**Website Design Brief**  
Last Updated: 11/19/2023  
Client: HealthCare Registries  
Strategist: Method Digital Marketing

**Project Description**

The goal is to create a website that effectively communicates the benefits of HealthCare Registries to eye care professionals. The website should streamline the process of understanding and utilizing HealthCare Registries' services, emphasizing improved patient outcomes, increased referrals, and enhanced patient engagement.

**Company Background**

HealthCare Registries is a leader in eye care analytics, providing data-driven solutions to improve patient care and practice efficiency for eye care professionals.

**Unique Value Proposition**

HealthCare Registries stands out for its comprehensive analytics tools that offer predictive insights, advanced diagnostics, and improved patient care management, leading to enhanced patient outcomes and practice growth.

**Design Specifications**

Colors: Utilize HealthCare Registries' brand colors.

Review current site at https://healthcareregistries.com/



Example Websites:

<https://kreativ.space/meddaz/template-kit/home/>

Home Page Content Sections: Overview, Services, Benefits, Pricing, Testimonials, Contact Form

First Impressions: The website should convey HealthCare Registries as a forward-thinking, data-driven, professional service provider.

**Sitemap**

* Home Page
* About Us
* Services
* Pricing
* Testimonials
* Blog/News
* Contact Us
* FAQs

**Design Deliverables & Requirements**

Technical Design Deliverables: Modern, mobile-responsive website with clear navigation and strong CTAs.

Page Layouts: Home, About Us, Services, Pricing

Functionality: Contact forms, information sections, pricing details.

Asset Deliverables: High-resolution images and brand-compliant Google font styles.