

Family Legacy Counseling

The Challenge.

Family Legacy Counseling is a faith based counseling business based in Johnston, Iowa. Although existing website was fairly well designed, it lacked web usability and resulted in poor user experience.

Project scope was driven by two key factors – Exceptional user experience and clean design. A key secondary goal was to leverage website as a patient resource to help cut down phone calls related to simple questions that could be addressed by the web. Client also wanted to develop a consistent color theme that was more in line with their philosophy and business objectives.

The Solution.

Since web usability and simplicity were at the core of new design, we decided to implement a clean drop down navigation scheme that was easy to use across a wide variety of devices from mobile phones to tablets and desktops.

We also develop wireframes to better integrate two key areas – services and provider profiles. This was needed to improve user experience for patients researching providers before they made appointments. We also simplified contact and appointment requests by adding redundancy in design to integrate call to action areas.

ORIGINAL DESIGN



UPDATED DESIGN



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PROJECT SCOPE:
Fully Responsive Web Design
Content Management System
Mobile Website, Custom Programming