



# **WEBSITE REDESIGN PROPOSAL**

## **TRUPTI WADADEKAR**

**INFORMATION ARCHITECTURE**  
**FALL 2017**



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# CREATIVE BRIEF

## PROJECT SUMMARY

Founded in 2011 by Keely Kowalchuk, Milestone Physical Therapy is a locally owned clinic located near Microsoft in the Bellevue. Part of their treatment plan is preparing and training patients to maintain their goals in daily life. They offer highly personalized patient service in a family friendly environment. Services offered at the clinic include but are not limited to Outpatient physical therapy, Manual physical therapy Cervical/lumbar traction, Prehab for operative conditions, Post-operative rehabilitation, etc. They need a website to promote their business and expand client base. Currently, they need a desktop version of their website. In long term, they plan to launch a mobile version as well.

## OBJECTIVE

The objective is to create a website with more organized menu, brighter images and colors. Redesigning the logo is also one of the goals. The website will be streamlined down to important and relevant content only. The primary goals of the website will be providing audience following information -

- services provided at the clinic
- Background information about the staff
- Contact information
- Information on how to proceed with appointments and follow ups.

The website will also include some secondary information e.g. testimonials, community services and patient resources etc.

## OBSTACLES

Identifying which information is relevant or important and getting rid of redundant data will be challenging.

## TARGET AUDIENCE

Target audience of this website will be people from all age groups and demographics who need treatment for following but not limited to - Pre & Post-operative joint replacement, Work / sports related injuries, Motor vehicle injuries, Neck & back pain, Post-operative neck/back injuries, Upper extremity injuries, Lower extremity injuries etc.

## KEY BENEFITS

- Purpose for redesign is to create a strong client base through minimal but informative website
- Organizing website will help patients find relevant treatment plan
- Redesigning the logo will be part of rebranding which will help this clinic establish itself in the healthcare community
- Showing only relevant information will make website less cluttered

## TONE

Clean, sophisticated, friendly, minimal

## CALL TO ACTION

- Make an appointment
- Join team
- Download online forms



# COMPETITIVE ANALYSIS

## NW SPORTS REHAB

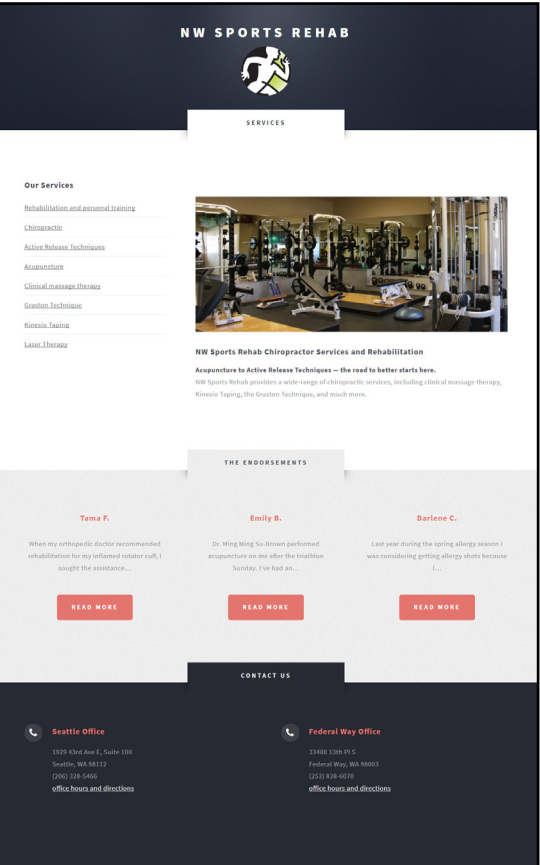
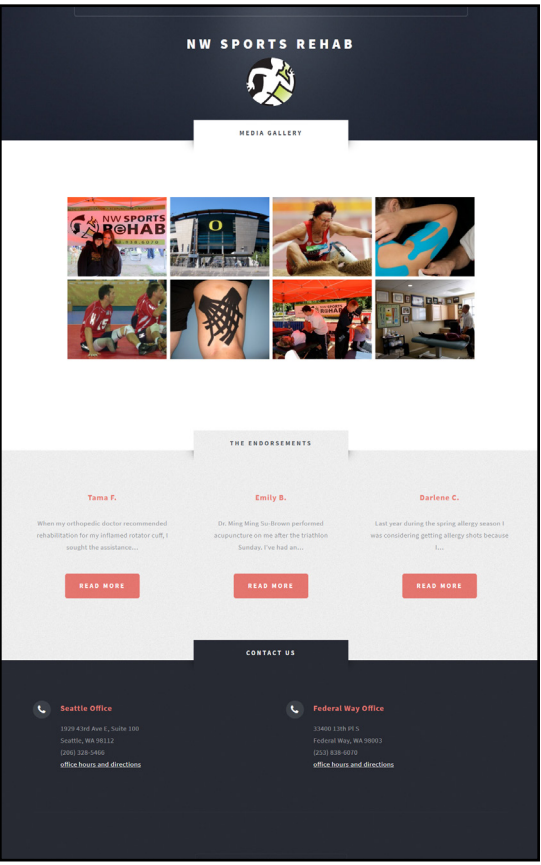
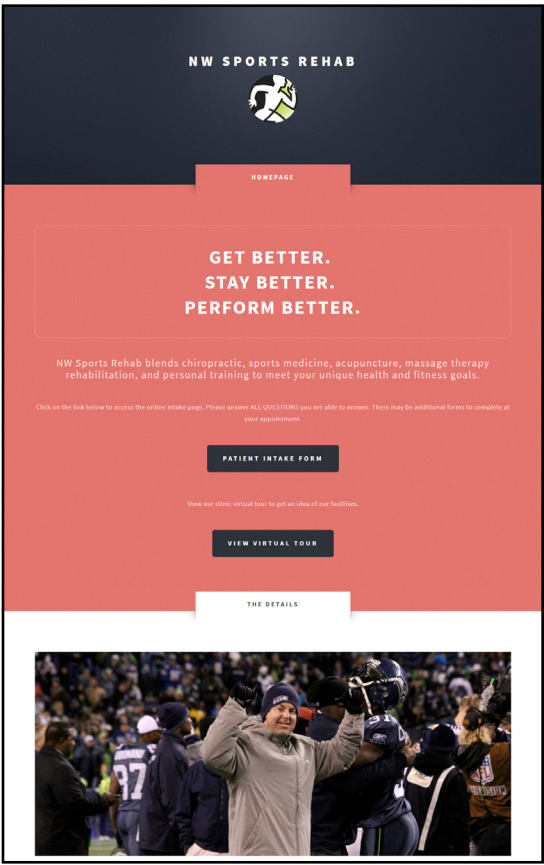
http://www.nwsportsrehab.com/

### KEY POINTS

- Clean layout
- Minimal Design
- Effective tag-line
- Single button click for forms and registration
- Clear typographical hierarchy
- Use of powerful images
- Dedicated space for media gallery
- 

### AREAS FOR IMPROVEMENT

- Logo position shifts between pages
- Logo could be improved
- Office hours and Directions page lacks hierarchy
- Awkward positioning of title on each page





# COMPETITIVE ANALYSIS

## ULTRA CHIROPRACTIC

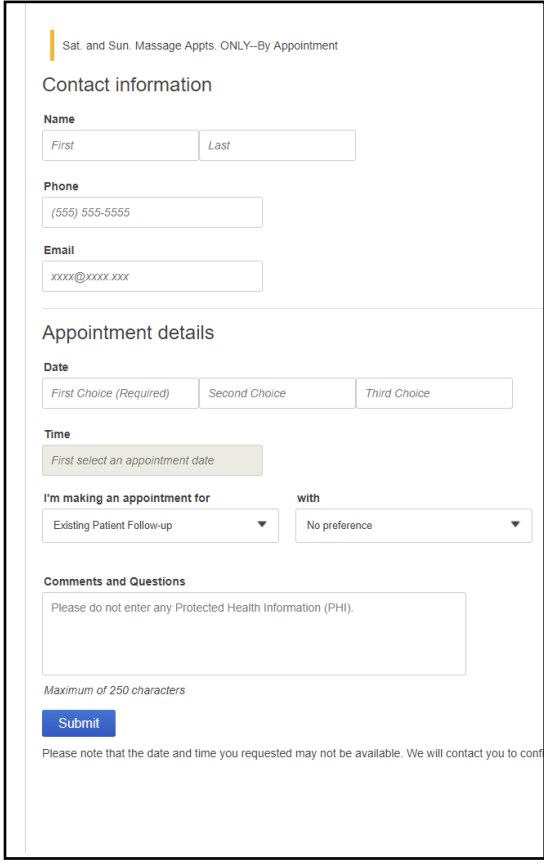
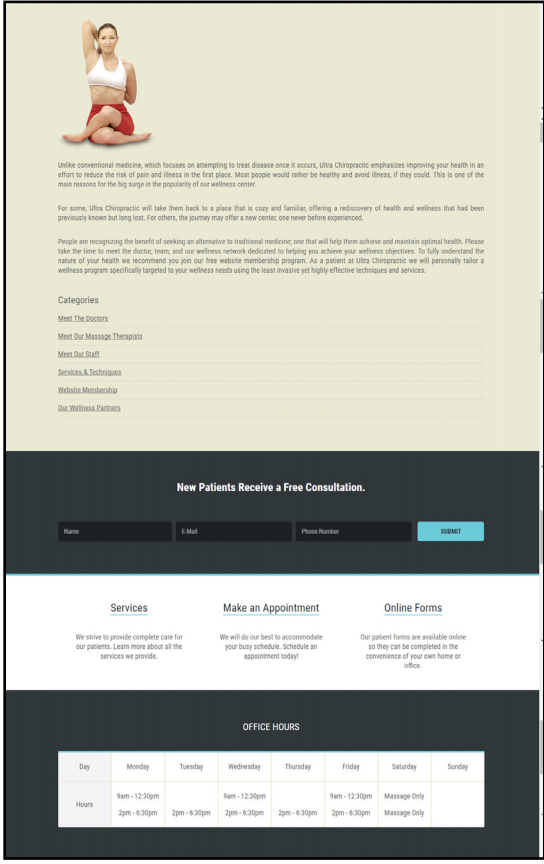
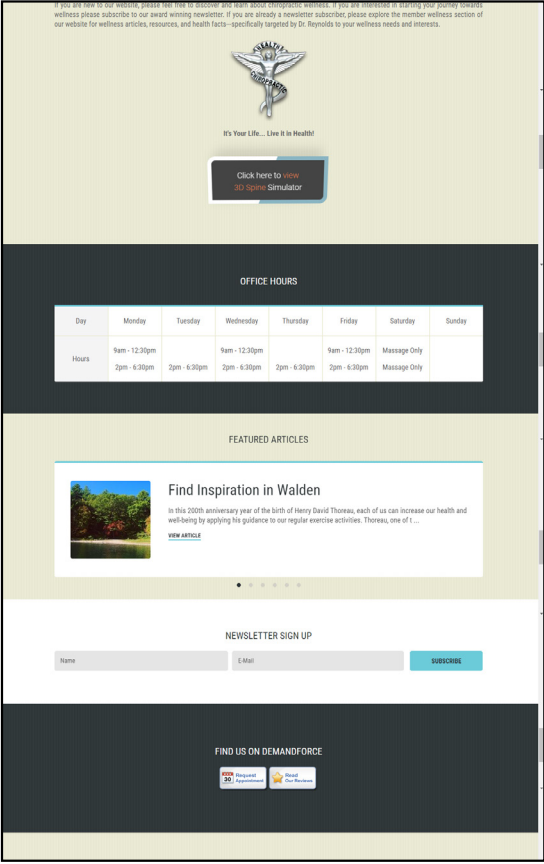
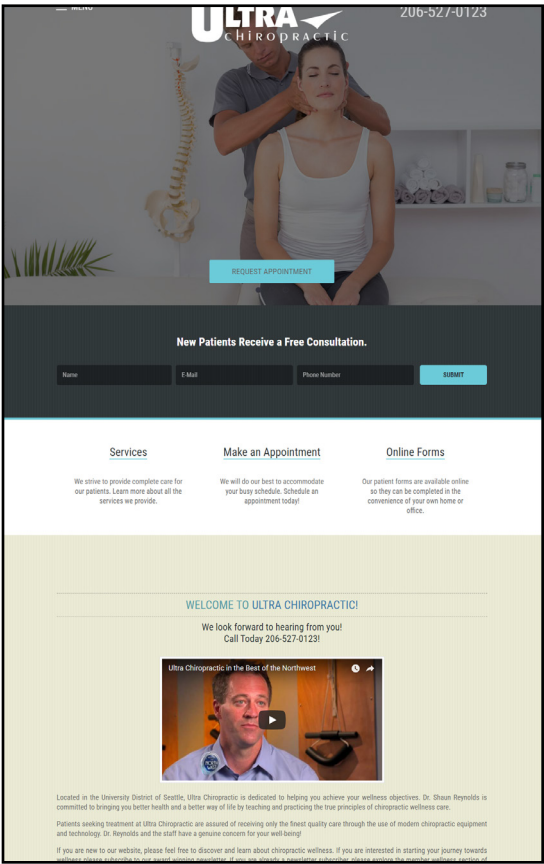
https://ultrachiropractic.com/

### KEY POINTS

- Large images on homepage
- Effective tag-line
- Single button click for forms/ registration/ Services
- Clear typographical hierarchy
- Dedicated space for featured articles

### AREAS FOR IMPROVEMENT

- Why use Hamburger menu for desktop layout?
- Services page could be reached via two paths
- No backward navigation from ‘Make an Appointment’ page
- ‘Office Hours’ table does not fit into overall theme
- Too much general information about chiropractics and other redundant content







# COMPETITIVE ANALYSIS

## PEAK SPORTS AND SPINE PHYSICAL THERAPY

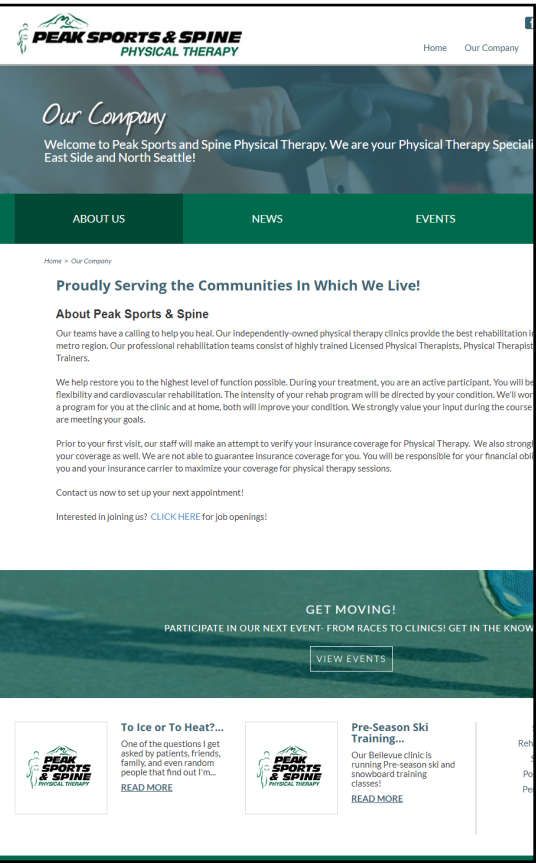
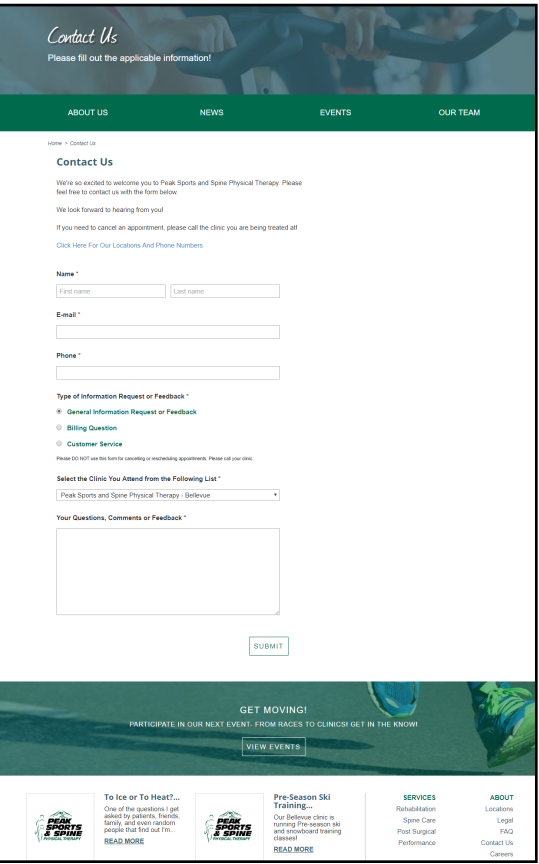
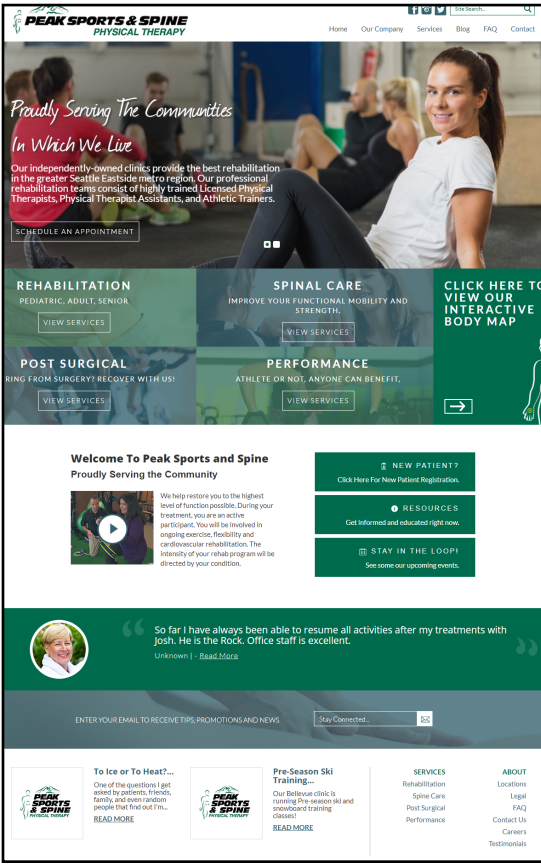
http://www.peaksportsandspinept.com/

### KEY POINTS

- Consistent color scheme
- Services divided into easy to understand categories
- Single button click to make an appointment
- Informative articles
- Contact form on contact page

### AREAS FOR IMPROVEMENT

- More than two fonts and multiple font weights
- Logo is low resolution
- Multiple ways to navigate to Services page. Back navigation from each node is different





# COMPETITIVE ANALYSIS

## TIRR

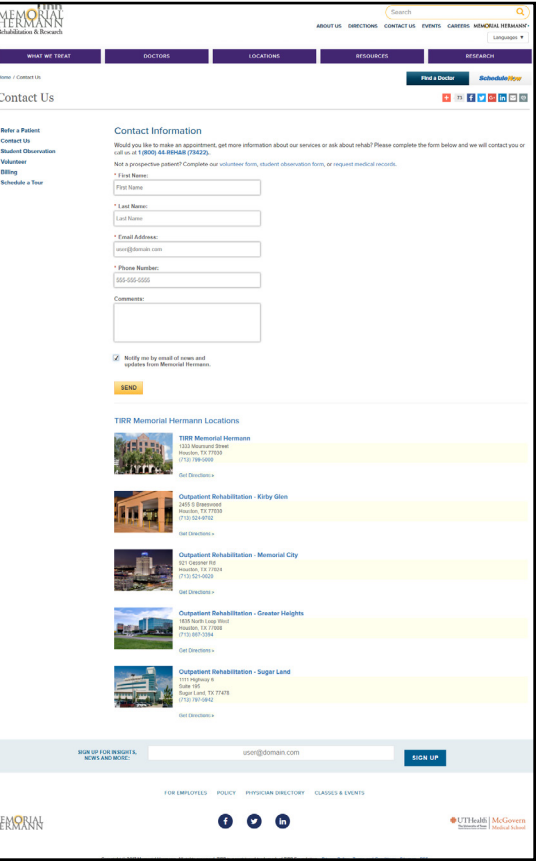
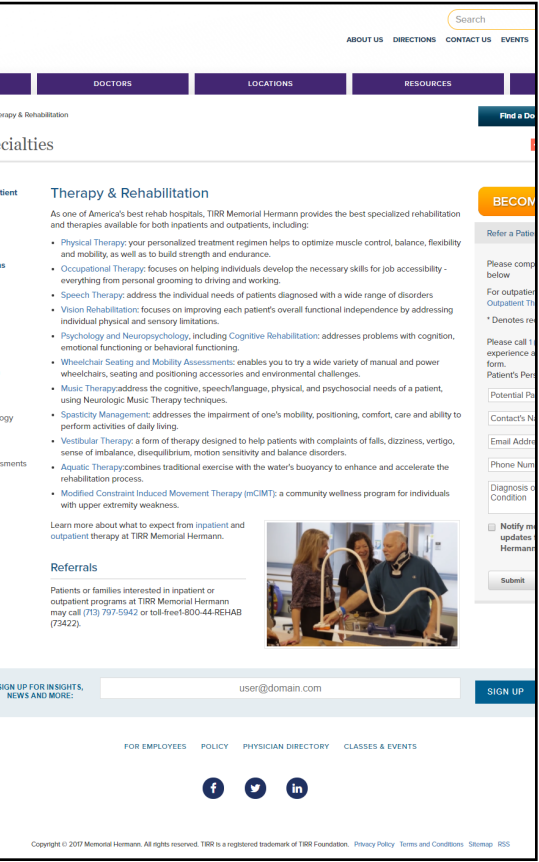
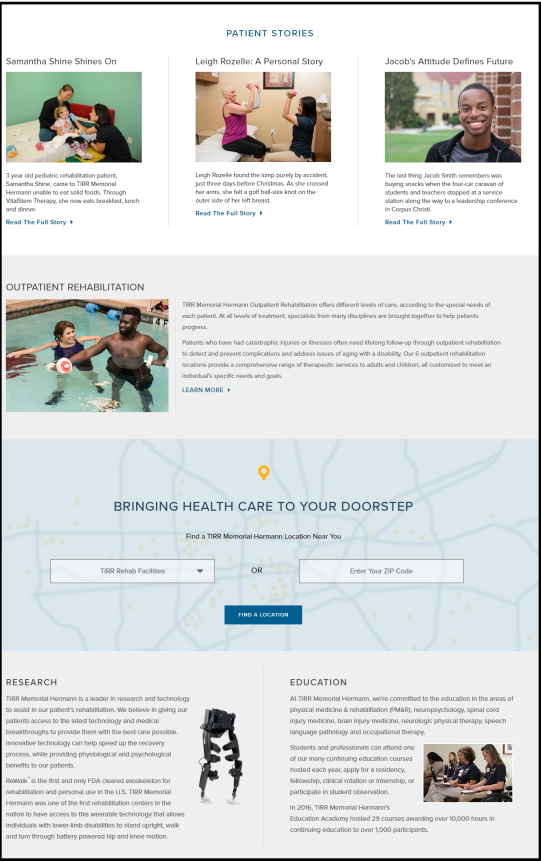
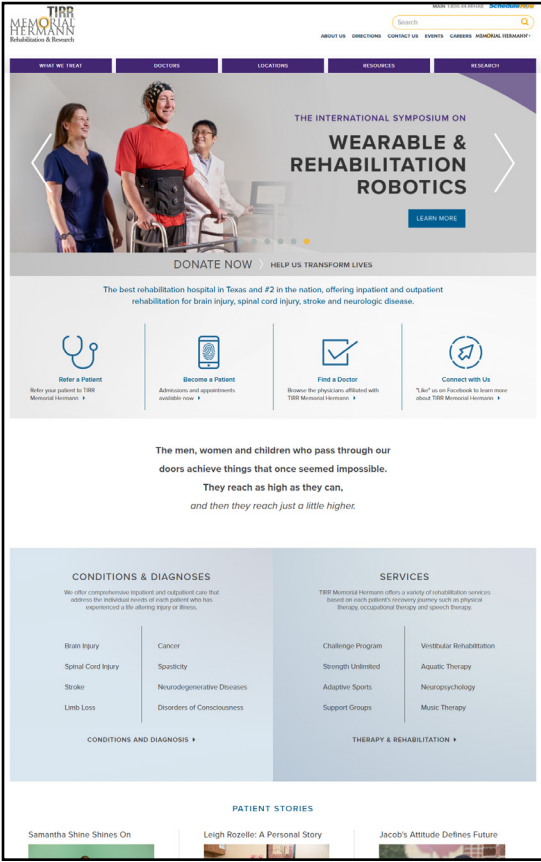
http://tirr.memorialhermann.org/

### KEY POINTS

- Services divided into groups
- Contact us form on contact form
- About page includes - General information, doctors and staff, News, Volunteer / community work
- Home page - one button click to navigate to important pages

### AREAS FOR IMPROVEMENT

- Website lacks consistent color scheme
- Two levels of menu
- Resources page link is broken, Directs user to Home







# COMPETITIVE ANALYSIS

## OVERLAKE HOSPITAL

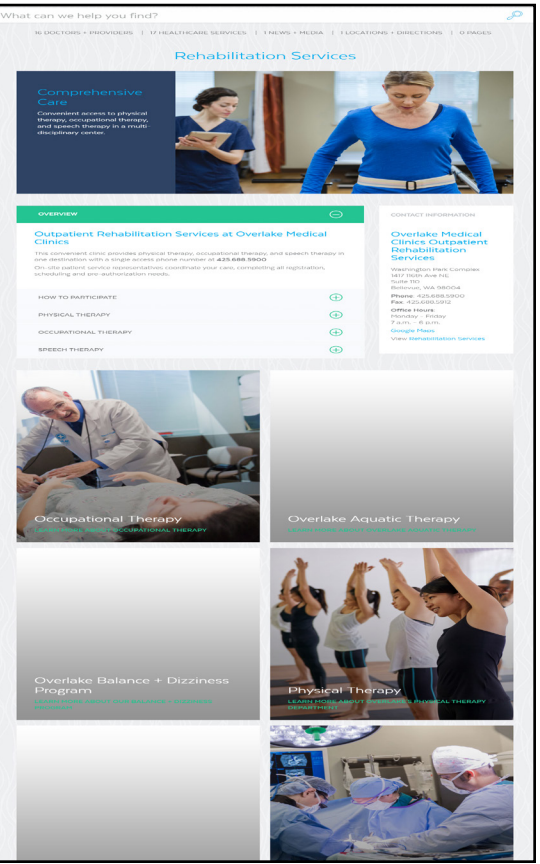
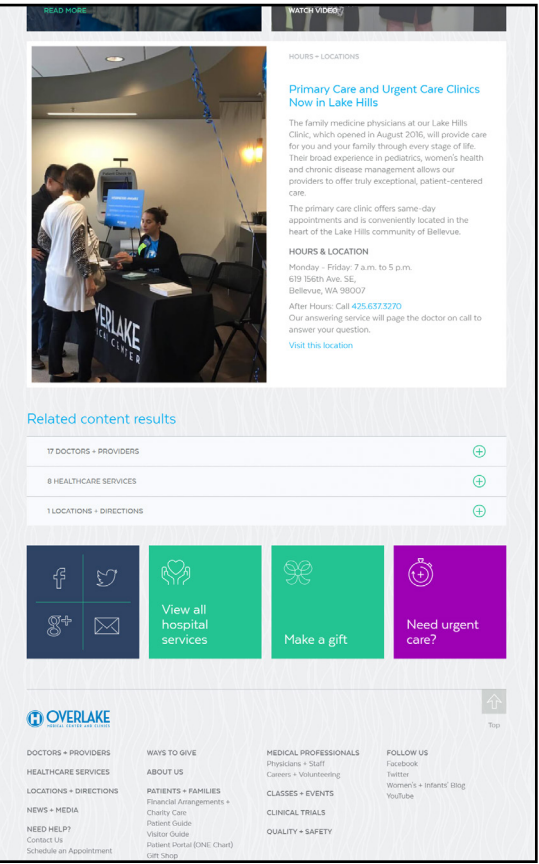
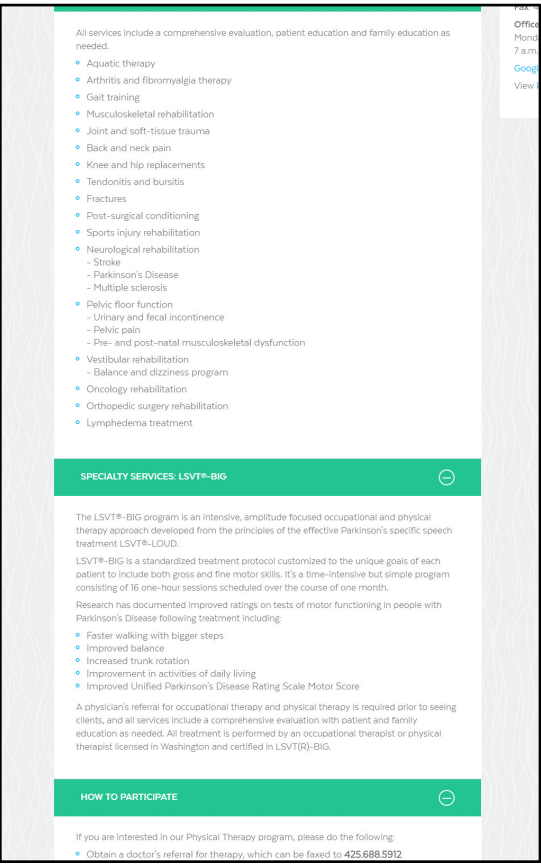
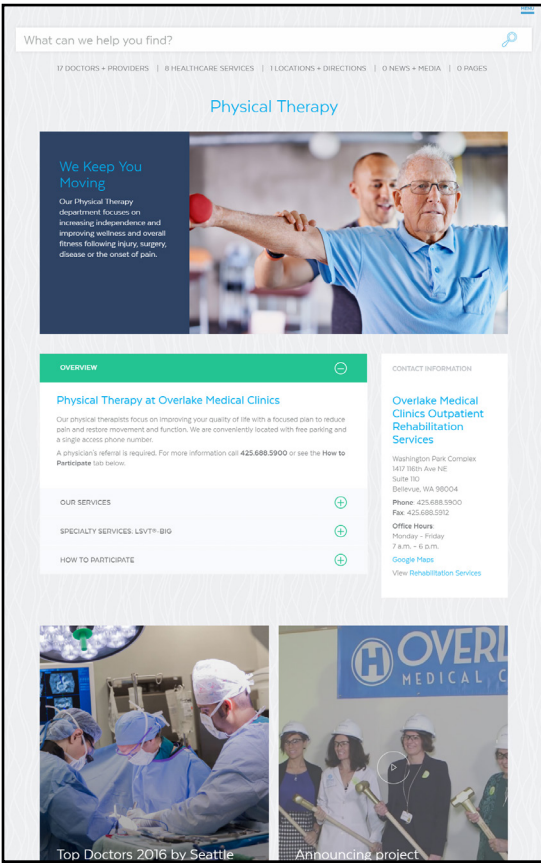
https://www.overlakehospital.org/center/physical-therapy

### KEY POINTS

- Clean menu
- Clear typographical hierarchy
- Consistent color scheme
- Search button at the top

### AREAS FOR IMPROVEMENT

- Site not easy to navigate
- The page contains information not related to Physical therapy
- Same menu items placed at two different places (horizontal menu and hamburger menu)





# COMPETITIVE ANALYSIS

	NW SPORTS REHAB	ULTRA CHIROPRACTIC	PEAK SPORTS AND SPINE	TIRR	OVERLAKE HOSPITAL	MILESTONE PHYSICAL THERAPY
EASE OF NAVIGATION	✓	—	✓	✓	—	✓
TYPOGRAPHICAL HIERARCHY	✓	✓	—	—	✓	—
SITE FOR MOBILE PHONES	✓	✓	✓	✓	✓	✓
CONSISTENCY	✓	✓	✓	✓	✓	—
EFFECTIVE USE OF MEDIA	—	—	—	✓	✓	—
CALL TO ACTION	✓	✓	✓	✓	—	✓
RELEVANT CONTENT / INFO	✓	—	✓	✓	—	—



# SITE AUDIT



## Milestone Physical Therapy Clinic, Inc.

Welcome  
About Us  
Testimonies  
Patient Resources  
Community  
Services

### WELCOME TO MILESTONE!

Here at Milestone Physical Therapy we are committed to our patients and their long term success. Our trademarks are our exceptional care and personable customer service. As a patient of our clinic we will know your name, your recovery goals, and have a plan to help you succeed. We are accepting new patients and look forward to talking with you soon.



### RECOMMENDED PRODUCTS

#### CHATTANOOGA COLPAC

In the clinic we prefer and use the Chattanooga Colpacs because they are long lasting, durable, and very effective. We have found Amazon.com to be convenient and cost effective. The two main packs we use in clinic are the neck ColPac (21" to 23" long), and a rectangle Colpac (11"x14" or 12.5"x18.5").

[Amazon Chattanooga](#)



#### BROOKS

### SERVICES

The specialties & services offered by Milestone Physical Therapy include the following:

#### SPECIALTIES:

- Pre & Post operative joint replacement
- Work-related injuries
- Sports-related injuries
- Motor vehicle injuries
- Neck & back pain
- Post operative neck/back injuries
- Upper extremity injuries: shoulder, elbow, wrist/hand
- Lower extremity injuries:

#### SERVICES:

- Outpatient physical therapy
- Manual physical therapy
- Cervical/lumbar traction
- Prehab for operative conditions
- Post operative rehabilitation
- Preventative care training
- Guided exercise programs
- Postural re-education training

### CONTACT US

Hours:

Mon-Thur, 6am to 4 pm

Outside business hours available if needed, by appointment only.

Phone: 425-455-0699

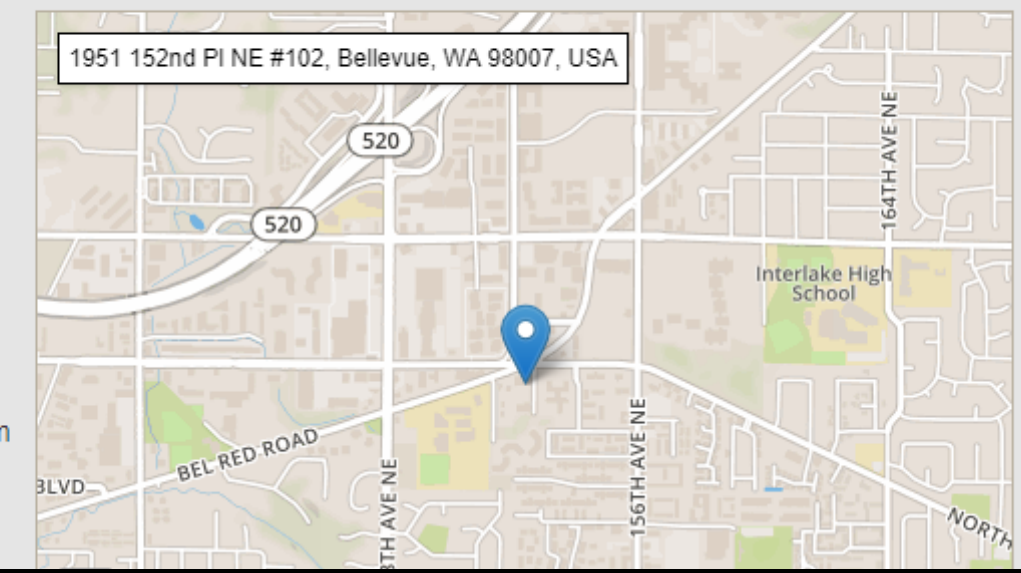
Weekend Phone: 425 698-7021

Fax: 425-455-1541

Email: [pt@milestonephysicaltherapy.com](mailto:pt@milestonephysicaltherapy.com)

Five Corners Office Building

1951 152nd Place NE, Suite 102







# SITE AUDIT

## INTERACTIVITY

- Inconsistent buttons
- Menu items are too big
- Too much empty space at the bottom of pages

## HEADER AND FOOTER

- header is too big
- Logo is big too / Logo could be improved
- Footer information appears under sidebar
- Contact information on footer and on Contact page as well

## CONTENT

- Testimonials appear on two different pages
- Patient resources page contains links to third party vendors
- There is some overlapping text on Patient resources page

## OVERALL LAYOUT

- Colors need to be brighter
- Excessive use of gradient
- Four different typefaces on welcome page
- Drop shadows behind images and text boxes
- Text boxes have borders
- Need better lit photographs
- Headings have underlines
- Website lacks overall hierarchy
- No need of map on the Contact page
- Information on the contact page is scattered
- Center aligned text on Testimonials page
- Separate page for Forms is not required
- There is no clear Call to Action
- Logo needs to be improved





# MOOD BOARD



**TAKE CARE OF  
YOUR BODY.  
IT'S THE ONLY  
PLACE YOU HAVE  
TO LIVE IN.**







# STYLE GUIDE



**UNILEVER BLUE**  
C:100 M:93: Y:6 K:0  
#2A3890



**AQUA GREEN**  
C:58 M:0: Y:76 K:0  
#72C16F



**AQUA BLUE**  
C:53 M:0: Y:26 K:0  
#6FC9C6

HEADING - OPEN SANS /  
REGULAR /  
(48 PT)

SUBHEAD - OPEN SANS / REGULAR / (30 PT)

MENU - OPEN SANS / LIGHT / (24 PT)

Body copy - Open sans / light / (18 PT)



# USER PERSONA



**SABRINA PAGE**

Bellevue, WA

**“WHEN MY LEGS FEEL  
WEAK, I RUN WITH MY  
HEART”**

Sabrina started running at age 5. She was introduced to running by her uncle Jim Page, a 7 times national level running champion. She has won numerous races and has been 2 times national level champion in 500 meter running tournament. She has also worked as a trainer at the university of Washington. Sabrina is also a avid trekker and loves to go on hiking and trekking almost every weekend.

Three years back, while running down the stairs she fell and injured her knees. Initially, assumed to be a small one, this injury turned out to be ligament fracture and eventually ended up being a very painful experience. She hasn't been able to run since then and is even afraid to go on small hikes. Sabrina tried a few chiropractors, however those treatments didn't help her fully recover. Her primary physician suggested that she in-fact needs physical therapy. Sabrina is looking for best physical therapists in Bellevue area. She wants to start running again and gain control of her health and life in turn.

## BACKGROUND

- 29 year old, unmarried woman
- Graduated with BA in sports management from UW
- Currently works as sports admin for Lake Washington School district
- Professional runner
- Traveling, trekking and hiking are favourite hobbies

## INTERNET PROFICIENCY

- Uses computer and internet everyday
- Checks emails twice daily
- Uses smart phone and considers herself as an experienced user in social networking

## CUSTOMER NEEDS

- Looking for best physical therapist in bellevue area
- Sports injury related physical therapy treatment
- Prefers early morning appointment, even at 5a.m .works for her
- Primary goal is to start running again



# USER PERSONA



**JIM HSIEH**  
Renton, WA

**“LET YOUR AGE GO OLD,  
BUT NOT YOUR HEART”**

Jim moved to USA in 1960 as an immigrant. He had multiple jobs since then. He initially worked at Sound transit at staff level and slowly worked his way up to the manager level. He is a very hard working man and has lived a challenging life throughout his adulthood. Today, he has a nice cozy townhome in Renton, where he lives with his wife Lily. He has three children and 7 grandchildren. They all love him a lot and visit him regularly.

Few years back, he started noticing swelling around knee and ankle joints. Sharp pain in ankles, back and neck followed soon. And slowly he even had difficulty in walking. He initially did not think of it as a serious issue. However, as his children came to realize the problem, they took him to his primary physician. He was diagnosed with Arthritis. One of his daughters, Kira, lives in Bellevue and will be able to accompany him to the therapist. He can also continue to go to the Taiwanese Senior Association. Hence, they are looking for a physical therapist in Bellevue area. Kira's colleague referred her to Milestone Physical Therapy. However, Kira and her brothers have decided to check out the website first before making an appointment.

## BACKGROUND

- 79 year old, married man, 3 children, 7 grand children
- Moved to USA in 1960 as an immigrant
- Active member of Taiwanese senior association in Bellevue
- Loves to play badminton, chess and cards

## INTERNET PROFICIENCY

- Uses computer on daily basis
- Can handle basic things like Internet and Skype to video chat with his children
- Checks emails once a week
- Uses smart phone to make calls and take pictures
- No social media presence

## CUSTOMER NEEDS

- Prefers a physical therapist in Bellevue, Needs treatment to deal with arthritis
- Looking for guidance to preserve the strength and use of joints
- Fall prevention





# USER PERSONA



**RUTH MILLER**

Redmond, WA

**“GOOD AT HANDLING  
ORGANIZED CHAOS”**

Ruth is a software engineer at Microsoft LLC, who lives in Redmond, WA. She is originally from Sacramento and got her bachelors in computer science from SJSU. In 2009 she got a job with Micosoft and moved to Redmond.

Ruth is hard working and enjoys books and board games more than she enjoys outdoor activities. Because of her lifestyle and hobbies, she ends up spending most of her time working at a desk or sitting at dining table reading books. This caused her back pain and muscle spasm few years ago. She currently uses a standing desk at work and it is very difficult for her to go about daily activities.

She needs a permanent solution for her problem and is looking for best physical therapists in the area. She prefers to find one close to her office in Redmond to save time in commute. She is also interested to get Microsoft discount from the therapist. She has done some research of her own and found that Milestone physical therapy could fulfill all of her requirements. However, she wants to get a free screening before making an appointment.

## BACKGROUND

- 32 year old, unmarried
- Originally from Sacramento, CA. Moved to Redmond in 2009 for work
- Currently, works with Microsoft as a software developer
- Not a fan of outdoor activities
- Loves reading books, playing board games and plays piano

## INTERNET PROFICIENCY

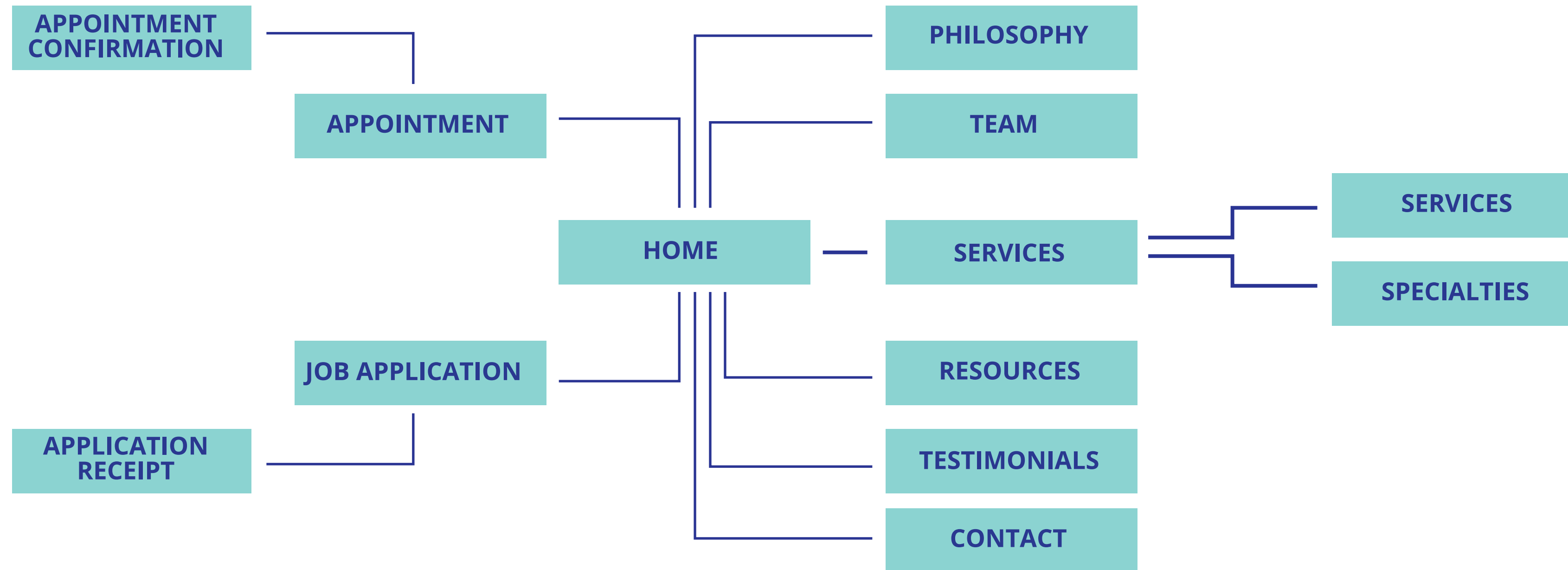
- Highly proficient in using computers and Internet
- Active on most of the social media platforms
- Checks emails every couple of hours

## CUSTOMER NEEDS

- Specifically looking for a therapist who would give discounts to Microsoft employee
- Needs help to deal with very painful muscle spasm. Wants to get back to daily routine and avoid back and neck pain



# SITEMAP







# SKETCHES

## HOME

MENU / MENU / MENU / MENU / MENU / MENU

This is our mission statement.

make an appointment    Download forms    Join our team

## PHILOSOPHY

PHILOSOPHY

menu / menu / menu / menu / menu / menu

about clinic

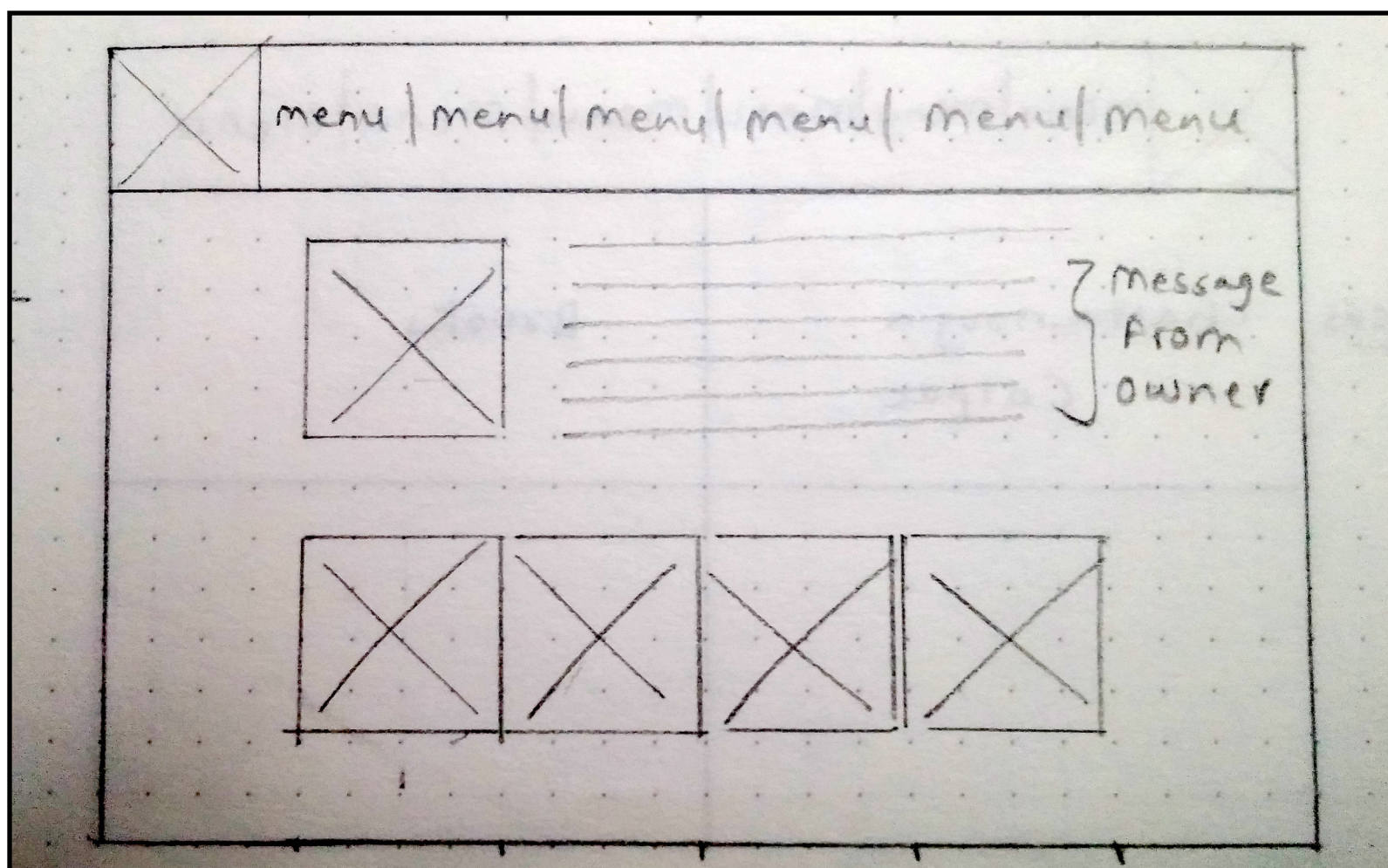
our mission    our vision



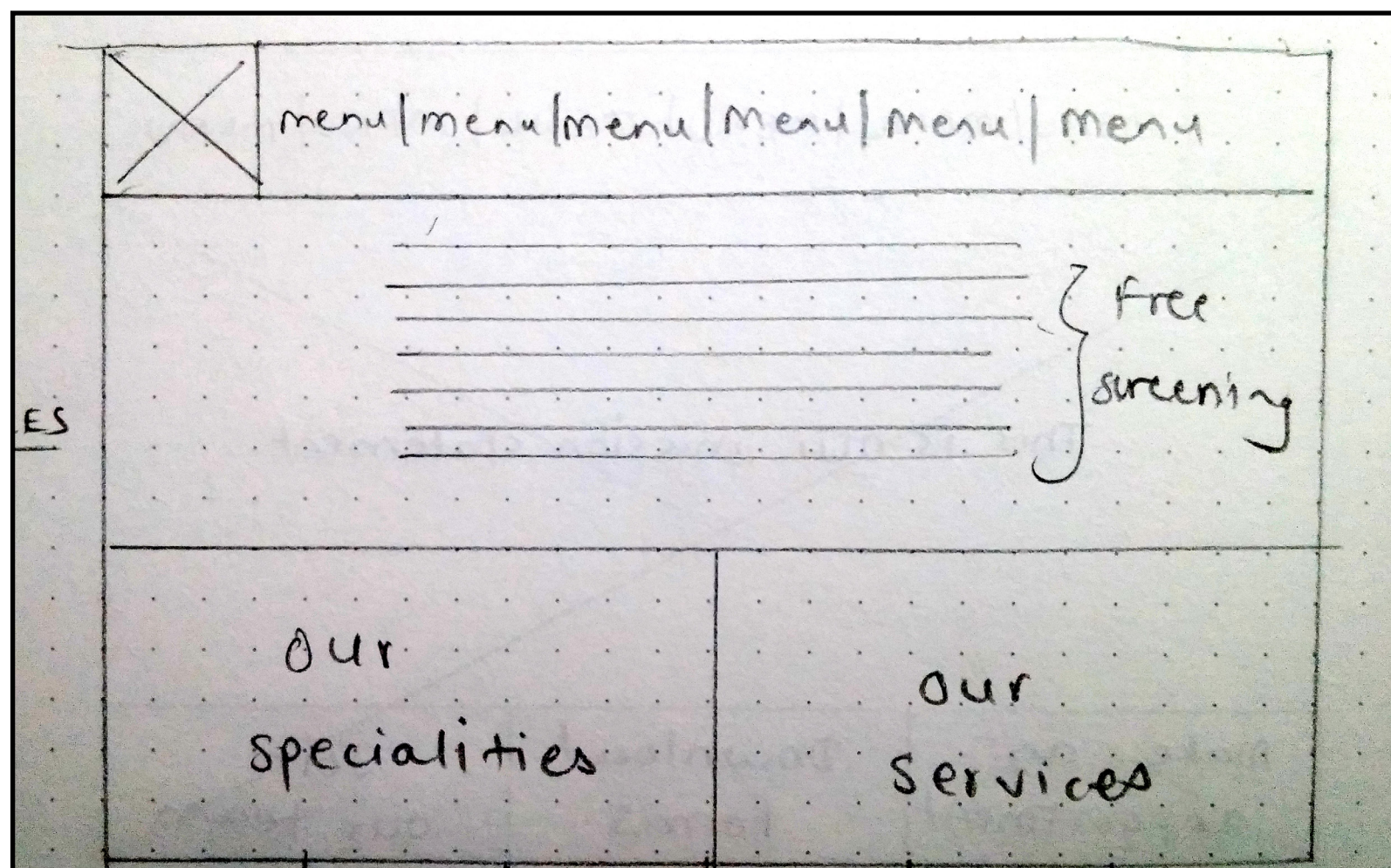


# SKETCHES

## TEAM



## SERVICES







## SKETCHES

## SERVICES

[illegible]

## RESOURCES

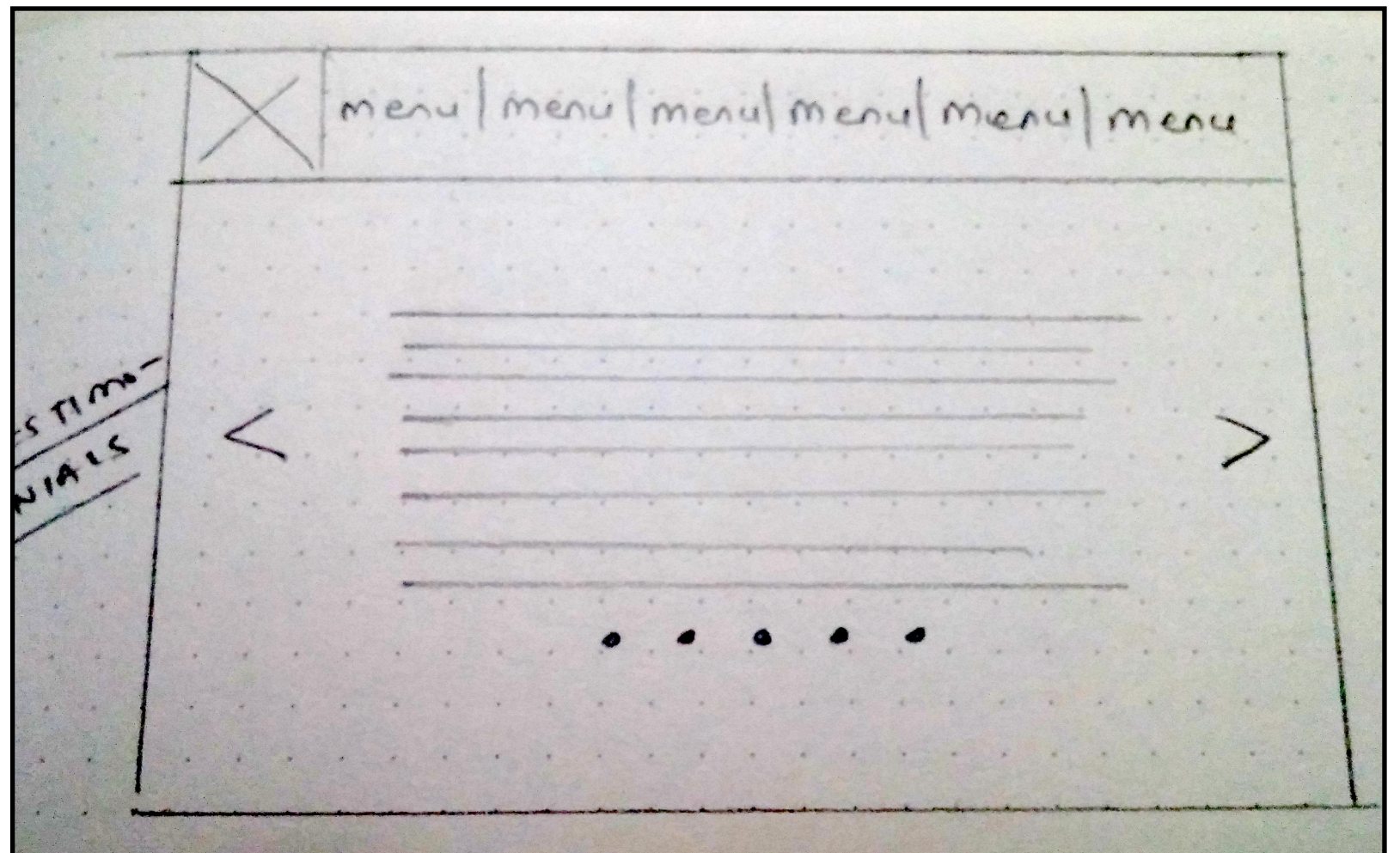
	menu/menu/menu/menu/menu	
RCEs	Chattanooga Colpae	Brook





# SKETCHES

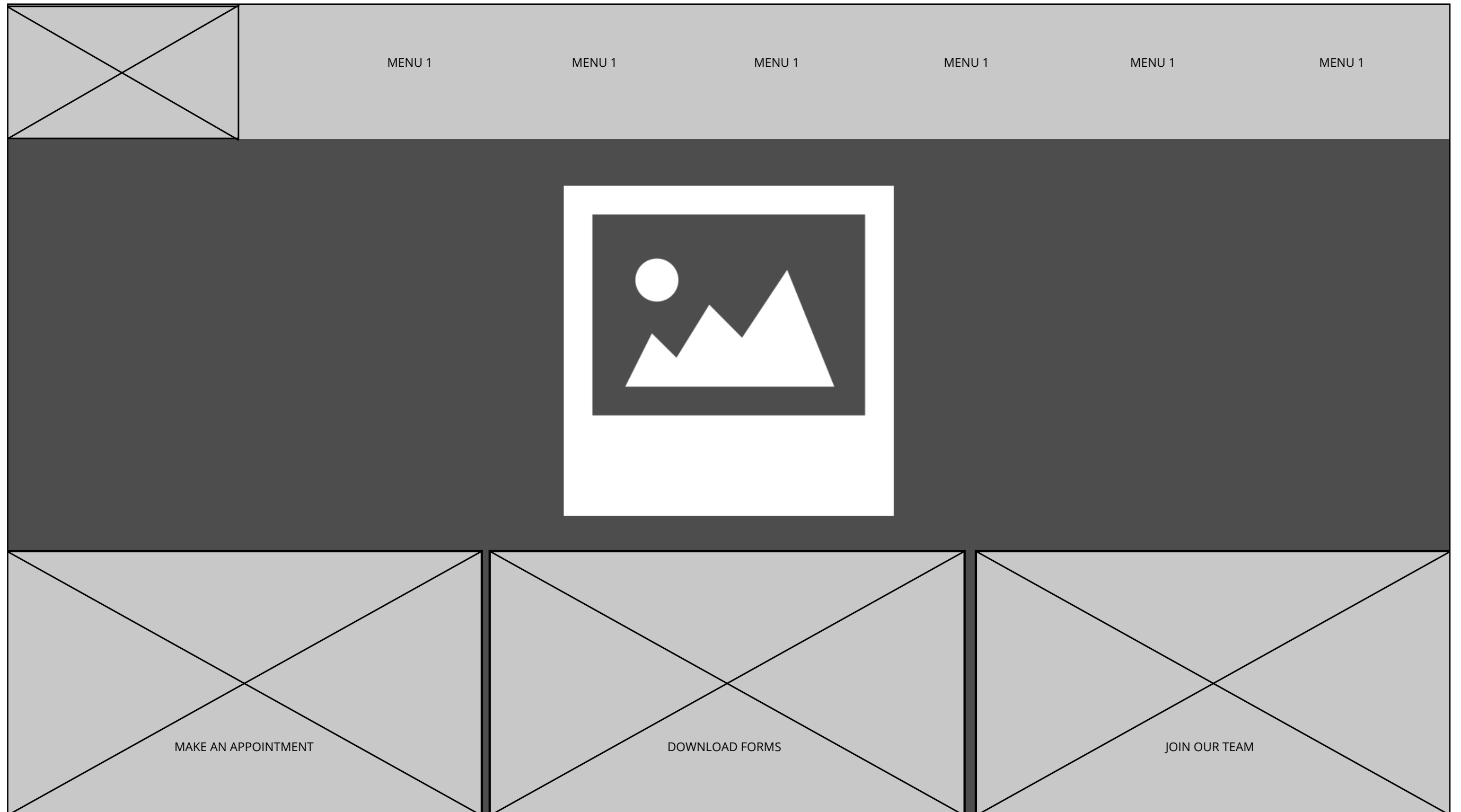
## TESTIMONIALS





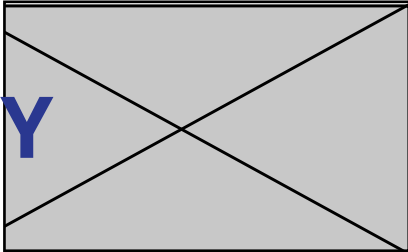
# WIREFRAMES

## HOME





# WIREFRAMES



MENU 1

MENU 1

MENU 1

MENU 1

MENU 1

MENU 1

## ABOUT CLINIC

## OUR MISSION

## OUR VISION



# WIREFRAMES

## TEAM

MENU 1

MENU 1

MENU 1

MENU 1

MENU 1

MENU 1



## SERVICES





# WIREFRAMES

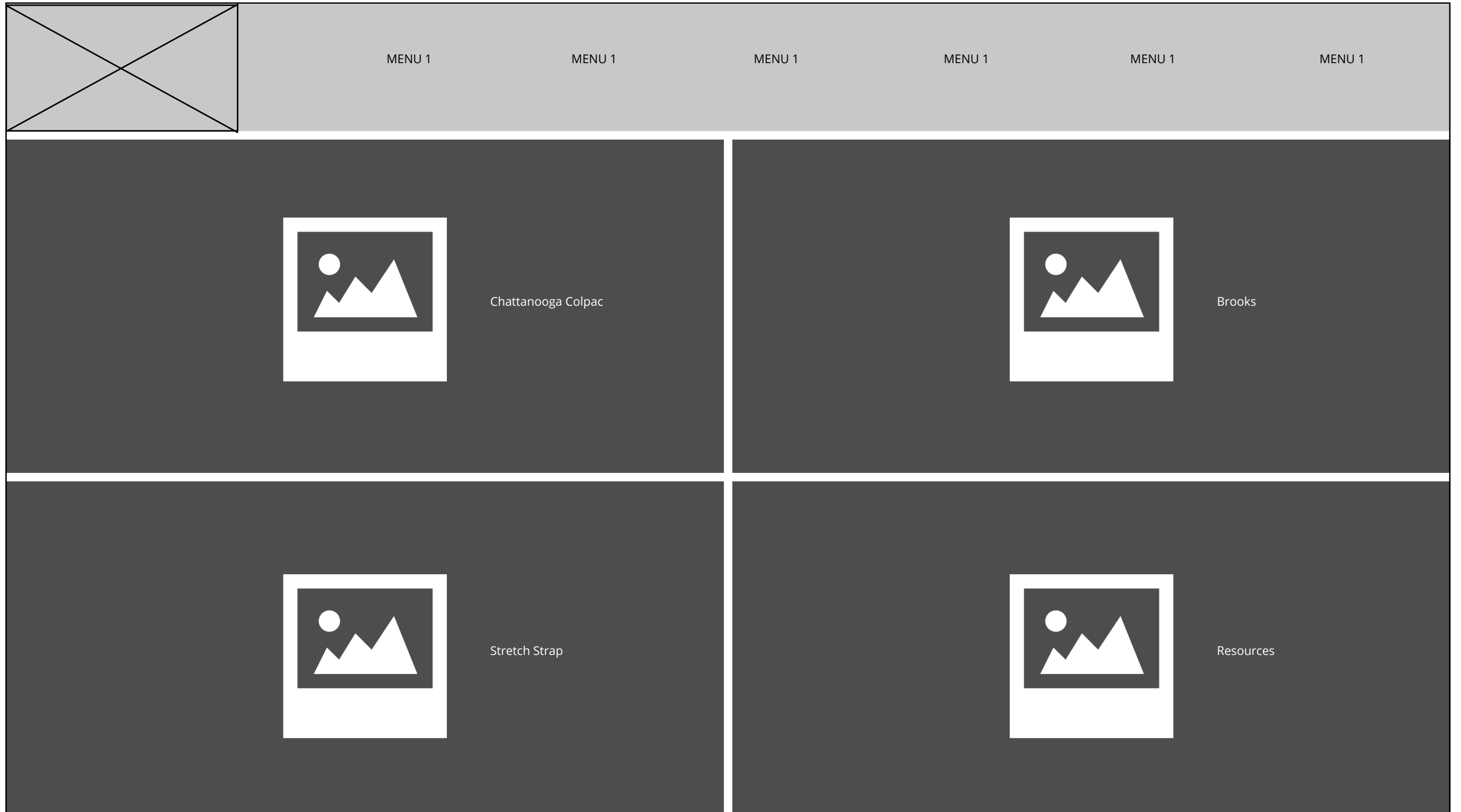
[illegible]





# WIREFRAMES

## RESOURCES





# WIREFRAMES

## TESTIMONIALS

MENU 1

MENU 1

MENU 1

MENU 1

MENU 1






# WIREFRAMES

[illegible]



# MOCK-UPS

## HOME



HOME

PHILOSOPHY

TEAM


SERVICES

RESOURCES

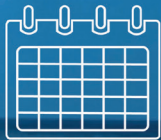
TESTIMONIALS

CONTACT


(425)-455-0699  
(425)-698-7021




# GET BACK YOUR ACTIVE LIFE




MAKE AN APPOINTMENT



DOWNLOAD FORM






JOIN OUR TEAM



**Open Hours**  
Mon-Thur 6 am - 4 pm  
Outside business hours available if  
needed, by appointment only.

**Office Phone**  
(425)-455-0699  
**Weekend Phone**  
(425)-698-7021




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# MOCK-UPS

## HOME



HOME

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TESTIMONIALS

CONTACT

(425)-455-0699  
(425)-698-7021

Name

Phone

Primary Physician

Reason For Visit

<

December 2017

>

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

SUBMIT



Open Hours

Mon-Thur 6 am - 4 pm

Outside business hours available if  
needed, by appointment only.

Office Phone

(425)-455-0699

Weekend Phone

(425)-698-7021

Search...








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# MOCK-UPS

## HOME



HOME

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TESTIMONIALS

CONTACT




(425)-455-0699  
(425)-698-7021

Your appointment is on  
December 13 at 12:00 PM



**Open Hours**  
Mon-Thur 6 am - 4 pm  
Outside business hours available if  
needed, by appointment only.

**Office Phone**  
(425)-455-0699  
**Weekend Phone**  
(425)-698-7021




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# MOCK-UPS

## HOME



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CONTACT

(425)-455-0699  
(425)-698-7021

Name


Phone

Email

UPLOAD RESUME

Tell us about yourself




SUBMIT



**Open Hours**  
Mon-Thur 6 am - 4 pm  
Outside business hours available if  
needed, by appointment only.

**Office Phone**  
(425)-455-0699  
**Weekend Phone**  
(425)-698-7021

Search...




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# MOCK-UPS

## HOME



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TESTIMONIALS

CONTACT




(425)-455-0699  
(425)-698-7021

Thank you for giving us the opportunity to consider you.  
We will take a look at the information you sent and we will be in touch if we  
have any questions.



**Open Hours**  
Mon-Thur 6 am - 4 pm  
Outside business hours available if  
needed, by appointment only.

**Office Phone**  
(425)-455-0699  
**Weekend Phone**  
(425)-698-7021




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# MOCK-UPS

## PHILOSOPHY



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(425)-455-0699  
(425)-698-7021



### MILESTONE PHYSICAL THERAPY


Founded in 2011 by Keely Kowalchuk, Milestone Physical Therapy is a successful locally owned clinic conveniently located near Microsoft in the Bellevue/Redmond/Kirkland area. We are proud to offer exceptional and highly personalized patient service in a family friendly environment. Our hands-on care will help you achieve your “milestones” during your recovery. We are passionate about your care. Part of your completion of treatment is preparing and training you to maintain your goals in your daily life. We keep our clinic cleaned and maintained to the highest standard to insuring the safety of all patients.

### OUR VISION

Milestone Physical Therapy, Inc. will be viewed by our patients, their families, the medical community, and the public as providing care with optimal health outcomes in an atmosphere of personal dignity and respect for cultural diversity. This will be accomplished through a collaborative effort by clinic personnel, service vendors, and medical staff in an innovative, personalized, and compassionate approach.




### OUR MISSION

Milestone Physical Therapy, Inc is committed to providing the highest level of healthcare combined with a unique system of training for all aged patients and other physically challenged individuals facing catastrophic life changes. Care is based upon a written treatment plan that is built upon promoting patient autonomy, self-reliance, and participation in decision making. We will address your physiological and emotional needs, safety, and self-esteem in a nourishing rehabilitative environment devoted to satisfying patient, physicians, and staff members. Our patients are our first priority.



**Open Hours**  
Mon-Thur 6 am - 4 pm  
Outside business hours available if  
needed, by appointment only.

**Office Phone**  
(425)-455-0699  
**Weekend Phone**  
(425)-698-7021




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# MOCK-UPS

## TEAM



HOMEPHILOSOPHYTEAMSERVICESRESOURCESTESTIMONIALSCONTACT

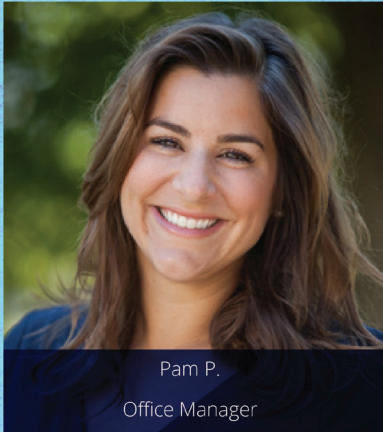
(425)-455-0699  
(425)-698-7021




Keely Kowalchuk  
Physical Therapist

### ABOUT THE OWNER

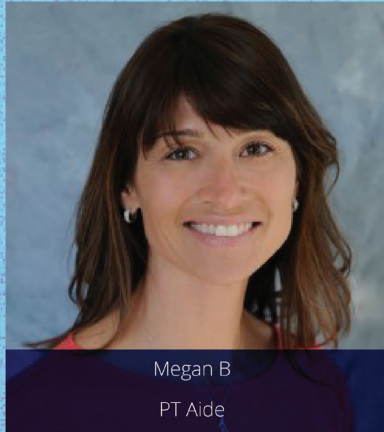
As founder of Milestone Physical Therapy, Keely has over 20 years of experience. Her focus in physical therapy lies in combining therapeutic exercise and patient education along with manual hands on physical therapy to provide effective rehabilitation techniques and treatment plans. Keely is experienced at treating seniors, adults, teens, and children. Her hands-on treatment methods are used with a combination of joint mobilization/manual therapeutic techniques, modalities and soft tissue/myofascial release with an emphasis on exercise and stretching programs to reach patients goals. Her primary goal is to restore function to each patient by increasing flexibility, strength, mobility and balance. Keely provides a fun energetic atmosphere for her healing patients.



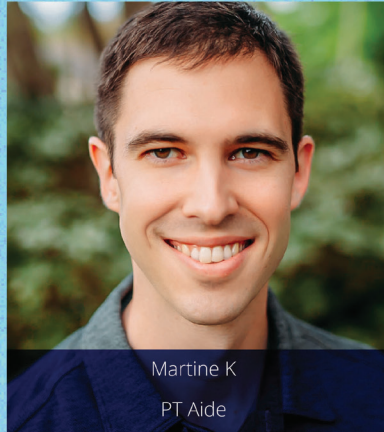
Pam P.  
Office Manager




Jean K  
Bookkeeper



Megan B  
PT Aide






Martine K  
PT Aide



**Open Hours**  
Mon-Thur 6 am - 4 pm  
Outside business hours available if  
needed, by appointment only.

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## SERVICES



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### SIGN UP FOR A FREE SCREENING

A free screening with one of our physical therapists is pretty simple:

1. Email your interest in a free screening to [pt@milestonephysicaltherapy.com](mailto:pt@milestonephysicaltherapy.com). Please include body part(s) or physical concern you would like the therapist to screen.
2. We'll call you in 2-3 business days to schedule your screening and email you a one page screening form to fill out prior to your free screening appointment.
3. You come in to our convenient location for about 15 minutes to meet with a therapist.
4. If physical therapy can help, we'll contact your doctor for a referral.




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## SERVICES

Outpatient physical therapy  
Manual physical therapy  
Cervical/lumbar traction  
Prehab for operative conditions  
Post operative rehabilitation  
Preventative care training  
Guided exercise programs  
Postural re-education training  
Work station training & education  
In-house gym maintenance program

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## SERVICES



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### SPECIALTIES

Pre & Post operative joint replacement

- Work-related injuries
- Sports-related injuries
- Motor vehicle injuries
- Neck & back pain

Post operative neck/back injuries

Upper extremity injuries:

- shoulder, elbow, wrist/hand

Lower extremity injuries:

- hip, thigh, knee, ankle/foot

Vestibular/dizziness

Injury Prevention training

- Chronic pain
- Tendonitis/bursitis
- Post fracture

Neurological disorders

Varying arthritic pain

Gait/balance disorders

Fall prevention


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### BROOKS

As an experienced runner, Keely has found Brooks running shoes to be the highest quality with plenty of styles and supports to choose from. A Brooks Associate can help you find the right shoes for your feet. There are several local stores that carry Brooks including the Brooks Outlet in Bothell and many online options.




### STRETCH OUT STRAP

The stretch Out Strap is very useful for home stretches. With multiple loops it is easy to use and achieve the desired stretch without assistance. There are other stretch bands available, however this is the one we are most familiar with and found very durable. While carried locally in some stores, Amazon offers a competitive price.



### CHATTANOOGA COLPAC

In the clinic we prefer and use the Chattanooga Colpacs because they are long lasting, durable, and very effective. We have found Amazon.com to be convenient and cost effective. The two main packs we use in clinic are the neck ColPac (21" to 23" long), and a rectangle Colpac (11"x14" or 12.5"x18.5").



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## TESTIMONIALS


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My attitude going into therapy was decidedly negative. Went in barely able to feed myself or scratch the top of my head. At 61, I doubted my innate recuperative powers. But Keely would have none of that! Positive vibes prevail at Milestone and inspired by her obvious understanding of human anatomy my attitude began to change. A great staff – friendly and knowledgeable – plus the world’s cutest dogs made for a pleasant atmosphere. Thank to Milestone I am back to work full time (carrier for USPS) with no limitations and looking towards a healthy future.




~ Steven L





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### CLINIC LOCATION

Five Corners Office Building  
1951 152nd Place NE, Suite 102,  
Bellevue WA 98007 Office

### PHONE

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### WEEKEND PHONE


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### FAX

425-455-1541




### E-MAIL

pt@milestonephysicaltherapy.com



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# PROTOTYPE



## LINK TO XD PROTOTYPE

<https://xd.adobe.com/view/f5df5eec-810f-4ad9-8224-1a32dd0be672>