MelroseWakefield uses new website to create a better experience

Challenge

As part of a rebrand, MelroseWakefield wanted to ensure ease of access to community health resources and care with a contemporary and user-friendly new website that supports the growth of their new brand. To do so, they teamed up with WebMD Ignite to create an award-winning site that's easy to navigate and provides a better experience for every user.

Solution

After comprehensive market analysis, user research, and competitive audits, WebMD Ignite conducted a user persona workshop to align business objectives with consumer-focused design and content strategy. The end result is a website that elegantly interconnects location pages with related services content, displays an intuitive, searchable classes and events calendar, and enhances the experience for job seekers, providing all community members the information they need in fewer clicks.

SOLUTION

Digital Experience Engine

SIX MONTH RESULTS
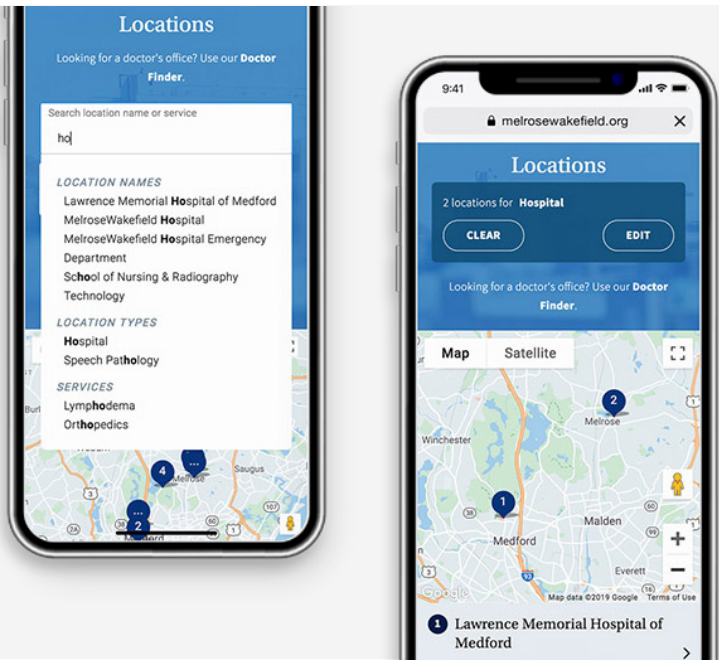
After six months

New users
45% ↑

New mobile users
22% ↑

Bounce rate
12% ↓

Location finder
Zero-delay auto suggestions are displayed as user types in the search field

A plan for success

Research
In-depth market research, brand analysis, competitive analysis, and user studies

User personas + strategy
User personas focused on needs, goals, and priorities that guide website architecture

Content strategy
SEO content using the brand voice and focused on consumer needs

Wireframes + design
Iterative wireframe and design process based on project goals and user behavior

Development
Built on robust, flexible CMS using HTML5 and CSS3

UX + QA testing
Testing across devices and screen sizes, with a focus on the mobile experience

Services overview
Based on both community needs and business objectives, specific services are featured to provide enhanced access and attention, while a tabbed experience allows users to seamlessly switch over to a searchable list of all services, procedures, and treated conditions
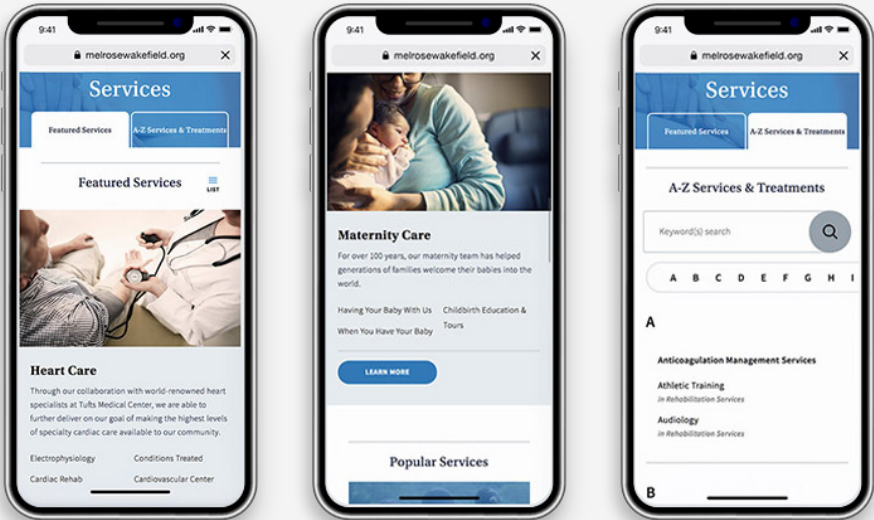
Classes and events calendar
Mobile month view provides fast toggle between days, while dot signifiers show which days have classes or events
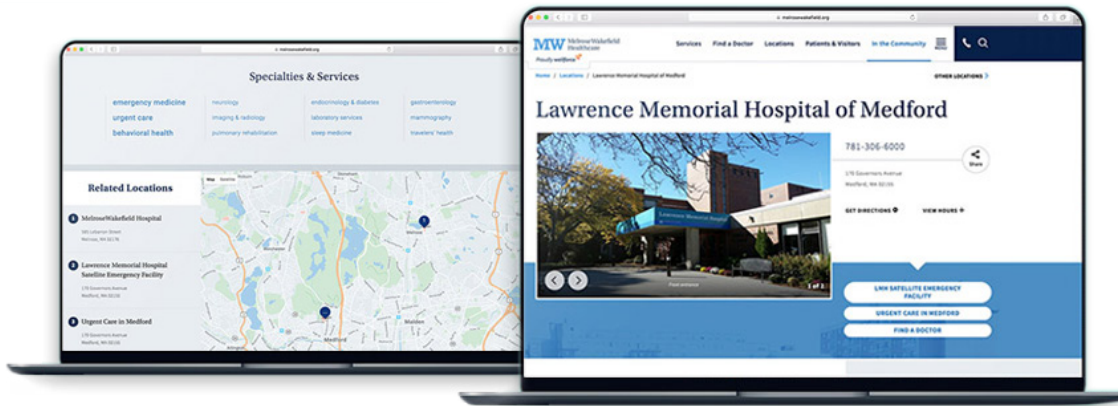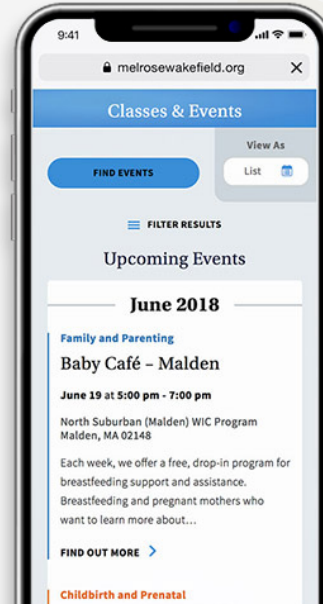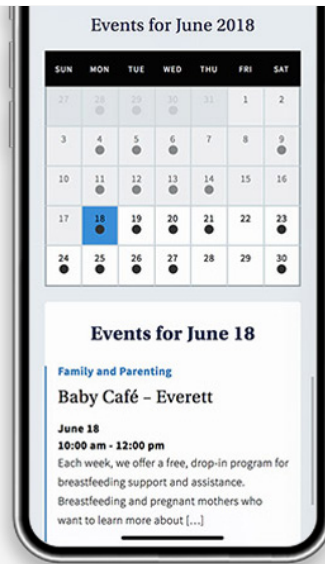
Location profiles
Shared taxonomy between locations and services provides automatic relationships and feeds between related types of content

Results

The website was an instant success with consumers. Within six months, the site saw an increase of more than 45% in new users, and captured more than 22% of new mobile users. The bounce rate improved by 12% as well.

Powering the modern health system patient experience.

WebMD Ignite partners with health systems and payers to help them build enduring relationships with patients at every stage in their healthcare journey, from Discovery to Recovery. Visit **webmdignite.com** to learn more or to schedule a demo.