

# MM Wellness Responsive Website

---

Ryan O'Keefe

# Project overview



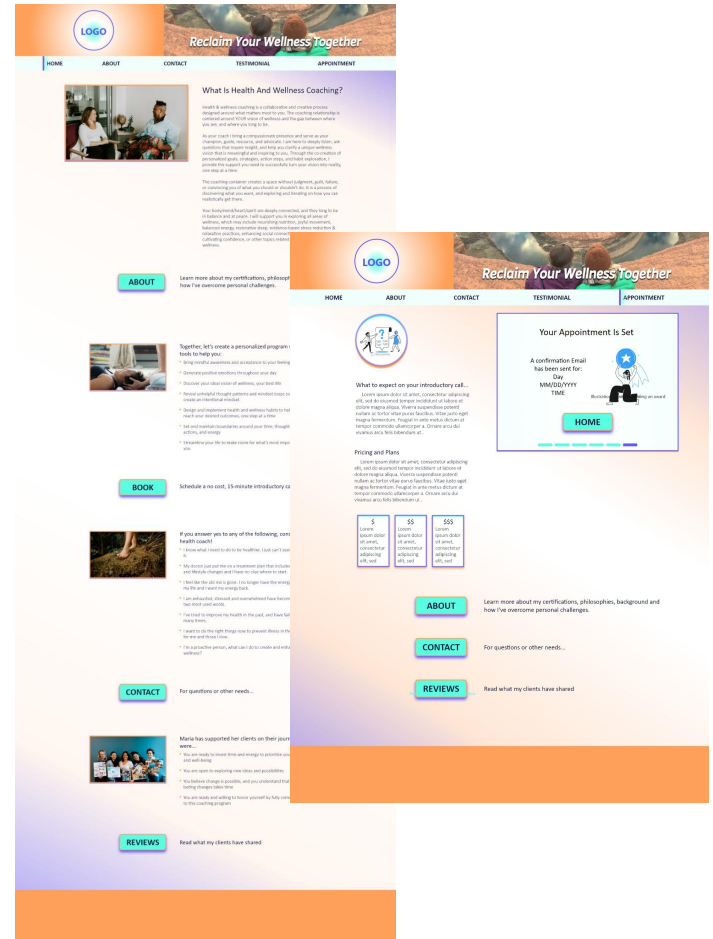
## The product:

1. MM Wellness provides health and wellness coaching for individuals and groups.. Users have a varying age 32 - 66 who need, or want to make a lifestyle change to improve their overall well being. The goal of MM Wellness is to empower users to make changes in their lives.



## Project duration:

1. January 10, 2023 - February 22, 2023



# Project overview



## The problem:

Health and Wellness Websites tend to cater to individuals that identify as caucasian hetero sexual women. Many of these websites place disproportionate value on the aesthetics of nutritional foods, and body image, which leads to confused messaging.



## The goal:

Design a website that functions on different screen sizes, that empowers users from different backgrounds to book a discovery appointment with the health and wellness coach.

# Project overview



## My role:

Lead UX Design, UX Researcher,

**Credit:** Streamline Plugin - Illustrations  
Photography sourced from MM Wellness



## Responsibilities:

List the responsibilities you had throughout the project - e.g., user research, wireframing, prototyping, etc.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I performed a competitive audit which led me to discover that websites providing health coaching and mental wellness, had a generic feel to them. After conducting interviews, I gained insight that these websites can frustrate users by not being cost transparent. Additionally, users communicated that they wanted to feel comfortable knowing that they will be accepted for who and what they are as people.

# User research: pain points

1

## Hidden Costs

Users get frustrated when they do not know how much a coaching service will cost.

2

## Unrelated Content

Users found that too much stuff that has nothing to do with health coaching was annoying.

3

## Not Authentic Feeling

Users could identify if a coaching website felt disingenuous.

4

## Non Inclusive

Not all users identify with gender stereotypes that are represented on many websites.

# Persona: Morgan

## Problem statement:

Morgan, is an online YouTube influencer for the LGBTQ+ community, who needs to feel comfortable working with a health coach, because they are struggling with maintaining fitness and nutrition goals.



**Morgan**

**Age:** 34

**Education:** Bachelor's Degree

**Hometown:** Olympia, WA

**Family:** Single, no children

**Occupation:** Videographer

*"I feel like I'm running on empty"*

### Goals

- Give voices to LGBTQ+ people on their YouTube channel.
- Stay in peak physical health while managing an unpredictable lifestyle.
- Get better sleep.

### Frustrations

- "I want to feel like I'm accepted, most websites cater to cis-gender individuals".
- "Anything that is disingenuous is a red flag for me when I look at websites".
- "I get so frustrated when booking calendars don't work on websites".
- "I don't trust providers that don't list transparent prices".

Morgan works an uneven schedule creating content for their YouTube channel. They have been training for an ultra marathon that is happening in 3 months. They want to be more disciplined with their nutrition but have been struggling to achieve this on their own, so they are seeking guidance from a functional health coach.



# Persona: **Rebecca**

## Problem statement:

Rebecca, is a business owner and mother of 2, who needs to quickly book an appointment with a health coach because she was just diagnosed with an autoimmune disease that requires a lifestyle change.



**Rebecca**

**Age:** 48

**Education:** Unfinished Bachelor

**Hometown:** Fairbanks, AK

**Family:** Married, 2 children

**Occupation:** Business Owner

*“Life is really crazy right now, but I know I can get through this with the right help”.*

### Goals

- Hire 2 new employees to take on some overflow
- Get the kids to after school practice.
- Make a major change to current diet because new health condition.

### Frustrations

- “I get pissed when there is too much unrelated content on websites”.
- “When websites don’t work on my phone it really drives me crazy”.
- “There is a real lack of options for what I need because of where I live”.
- “I get discouraged when I can’t send a question though email late at night to get and answer the next morning”

Rebecca just took over a struggling business in Fairbanks Alaska. She was just diagnosed with Celiac Disease and needs to make changes to her diet as soon as possible. Because there a limited options where she lives, she doesn’t know what to do and is seeking help from a functional health coach.

# User journey map

Both user personas have a common goal, yet different paths to reaching that goal. Morgan has landed on this health coaching website through word of mouth, while Rebecca is conducting a search on the internet. These users share uneasy and anxious feelings, and have had frustrations with user flows on other coaching websites.

## Persona: Morgan

Book an appointment with a health coach based off of word of mouth

ACTION	Go to Referred Website	Learn About new Health Coach	Look for where to Make an Appointment	Use Scheduling Tool to Find Appointment Availability	Book Appointment and Get Confirmation
TASK LIST	<ul style="list-style-type: none"> <li>Goes to website on phone browser and doesn't see LGBTQ+ inclusivity</li> <li>See's unrelatable imagery</li> </ul>	<ul style="list-style-type: none"> <li>Search website for bio page</li> <li>Has to read long unrelated content to get credential information</li> </ul>	<ul style="list-style-type: none"> <li>Clicks on booking tab on page's top navigation menu</li> <li>Clicks on button to book appointment</li> </ul>	<ul style="list-style-type: none"> <li>Uses a calendar booking system that won't show unavailable dates.</li> <li>Goes to laptop to make appointment</li> <li>Doesn't see any pricing information</li> </ul>	<ul style="list-style-type: none"> <li>Makes appointment</li> <li>Has no idea how much session will cost or if insurance is accepted.</li> <li>Calls next day to get info about price</li> </ul>
FEELING ADJECTIVE	<ul style="list-style-type: none"> <li>Disappointed</li> <li>Feels trapped</li> </ul>	<ul style="list-style-type: none"> <li>Bored</li> <li>Tired</li> </ul>	<ul style="list-style-type: none"> <li>Relieved</li> <li>Hopeful</li> </ul>	<ul style="list-style-type: none"> <li>Frustrated</li> <li>Angry</li> </ul>	<ul style="list-style-type: none"> <li>Tired</li> <li>Confused</li> <li>Annoyed</li> </ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> <li>Have pronouns listed in search engines and on landing page</li> <li>Avoid exclusive imagery</li> </ul>	<ul style="list-style-type: none"> <li>Have bio information and credentials available on landing page as well as on dedicated "about" page</li> <li>Provide a short video on landing page to introduce the health coach</li> </ul>	<ul style="list-style-type: none"> <li>Provide multiple buttons for making appointments</li> </ul>	<ul style="list-style-type: none"> <li>Show pricing when making appointment</li> <li>Have responsive web design</li> <li>Use proven calendar booking UI</li> </ul>	<ul style="list-style-type: none"> <li>Show relevant appointment information including pricing on confirmation screen</li> <li>Send all relevant information to provided communication channels.</li> </ul>

## Persona: Rebecca

Search internet for health coach and book an appointment

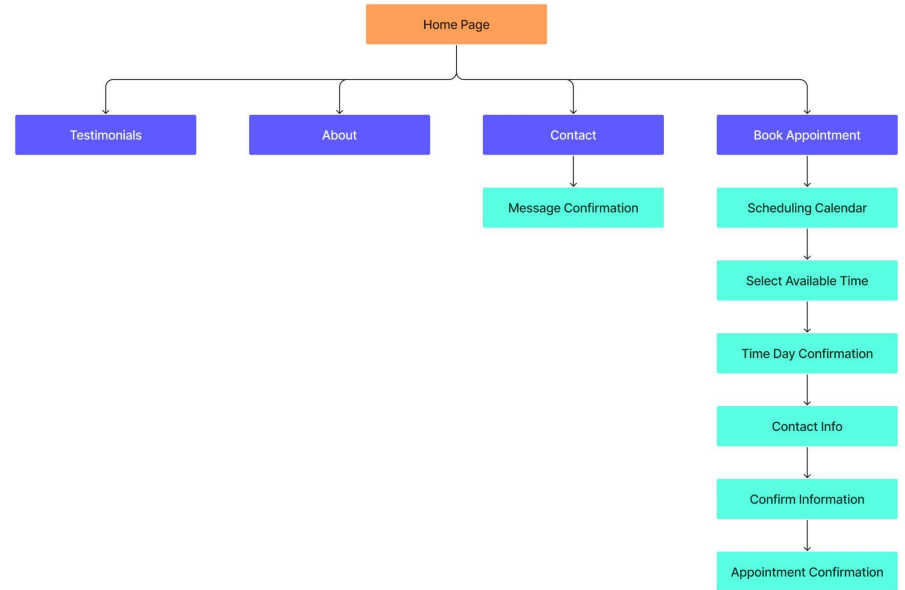
ACTION	Review Multiple Websites to Find a new Health Coach	Choose Which Health Coach to Book an Appointment with	Navigate Website to Find where to Book Appointment	Use Scheduling Tool to Find Appointment Availability	Book Appointment and Get Confirmation
TASK LIST	<ul style="list-style-type: none"> <li>Browse internet to find health coaches</li> <li>Decide which website links are relevant based on location</li> </ul>	<ul style="list-style-type: none"> <li>Figure out how each website works</li> <li>Find where each coach bio and credential information</li> <li>Decide which coach will be best based off of website experience</li> </ul>	<ul style="list-style-type: none"> <li>Go to contact page to find booking option</li> <li>Click on page links to find booking</li> <li>Look for pricing</li> </ul>	<ul style="list-style-type: none"> <li>Booking menu doesn't format to phone screen</li> <li>Look for different way to book</li> <li>Send a message to get an appointment</li> </ul>	<ul style="list-style-type: none"> <li>Calendar booking works when going to laptop screen</li> <li>Not sure if appointment is booked.</li> <li>Finds confirmation email of appointment</li> </ul>
FEELING ADJECTIVE	<ul style="list-style-type: none"> <li>Anxious</li> <li>Overwhelmed</li> </ul>	<ul style="list-style-type: none"> <li>Unsure</li> <li>Uncomfortable</li> </ul>	<ul style="list-style-type: none"> <li>Annoyed</li> <li>Skeptical</li> </ul>	<ul style="list-style-type: none"> <li>Frustrated</li> <li>Exhausted</li> </ul>	<ul style="list-style-type: none"> <li>Somewhat relieved</li> <li>Annoyed</li> </ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> <li>Have coaching credentials appear in search</li> <li>Have location and remote session availability in search results</li> </ul>	<ul style="list-style-type: none"> <li>Have credentials and bio information on landing page</li> <li>Have video that shares coach's information, personality, and philosophies.</li> </ul>	<ul style="list-style-type: none"> <li>Have booking button available on every page</li> </ul>	<ul style="list-style-type: none"> <li>Have intuitive calendar for booking</li> <li>Give option to make appointment through messaging or email</li> <li>Have phone number available for booking</li> </ul>	<ul style="list-style-type: none"> <li>Get confirmation on the website after booking</li> <li>Send confirmation to all contact methods</li> <li>Send info about what to expect on 1st visit.</li> </ul>

# Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

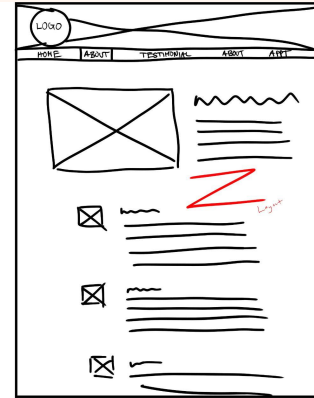
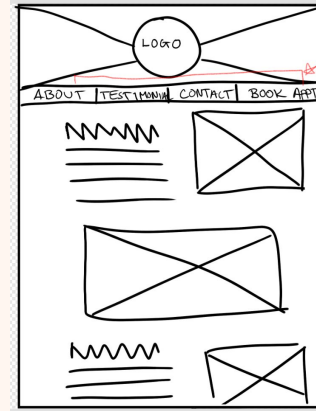
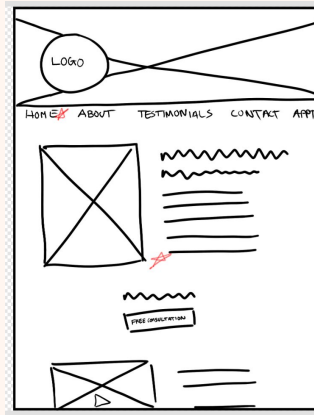
# Sitemap

This sitemap shows the home page at the top of the website hierarchy, and then flows down to pages with relevant information to the coaching service. It then outlines the direct path that the user would take to book an appointment on this website.

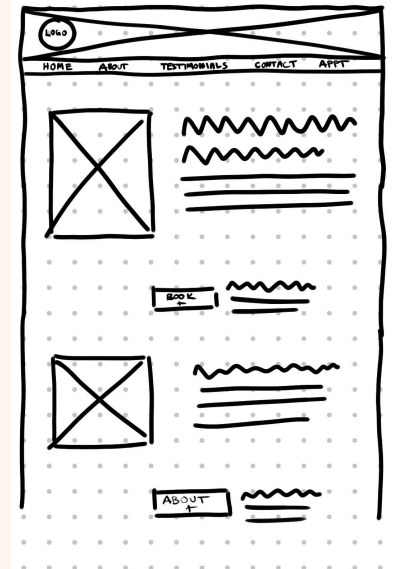


# Paper wireframes

Paper wireframes were sketched out with the thought in mind to keep the layouts simple, and with access to book an appointment from every page. The Z layout was decided on because it felt like a natural gaze pattern that the user could follow to choose which action to take. Red markings were used to show content groupings and features that would be used further in the design process

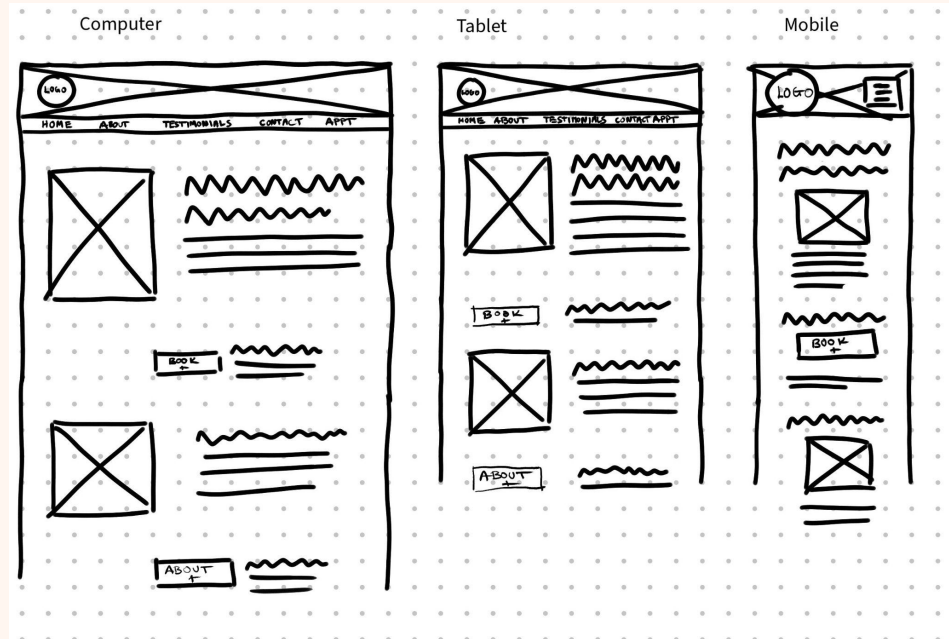


## Final Layout Choice



# Paper wireframe screen size variation(s)

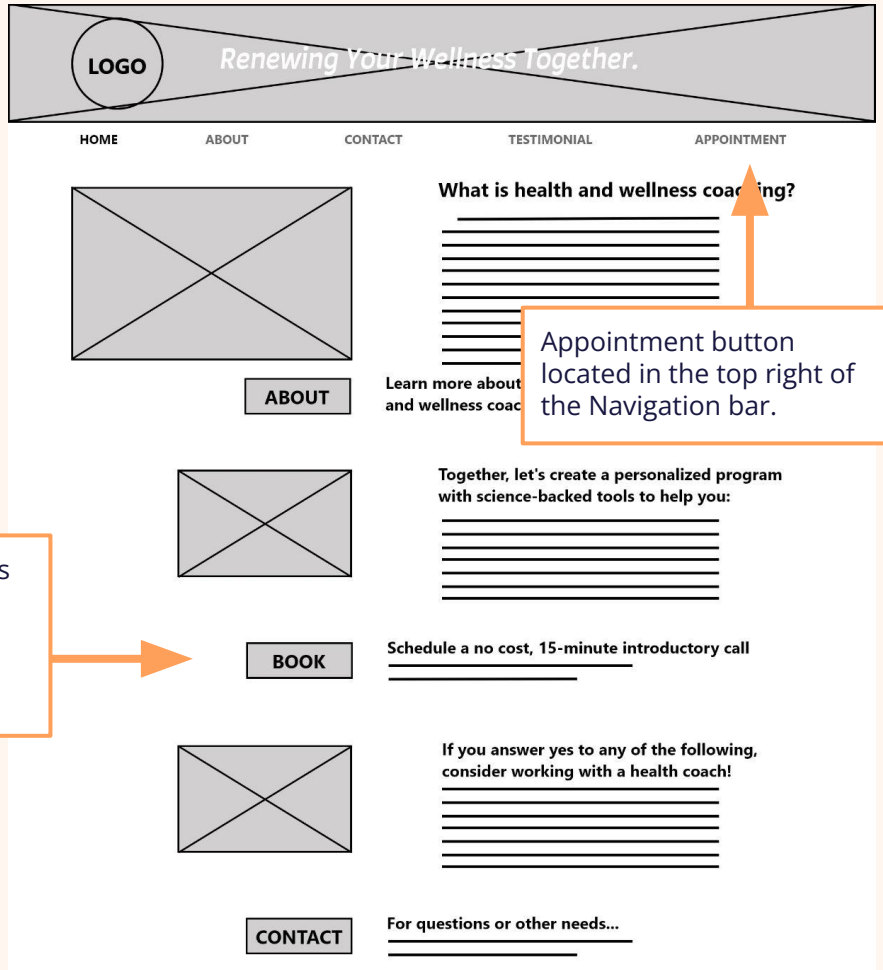
There is a high probability that users will access this website on a mobile device, so an iPhone and iPad layout were sketched out to ensure the website maintains its core usability. The iPhone layout will be fully mocked up in addition to the desktop view.



# Digital wireframes

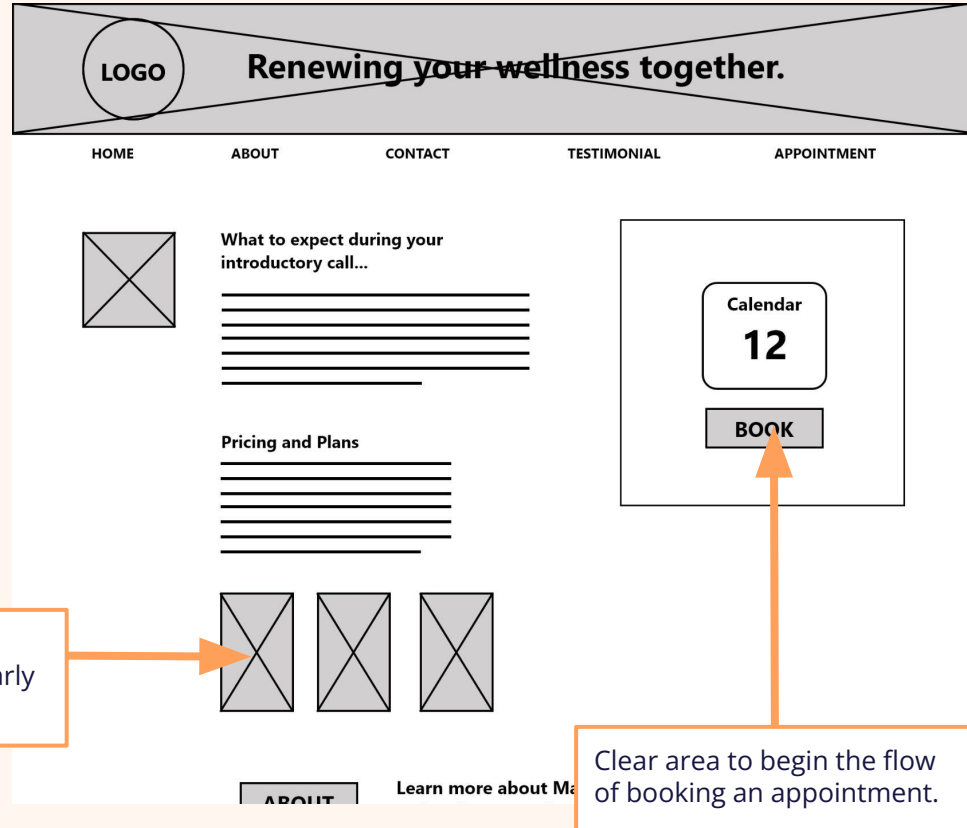
This is the website's Home Page, it has 2 places where the user can quickly start the flow of booking an appointment without getting lost in a cluttered layout.

Button labeled "BOOK" is located in the next content grouping below the headlining content.



# Digital wireframes

The appointment page has a large area to encourage booking an appointment. It also has a section on pricing and plans that appear above the fold so users can quickly see that there is information available regarding costs associated with the service.



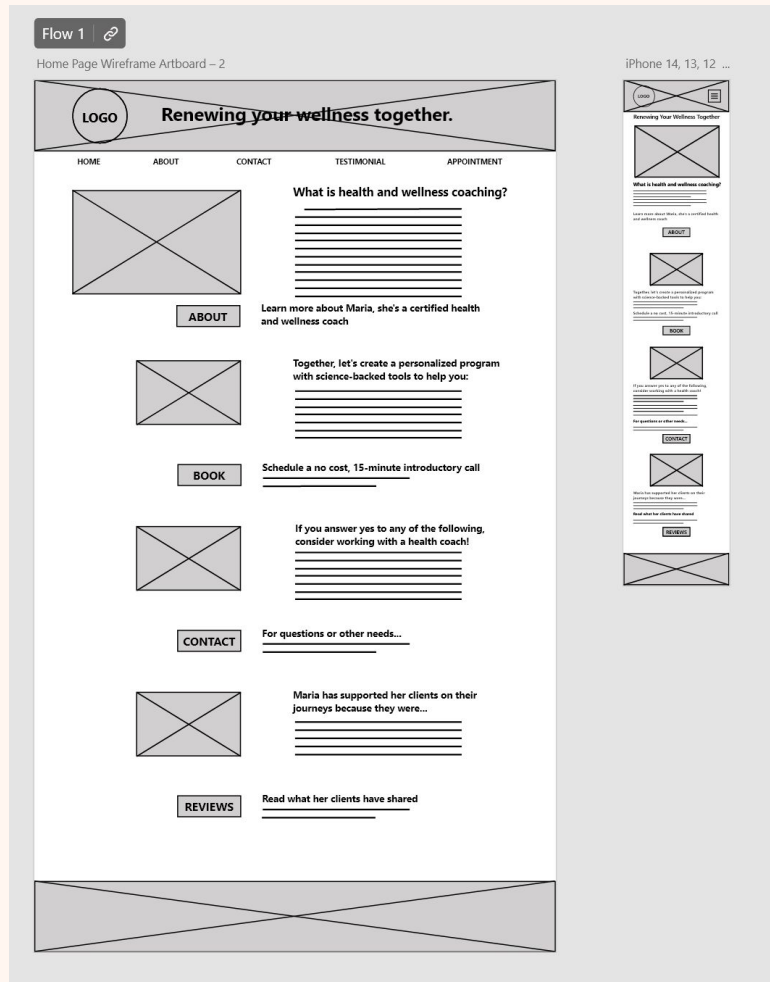
Dedicated boxed areas that will clearly display prices

Clear area to begin the flow of booking an appointment.



# Digital wireframes

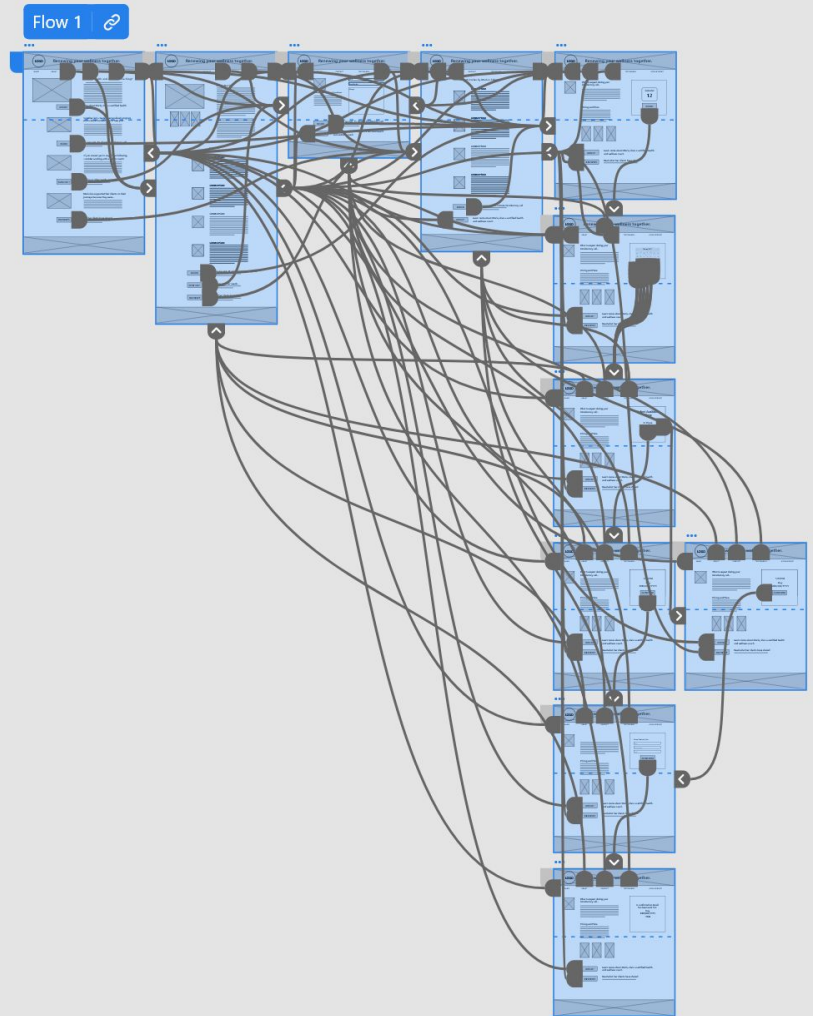
Maintaining a simple layout was important on the mobile screen. Consideration was given to how images would resize and how placement of buttons would be important to keep the experience consistent and easy for the user.



# Low-fidelity prototype

The low-fidelity prototype has all screens of the website connected so that the user can enter the appointment booking flow from anywhere on the website. Some visual cues for progress in the appointment booking flow were recommended and will be implemented later in the design process. Additionally, the ability for users to move backwards in the booking flow will be added to the booking flow.

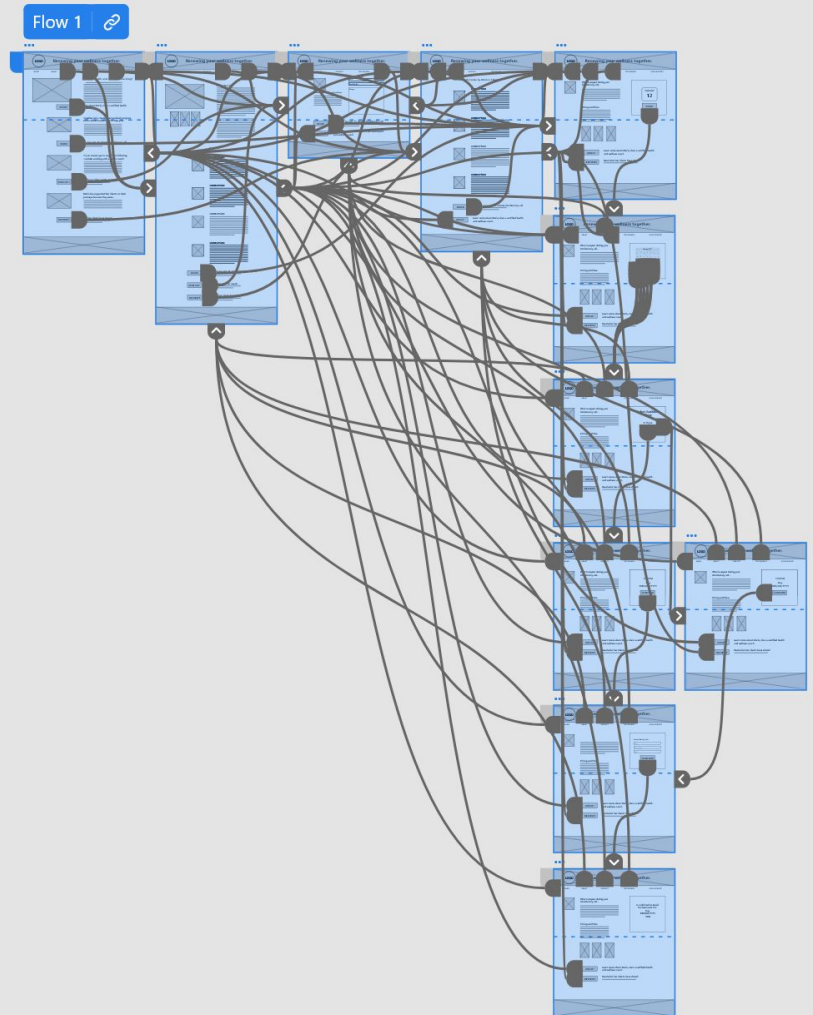
[View the desktop webview prototype here.](#)



# Low-fidelity prototype

This is the same webflow as the previous slide, but applied to the mobile screen size view.

[View the mobile screen size prototype here.](#)



# Takeaways



## Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.



## What I learned:

Insert a few sentences summarizing what you learned throughout the project.

# Usability study: parameters



## Study type:

Moderated



## Location:

Olympia WA and Remotely



## Participants:

5 participants



## Length:

15 minutes

# Usability study: findings

Three improvements were identified while conducting the usability study. These were identified as P1 issues because none of them prevented users from completing the assigned tasks, however by making these changes, it will reduce potential frustrations.

1

## Progress Cue

A visual cue for progress was needed to indicate where the user was within the appointment booking flow.

2

## Previous Screen

Users needed to be able to move to the previous spot within the appointment booking flow.

3

## Return to Start Point

A home button is needed on the confirmation screen of the booking flow.

Brand Orange

#FFA05A

Brand Purple

#5E5AFF

Brand Teal

#5AFFE1

Body Copy Contrast

#181740

Background

#FFF6F0

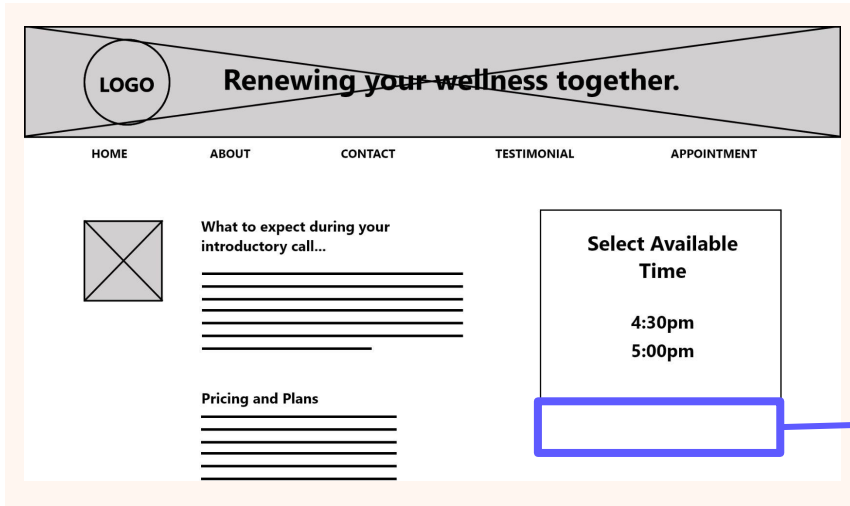
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

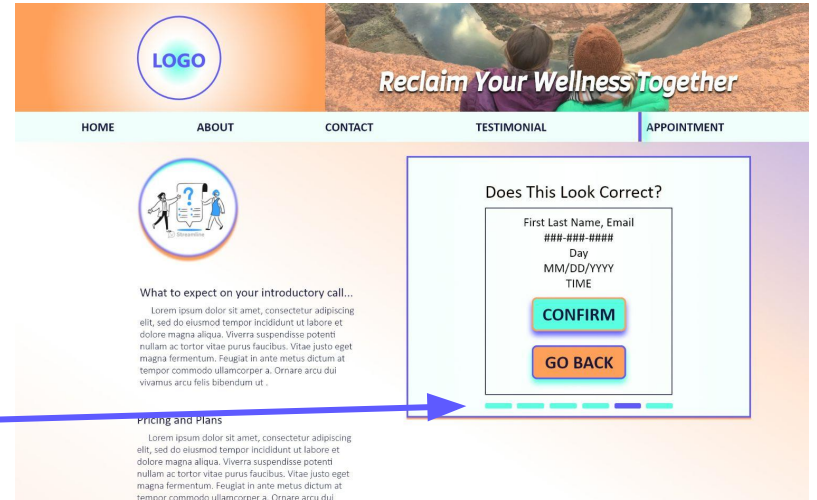
# Mockups

While in the appointment booking flow, users would were unsure of how many steps were involved to complete the task of booking an appointment. To address this insight, a series of 6 light colored dashes that change color with each step, were added to the bottom of the scheduling box.

Before usability study



After usability study

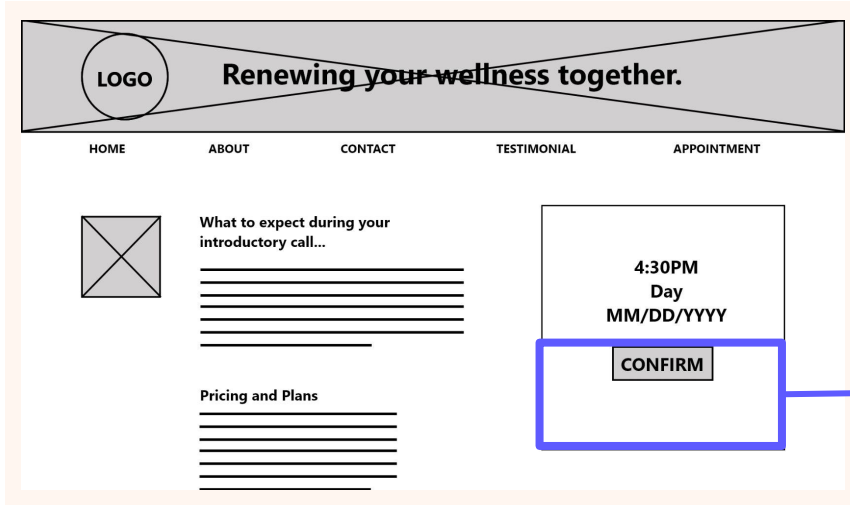




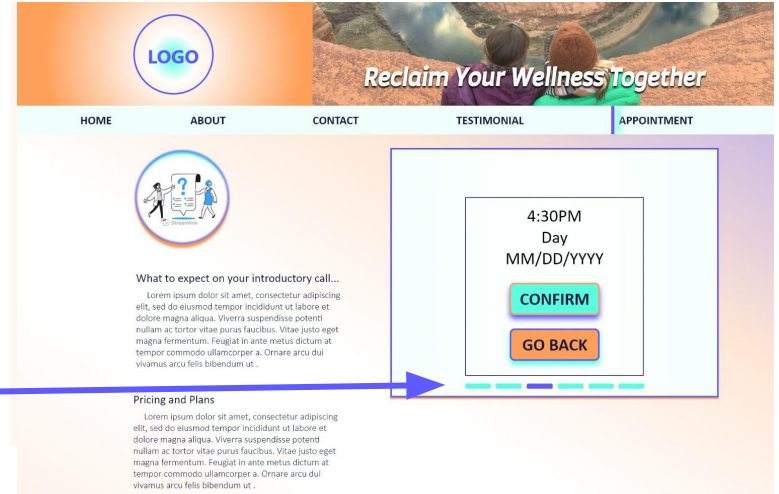
# Mockups

Users want a way to go to the previous screen to make changes to appointment information if a mistake happens or preference change is needed to be made.

Before usability study



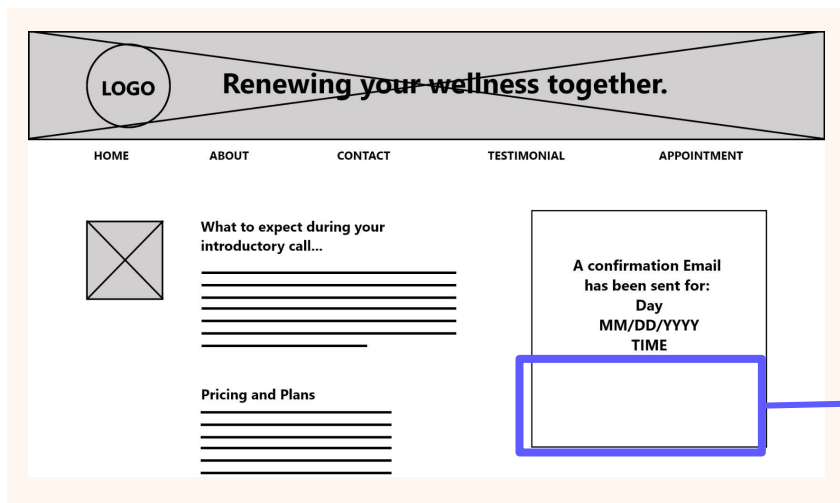
After usability study



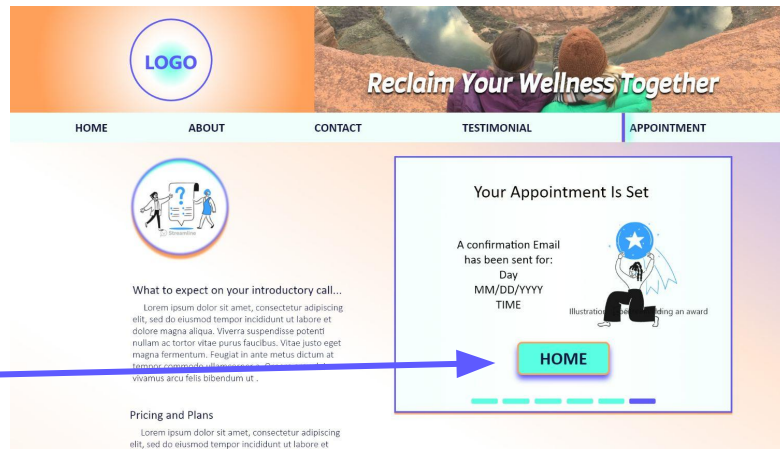
# Mockups

So that users can return to the starting point of the booking flow, a “HOME” button has been added to confirmation screen. Additionally, an illustration has been added to further reinforce that the user’s goal has been accomplished.

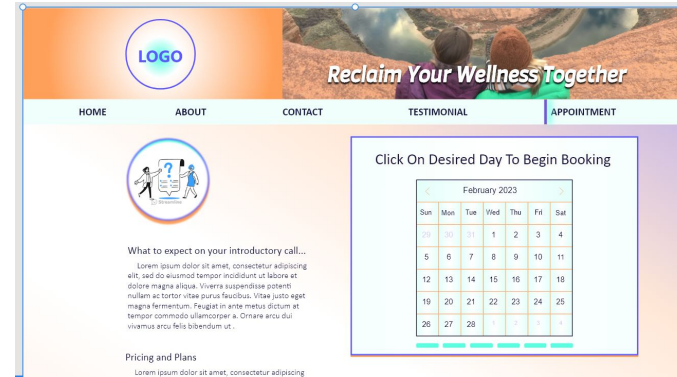
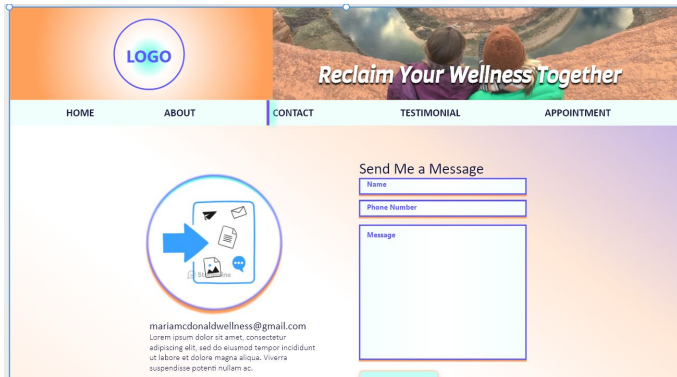
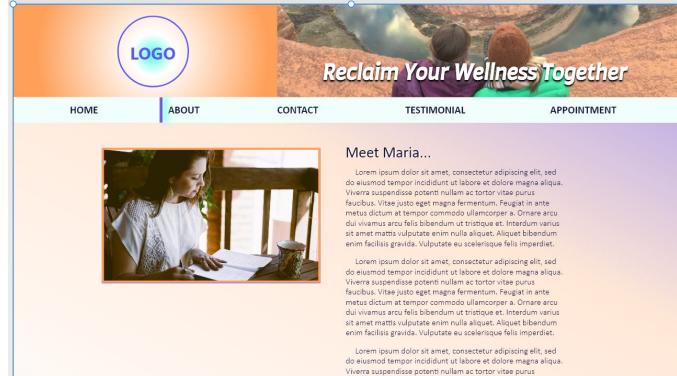
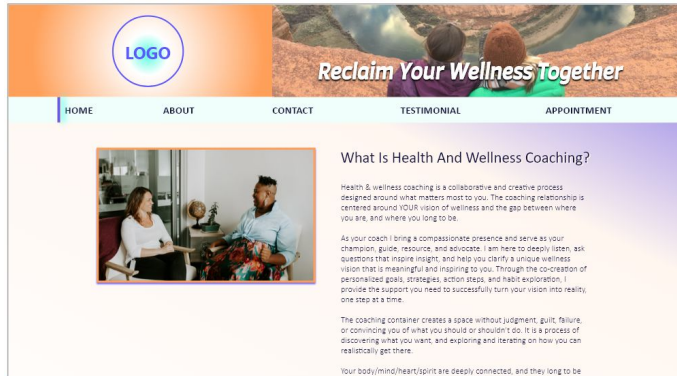
Before usability study



After usability study



# Mockups: Original screen size



# Mockups: Screen size variations



## What Is Health And Wellness Coaching?

Health & wellness coaching is a collaborative and creative process designed around what matters most to you. The coaching relationship is centered around YOUR vision of wellness and the gap between where you are, and where you long to be.

As your coach I bring a compassionate presence and serve as your champion, guide, resource, and advocate. I am here to deeply listen, ask questions that inspire insight, and help you clarify a unique wellness vision that is meaningful and inspiring to you. Through the co-creation of personalized goals, strategies, action steps, and habit exploration, I provide the support you need to successfully turn your vision into reality, one step at a time.

The coaching container creates a space without judgment, guilt, failure, or convincing you of what you should or shouldn't do. It is a process of discovering what you want, and exploring and iterating on how you can realistically get there.

Your body/mind/heart/spirit are deeply connected, and they long to be in balance and at peace. I will support you in exploring all areas of wellness, which may include nourishing nutrition, joyful movement, balanced energy, restorative sleep, evidence-based stress reduction & relaxation practices, enhancing social connections, self-compassion, cultivating confidence, or other topics related to your health and wellness.

Learn more about my certifications, philosophies, background and how I've overcome personal challenges.



## My Path To Coaching...

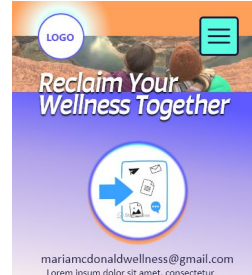
I lost my mother to cancer at the age of 52. A few years later, I lost my step-mother to Alzheimer's. The painful deaths of the two formative women in my life.

I believe deeply in the transformative power of replacing limiting paradigms with liberating paradigms. As a coach I lead with compassion, strive to build a connection between us where you trust you are held in your highest power, and work with you to explore and clarify a vision of your life that feels empowering, and fills you with hope. With self-compassion and kind action, we will explore effective steps toward your unique vision of wellness.

As a proud PNW resident, I aim to spend time outside every day. I love our fresh air, views of Rainier, wooded walks, and long to (one day...) nourish a garden or live on a regenerative farm with baby goats. I love to drink tea, get lost in books, move my body, attempt to cook, and spend time with the people I love. I have recently started playing TikTok to the delight of my sweetie) and am currently working on improving my subpar bullet journaling skills.

I am a National Board Certified Health & Wellness Coach and a Functional Medicine Certified Health Coach through the Functional Medicine Coaching Academy, affiliated with the Institute for Functional Medicine. My coach training included positive psychology, mind-body medicine, and the concepts of functional medicine, a wellness-based, person-centered approach that seeks to identify and address the root cause of disease and promote optimal wellness.

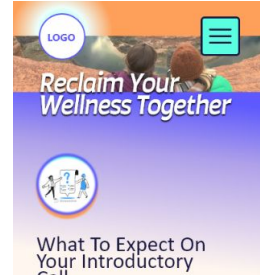
In addition to coaching, I hold a Master's degree in Social Work from the University of



mariamcdonaldwellness@gmail.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Viverra suspendisse potenti nullam ac.

## Send Me A Message



## What To Expect On Your Introductory Call...

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Viverra suspendisse potenti nullam ac tortor vitae purus faucibus. Vitae justo eget magna fermentum. Feugiat in ante metus dictum at tempor commodo ullamcorper a. Ornare arcu dui vivamus arcu felis bibendum ut.

## Click On Desired Day To Begin Booking

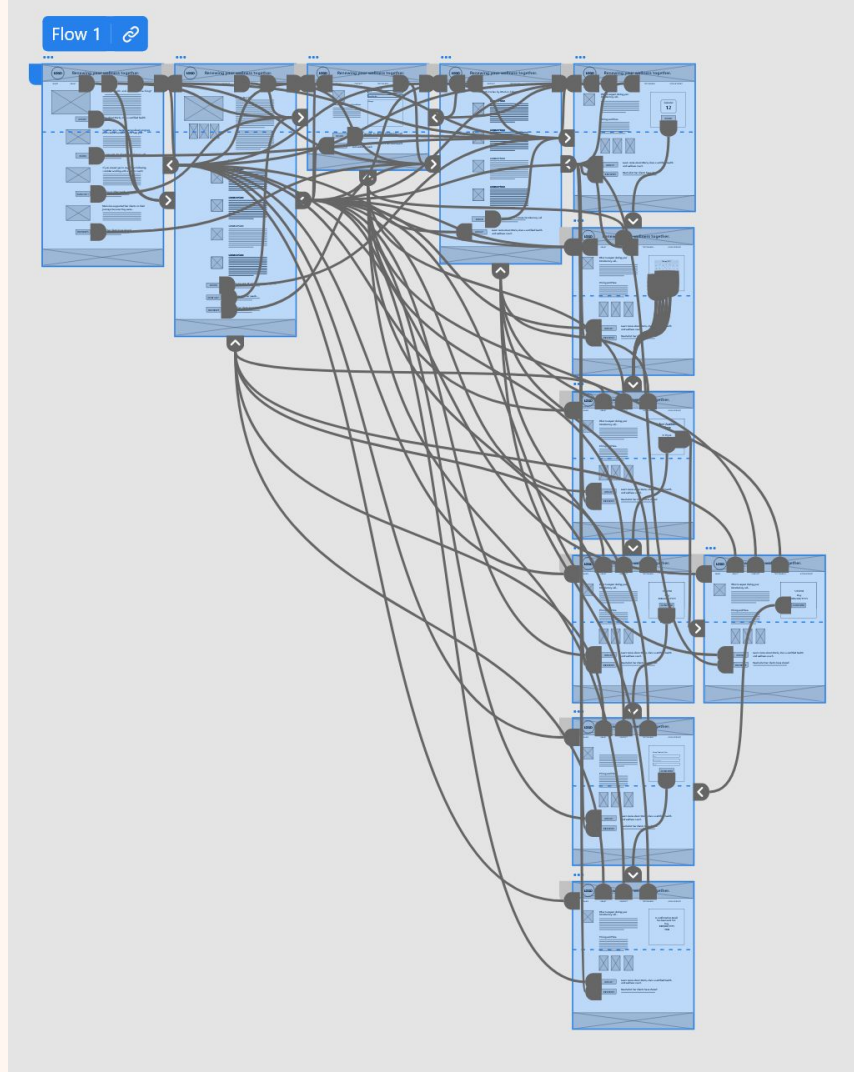
February 2023						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

Business And Blog

# High-fidelity Prototype Desktop Webview

Much like the low-fidelity prototype, the link below and the screen shot to the right, represent the flow that the user can take to book an appointment from any page on the website.

[View the high-fidelity prototype here.](#)

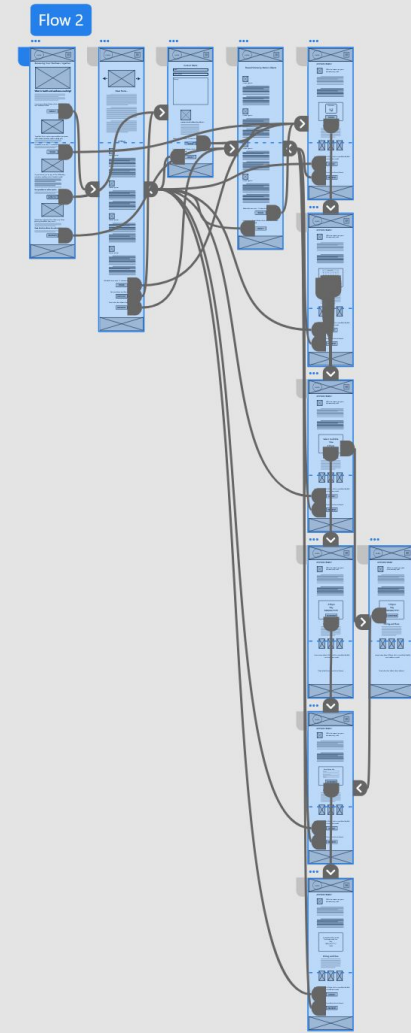


# High-fidelity Prototype

## Mobile Screen Size

Much like the low-fidelity prototype, the link below and the screen shot to the right, represent the flow that the user can take to book an appointment from any page on the website.

[View the mobile screen prototype here.](#)



# Accessibility considerations

1

Font size for body copy was set to 16pt so that users with difficulties reading small type could experience the website's content.

2

High contrast colors were used for the smallest font size and background colors.

3

Alt text was added to all images, illustrations, and buttons

# Going forward



- Takeaways
- Next steps



# Next steps

1

A second usability test will be conducted to identify opportunities to resolve additional user needs.

2

Design a high-fidelity mockup for tablet screen sizes.

3

Add additional media content as necessary and adapt layout accordingly.

# Let's connect!



Thank you for taking time to review my work on the MM Wellness Responsive Website

Email: [ryan@artworksbyokeefe.com](mailto:ryan@artworksbyokeefe.com)