

Project 2 – Redesign: Southwest Internal Medicine Specialists

Danielle Toomer | February 19, 2013 | GRA2141c – Spring 2013 – Amanda Kern

Southwest Internal Medicine Specialists

website redesign – www.southwestinternalmedicine.com

Summary

Southwest Internal Medicine Specialists (SIMS) are internists who specialize in adult health (teens to elderly patients) and take care of the whole patient.

Goals

- convey SIMS as competent, friendly, and trustworthy
- provide a user friendly site for new and current patients
- offer information about the office, services, and health information



Client Brief

A

keep Quick Links drop down menu

B

remove search page and add search form to header

C

remove repeating logo

D

remove redundant navigation

E

remove image bar of URL

Other

- add make appointment text
- fix hierarchy
- edit navigation links (e.g. "Location" instead of "Map To Our Location")
- new color palette to convey: friendly, competent, trustworthy, calm, and clean
- some call outs on the homepage to information in subpages



Current Design

A
A

- light colors
- gradients
- horizontal navbar
- large phone# in header
- minimal footer (just text)

Inspiration**B**
B

- solid colors
- light colors
- large phone# in body
- large footer with sitemap
- horizontal navbar

C

Stone Creek

(513) 741-7281


FAMILY DENTAL

Original Dentist - Stone Creek Family Dental
3645 Stone Creek Blvd., Suite 1 - Cincinnati, OH 45221

Make An Appointment


PEDIATRIC FRIENDLY HOURS

Home Solutions & Services About Us Make an Appointment Patient Resources Success Stories



Your Cincinnati Dentists

Your dentists in Cincinnati - Excellent Service, Friendly Staff and cutting edge technology -



Invisalign in Cincinnati

With Invisalign, the dentists at Stone Creek Family Dental in Cincinnati can help you straighten your teeth while improving your overall dental health. Learn more about Invisalign.

Sedation Dentistry - We provide 100% anxiety free dentistry!

Free Consultation!

I was completely satisfied with their work. The staff was friendly and professional. Every procedure was explained before work began. After talking with the dentist (DINO DENK) my fears were put to rest and I was assured of a professional outcome.
J. Fuhr

General Dentistry

- Same Day Emergency Service
- Comprehensive Exams
- Advanced Oral Cancer Screenings
- Root Canal Therapy
- Mouth Guards
- Extractions
- Referral to sleep centers for sleep apnea

Cosmetic Dentistry

- Crowns
- Natural tooth colored fillings
- Invisalign
- Zoom! In-Office Whitening

Comfort

- Nitrous Oxide
- Oral Medication
- IV Sedation

Restorative Dentistry

- Dentures
- Dental Implant Services

Like Us on Facebook!

New Patient Resources

Welcome to Stone Creek Family Dental in Cincinnati! Below you will find all the resources you need in preparation for your first dental visit. We look forward to meeting you.

- [Schedule an Appointment](#)
- [Complete your assessment](#)
- [Get driving directions to our office](#)
- [Take an office tour](#)
- [Meet the team](#)
- [Learn how to effectively afford your treatment](#)

Insurance and Finances

Pay your bill, check your scheduled appointments and more from any internet connection with the Smile Dash Patient Portal. Sign up today!

View Your Account Online

SMILE DASH

Patient Portal

Your Cincinnati dentist offers several payment options, as well as customized payment plans specifically designed to fit your budget.

Apply Now

CareCredit

We accept most insurance plans.

Home | About Us | Make an Appointment |

D

city chiropractic

Services Testimonials Contact | Phone: 513.651.5151

Home Blog Bloggers Ask Doctors DDT Physical Drug & Alcohol Test DOT Testing Laser Therapy Women's Care Health Doctors





Car Testing

Increase the safety, ease, and accuracy of your employment, insurance, and medical records with our drug and alcohol testing.

Read More



Drug & Alcohol Testing

We are a collection site for employment, insurance, and medical records with our drug and alcohol testing.

Read More



DOT Physicals

The DOT (FMCSA) DOT physical exam centers are a vital part of the safety of our nation's roads. We offer DOT physicals, medical records, and more.

Read More



Laser Therapy

Laser Therapy is a non-invasive, pain-free, and effective treatment for many types of chronic pain, including back pain, neck pain, and joint pain.

Read More



Women's Care

Women's care is a vital part of our practice. We offer a variety of services for women, including prenatal care, postnatal care, and more.

Read More



WHO WE ARE

City Chiropractic is a chiropractic clinic located in NE Minneapolis and provides personalized chiropractic care for injured patients at the office or at the patient's home or work. Most of our patients suffer from acute or chronic pain in the neck, back, arms or legs. The specialists in many chiropractic techniques and use them ALL to improve mobility and decrease pain.

WHAT WE DO

City Chiropractic offers more services than most chiropractic clinics, from same day DOT physical exams to quality chiropractic adjustments we provide professional and unique care for our patients and clients. Chiropractic care makes a detailed exam to identify the problem and, of course, treatment to get you back to feeling better quickly. We also perform DOT Physicals and serve as a collection site for Drug and Alcohol testing.



CITY CHIROPRACTIC EMAIL SIGN-UP

We would love to hear from you!

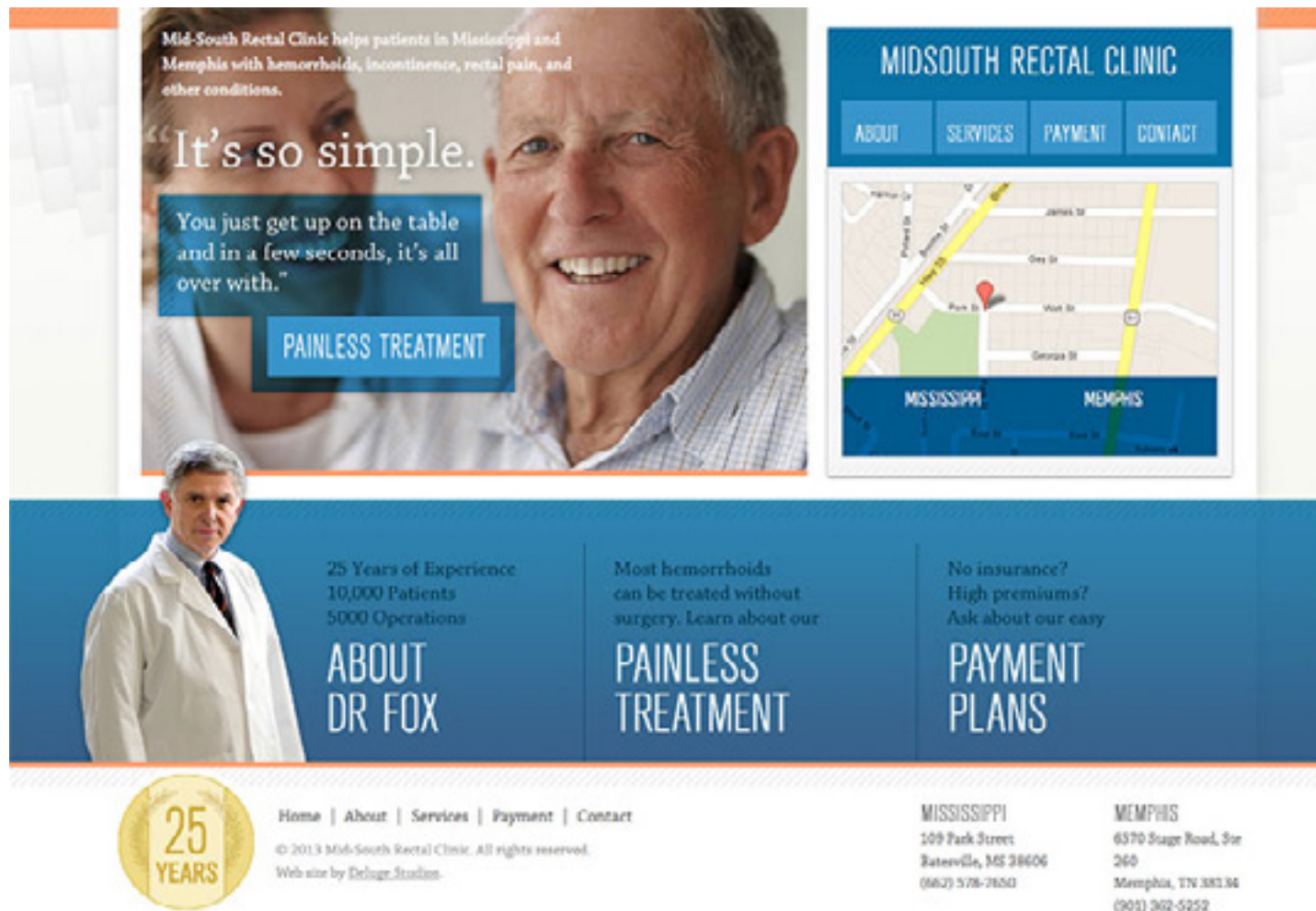
Name:

Email:

Inspiration

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E



C

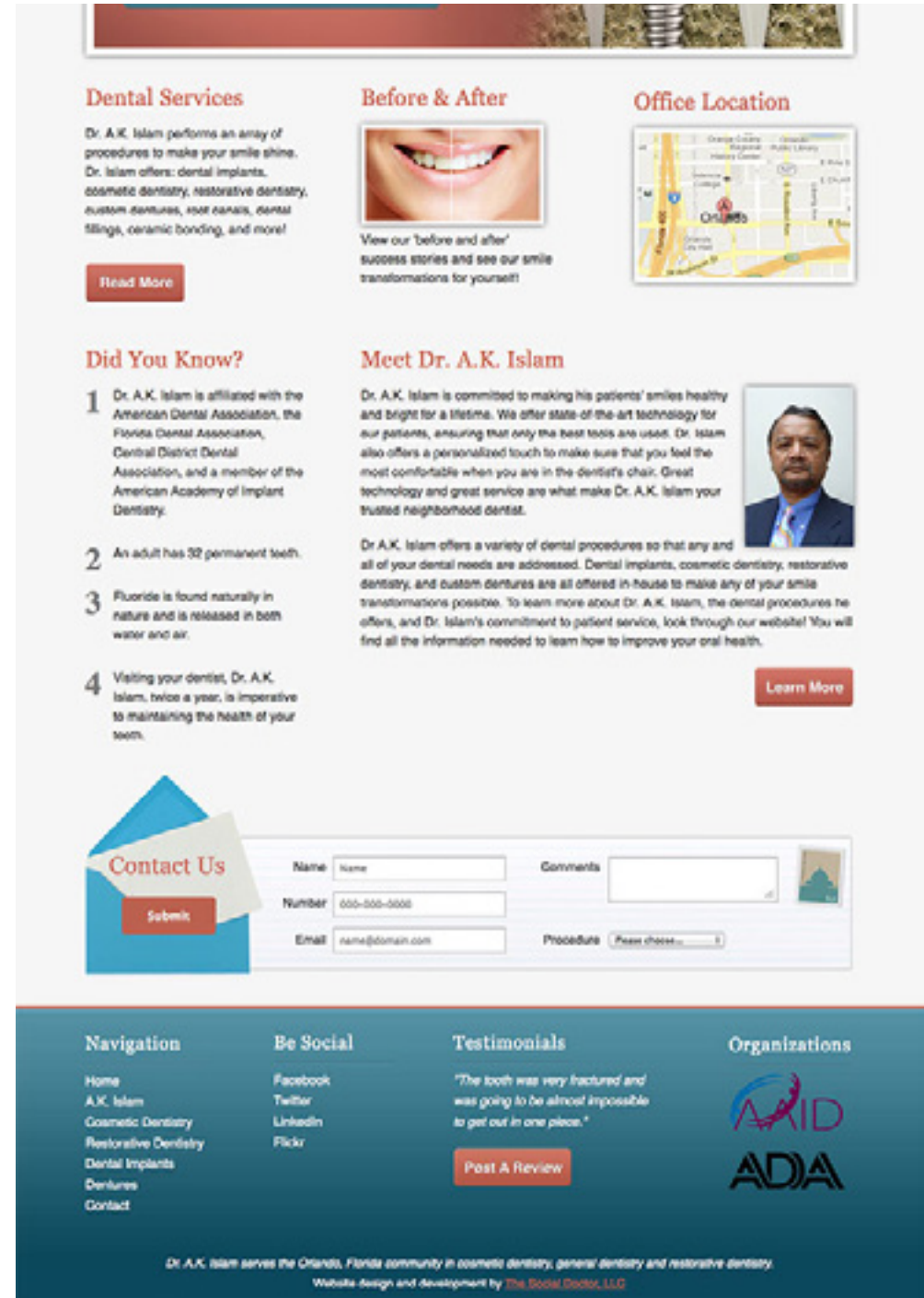
- limited colors
- solid colors
- different colors for different fields
- large phone# in header
- borders delineate different fields
- horizontal navbar

D

- desaturated colors
- different colors for different fields
- large phone# in header
- horizontal navbar
- navigation icons w/in body

E

- small horizontal navbar w/in box
- minimal footer with sitemap, address, copyright
- limited colors
- gradient



- phone# in header
- horizontal navbar at very top
- three column
- contact form
- limited colors
- gradients
- border delineating header/footer from body
- drop shadow on images

1a

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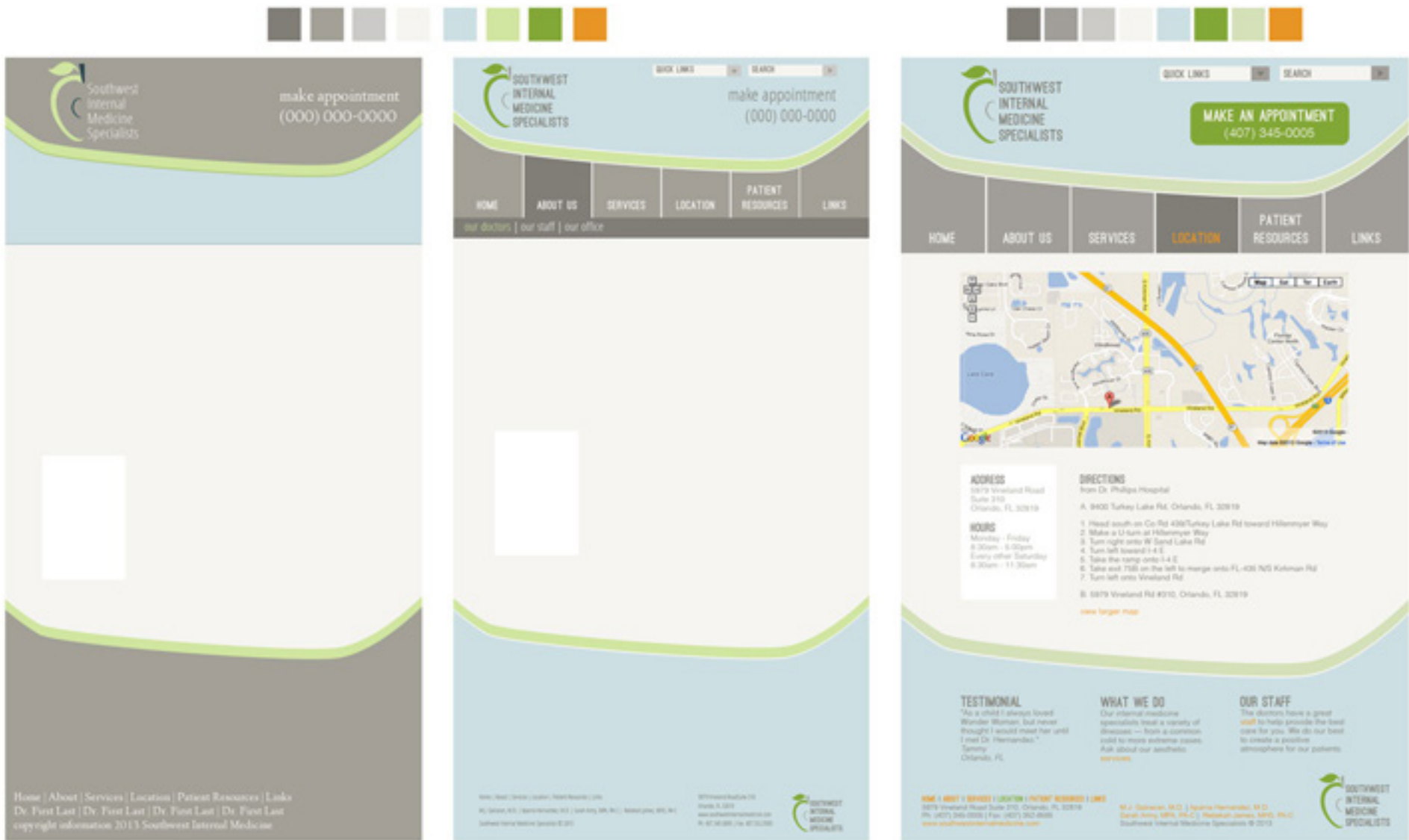
5b

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Preliminary color study

convey: friendly, competent, trustworthy, calm, healthy, and clean.

- blue – calm, competent, trustworthy
- green – calm, healthy
- neutral colors (grey/white) – calm, clean
- orange – friendly



Advanced color study

- green swoop & appointment box to reference apple logo
- navigation link colors (inactive and active)
- orange links in body and footer

Color Exploration

1 **Headings**
SUBHEADINGS

2 **Headings**
SUBHEADINGS

3 **Headings**
SUBHEADINGS

4 **Headings**
Subheadings

5 **Headings**
Subheadings

6 **Headings**
Subheadings

7 **Headings**
SUBHEADINGS

8 **Headings**
Subheadings

1. Gloucester MT Extra Cond./Ostrich Sans Med.

2. Bitter/Ostrich Sans Med.

3. League Gothic Reg./Ostrich Sans Med.

4. League Gothic Reg./Open Sans Cond. Lt.

5. Open Sans Cond. Bold/Open Sans Cond. Lt.

6. Helvetica Neue Cond. Bold/Open Sans Cond. Lt.

7. Helvetica Neue Cond. Bold/Ostrich Sans Med.

8. Helvetic Neue Bold/Helvetica Neue Lt.

Type Exploration



HEADINGS (OSTRICH SANS BLACK)
Subheadings / Body
(Helvetica Light) **Links**

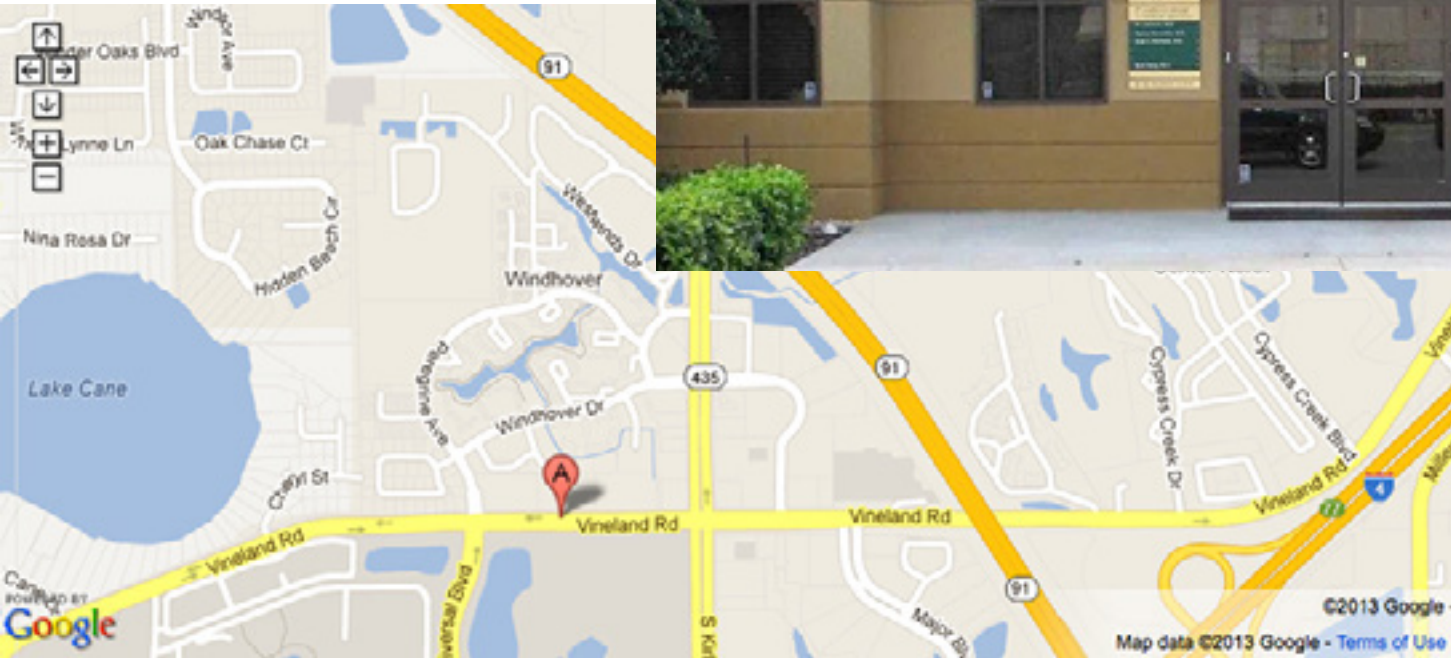
Logo update & final type selection

- slight update to logo colors and typeface to work with design
- typeface — bold (uppercase) and light sans serif for contrast
- sans serif gives a clean, modern look

Type Exploration



photo of building



Google map



examples of portraits to use on website

Assets

Home

large image of doctors/or office, blurb about practice, call outs to information on subpages, office hours

on every page | logo at top, phone # at top (make appointment), quick links dropdown, search form, address in footer w/ copyright and sitemap

About Us

Our Doctors

portrait photo with biography, link to Orlando Magazine article

Our Staff

portrait photo with biography

Our Office

image of office (inside), hours, link to location/map, general policies, emergency care`

Services

list of services, make appointment

Patient Resources

Patient Forms

Adobe Acrobat disclaimer

Privacy Policy

Health Education

images and brief summary of each article

Location

Google map, address, directions

Links

Sitemap

HOMEPAGE
LOCATION
DOCTOR
PRIVACY POL

EVERY

logo
ph#/appointments
QuickLinks
Search form
address in footer

HOME
call outs
make appt
patient form
health info

Southwest
Internal
Medicine
Specialists



Similar
Shapes
to apple
logo



Maybe no
large img on
subpages

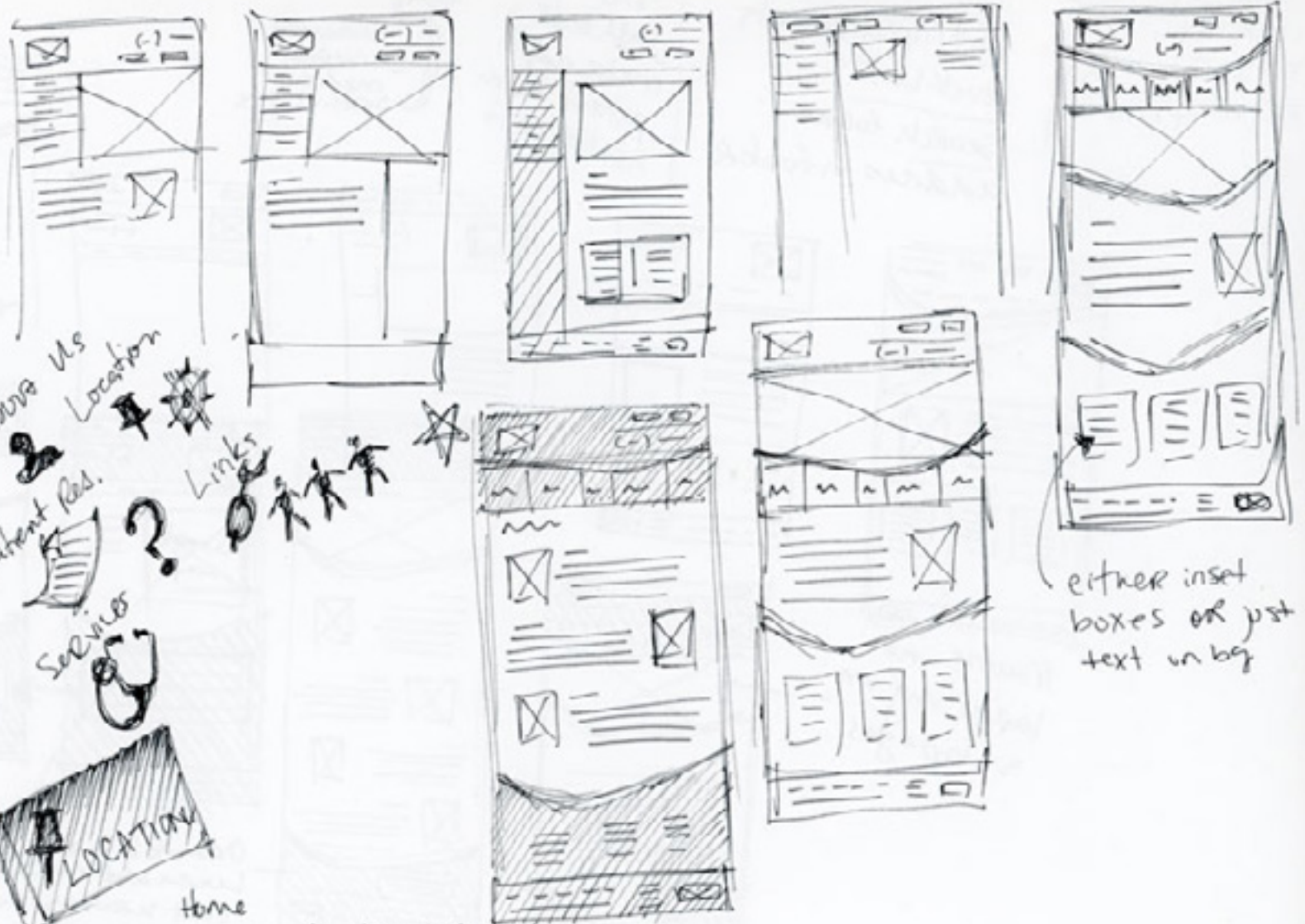


written directions
Orlando blog article
Learn about Office/Staff
What services they provide

Wireframes – thumbnails



- Home
- Services
- Location
- Links
- Patient Resources
 - Patient Forms
 - Health Edu
 - Privacy Policy
- About Us
 - Our Doctors
 - Our Staff
 - Our Office



either inset boxes or just text on bg

Wireframes – thumbnails

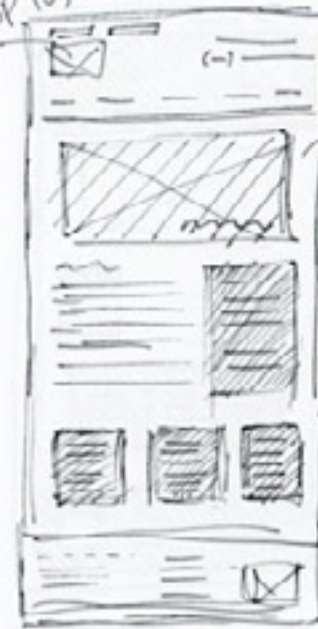
Footer
sitemap
address
copyright
testimonials?
designed by?
logo

- HOME
- ABOUT US
- SERVICES
- LOCATION
- PATIENT RESOURCES
- LINKS

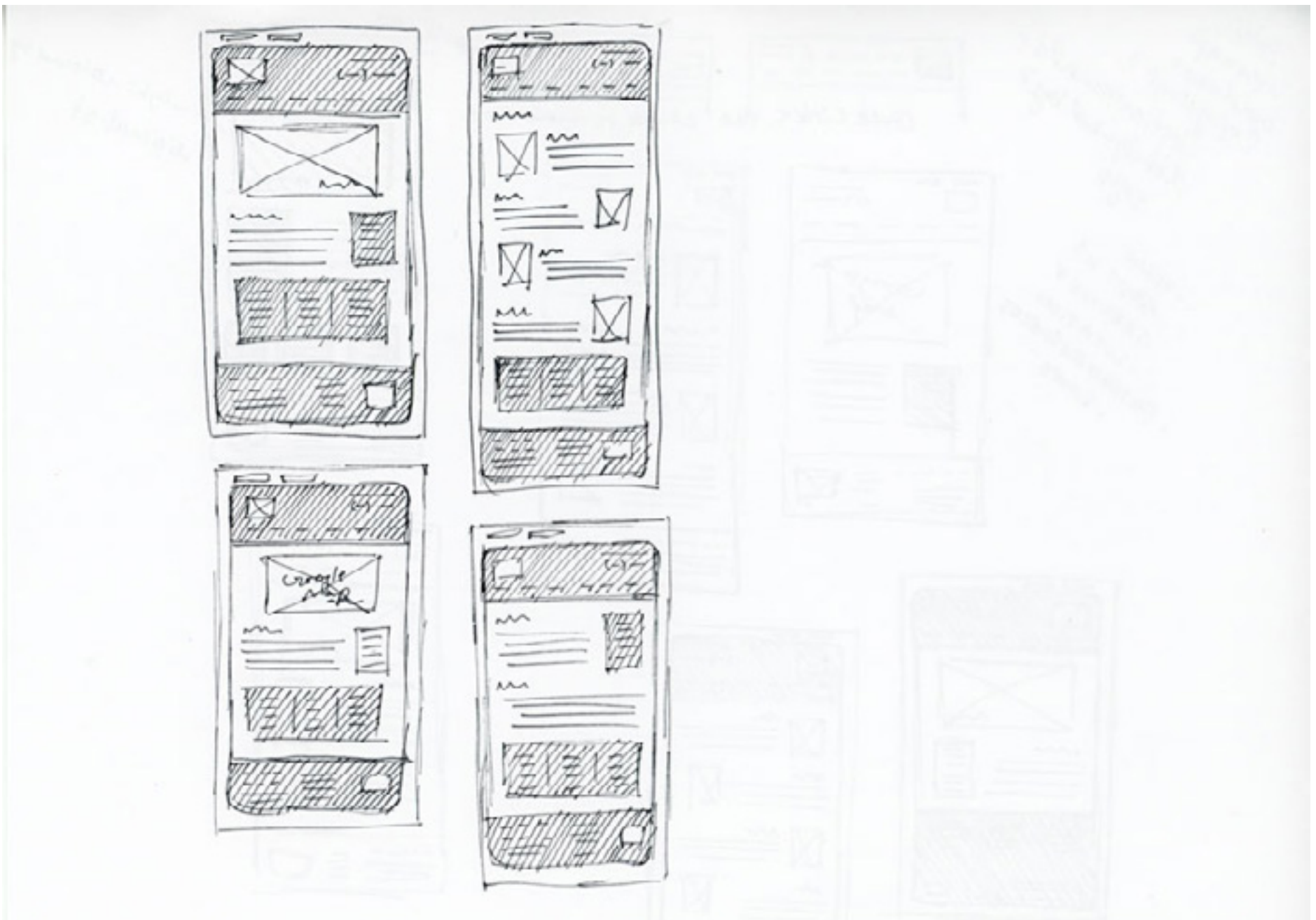
Quick Links too close to main nav

transp logo

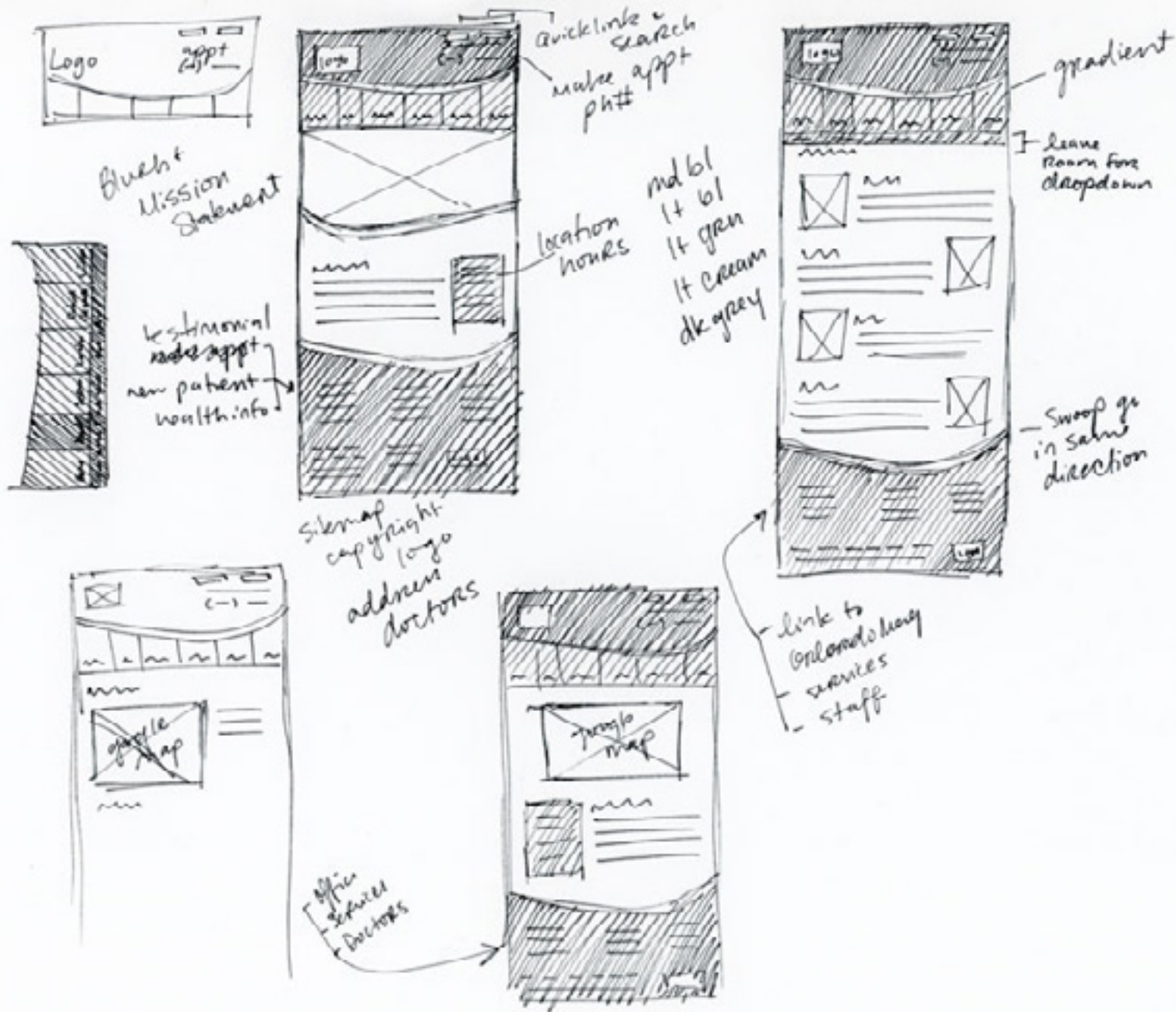
light colored by minimalist



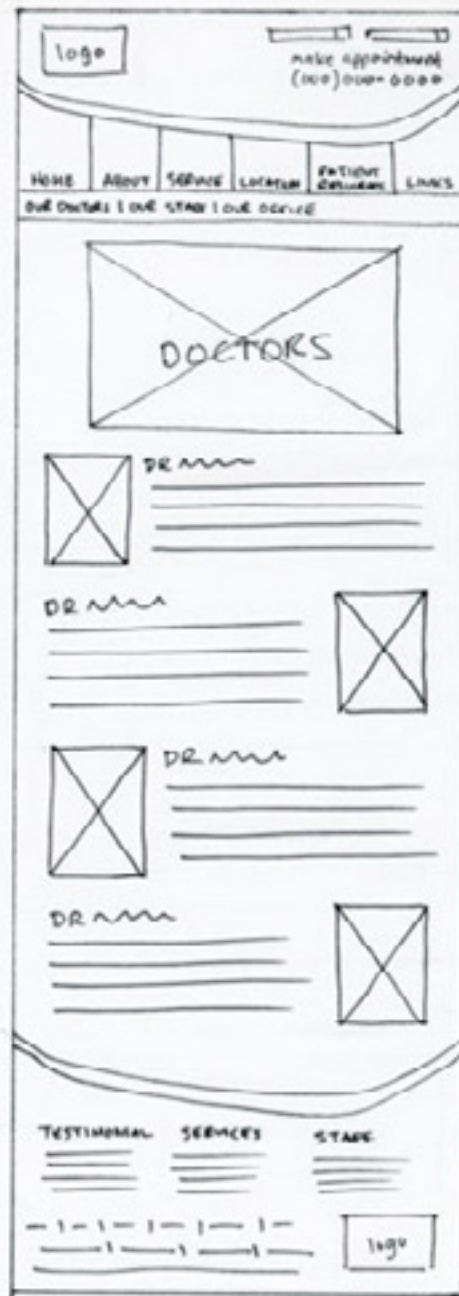
Wireframes – thumbnails



Wireframes – thumbnails

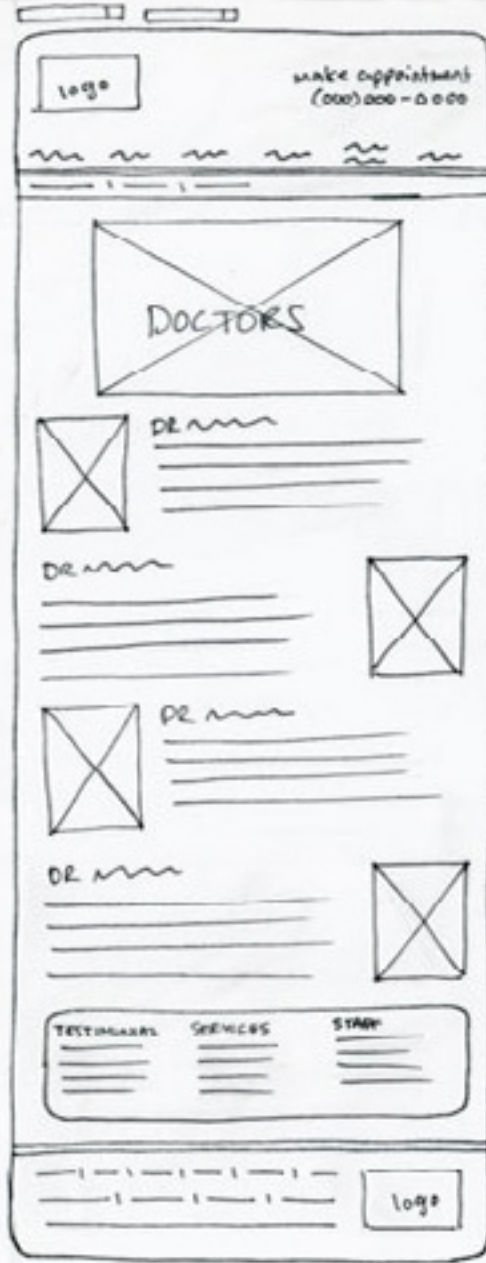
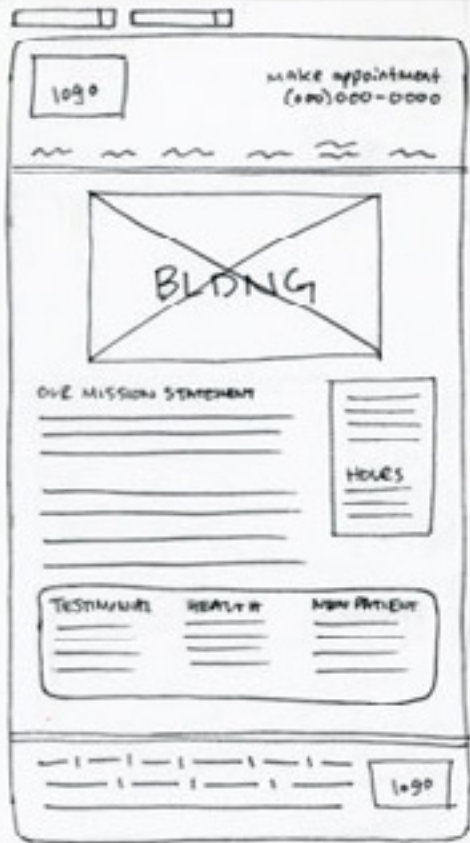


Wireframes – thumbnails



The swoosh shape in the header and footer reflects the apple in the logo (shape will be green). The body content is contained within those swoosh shapes. Drop down Quick Links box and Search form at top. Drop down for subnavigation that will stay on page to indicate where the user is.

Wireframes – option A



Quick Links drop down and Search form above header. Bar across bottom of header / top of footer is same green seen in logo. Bar grows taller to contain subnavigation and stays on page to show where the user is.

Wireframes – option B



No color background like in Options A and B — only white background. Breadcrumb navigation for subpages below main navigation. Bar separating header and footer from body is green like the logo.

Wireframes — option C



MAKE AN APPOINTMENT
(407) 345-0005

HOME ABOUT US SERVICES LOCATION PATIENT RESOURCES LINKS



Southwest Internal Medicine Specialists is committed to long term comprehensive quality healthcare and prevention. Choosing a primary care physician is a difficult decision to make. We are prepared to meet a broad range of adult health care needs. We place an emphasis on preventative medicine and take an active role in maintaining your good health.

OUR MISSION STATEMENT

Our mission is to promote good health and to deliver the highest quality care to our patients. We are committed to responding to our patients' needs with compassion, respect and in a timely manner.

ADDRESS

5979 Vineland Road
Suite 310
Orlando, FL 32819

HOURS

Monday - Friday
8:30am - 5:00pm
Every other Saturday
8:00am - 11:30am

TESTIMONIAL

"Dr. Galceran has always been wonderful to me and made me feel truly cared about."
Anonymous

HEALTH EDUCATION

Wondering how to prevent heart disease? Should get a flu shot this year? Get more information about your health.

OUR STAFF

We have a great staff to help provide the best care and create a positive atmosphere for all our patients.

HOME | ABOUT | SERVICES | LOCATION | PATIENT RESOURCES | LINKS

M.J. Galceran, M.D. | Aparna Hernandez, M.D. | Sarah Army, MPA, PA-C | Rebekah James, MHS, PA-C
5979 Vineland Road Suite 310, Orlando, FL 32819 | Ph: (407) 345-0005 | Fax: (407) 352-8585
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HOME ABOUT US SERVICES LOCATION PATIENT RESOURCES LINKS

our doctors | our staff | our office



M.J. GALCERAN, M.D. practices general internal medicine with an emphasis on preventive health care and men's and women's wellness. He graduated magna cum laude from the University of Miami, received his medical degree from the University of Florida, and completed specialty training in internal medicine at Orlando Regional Medical Center. Dr. Galceran is certified by the American Board of Internal Medicine. He is currently Chairman of the Department of Medicine, and has previously been Chief of the Medical Staff at ORH's Sandlake Hospital. He has served on the board of directors of the Orange County Medical Society on several occasions.

APARNA HERNANDEZ, M.D. graduated with honors from medical school at the University of Bombay, India. She then served as Research Associate for a year in Transplantation Medicine at the University of Pittsburgh. After finishing internship and residency in Internal Medicine at the Greater Baltimore Medical Center where she also served as Chief Resident for a year, Dr. Hernandez did a fellowship in Cardiovascular Medicine at the University of Pittsburgh for one year.

First Board certified in Internal Medicine in 1995, Dr. Hernandez was recently re-certified by the American Board of Internal Medicine with full honors in 2006. She has served as Chair of the Department of Medicine at Orlando Regional Dr. Phillips Hospital and director of the hospital's critical care committee. She also served as the young physician's representative of the Orange County Medical Society. Dr. Hernandez is a member of the American College of Physicians, the American Medical Association, the Florida Medical Association and the Orange County Medical Society.



Since establishing her practice at Southwest Internal Medicine Specialists in 1998, Dr. Hernandez has strived for intellectual excellence while practicing confident, compassionate and empathetic patient care. Along with her husband Dr. Vivicio Hernandez, an Oncologist in well regard in the community, Dr. Hernandez enjoys being a resident of Southwest Orlando and hopes to continue to be of services to her patients for many more years to come.



SARAH ARMY, MPA, PA-C has been a practicing physician assistant at Southwest Internal Medicine Specialists since January of 2006. A native of Virginia, she received her undergraduate degree in Biology from the University of Virginia in the year 2000. She then earned her Master of Physician Assistant degree from the Eastern Virginia Medical School, graduating first in her class. After receiving her national certification, she relocated to Orlando, Florida, where she has since been with Southwest Internal Medicine Specialists.

She is licensed to practice in both the State of Florida and the Commonwealth of Virginia. She is a member of the American Academy of Physician Assistants and the Florida Academy of Physician Assistants.

REBEKAH JAMES, MHS, PA-C, joined Southwest Internal Medicine in

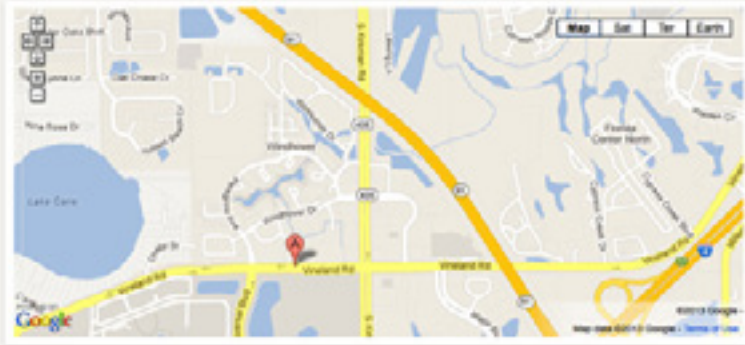
Comps process – concept exploration: option B

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- HOME
- ABOUT US
- SERVICES
- LOCATION
- PATIENT RESOURCES
- LINKS



ADDRESS
5979 Vineland Road
Suite 310
Orlando, FL 32819

HOURS
Monday - Friday
8:30am - 5:00pm
Every other Saturday
8:30am - 11:30am

DIRECTIONS
from Dr. Phillips Hospital
A. 9400 Turkey Lake Rd, Orlando, FL 32819
1. Head south on Co Rd 439/Turkey Lake Rd toward Hillenmyer Way
2. Make a U-turn at Hillenmyer Way
3. Turn right onto W Sand Lake Rd
4. Turn left toward I-4 E
5. Take the ramp onto I-4 E
6. Take exit 75B on the left to merge onto FL-435 N/S Kirkman Rd
7. Turn left onto Vineland Rd
B. 5979 Vineland Rd #310, Orlando, FL 32819

[view larger map](#)

TESTIMONIAL

"Dr. Galceran has always been wonderful to me and made me feel truly cared about."
Anonymous

HEALTH EDUCATION

Wondering how to prevent heart disease? Should get a flu shot this year? Get more information about your **health**.

OUR STAFF

We have a great **staff** to help provide the best care and create a positive atmosphere for all our patients.

HOME | ABOUT | SERVICES | LOCATION | PATIENT RESOURCES | LINKS

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- HOME
- ABOUT US
- SERVICES
- LOCATION
- PATIENT RESOURCES
- LINKS

[patient forms](#) | [health education](#) | [privacy policy](#)

NOTICE OF PRIVACY PRACTICES

This notice describes how medical information about you may be used and disclosed and how you can get access to this information. Please review it carefully. If you have any questions, please contact our privacy office at the address or phone number at the bottom of this notice.

DOWNLOAD

[Privacy policy \(PDF\)](#)

- WHO WILL FOLLOW THIS NOTICE?
- OUR PLEDGE TO YOU
- HOW WE MAY USE AND DISCLOSE MEDICAL INFORMATION ABOUT YOU
- RIGHT TO ACCESS AND OR AMEND YOUR RECORDS
- RIGHT TO AN ACCOUNTING
- RIGHT TO REQUEST RESTRICTIONS
- REQUESTS FOR CONFIDENTIAL
- RIGHT TO REQUEST A PAPER COPY OF THIS NOTICE
- CHANGES TO THIS NOTICE
- COMPLAINTS

TESTIMONIAL

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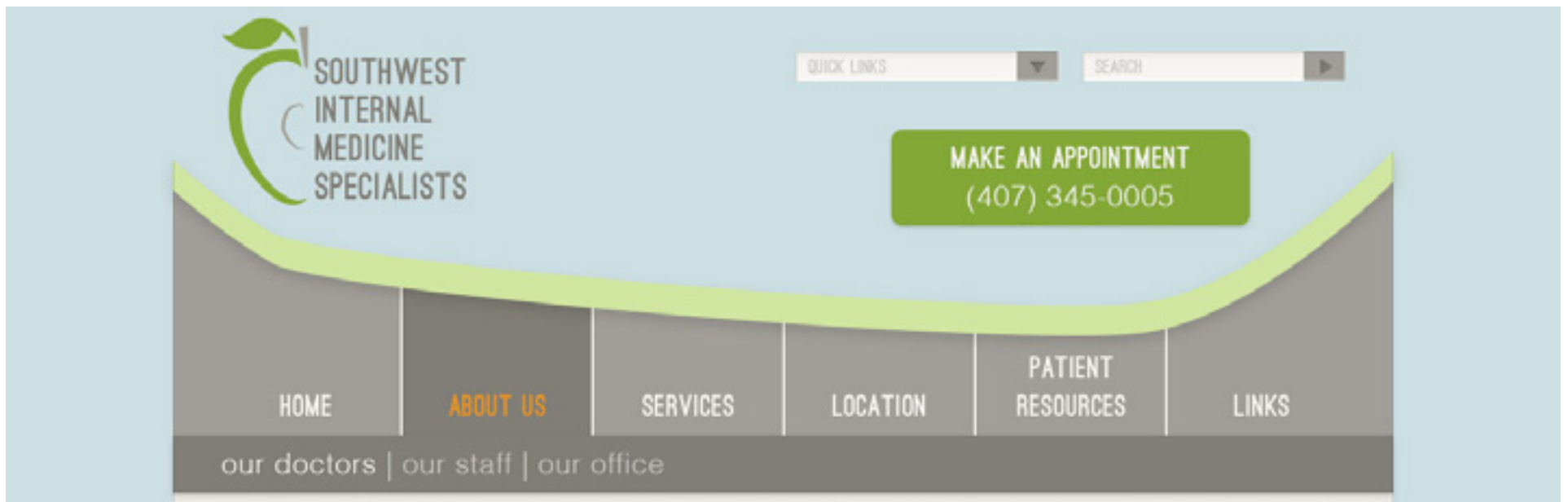


Comps process – concept exploration: option B



The design requires some sort of background color for when the browser widens. Grey is too dark. Beige makes everything blend together. The blue background works well — the navigation and body content look contained within the green swoosh shapes (like the inside of an apple).

Comps process – background color exploration



Initial header design needed to use more of the horizontal width. The quick links menu and search form were too large. The navigation was too tall/large. Also, the drop shadow was too heavy. The final solution makes better use of the space.

Comps process – initial header design & final solution

obesity prevention and treatment.

TESTIMONIAL

"Dr. Galceran has always been wonderful to me and made me feel truly cared about."

Anonymous

WHAT WE DO

Our internal medicine specialists treat a variety of illnesses — from a common cold to more extreme cases. Ask about our aesthetic **services**.

OUR STAFF

The doctors have a great **staff** to help provide the best care for you. We do our best to create a positive atmosphere for our patients.

[HOME](#) | [ABOUT](#) | [SERVICES](#) | [LOCATION](#) | [PATIENT RESOURCES](#) | [LINKS](#)

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Like the original header design, the footer didn't use enough of the horizontal space. Widening the footer allowed the three columns to spread out and the other footer text to enlarge. Vertical 1px light/dark dividers were added to define each column's space.

Comps process – initial footer design and final solution

Solutions

- colors (green, blue, beige, grey, and orange) convey calm, clean, friendly, competent, trustworthy
- sans serif type for a clean, modern feel
- updated logo
- kept Quick Links and added Search form
- added “make an appointment” to header
- green swoosh shape reference apple logo
- edited navigation labels
- darker background & orange text indicate current page
- address and hours more prominent
- testimonial & additional information leading to subpages in footer
- sitemap in footer



Final Comps – home page

HOME

ABOUT US

SERVICES

LOCATION

PATIENT
RESOURCES

LINKS

main navigation

- drop shadow below swoosh shape
- dark background with orange text indicates current page
- dark background with light text when hover

TESTIMONIAL

"Dr. Galceran has always been wonderful to me and made me feel truly cared about." — *Anonymous*

WHAT WE DO

Our internal medicine specialists treat a variety of illnesses from colds to more extreme cases. Ask about our aesthetic **services**.

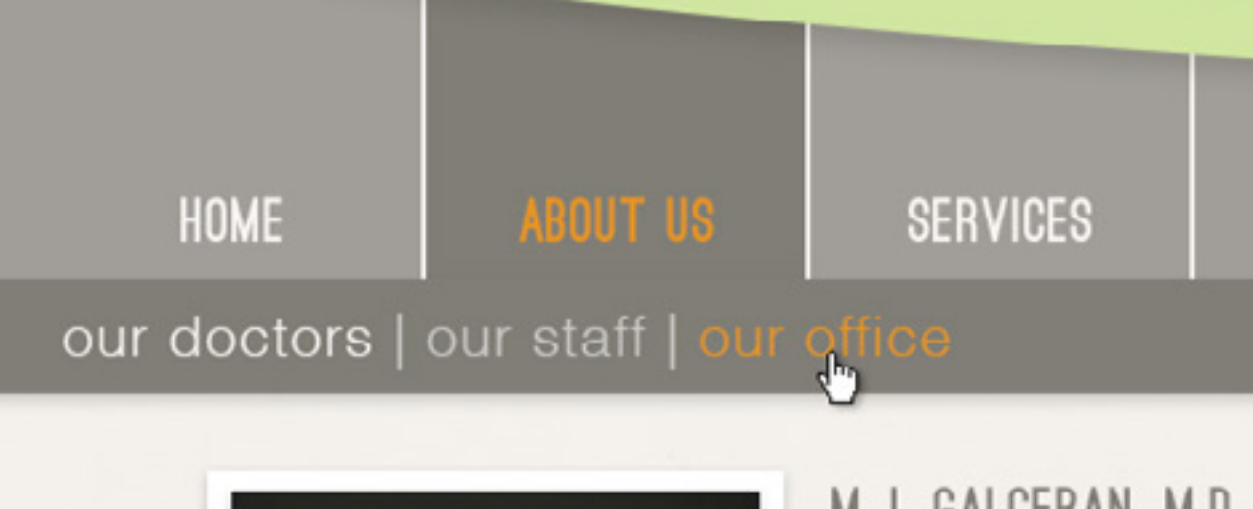
OUR STAFF

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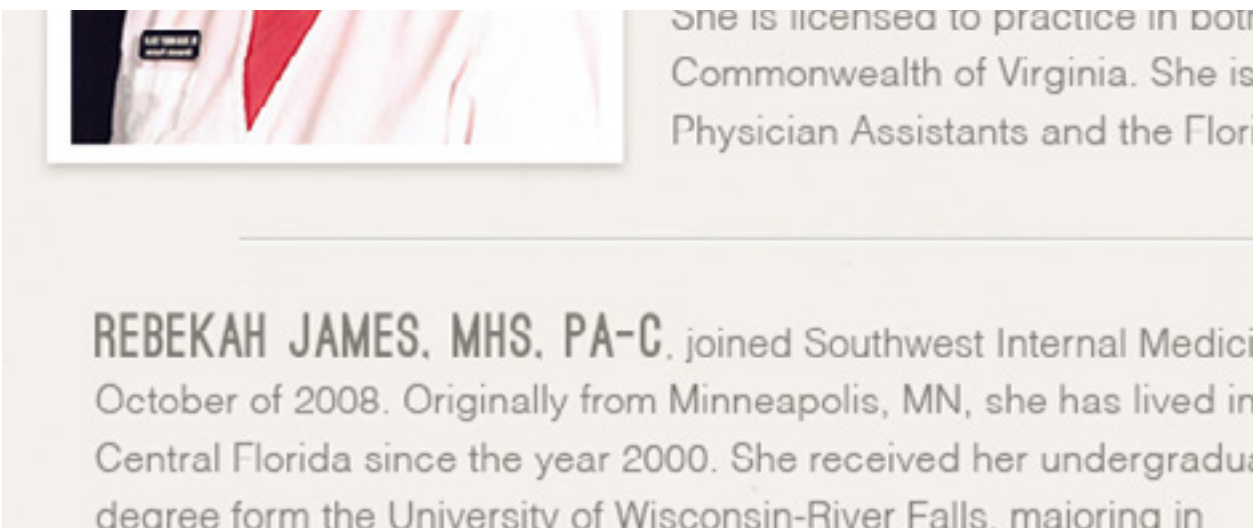
footer

- drop shadow repeated below swoosh shape
- green text on hover for footer links
- 1px dark/light dividers between columns in footer

Final Comps – navigation hovers



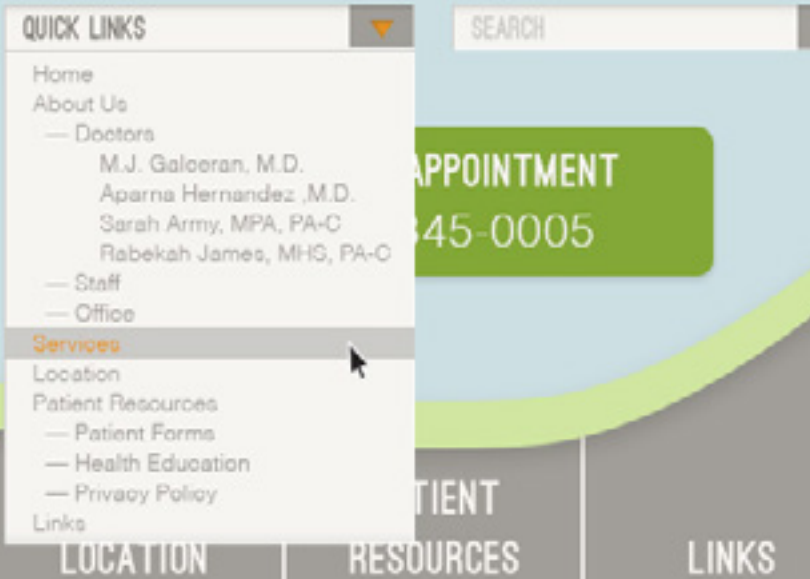
- sub-navigation drops down and stays to indicate current page
- white text for page indication on sub-navigation
- orange text when hover over link in sub-navigation
- drop shadow below sub-navigation bar



- border & drop shadow on images
- horizontal rules between doctor biographies (1px dark/1px light)

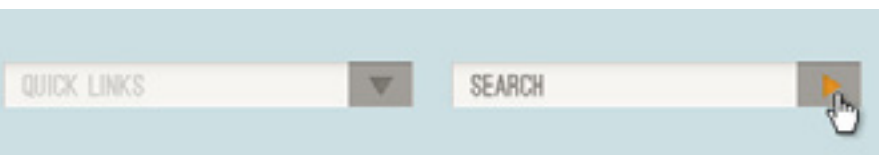
Final Comps – doctors page





quick links

- darker text within menu
- arrow turns orange
- orange text on grey background when hover



search click

- arrow turns orange
- darker text within search box



Final Comps – location page

OUR PLEDGE TO YOU



We understand that medical information about you is personal. We are committed to protecting medical information about you. We create a record of the care and services you receive to provide quality care and to comply with legal requirements. This notice applies to all of the records of your care generated by any of the separate facilities and providers described above. We are required by law to:

- Keep medical information about you private;
- Give you this notice of our legal duties and privacy practices with respect to medical information about you; and
- Follow the terms of the notice that is currently in effect.

HOW WE MAY USE AND DISCLOSE MEDICAL INFORMATION ABOUT YOU



RIGHT TO ACCESS AND OR AMEND YOUR RECORDS



accordion menu

- arrow turns orange
- information slides out when user clicks on arrow
- only one section open at a time (save space/ prevent long scrolling)



DESK LISTS

SEARCH

MAKE AN APPOINTMENT
(407) 345-0005

HOME

ABOUT US

SERVICES

LOCATION

PATIENT
RESOURCES

LINKS

patient forms | health education | privacy policy

NOTICE OF PRIVACY PRACTICES

This notice describes how medical information about you may be used and disclosed and how you can get access to this information. Please review it carefully. If you have any questions, please contact our privacy office at the address or phone number at the bottom of this notice.

DOWNLOAD

[privacy policy \(PDF\)](#)

WHO WILL FOLLOW THIS NOTICE?



OUR PLEDGE TO YOU



HOW WE MAY USE AND DISCLOSE MEDICAL INFORMATION ABOUT YOU



RIGHT TO ACCESS AND OR AMEND YOUR RECORDS



RIGHT TO AN ACCOUNTING



RIGHT TO REQUEST RESTRICTIONS



REQUESTS FOR CONFIDENTIAL



RIGHT TO REQUEST A PAPER COPY OF THIS NOTICE



CHANGES TO THIS NOTICE



COMPLAINTS



TESTIMONIAL

"Dr. Galceran has always been wonderful to me and made me feel

WHAT WE DO

Our internal medicine specialists treat a variety of illnesses from

PATIENT FORMS

For your convenience you can now download the necessary forms.

Final Comps – privacy policy page