgium

Locations page →

The screenshot shows a grid of engineering roles: Manufacturing and Testing, Research, analysis and science, Robotics, Software and mobile apps; Electronics, Motors and power systems, Mechanical and product design, Global safety and reliability; Lighting, Compliance and approvals, Project support, Procurement and supply chain. Below the grid is a section for 'LIGHTING' with a sub-section for 'agccs'.

INEOS ENGINEERING ROLES

Manufacturing and Testing  
Research, analysis and science  
Robotics  
Software and mobile apps  
Electronics  
Motors and power systems  
Lighting  
Compliance and approvals  
Project support  
Procurement and supply chain

LIGHTING

agccs

Careers (Cancelled)

The screenshot shows sections for 'ANNOUNCEMENTS' (with links to 'New website', 'Risk Assessment', and 'Innovation - My personal area'), 'LIBRARIES' (with links to 'What we stand for & our safety policy', 'INEOS QAP SAFETY POLICY', 'SAFETY VIDEO', 'MORE INFO PAPER', 'USEFUL DOCUMENTS', and 'ZERO PELLET LOSS'), and 'Polymers' (with links to 'CUSTOMER FOCUS', 'QCA REQUIREMENTS', and 'CODES OF PRACTICE').

ANNOUNCEMENTS

LIBRARIES

What we stand for & our safety policy  
INEOS QAP SAFETY POLICY  
SAFETY VIDEO  
MORE INFO PAPER  
USEFUL DOCUMENTS  
ZERO PELLET LOSS

Polymers

CUSTOMER FOCUS  
QCA REQUIREMENTS  
CODES OF PRACTICE

Logistics Matters

The screenshot shows a section titled 'WELCOME TO INEOS TV' with a link to 'Watch on YouTube'. It features a grid of video thumbnails under 'TOPICAL PLAYLISTS CURATED BY INEOS'.

INEOS

INEOS TV

WELCOME TO INEOS TV

INEOS has its own digital TV channel airing a spotlight on company news, topical industry issues and the exciting innovation coming from our site in the world. Here you can find all the videos and programmes we've produced over the years, many of which can also be found on our YouTube channel.

PLAYLISTS

TOPICAL PLAYLISTS CURATED BY INEOS

Our playlists are full of inspiring and thought-provoking videos, from both INEOS and across the web, about different subjects related to our industry and activities.

INEOS TV →

The screenshot shows a login form for 'INVESTOR RELATIONS'. It includes fields for 'Email' and 'Password', and buttons for 'Forgot your password?' and 'Register'. Below the form is a 'BACK TO TOP' button.

INVESTOR RELATIONS

WELCOME TO INEOS INVESTOR RELATIONS

Welcome to the INEOS investor relations website

Email  
Password  
Forgot your password?  
Register  
Back to top

Investor Relations

The screenshot shows a section titled 'EXCELLENCE IN SAFETY, HEALTH & ENVIRONMENTAL PERFORMANCE' with a sub-section for 'INEOS QAP USA - LEADING CHEMICAL & PROCESS SAFETY'. It includes a large image of a modern city skyline.

EXCELLENCE IN SAFETY, HEALTH & ENVIRONMENTAL PERFORMANCE

INEOS QAP USA - LEADING CHEMICAL & PROCESS SAFETY

Sustainability Section

The screenshot shows a large image of an industrial facility with storage tanks and a person in a red suit standing near them. Below the image is a section titled 'ABOUT THIS SITE' with information about the Antwerp site.

INEOS at Antwerp

ABOUT THIS SITE

PERSONNEL  
180 CAPACITY

PRODUCTS  
Phenol, Acetone LOGISTICS

INEOS at Antwerp

ABOUT THIS SITE

Manoeuvres sind dann eigentlich reinlich blau und mit einer magenta  
Unterlage posieren wir auf einer weißen Unterlage posieren weiß auf einer  
Cyan sozusagen manastur. Manastur ist das

The first site in the harbour area of Antwerp, Belgium, was constructed in 1992 with its first product ammonia in 1993. INEOS assumed the Dael site in 2001. The

Site pages

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## Credit

Year: 2016

Client: INEOS Group

Completed At: Merchant Technology Marketing

My Roles: IA, UX, Visual Design

Project Management: Gordon Hawes & Richard Broughton

Development: Constantin Anca, Anup Zaver

Thanks: Pete Luffman (Visual Design), Mounir Boudouda (.net)

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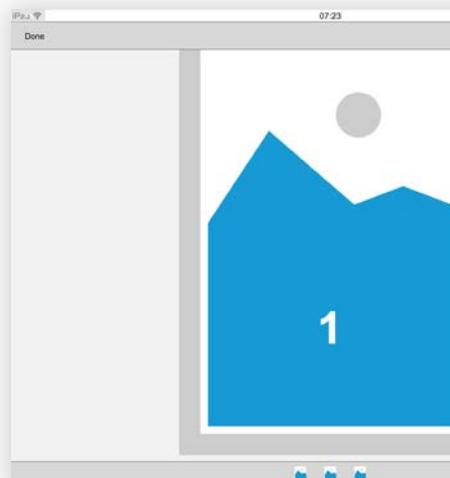
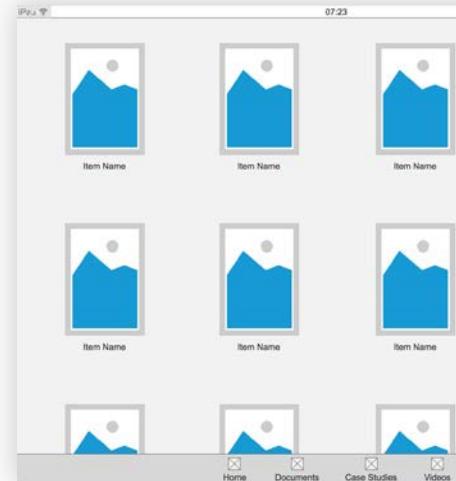
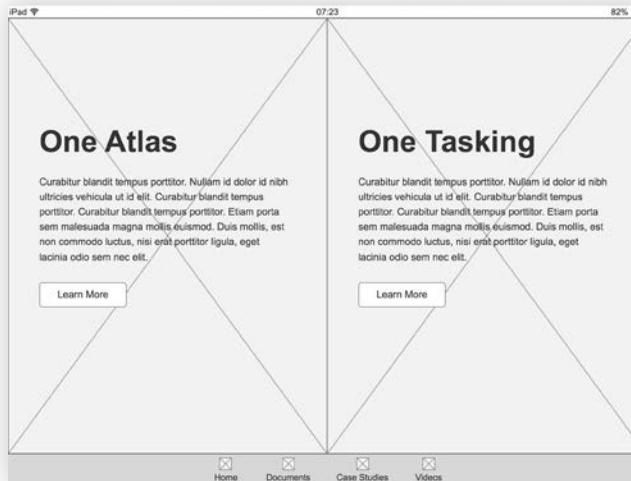
# Pitch perfectly

The MTM Agency —  
iOS communications support tool

————— Whether B2B or B2C it's important to have the right tools to communicate with your audience. On a number of occasions MTM's clients requested native apps and we would either make the case for alternative solutions or shift the build to an outside source. Over time I noticed that these briefs all had, in principle, the same requirements and came up with the idea for a white-label product that we could use to tackle these briefs more efficiently. In 2016 I had the opportunity to bring this product to life, creating a hand-held content library for the iPad to support one-on-one conversations and pitches on the road.

Project Management  
User Experience Design

Visual UI Design

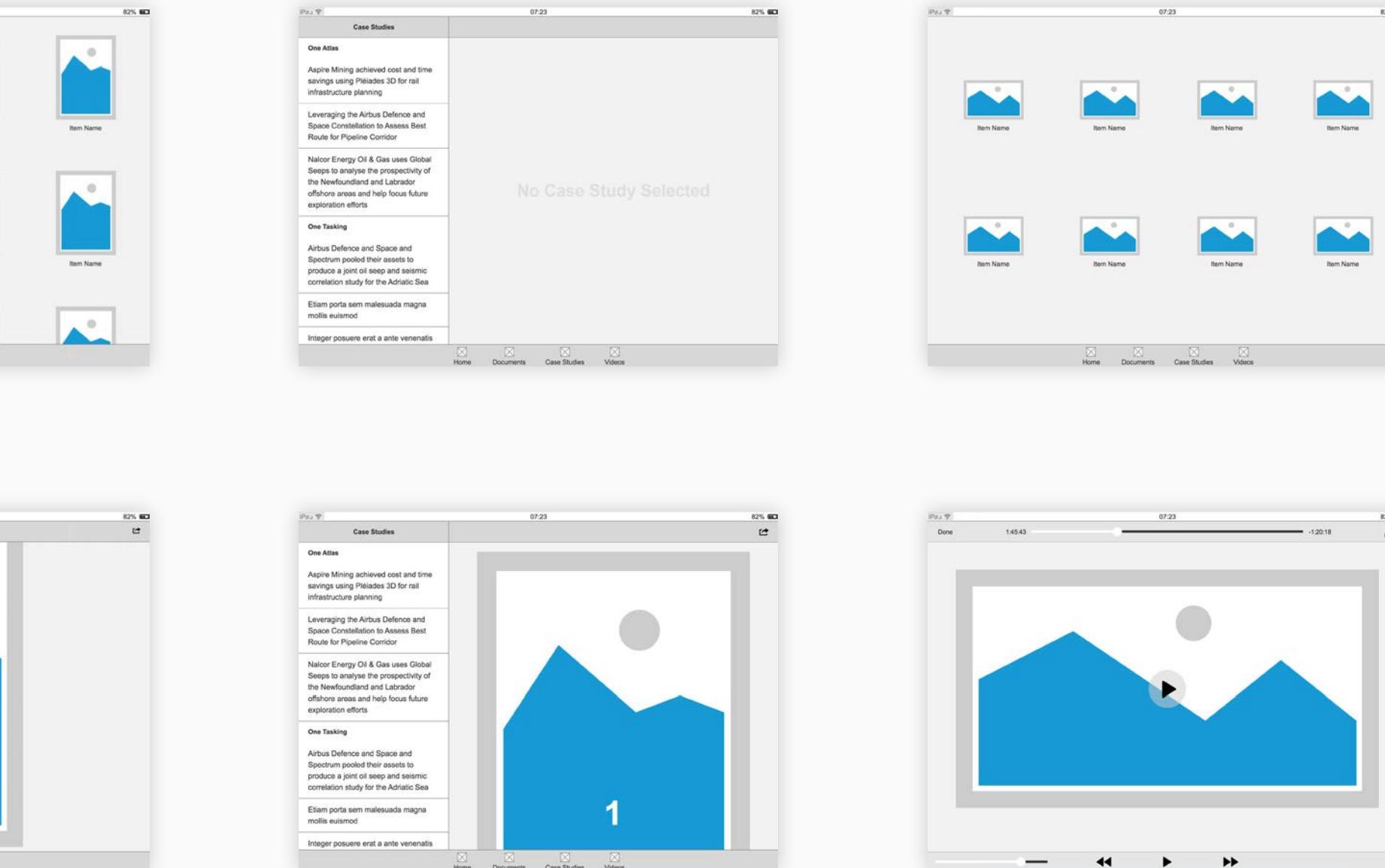


## THE SOLUTION

The driving principle of the app is that there are only 4 types of content you really need to support any conversation; videos, images, documents and multimedia presentations. It works by downloading a .json file on launch which then tells the app what other files to download, where to store them, what UI to use and what menu items to place on the tab bar. These are saved locally for offline use. New media is added and old media removed every time the app is launched while connected to the internet. This implementation allows the content and even the IA to be redefined on the fly by a simple file-system based CMS on the back-end. The app can be quickly cloned and reskinned with a new icons and the correct typefaces and colours for any given brand ready to be distributed on the B2B app store.

The app opens at a dashboard with the key 'stories' to tell displayed as large panels. Each panel can be tapped to begin that 'story'. 'Stories' are the multimedia, interactive experiences or presentations. They're created with web technologies (but stored locally) and displayed in a UIWebView. This approach allows for seamless, rich experiences to be developed quickly and reused on the web or across other platforms. The tab bar is used to navigate to other libraries, with the various content types represented by .pdf, .mp4 and .jpeg files. The different libraries were based on iOS system UIs as seen in the Mail app and iBooks. This made the learning curve practically nil, so almost anyone can pick up the app and run with it.

Axure prototype →



7:23 AM 42%

7:23 AM 42% INEOS Upstream

# INEOS UPSTREAM: A NEW OIL AND GAS EXPLORATION AND PRODUCTION BUSINESS

Find out the exact scale and impact of a shale pad, at any point in its lifetime.

LIFECYCLE OF A SHALE PAD

How does it work?

Follow the extraction process to find out what's going on and download factsheets on our safety, environment and waste management commitments.

Why shale gas?

Dashboard Literature FAQs Video

7:23 AM 42% AIRBUS DEFENCE & SPACE

Every stage of a project needs planning and monitoring to be successful. Discover how our satellites and expertise make us your ideal partner from beginning to end.

BEGIN PROJECT

7:23 AM 42%

onitoring Solutions

Geo-Intelligence Mine Monitoring Solutions

Out of this World INTELLIGENCE OIL + GAS + MINING EXPLORE

Dashboard Documents Case Studies Videos

7:23 AM 42% AIRBUS DEFENCE & SPACE

Out of this World INTELLIGENCE OIL + GAS + MINING EXPLORE

Dashboard Documents Case Studies Videos

7:23 AM 42%

FAQs

There are concerns that shale gas wells will industrialise the countryside. How will INEOS avoid that happening?

Fracking is seen as controversial, should we believe what we hear?

Does fracking cause earthquakes?

What about water contamination?

Will fracking cause air pollution?

Why should the public trust you?

How big does INEOS want to be in shale gas in the UK?

Why does the UK need shale gas?

Will UK shale gas reduce the cost of UK energy and gas?

How many jobs could be created by INEOS Upstream?

PICK A QUESTION

Dashboard Literature FAQs Video

7:23 AM 42%

7:23 AM 42%

Case Studies

ONE ATLAS

Aspire Mining achieved cost and time savings using Pleiades 3D for rail infrastructure planning

Leveraging the Airbus Defence and Space Constellation to Assess Best Route for Pipeline Corridor

ImagineGEO August 2016

Instant Tasking Providing Critical Emergency Response Information of Fire Damage at Nigerian Energy Oil & Gas uses Global Positioning System

Poste & Système Instant Tasking Stats

4h 58 average time between task initiation and completion

7:23 AM 42%

ONE TASKING

81/89 Airbus Defence and Space

Intelligence

Discover One Tasking



## Credit

A screenshot of a mobile application titled "NE ATLAS". The top bar shows the time as 7:23 AM and battery level at 42%. The main screen has two main sections: "ONE TASKING" on the left and "Discover" on the right. "ONE TASKING" contains a list of bullet points about telescopes. "Discover" shows a blurred image of a celestial body. At the bottom, there are navigation icons for "Dashboard", "Documents", "Case Studies", and "Videos".

Year: 2016

Clients: INEOS Group, Airbus Oil & Gas, Airbus Defence & Space

Completed At: Merchant Technology Marketing

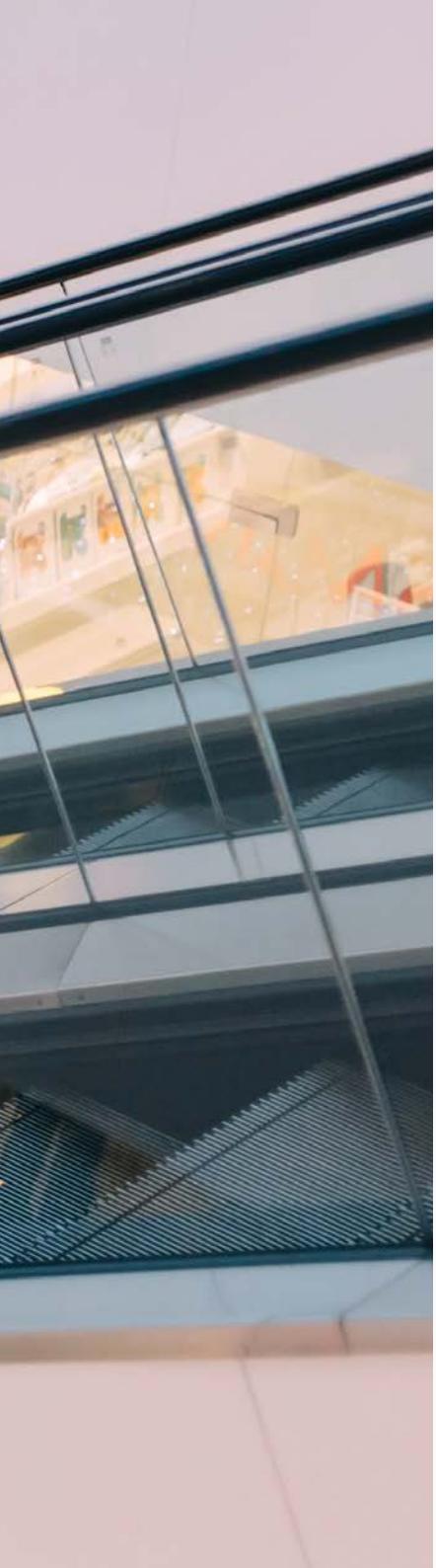
My Roles: Project Management, UX, Visual Design

Development: Nick Ager, Constantin Anca

Thanks: Hasan Nawaz (DevOps)







# Great deal better

intu Digital —  
Discount code portal

With 9 of the top 20 shopping centres in the UK, when it comes to retail intu has you covered. Retail has become a challenging space; Mom and Pop stores are all but gone, the Death of the High Street is next, eCommerce and Delivery on Demand reign supreme. To stay afloat, the physical experience needs to be reimagined and embrace the technologies that changed the space. Tasked by intu's digital innovation lab to design a service to aggregate offers from their retailers and share them publicly for redemption as part of an affiliate marketing system, I created a simple discounts portal, moulded around the new ways people think about shopping.

User Experience Design  
Visual UI Design

Content Strategy

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## HOW DO WE SHOP ONLINE?

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There are a few simple principles to consider about shopping online. The first is that while touch devices can increase conversions (as ‘touching’ an item makes a shopper more likely to buy), the vast majority of online shopping is done on the desktop, where it’s easier to see more information, bigger pictures and alternatives all at once. Shopping sat with a computer is also much safer and more comfortable than whipping out a credit card and tapping in numbers on-the-go. Online shopping platforms must allow for that device switchover.

The second principle is that it’s much easier to check the competition, whether they be brands or products so all information needs to be visible and easy to compare and you must out-compete on service or price.

The third principle is the lead time – it can be much longer online. It’s often better to monitor multiple stores and wait as long as possible to make a purchase. Knowing something is in stock reduces the risk in waiting for a sale or saving up for a purchase. This lead time should be used to seal the deal against competitors.

The final principle is about discounts. Online shopping changes the way people look for discounts, which can impact when someone shops and who with, even stealing a sale at the checkout.

- 1) People look for offers at the checkout, using search engines to find voucher codes serendipitously
- 2) People browse for one or more suitable products, then search for offers to help make the final decision.
- 3) People actively seek voucher codes using aggregators, and make a purchase decision after seeing the coupon.
- 4) People use newsletters or an app to be passively notified about codes and make a purchase decision after the fact.

## THE AGGREGATION SERVICE

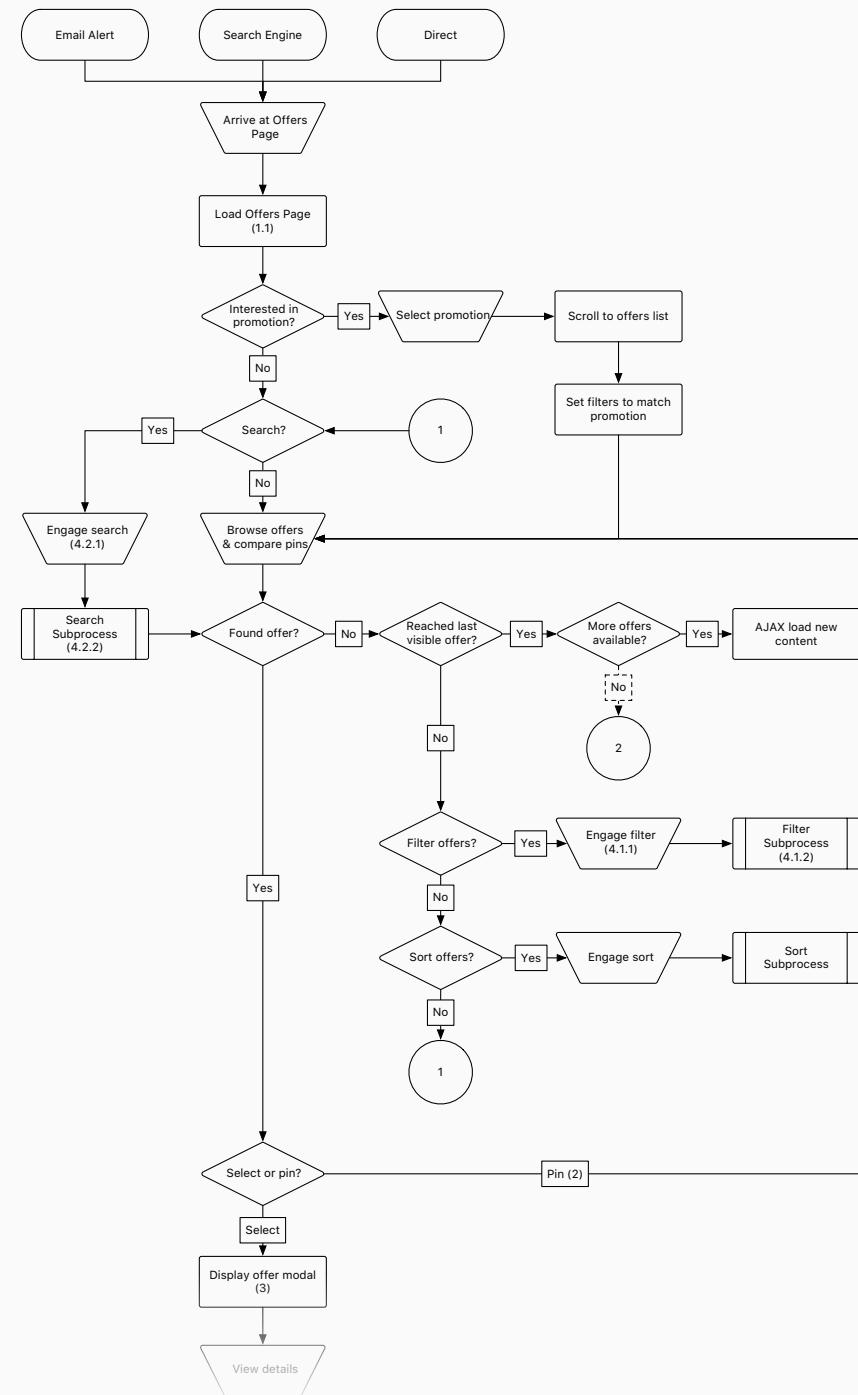
In it's current state, the aggregation service was just a dumb feed from all the retailers, however with the hard work of getting the feed working I came up with some UX elegance to make it user and editor friendly.

First, the feed is read into the CMS and each new item is imported into a database, this simple change gives the site a local copy of the data to play with and reduces the number of external calls on page load. Each item from the feed uses it's discount code as an ID, so that data can be overwritten and redacted on the fly by retailers.

Second, the database is used to create both a page for each deal and a card for the aggregated list page and populate that content. The number of database calls can be reduced at this point by caching the pages and only pulling from the database once ever 24 hours.

Turning the feed into local content and pages in this way provides a lot of SEO value and hits 3 of the 4 main methods people search for discounts. This is a huge signal boost to the retailers involved and creates more affiliate marketing opportunities for intu.

To assist comparison shopping (either between retailers or products) and to create persistence when switching devices I created a pinning/hiding system (tied to either a personal account or cookies). This way shoppers can keep track of the things they are interested in and remove the ones that they aren't, a valuable USP compared to competing services.



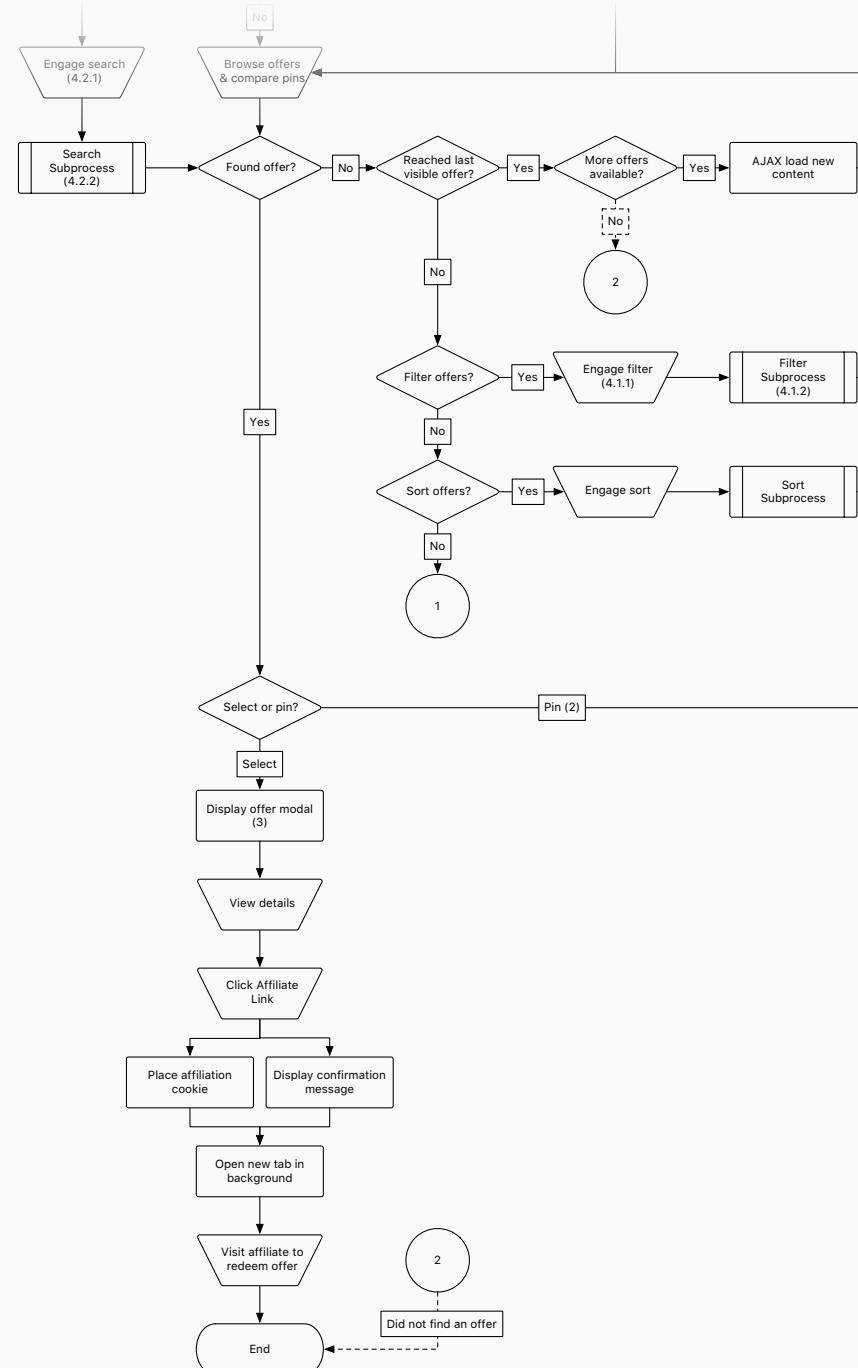
## THE REDEMPTION SYSTEM

The redemption system is very simple. Clicking a card (or visiting the offer page) reveals the discount code and the details of the offer and clicking the affiliate link takes you to the site where you can complete your purchase.

The affiliate link also places a time-limited cookie on the shoppers browser, which will be checked for by the affiliate to track the purchase back to intu. This could also be preferably achieved (along with auto inputting codes and adding items to baskets) with query strings, however this would be difficult to set up and maintain with third-parties.

On older browsers the offer card would link directly to the offer page, but on modern browser the click is intercepted with JavaScript to reveal the modal for seamless browsing. When this happens the URL is updated to match that of the relevant offer page using `window.history.pushState()` for easy link sharing.

Once an offer is expired its URL redirects to a page stating as such, with a link back to the aggregated list (perhaps with an option to pre-filter the list with relevant offers). This maintains the SEO value, while allowing seasonal offers to be revived at the same location.



intu

You have 7 new deals waiting for you

## OFFERS & DISCOUNTS

PROMOTIONS | CREDIT CARD

**Don't forget VALENTINE'S DAY 2017**  
That very special day is closing in fast, claim a Valentine's deal while they last!

**SPECIAL GIFTS**

**ZARA** #10 Free shipping on all orders over £50

**RELIGION** #9 50% off selected items online

**ALLSAINTS** #8 January sale ext discount! 10% off all sale prices

**EXPLORE DEALS** **RECEIVE ALERTS**

### AVAILABLE OFFERS

FILTERED BY: ALL OFFERS, ALL RETAILERS, ALL BRANDS, ALL CATEGORIES, ENDING SOONEST :

<b>Boden</b> 20% off your faves <small>3 days until you pay retail!</small>	<b>PRETTYLITTLETHING</b> Free next day delivery <small>4 days until full price shipping</small>	<b>IWOOT</b> 10% off Jamie Oliver's NEW Tefal line <small>4 days until you pay retail!</small>	<b>zavvi</b> Free Lego Minifig with any Disney Steelbook <small>5 days before they're gone!</small>
<b>Saks Fifth Avenue</b> \$275 off when you spent £1000 or more <small>3 days until paying retail!</small>	<b>lookfantastic</b> Free Foreo Magenta Brush set when you spend £80 on Foreo products <small>4 days until full price shipping</small>	<b>BEAUTY EXPERT</b> £10 off when you spend £55 <small>4 days until you pay retail!</small>	<b>MOSS BROS.</b> £79 suits <small>3 days before they're gone!</small>
<b>TOPMAN</b> Free converse hat with any order over £75 <small>3 days until paying retail!</small>	<b>GANT</b> Save up to 50% off jumpers & sweaters <small>4 days until full price shipping</small>	<b>Bonmarché</b> Save 20% on all full priced knitwear <small>4 days until you pay retail!</small>	<b>intu</b> Exclusive discounts on Michael Kors' women's watches <small>30 days available!</small>

LOADING MORE DEALS

ABOUT FAQ HELP CONTACT LEGAL GROUP →

**Saks Fifth Avenue**  
\$275 off when you spent £1000 or more

**lookfantastic**  
Free Foreo Magenta Brush set when you spend £80 on Foreo products

**BEAUTY EXPERT**  
£10 off when you spend £55

**MOSS BROS.**  
£79 suits

**Don't forget VALENTINE'S DAY 2017**  
That very special day is closing in fast, claim a Valentine's deal while they last!

**SPECIAL GIFTS**

**ZARA** #10 Free shipping on all orders over £50

**RE** 50% off

**AVAILABLE OFFERS**

FILTERED BY: ALL OFFERS, ALL RETAILERS, ALL BRANDS, ALL CATEGORIES, ENDING SOONEST :

<b>BEAUTY EXPERT</b> £10 off when you spend £55 <small>4 days until you pay retail!</small>	<b>lookfantastic</b> Free Foreo Magenta Brush set when you spend £80 on Foreo products <small>4 days until full price shipping</small>
<b>Boden</b> 20% off your faves <small>3 days until paying retail!</small>	<b>IWOOT</b> Free next day delivery <small>4 days until full price shipping</small>
<b>Saks Fifth Avenue</b> \$275 off when you spent £1000 or more <small>3 days until paying retail!</small>	<b>JAMIE OLIVER'S NEW TEFAL LINE</b> Pinned! <small>4 days until paying retail!</small>
<b>TOPMAN</b> Free converse hat with any order over £75 <small>3 days until paying retail!</small>	<b>GANT</b> Save up to 50% off jumpers & sweaters <small>4 days until full price shipping</small>
<b>BONMARCHÉ</b> Save 20% on all full priced knitwear <small>4 days until you pay retail!</small>	

LOADING MORE DEALS

intu

ABOUT FAQ HELP CONTACT

412

intu

FILTER OFFERS BY...

Retailers | Brands | Offers | Categories | Seasonal

- All retailers
- Accessorize
- AGA Cookshop
- Allbeauty
- AllSole
- Amanda Wakely
- Appleyard Flowers
- Argento
- Asda
- Autosessive
- MORI
- Baukjolen
- Beauty Expert!
- Ben Sherman
- Blossoming Gifts
- Blue Inc
- Blue Vanilla
- Bobbie Brown
- Bonmarché
- Brook Taverner
- Buyagift
- Charles Tyrwhitt
- Chatham
- Chemist Direct
- Chocolate
- Boots
- Claire's

38

x

I SEASONAL

Blossoming Gifts  
Blue Inc  
Blue Vanilla  
Bobbi Brown  
Bonmarché  
Boohoo  
Boots  
Brastop

Brook Tavern  
Buyagift  
Charles Ty  
Chatham  
Chemist Direct  
Chocolate  
Claire's  
Clarins

PRE  
F

20% off your faves

3 days to avoid paying more!

4 days until you pay more!

ENDING SOONEST :

That very special day is closing in fast, claim a Valentine's deal while they last!

SPECIAL GIFTS

EXPLORE DEALS

RECEIVE ALERTS

Free shipping on all orders over £50

50% off selected items online

January sale ext discount! 10% off all sale prices

4 days 'til it's gone!

Last day!

7 days left, don't pay more!

intu

MODERN RENAISSANCE MAKEUP PALETTE

100 RESULTS FOUND

BEAUTY EXPERT\*

£10 off when you spend £55

4 days until you pay more!

lookfantastic

Free Foreo Magenta Brush set when you spend £80 on Foreo products

4 days until full price shipping

Superdrug

Free next day delivery to your local store with all orders over £10

4 days until you pay more!

BB BEAUTY

Up to 30% off

4 days until full price shipping

SEARCH

ENDING SOONEST :

That very special day is closing in fast, claim a Valentine's deal while they last!

SPECIAL GIFTS

EXPLORE DEALS

RECEIVE ALERTS

AVAILABLE OFFERS

FILTERED BY: ALL OFFERS, ALL RETAILERS, ALL BRANDS, ALL CATEGORIES ENDING SOONEST :

6T2C

20% off your faves

For three days in January, Boden is giving you 20% off all your favourite shoes, clothes and accessories.

Use code 6T2C for 20% off all dresses on the 24th, all knitwear & outerwear on the 25th, all trousers, skirts, shoes & accessories on the 26th and all tops & tees on the 27th.

Standard T&Cs apply, see Boden.co.uk for details.

VISIT BODEN

PIN

Page will open in a new tab. Clicking this link will place a cookie in your browser to tell Boden we sent you. It does not contain any personally identifiable information. ([read our cookie policy](#))

TOPMAN

Free converse hat with any order over £75

3 days to avoid paying more!

GANT

Save up to 50% off jumpers & sweaters

4 days until full price shipping

Bonmarché

Save 20% on all full priced knitwear

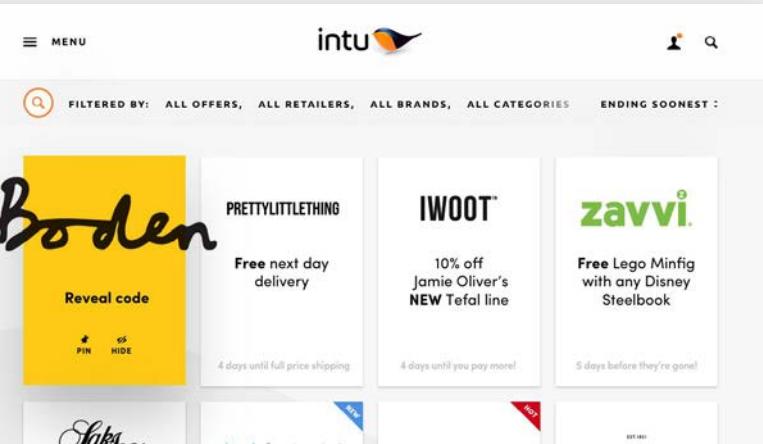
4 days until you pay more!

intu

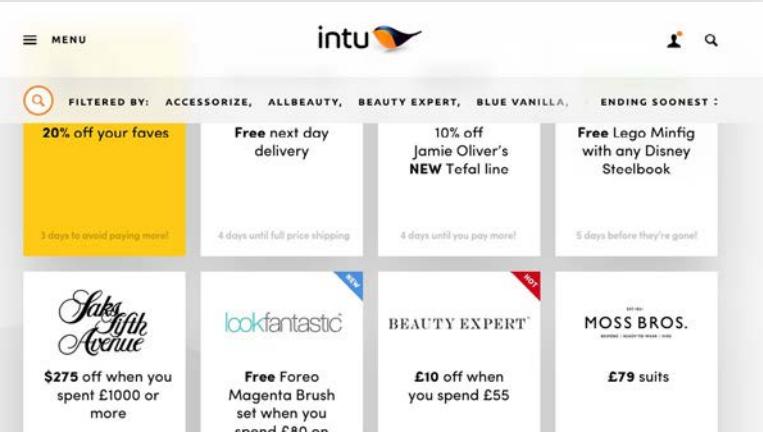
Exclusive discounts on Michael Kors women's watches.

30 day intu exclusive

LOADING MORE DEALS



## Credit



Year: 2017

Client: intu Group

My Roles: Concept & Solution, UX, Visual Design



40

eggs retrieved  
from ovary



5 fertilized eggs transferred  
into uterus

stimulation  
therapy





# Creating a family

Fertility Network UK —  
Flagship information website

[Fertility Network Website →](#)

As the leading patient-focused fertility charity in the UK, the Fertility Network provides support, advice and understanding to anyone affected by fertility issues. Infertility is one of the few remaining taboo subjects in our culture, so communicating with the 3.5 million affected people across Britain is vital. To accompany a rebrand in 2016, I worked on a new website that would combine the Infertility Network, ACeBabes and More To Life portals into a single, unified experience. Driven by the concept of a community-based hub for fertility support, the website delivers a sympathetic health information service designed to comfort the affected and alleviate feelings of isolation.

User Research  
Information Architecture  
User Experience Design

Visual UI Design  
Content Strategy

02

ivf support group	35
ivf forum	29
babes	28
www.pregnacare.com	26
clomid and fibroids	23
baseline scan	20
ivf forum uk	19
infertilitynetworkuk.com	18
involuntary childlessness	18
www.fertilitynetworkuk	18
acebabes	17
coping with childlessness	17
infertility support groups	17
ivf charity	17
fertility uk	16
infertility network ni	16
infertilitynetworkuk	16
ivf nhs scotland	15
ivf wales nhs	15
infertility network uk	14

## REQUIREMENTS GATHERING

I began the design process with an audit of the site as it stood, compiling a list of pages, templates and functionality. The site was a mess of outdated and duplicate content, with broken links and hard to find pages from years of updates.

Next I tackled analytics, recording the top performing keywords, keyword landing pages, most frequently visited pages, pages with the longest read times and common visitor flows.

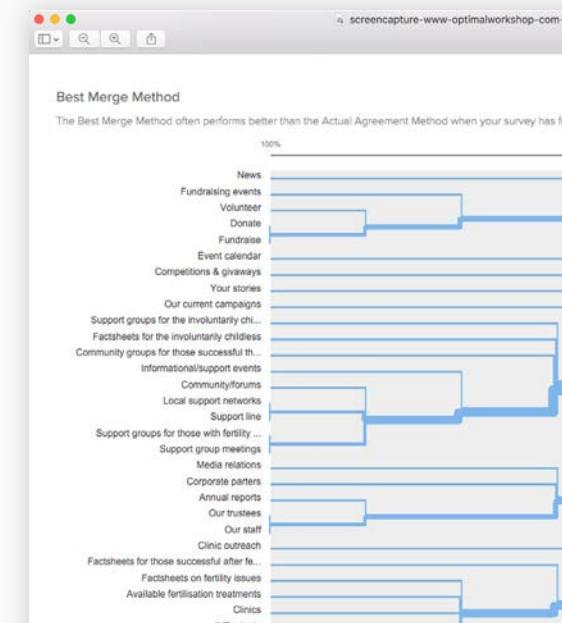
Afterwards I ran a friendly interview with a few current service users about their experience with the charity and their observations on the current site, which I recorded into a set of personas for future reference.

With all that data I was able to make recommendations on which parts of the site to strip and which to keep, as well as get insight into the key topics of the site.

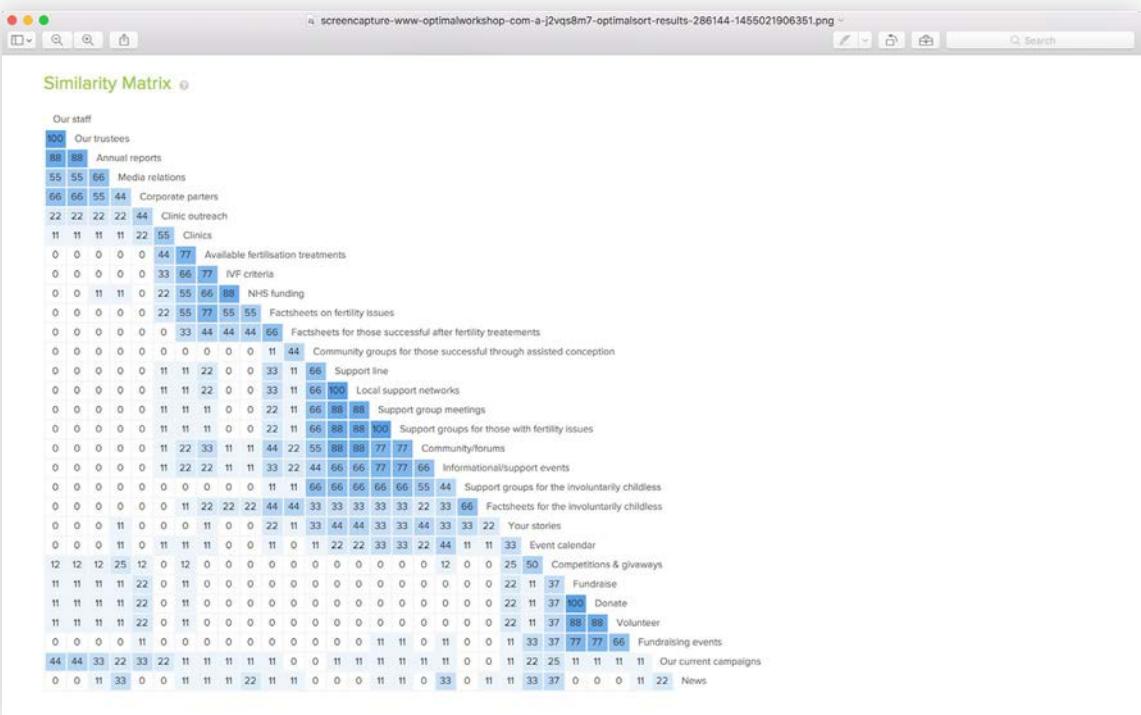
Armed with my insights, I re-recruited my interviewees and others who fit the personas to take part in some card-sorting workshops. I included extra topics suited to those supporting someone else with fertility issues as I identified this as an audience segment that had been overlooked by the client.

Using the results of the card-sorting with the user flows I was able to begin pulling together an architecture for the new site.

Keyword	Destination Page	Sessions	% New Sessions: New Users	Bounce Rate	Pages / Session
infertility network uk	/	671	42.77%	287	19.82%
infertility network	/	225	57.78%	130	12.44%
moretolife	/moretolife/	178	1.69%	3	2.25%
more to life	/moretolife/	167	49.10%	82	11.98%
infertility	/	139	83.45%	116	32.37%
beat with a shovel the weak google spots	/	101	0.00%	0	80.20%
infertility uk	/	71	70.42%	50	11.27%
ivf scotland	/nia_2/nhs_funding_in_scotland	70	92.86%	65	74.29%
http://www.infertilitynetworkuk.com/	/	46	71.74%	33	60.87%
sexyali.com	/	46	0.00%	0	71.74%
ghost spam is free from the politcs, we da	/	45	0.00%	0	86.67%
forum.topic37913779.darodar.com	/	43	0.00%	0	72.09%
proxeed	/forums/topic/7974/Proxeed - Supplement for Speri	41	82.93%	34	95.12%
fertility network	/	40	55.00%	22	25.00%
infertility network uk	/support	40	45.00%	18	7.50%
inuk	/	39	58.97%	23	20.51%
infertility network scotland	/regional_network_2/infertility_network_scotland_2	38	78.95%	30	5.26%
infertility network uk	/connect	37	0.00%	0	81.08%
google officially recommends iloverevitality.c	/	34	0.00%	0	76.47%
more to life infertility	/moretolife/	33	84.85%	28	6.06%
www.infertilitynetworkuk.com	/	30	76.67%	23	13.33%
www.pregnacare.com	/information/pregnacare	28	71.43%	20	71.43%
ivf support group	/support/support_groups_6	25	40.00%	10	72.00%
sanjosesstartups.com	/	24	0.00%	0	70.83%
infertility network uk	/information/factsheets	23	39.13%	9	43.48%
clomid and fibroids	/forums/topic/18035/fibroids and conception	21	90.48%	19	95.24%
infertility network uk	/nhs_funding_2	21	47.62%	10	33.33%
baseline scan	/forums/topic/18564/Baseline scan, only 3 maybe 4	20	90.00%	18	100.00%
infertility support	/support	19	52.63%	10	47.37%
babes	/ace_babes	18	55.56%	10	94.44%
непрервимая рф	/	18	0.00%	0	83.33%
erot.co	/	17	0.00%	0	76.47%
infertility network	/nhs_funding_2	17	35.29%	6	64.71%
infertility uk	/	16	75.00%	12	6.25%
infertility support	/	16	87.50%	14	6.25%
infertility network uk	Information	15	12.32%	2	96.67%



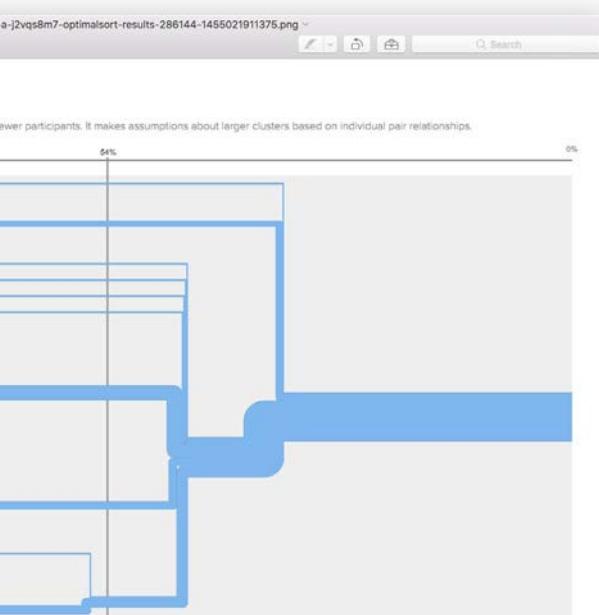
# I identified a crucial overlooked audience group, the loved ones of those with issues.



Top-Entry-Pages-Analytics-Jan-15-feb-16 — Edited

Landing Page

Landing Page	Sessions	% New Sessions	New Users
/	88751	74.72%	66
/404	7884	84.27%	6
/niac_2/nhs_funding_in_scotland	6610	81.07%	5
/nhs_funding_2	5972	54.12%	3
/moretolife/	4631	65.30%	3
/more_to_life	3893	68.79%	2
/forums/topic/1816/All the things clinics recommend for success	3839	74.08%	2
/information/pregnacy_conception_2015_sample	3311	88.79%	2
/forums/topic/18532/Learning From a Failed IVF Cycle	3124	75.83%	2
/niac_2/nhs_funding_in_wales	3021	74.78%	2
/support/support_groups_6	2711	70.93%	1
/niac_2/nhs_funding_in_northern_irland	2605	73.63%	1
/information/factsheets	2367	21.38%	1
/support	1830	50.87%	1
/connect/forums	1445	64.29%	1
/forums/topic/18086/2WW after 1st cycle	1400	73.43%	1
/regional_network_2/infertility_network_scotland_2	1378	76.85%	1
/fundingforfertility/?id=5398	1357	85.85%	1
/forums/topic/18086/	1281	74.94%	1
/support/support_groups_6/england_wales	1264	52.77%	1
/forums/topic/18529/suprecur	1247	76.82%	1
/ace_babies	1064	75.38%	1
/forums/topic/10440/BMI TOO HIGH FOR IVF	971	84.24%	1
/moretolife	957	76.28%	1
/forums/topic/1618/Gonal F vs Menopur - any differences	949	82.51%	1
/forums/topic/12042/day 5 of menopur -what is normal	916	74.13%	1
/forums/topic/7974/Proxeed - Supplement for Sperm Quality	892	84.19%	1
/forums/topic/17456/Spotting during my whole luteal phase every month	883	88.67%	1
/nhs_funding_2/nhs_funding_in_england	874	17.16%	1
/fundingforfertility	841	80.98%	1
/information	806	20.60%	1
/forums/topic/18035/fibroids and conception	805	88.94%	1
/information/factsheets/living_with_involuntary_childlessness	762	77.17%	1
/forums/topic/1292/FSH levels	760	81.84%	1
/forums/topic/18564/Baseline scan, only 3 maybe 4 follicles	678	77.88%	1
/support/helplines	650	69.69%	1
/forums/topic/14881/2 failed ICSI attempts	647	73.26%	1
/about/14/Even RUE for patients in trial	646	76.3%	1

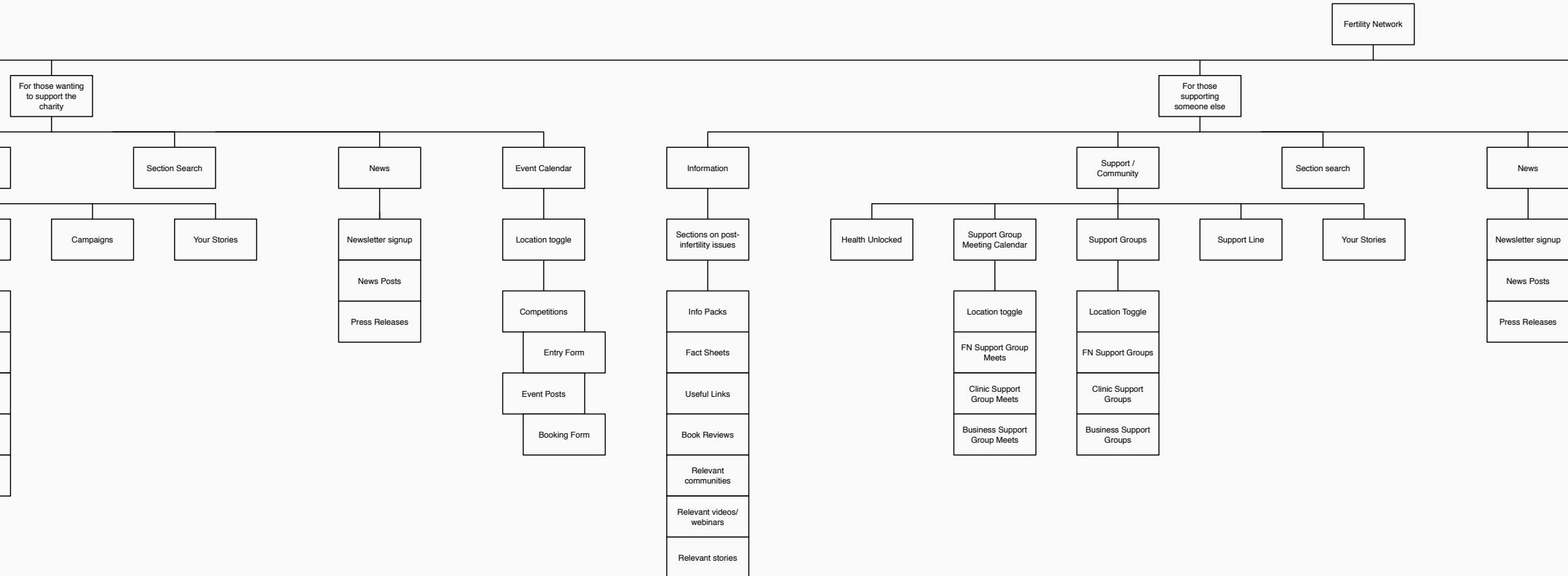


Top-250-Page-Time — Edited

Dataset1

Page

Page	Pageviews	Unique Pageviews	Avg. Time or Entrances	Bounce Rate	Exit
/forums/topic/1816/All the things clinics recommend for success	4022	3851	458.35	3842	95.76% 95.20%
/forums/topic/18532/Learning From a Failed IVF Cycle	3301	3151	343.19	3123	94.56% 93.49%
/forums/topic/18086/2WW after 1st cycle	1440	1382	441.80	1380	95.80% 95.49%
/forums/topic/18086/	1351	1294	416.16	1291	95.04% 94.82%
/forums/topic/10440/BMI TOO HIGH FOR IVF	1019	987	325.75	972	95.06% 93.62%
/forums/topic/12042/day 5 of menopur -what is normal	960	926	509.65	918	95.86% 95.21%
/forums/topic/1618/Gonal F vs Menopur - any differences	956	941	390.86	939	97.76% 97.80%
/forums/topic/7974/Proxeed - Supplement for Sperm Quality	945	896	320.16	895	94.41% 92.91%
/forums/topic/17456/Spotting during my whole luteal phase every month	908	887	441.33	885	97.06% 97.03%
/forums/topic/18035/fibroids and conception	845	801	307.14	800	93.88% 93.96%
/more_to_life/information/mtn_blog/166/I'm Childless and that's okay	756	710	281.67	52	63.46% 33.99%
/forums/topic/18564/Baseline scan, only 3 maybe 4 follicles	702	682	292.58	676	95.86% 95.30%
/forums/topic/14881/2 failed ICSI attempts	669	648	432.17	646	94.74% 94.62%
/forums/topic/7150/day 6 2ww	497	483	282.24	482	96.68% 96.58%
/forums/topic/16276/Day 11 post day 3 transfer and anxiously waiting	405	388	319.96	386	94.56% 94.07%
/forums/topic/18063/	383	364	333.38	363	92.56% 91.64%
/forums/topic/18212/Sperm analysis	362	333	345.24	325	91.38% 88.67%
/forums/topic/17738/Dealing with other people's pregnancies	336	314	325.38	281	87.54% 78.57%
/forums/topic/12326/Adoption alongside IVF	331	313	305.46	311	92.60% 91.54%
/forums/topic/18063/Newbie with short luteal phase	311	296	341.54	295	91.53% 91.00%
/forums/topic/12360/Can anyone help - no period yet in down regulation	293	279	368.18	279	94.62% 94.20%
/forums/topic/1166/Questions for review meeting	286	272	428.00	262	93.13% 89.51%
/forums/topic/17738/	267	258	306.57	255	90.59% 89.51%
/forums/topic/18910/Prostag	235	229	453.43	223	96.41% 94.04%
/forums/topic/16008/Fourth Time Lucky	222	216	586.27	214	93.93% 93.24%
/forums/topic/1956/Alex's Story Update	184	178	404.11	174	96.55% 95.11%
/forums/topic/5346/follicle reduction	181	172	569.00	172	94.19% 94.48%
/forums/topic/1018/Change of drugs	162	152	290.00	149	93.29% 91.98%
/forums/topic/18459/IVF treatment in India	149	129	325.18	108	81.48% 67.11%
/forums/topic/16044/Amethyst's Story	129	125	352.63	120	95.83% 93.80%
/forums/topic/18983/	128	117	389.14	114	87.72% 82.81%
/forums/topic/18984/	120	117	389.14	113	88.55% 86.50%



## A ROBUST ARCHITECTURE

Using the results of the card-sorting workshops and the visitor flows I was able to organise the pages into a simple conceptual model that would be easy to navigate. This approach made more sense than a traditional sitemap because of the huge reorganisation of content that was involved as instead of instructing where to place content it would provide guidance on how to work out where content should go.

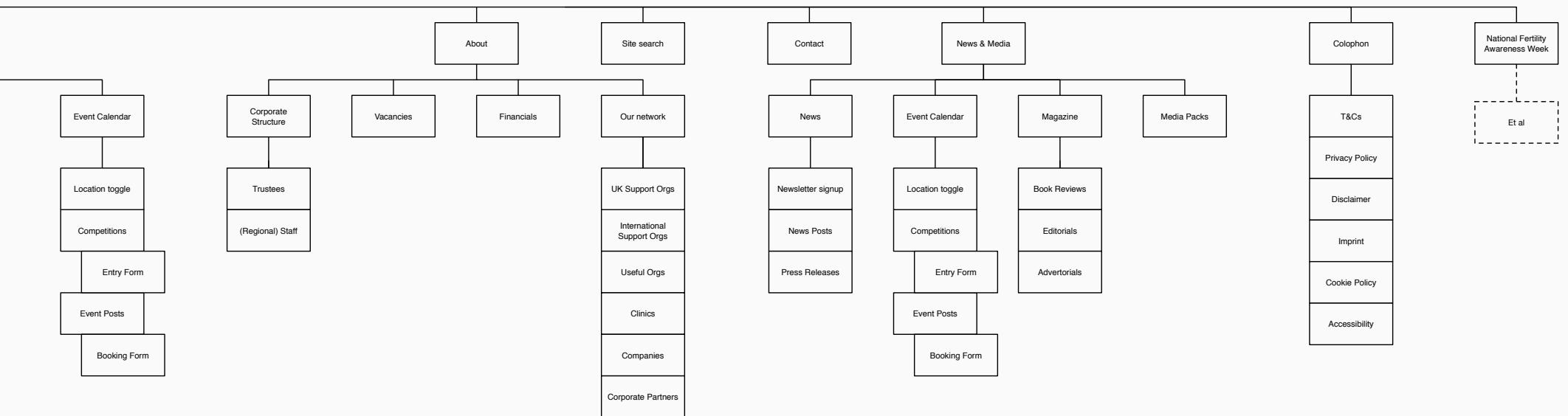
The architecture allows for the 'model' to be repeated multiple times, to target each audience segment. This modularity not only fulfils the need to share or isolate

content between audiences but gives room for the site to change over a longer lifespan than a typical website. Each segment acts as a 'chapter' of the Fertility Network, which is necessary given the sensitive nature of the subject matter – for instance many of those who are unable to have children do not want to ever see any content aimed at those still trying.

After sharing and agreeing the conceptual model with

the client and some of the target audience I moved on to content modelling, creating a list of content types and their respective domain models and taxonomies. These formed the basis of my content pattern library.

**Sensitive topics required clever channelling of content to avoid distressing visitors.**



FNUK\_Content Patterns — Edited

	A	B	C	D	E	F	G
ID	Page Title	URL	Purpose	Existing Patterns	Type/Template	Category	Notes
7827	0.23.2	-	<a href="http://www.infertilitynetworkuk.com/get_involved_3/become_a_volunteer_3">http://www.infertilitynetworkuk.com/get_involved_3/become_a_volunteer_3</a>	-	-	-	ace_b Duplic
7828	0.23.3	-	<a href="http://www.infertilitynetworkuk.com/get_involved_3/help_us_fundraise_3">http://www.infertilitynetworkuk.com/get_involved_3/help_us_fundraise_3</a>	-	-	-	ace_b Duplic
7829	0.23.4	-	<a href="http://www.infertilitynetworkuk.com/get_involved_3/special_families_campaign">http://www.infertilitynetworkuk.com/get_involved_3/special_families_campaign</a>	-	-	-	ace_b Duplic
7830	0.24	Information where you need it, when yo	<a href="http://www.infertilitynetworkuk.com/information">http://www.infertilitynetworkuk.com/information</a>	Information section landing page	Masthead, sidebar (section nav, promoted links), main content, footer	Generic	-
7831	0.24.1	Infertility Network UK Factsheets A - Z	<a href="http://www.infertilitynetworkuk.com/information/factsheets">http://www.infertilitynetworkuk.com/information/factsheets</a>	List of factsheets	Masthead, sidebar (section nav, promoted links), feature image, main content, footer	Generic	-
7832	0.24.2	e-Patient Information Pack, Making Info	<a href="http://www.infertilitynetworkuk.com/information/e-patient_information_pack">http://www.infertilitynetworkuk.com/information/e-patient_information_pack</a>	Information about the e-patient info pack	Masthead, sidebar (section nav, promoted links), main content, footer	Generic	-
7833	0.24.3	Access to external resources	<a href="http://www.infertilitynetworkuk.com/information/useful_links">http://www.infertilitynetworkuk.com/information/useful_links</a>	Landing page for the useful links	Masthead, sidebar (section nav, promoted links), feature image, main content, footer	Generic	-
7834	0.24.3.1	International Support Organisations' Su	<a href="http://www.infertilitynetworkuk.com/information/useful_links/international_support">http://www.infertilitynetworkuk.com/information/useful_links/international_support</a>	List of international support links	Masthead, sidebar (section nav, promoted links), main content (links), footer	Generic	-
7835	0.24.3.2	Links to UK Support Organisations	<a href="http://www.infertilitynetworkuk.com/information/useful_links/uk_support_organ">http://www.infertilitynetworkuk.com/information/useful_links/uk_support_organ</a>	List of UK support links	Masthead, sidebar (section nav, promoted links), main content (links), footer	Generic	-
7836	0.24.3.3	Useful Organisations	<a href="http://www.infertilitynetworkuk.com/information/useful_links/useful_organisation">http://www.infertilitynetworkuk.com/information/useful_links/useful_organisation</a>	List of useful organisations	Masthead, sidebar (section nav, promoted links), main content (links), footer	Generic	-
7837	0.24.3.4	Useful Websites	<a href="http://www.infertilitynetworkuk.com/information/useful_links/useful_websites">http://www.infertilitynetworkuk.com/information/useful_links/useful_websites</a>	List of useful websites	Masthead, sidebar (section nav, promoted links), main content (links), footer	Generic	-
7838	0.24.4	Events	<a href="http://www.infertilitynetworkuk.com/information/events">http://www.infertilitynetworkuk.com/information/events</a>	List of upcoming events	Masthead, sidebar (section nav, promoted links), main content, footer	Post index	-
7839	0.24.4.x	*	<a href="http://www.infertilitynetworkuk.com/information/164/Wessex_Fertility_Inf_Event_post">http://www.infertilitynetworkuk.com/information/164/Wessex_Fertility_Inf_Event_post</a> <a href="http://www.infertilitynetworkuk.com/information/events/173/Bath_Eertility_Center">http://www.infertilitynetworkuk.com/information/events/173/Bath_Eertility_Center</a>		Masthead, sidebar (section nav, promoted links), title, date, main content, footer	Post	Infertility Network E Events

## PROTOTYPING

With the structure and content planned I moved on to wireframing. Using the list of features I collated at the beginning I sketched out and linked up lo-fi versions of the required templates in Axure, simultaneously filling out the pattern library with documentation on the use cases, functionality and back-end requirements for each feature.

By sticking to a mobile-first layout system I had used in the past I was able to create testable wireframes quickly, safe in the knowledge that the patterns were touch friendly and would scale up and down suitably for any size viewport.

The first round of wireframes tested well with the audience but were deemed too complex by Fertility Network's stakeholders (who would be the editors ongoing), so I was required to simplify the content structure in a round of revisions.

**Axure prototype →**

The prototype includes a header with a logo, navigation links (Information, Support, FAQ, News, Events), and a search bar. The main content area contains two columns: 'Main content goes here' and 'Auxiliary content goes here'. The footer includes a copyright notice and links to 'Information', 'Support', 'FAQ', and 'News'.

**Main content goes here**

The standfirst should be filled on all pages. It gives an overview of page content so visitors know they're on the right page at a glance.

The first few lines will be pulled in by search engines to create the page snippet (unless a custom SEO description has been set) so it is important to concisely include any keywords or value propositions in as few characters as possible while still prioritising readability and usefulness for site visitors. Page snippets typically cut off at around 140 characters so it is best to keep your first paragraph or SEO description below that length.

**Auxiliary content goes here**

The auxiliary column is used to include extra content to the main copy. Extra content should add more context, show related information, help the visitor move to the next stage in achieving their goal or otherwise add value to the main content.

Click this box to cycle through different layout options.

**Main content goes here**

The main page content goes here, with styles for headings, paragraphs, lists, links, quotes, images, video, captions and so on.

Vestibulum id ligula porta felis euismod semper. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Curabitur blandit tempus porttitor. Vestibulum id ligula porta felis euismod semper. ion magna. Lorem ipsum dolor sit amet, it et lobortis. Nullam quis risus eget urna mollis ac, vestibulum at eros. Duis mollis, est non sem nec elit.

nean lacinia bibendum nulla sed consectetur, et mattis consectetur purus sit amet fermentum. dolor auctor. Donec sed odio dui.

**Auxiliary content goes here**

The auxiliary column is used to include extra content to the main copy. Extra content should add more context, show related information, help the visitor move to the next stage in achieving their goal or otherwise add value to the main content.

Click this box to cycle through different layout options.

**Page title goes here (< 70 chars if possible)**

The standfirst should be filled on all pages. It gives an overview of page content so visitors know they're on the right page at a glance.

The first few lines will be pulled in by search engines to create the page snippet (unless a custom SEO description has been set) so it is important to concisely include any keywords or value propositions in as few characters as possible while still prioritising readability and usefulness for site visitors. Page snippets typically cut off at around 140 characters so it is best to keep your first paragraph or SEO description below that length.

**Main content goes here**

The main page content goes here, with styles for headings, paragraphs, lists, links, quotes, images, video, captions and so on.

Vestibulum id ligula porta felis euismod semper. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Curabitur blandit tempus porttitor. Vestibulum id ligula porta felis euismod semper. Maecenas sed diam eget risus varius blandit sit amet non magna. Lorem ipsum dolor sit amet,

**Top links**

Cras justo.

Etiam porttitor.

Cras justo.

**Outline: Page**

Default

Box 1 Box 2 Box 3

Ellipse Image Placeholder

Button Primary Button Link Button

Masters

Footer

Section Nav

**FNUK\_Content Patterns**

**Content Audit** Proposed Content Patterns Template Requirements Legend

UI Pattern	Functionality	Fields	Required	Description	Field Type	Dyn
Main header	Contain primary navigation					
Hero	Visual introduction to the website with 'How Can We Help?' question	Background Image Strapline Image 1 Image 2 Image 3	Y N Y Y Y	This is the image that will be displayed Add a current strapline to position the brand This is the image for the largest bubble Add an image to the intermediate bubble Add an image to the smallest bubble	Image field Single line editor Image field Image field Image field	N
Stories	Dynamically cycled 'stories' to assist users coming to the website for the first time	Stories	Y	Cycles through posts that have been added to a 'Featured story' category	Category picker	Y
Feature	Used to draw attention to content related to the page topic, but which can stand alone as a self-contained section	Title Content Background Image Link Text Link location Layout	Y Y N Y N Y	This is the title of the 'Feature' The content of the 'Feature' page This is the image that will be displayed This is the text shown on the link button Choose where to link to This allows the layout of the feature to be set	Single line editor Single line editor Single line editor Single line editor Dropdown selector for on-site links Grid of link buttons (e.g. Feature Layout, Workhorse Layout, Video Layout, Pull Quote Layout)	N
CTA	Call to action used to persuade a site visitor to go somewhere on the site and complete an action	CTA CTA Link Text Link Text Link location	Y Y Y Y N	This is the call to action text This is the link where the user will click This is the description of the CTA This is the text shown on the link button Choose where to link to	Single line editor Dropdown selector for on-site links Single line editor Single line editor Dropdown selector for on-site links	N
Footer	Menu area at the bottom of each page that includes a short positioning statement, key charity info, the holder number and any legal links (footer menu to be set via 'Footer menu' setting)	Unhooked Position Statement Contact Number Footer Text	Y Y Y	This is the statement to position the charity This is the general phone number for users to find quickly This is general charity information	Single line editor Single line editor Single line editor	N
Introduction	Visual introduction to the user section of the site	Background Image Position Statement/ Tagline	Y	This is the image that will be displayed Add a current strapline to position the brand	Allows the editor to add an image Single line editor	N
Work Horse	Used to draw attention to content related to page topics	Title Content Supporting Image Link Text Link location	Y Y N Y N	This is the title This is the description of the page the user will be taken to This is the image that will be displayed This is the text shown on the link button Choose where to link to	Single line editor Multi-line editor Single line editor Single line editor Dropdown selector for on-site links	N
Recent News	Used to display the latest news articles from a specific category	Category	Y	This is the category of news that will be displayed	Dropdown selector with options to select a user specific news category. 'News' category should be default selection	Y
Upcoming Events	Used to display the latest news articles from a specific category	Category	Y	This is the category of news that will be displayed	Dropdown selector with options to select a user specific news category. 'News' category should be default selection	Y

**FNUK\_Wireframe - Axure RP 8 Pro Edition - Licensed to Merchant Technology Marketing**

**Pages**

- Index
- Home
- Landing
- Generic
- Post
- Sign Up
- FAQ
- Search
- Deprecated

**Properties**

**Inspector Page**

**Interactions**

- OnPageLoad
- OnWindowScroll
- Case
- Case (If area of Nav Spy is over area)
- Case (If area of Nav Spy is over area and scroll out 500ms later)
- Case (If area of Nav Spy is over area and scroll in 500ms later)
- Case (If area of Nav Spy is over area and scroll out 500ms later)
- Case (If area of Nav Spy is over area and scroll in 500ms later)

**More Events**

**Outline: Page**

**Position statement/tagline**

We're here for anyone who has ever experienced in fertility problems

Logo

# Position statement lorem ipsum dolor sit amet

How can we help?

## Other ways we've helped

- Dreams can come true...  
Julia and her husband were together for 11 years before they started trying for a family, unfortunately they had problems from day one and she was diagnosed with Polycystic Ovarian Syndrome.  
See how Julia kept her hopes up even when success seems unlikely
- Naomi's Story  
Inspired by reading a piece about donor sperm insemination, I thought I would put pen to paper (or should that be finger to keyboard?) to tell our story of fertility treatment using donor eggs.  
Read Naomi's experience with donor eggs
- Post Title  
Summary text should be pulled from the standfirst in a post. The content should be keyword rich to catch the visitors attention allowing them to quickly scan and identify a topic and assess whether
- I'm just paying back the gift  
Mark and I got married at the ages of 25 and 20 in 1985. After being married for a couple of years or so we began to think about having children. As I had very irregular periods I wanted to have a baby but I was not ovulating regularly. Find out how you can pay it back by helping us.
- Men and IVF  
Infertility and IVF are topics that men don't talk about. Only men who know other men who have been through, or are going through the process may, on occasion, touch upon the subject. In general, outside of infertility affects both halves of a couple. Here's what you might go through.
- Are you a Special Family? 1 in 6 are, share your story.  
One in every six couples struggle to conceive, and when they do finally become a family - whether they are successful through treatment, adoption, fostering or even by conceiving naturally after years of trying - they are very special.  
We work closely with our friends across Europe and they have launched a Special Families' Campaign - if you can, share your story on their wall of hope and give hope to others who are still struggling.

Read more link

← Previous 1 2 3 Next →

## Feature group

The feature group will be a set of reusable patterns with different size options for generic use, eg page links, CTAs, advertising, quotes, pictures. Pages can have multiple groups and groups can have multiple rows. The title and description are optional.

**Workhorse Layout**

The workhorse layout includes content areas for an image (of fixed dimensions), title, text and a button label. Each content area is optional so multiple layouts can be created by combining the different optional content areas

**Workhorse Layout**

The height of each row will be rationalised to the tallest box to keep a harmonious vertical rhythm and regularly spaced grid

**Workhorse Layout**

Donec ullamcorper nulla non metus auctor fringilla. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Nullam quis risus eget urna mollis ornare vel eu leo. Donec id elit non mi porta gravida at eget metus.

**CTA text lorem ipsum dolor sit met**

**Unshortened position statement lorem ipsum dolor**

Phone number: XXXXX XXX XXX

Charity Registered in England No. 1099960 and in Scotland No. SC039511 Company Registration No. 4822073 Legal Notices

Logo

## For those trying to conceive

How can we help?

Information Events

## Information

If you are struggling to conceive and need information, you are in the right place. We have information on a wealth of topics including: local availability of NHS funding, what to do if denied funding, how to maximise your chances of conception, local support groups and information on specific conditions on treatments.

If you can't find the information you are looking for, or would like to suggest we include information on a specific issue please do contact us.

IVF & Embryo transfer	Read more
NHS Funding	Read more
Premature Ovarian Failure	Read more

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Adoption From Abroad  
Adopting a child from overseas is a positive, life enhancing experience for both you and the child.  
Read more

Adoption in the UK  
Adopting a child from overseas is a positive, life enhancing experience for both you and the child.  
Read more

Alternative Medicine  
Adopting a child from overseas is a positive, life enhancing experience for both you and the child.  
Read more

Artificial Insemination & IUI  
Adopting a child from overseas is a positive, life enhancing experience for both you and the child.  
Read more

Asherman's Syndrome  
Adopting a child from overseas is a positive, life enhancing experience for both you and the child.  
Read more

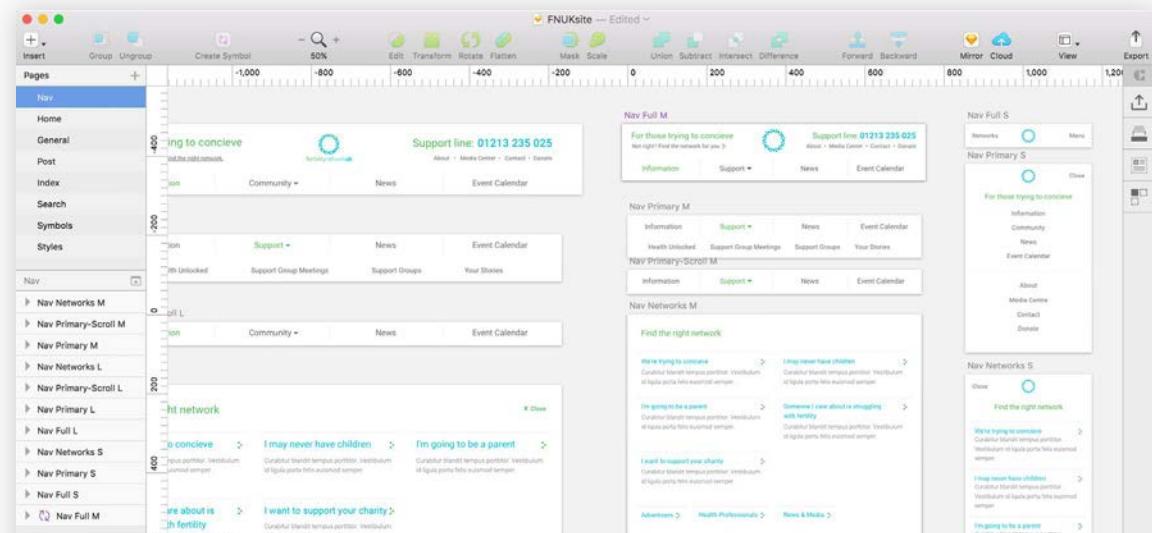
Chlamydia  
Adopting a child from overseas is a positive, life enhancing experience for both you and the child.  
Read more

## VISUAL DESIGN

With wireframes completed for each intended viewport size I was able to create UI elements at all necessary sizes simultaneously, and configure those elements into the required templates. The modular nature of the UI patterns allowed for each pattern to appear on multiple templates without any extra developmental overhead. The same UI patterns can also be used to display different content patterns wherever the domains match up, for instance, the 'workhorse' module; containing an image, a title, a description and a link, is used in some places to link to a page (feature image, page title, standfirst, page link) and promote campaigns (poster, title, copy, call to action) in others.

The UI has a neutral, typography led design, creating as timeless and professional an aesthetic as possible, while maintaining the approachability of the brand values.

Roboto, a Helvetica alternative with a bit more personality, is used for body copy, and has the benefit of being free of licence fees for all cuts and weights. Gotham Rounded is used for UI text, where fewer cuts are required, keeping those licence fees to a minimum. The geometric letterforms and rounded terminals of Gotham match the cell-like motif of the logo, with the terminals also adding a soft tone to the copy.





As high quality, tasteful imagery would be difficult to come by for future editors we provided an art directed selection of images to be used, with a focus on relationships, emotion, meaningful experiences and absolutely no baby bumps. The colours are vibrant to act as a counterpoint to the more clinical white that is pervasive across the site.



How can we help you?

Welcome to the Fertility Network UK

For anyone who has ever experienced a fertility problem

How can we help you?

Or see how we've helped others...

## Mark and Amy

Mark and I got married at the ages of 25 and 20 in 1985. After being married for a couple of years or so we began to think about having children. As I had very irregular periods we thought it may take a little longer to have a child as it was likely that I was not.

### Mark and Amy

Mark and I got married at the ages of 25 and 20 in 1985. After being married for a couple of years or so we began to think about having children. As I had very irregular periods we thought it may take a little longer to have a child as it was likely that I was not.

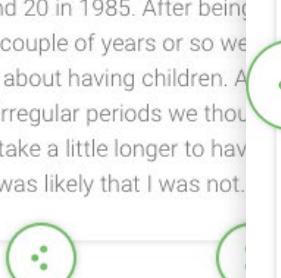


I wanted to share my personal experience of trying to conceive and being diagnosed with a Mullerian Anomaly as it's quite an unusual problem. I became pregnant in May 2009 which sadly ended six weeks later and in September which ended at seven weeks. Donec id elit non mi porta gravida at eget metus. Cras justo odio, dapibus ac facilisis.



### Naomi's Story

Inspired by reading a piece about donor sperm insemination, I thought I would put pen to paper (or should that be finger to keyboard?) to tell our story of fertility treatment using donor eggs.



Welcome to the Fertility Network UK

For anyone who has experienced a fertility problem

How can we help you?



Or see how we've helped others...

## Mark and Amy

Mark and I got married at the ages of 25 and 20 in 1985. After being married for a couple of years or so we began to think about having children. As I had very irregular periods we thought it may take a little longer to have a child as it was likely that I was not.



Our story started when we began to think about having children. As I had very irregular periods we thought it may take a little longer to have a child as it was likely that I was not.



### Leanne's Story

I wanted to share my personal experience of trying to conceive and being diagnosed with a Mullerian Anomaly as it's quite an unusual problem. I became pregnant in May 2009 which sadly ended six weeks later and in September which ended at seven weeks. Donec id elit non mi porta gravida at eget metus. Cras justo odio, dapibus ac facilisis.

as ever  
problems



I'm just paying back the gift

**Rare complications can make  
an already difficult situation  
even harder, but The Fertility  
Network can help**

of years of trying to have  
having children. As I had very irregular  
periods we thought it might take a little longer  
to have a child. I was not  
Donec id ellit non mi porta gravida at eget  
nec nisl. Cum sociis natoque penatibus et magnis

[Read the story](#) ::

Welcome to the Fertility Network UK

For anyone who has ever experienced fertility problems

How can we help you?

Or see how we've helped others...

Kathy and Alan

Lorraine and Oliver

#### Homepage Button

A controversial decision I made early on was to preclude a traditional navigation from the homepage, instead creating a single button asking "How can we help you?"

Using this button as the primary interactive element I was able to show a large modal with details about the different sections of the website and their respective network 'chapters' to confidently shuttle visitors off to the right area to help them. Homepages tend not to provide much value but this initial shuttling is critical and effective, justifying the unconventional decision.

Find the right network

X Close

We're trying to conceive

Curabitur blandit tempus porttitor. Vestibulum id ligula porta felis euismod semper.

I may never have children

Curabitur blandit tempus porttitor. Vestibulum id ligula porta felis euismod semper.

I'm going to be a parent

Curabitur blandit tempus porttitor. Vestibulum id ligula porta felis euismod semper.

Someone I care about is struggling with fertility

Curabitur blandit tempus porttitor. Vestibulum id ligula porta felis euismod semper.

I want to support your charity

Curabitur blandit tempus porttitor. Vestibulum id ligula porta felis euismod semper.

12

## STORY CAROUSEL

To catch first-time or infrequent visitors who may still need convincing of the organisations reputation before clicking the primary button, the story carousel provides a selection of anchor points in the form of stories from people the network has helped. This not only shows how valuable the Fertility Network's services are but provides people the audience can relate to, comforting those who feel like they're suffering alone and assuring them that they've come to a place where people understand.

## FOOTER

I wanted to make a feature of the footer so that every area of a page worked hard to provide value for the client. Here the footer works as a solid brand ambassador featuring the logo and the strapline for the 'chapter' of the site the user is on. The donate button is placed at the bottom of every page because most visitors come looking for support or information, not to donate. With the donate button at the bottom visitors can get the information they seek first, then, with their primary goal answered, they will be ready to think about giving something back.

**For those trying to conceive**

Not trying for a baby? [Find the right network](#).

**fertilitynetworkuk**

**Support line: 01213 235 025**

About • Media Center • Contact • Donate

Information Community ▾ News Event Calendar

# For those trying to conceive

Keyword friendly mission statement with fewer than 140 characters to state – not explain – your offering, and what makes you different.

**Help us by donating today**

The Fertility Network receives no statutory funding; instead we rely on generous voluntary funding, requests and grants. The easiest way for you to support us is to donate online.

**Free Pregnacare Supplement**

The UK's #1 pregnancy supplement brand is offering the opportunity to receive a Pregnacare Conception 7 day trial pack, absolutely free!

**Our magazine is now online!**

Our quarterly magazine shares knowledge and stories from our entire network in one place. Now it's available online, nobody ever needs to feel like they're struggling alone.

• Stay up to date with our news and events

**Latest news** [View all news](#)

- Couples get free IVF if they persuade friend to donate sperm**  
Bourne Hall is the first clinic in Britain to allow sperm donors to nominate friends for free IVF treatment cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus...  
*July 23, 2015*
- Couples get free IVF if they persuade friend to donate sperm**  
Bourne Hall is the first clinic in Britain to allow sperm...  
*July 23, 2015*
- Vivamus sagittis lacus vel augue laoreet rutrum**  
Vivamus sagittis lacus vel augue laoreet rutrum dolor auctor acetis rectro...  
*July 23, 2015*
- Fringilla Pharetra Cras Quam**  
July 23, 2015 at Malesuada Euismod Nibh  
Nullam quis risus eget urna mollis ornare vel eu leo  
*July 23, 2015 at Amet Nullam*
- Fusce dapibus**  
July 23, 2015 at Donec Ullamcorper, Auctor Fringilla

**Event calendar** [View all events](#)

- Yorkshire Fun Run**  
July 23, 2015 at Yorkshire Dales National Park  
Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum id ligula porta felis euismod semper Nullam id dolor id nibh ultricies vehicula ut id elit.

We're here for anyone who has ever experienced fertility problems

**DONATE**

---

## CHAPTER START PAGES

---

Each chapter has its own start page that functions more like a traditional homepage. Here, there is proper navigation bar, the top left section of which can pull up the modal navigation again for when someone finds themselves in the wrong section, perhaps after entering the site from a search engine.

The feature strip is a customisable element that showcases the flexibility of the site. The strip can take up to three modules of variable width, with different features on each module. Multiple strips can be added to the bottom of a page to add different sets of content.



**1 in 6 couples need help to have a child. Are you a Special Family? Share your story...**

Whether through treatment, adoption, fostering or conceiving naturally after years of trying – overcoming fertility challenges make each family is very special.

Working closely with our network across Europe, we've launched the 'Special Families Campaign', to collect your stories of success and give hope to others who are still struggling.

[READ MORE](#)

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**"The bond that links your true family is not one of blood, but of respect and joy in each other's life"**

Richard Bach, Author

**"The bond that links your true family is not one of blood, but of respect and joy in each other's life"**

Richard Bach, Author

**"I'll never stop dreaming that one day we can be a real family, together, all of us laughing and talking loving and understanding, not looking at the past but only to the future"**

LaToya Jackson

## Help us by donating today

The Fertility Network receives no statutory funding, instead we rely on generous voluntary funding, requests and grants. The easiest way for you to support us is to donate online.

Couples get free IVF if they persuade



### Help us by donating today

The Fertility Network receives no statutory funding, instead we rely on generous voluntary funding, requests and grants. The easiest way for you to support us is to donate online. Nullam id dolor id nibh ultricies.

### Event calendar

[View all events](#)

#### Yorkshire Fun Run

July 23, 2015 at Yorkshire Dales National Park

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum id ligula porta felis euismod semper. Nullam id dolor id nibh ultricies vehicula ut id elit.

#### Fringilla Pharetra Cras Quam

July 23, 2015 at Malesuada Euismod Nibh

Nullam quis risus eget urna mollis ornare vel eu leo

July 23, 2015 at Amet Nullam

#### Fusce dapibus

July 23, 2015 at Donec Ullamcorper, Auctor Fringilla

### Latest news

[View all news](#)

#### Couples get free IVF if they persuade friend to donate sperm

Bourne Hall is the first clinic in Britain to allow sperm donors to nominate friends for free IVF treatment cum sociis natoque penatibus; magnis dis parturient montes, nascetur ridiculus mus...

July 23, 2015

#### Couples get free IVF if they persuade friend to donate sperm

Vivamus sagittis lacus vel augue laoreet rutrum

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor acetis retro...

July 23, 2015

## FLEXIBLE MODULES

The flexible modules come in an set array of sizes and content patterns. They are used to add links, adverts, media downloads and other important content to a page. The specific requirements of each module actually help the editors by forcing them to use the layout that best suites their content. A less restrictive system would open the gate to inconsistency and decision fatigue.

Many pages on the site, such as the General Use template also include a feature column to the right. While it is in principal quite similar to the feature strip, the differences in purpose between the two elements are crucial to proper content strategy and reading experience. The column is an 'aside', used to add context and detail to the body copy, while the strip on this template is used to help a visitor continue their journey by listing related content or pages.

# The page title should have fewer than 70 characters where possible

The standfirst should be filled on all pages. It gives an overview of page content so visitors know they're on the right page at a glance.

The first few lines will be pulled in by search engines to create the page snippet (unless a custom SEO description has been set) so it is important to concisely include any keywords or value propositions in as few characters as possible while still prioritising readability and usefulness for site visitors. Page snippets typically cut off at around 140 characters so it is best to keep your first paragraph or SEO description below that length.

## **Nullam quis risus eget urna mollis ornare vel eu leo.**

Our story started like most infertility stories; we got married, we started trying for a baby and nothing happened! 5 years of tests, drugs, treatments, a conclusion of 'unexplained infertility' and 2 goes at IVF and then came the news that anyone in our situation vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor...

### Couples get free IVF if they persuade friend to donate sperm

Our story started like most infertility stories; we got married, we started trying for a baby and nothing happened! 5 years of tests, drugs, treatments, a conclusion of 'unexplained infertility' and 2 goes at IVF and then came the news that anyone in our situation vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor...

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### Couples get free IVF

Our story started like most infertility stories; we got married, we started trying for a baby and nothing happened! 5 years of tests, drugs, treatments, a conclusion of 'unexplained infertility' and 2 goes at IVF and then came the news that anyone in our situation vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor...

- Feature groups will have optional headings



### Help us by donating today

The Fertility Network receives no statutory funding, instead we rely on generous voluntary funding, requests and grants. The easiest way for you to support us is to donate online.



### Free Pregnacare Supplement

The UK's #1 pregnancy supplement brand is offering the opportunity to receive a Pregnacare Conception 7 day trial pack, absolutely free!



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The Fertility Network receives no statutory funding, instead we rely on generous voluntary funding, requests and grants. The easiest way for you to support us is to donate online.



### Our magazine is now online!

Our quarterly magazine shares knowledge and stories from our entire network in one place. Now it's available online, nobody ever needs to feel like they're struggling alone.

**fertilitynetworkuk**

**SUPPORT LINE: 01213 235 025**

Charity Registered in England No. 1099960 and in Scotland No. SC038911 Company Registration No. 4422073

Problem with this site? > View legal notices >

**For those trying to conceive**

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Information Community News Event Calendar

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Enter keyword(s)

### Discover Your Path To Success Part 3

Our story started like most infertility stories, we got married, we started trying for a baby and nothing happened. 5 years of tests, drugs, treatments, a conclusion of 'unexplained infertility' and 2 goes at IVF and then came the news that anyone in our situation vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor...

Last updated: 09/26/2016 Category [www.url.com/subpage](#)

### What is homeopathic medicine

Our story started like most infertility stories, we got married, we started trying for a baby and nothing happened. 5 years of tests, drugs, treatments, a conclusion of 'unexplained infertility' and 2 goes at IVF and then came the news that anyone in our situation vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor...

Last updated: 09/26/2016 Category [www.url.com/subpage](#)

### Always Look On The Bright Side Of Life

Our story started like most infertility stories, we got married, we started trying for a baby and nothing happened. 5 years of tests, drugs, treatments, a conclusion of 'unexplained infertility' and 2 goes at IVF and then came the news that anyone in our situation vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor...

Last updated: 09/26/2016 Category [www.url.com/subpage](#)

### Cutting Prescription Drug Costs

Our story started like most infertility stories, we got married, we started trying for a baby and nothing happened. 5 years of tests, drugs, treatments, a conclusion of 'unexplained infertility' and 2 goes at IVF and then came the news that anyone in our situation vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor...

Last updated: 09/26/2016 Category [www.url.com/subpage](#)

**fertilitynetworkuk**

**Support line: 01213 235 025**

About • Media Center • Contact • Donate

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### Nullam quis risus eget urna mollis ornare vel eu leo

09/26/2016 – 09/26/2016 Mary Elliott 540 Kris Circles Suite 611

Our story started like most infertility stories, we got married, we started trying for a baby and nothing happened. 5 years of tests, drugs, treatments, a conclusion of 'unexplained infertility' and 2 goes at IVF and then came the news that anyone in our situation vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor...



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Project Manager, Editor: Alice Berry

Development: David Janning

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Tylen St Hilaire