

Project Description: Simply Wellness Website Contest

Objective: To design and develop a modern, user-friendly website for Simply Wellness that effectively communicates our services, engages visitors, and converts them into clients. Our name implied simplicity. As such looking for a clean modern design for our website (not elegant).

Company Background: Simply Wellness is a medical weight loss spa dedicated to providing comprehensive weight loss and wellness solutions. Our services include various weight loss programs, hormone treatments, and wellness coaching, all aimed at helping clients achieve their health goals in a supportive environment.

Target Audience: Our primary audience, the majority of which are female adults (30-60) seeking effective and sustainable weight loss solutions, hormone therapy, and overall wellness improvement. We aim to attract both local clients from Salt Lake City and surrounding areas.

Website Goals:

1. Provide detailed information about our treatments and medications.
2. Highlight the benefits of our personalized wellness programs.
3. Offer an easy and intuitive way for clients to get started with our services.
4. Establish a professional and trustworthy online presence.
5. Ensure easy navigation and accessibility across all devices.

Inspiration: We are inspired by the following websites in our industry:

- [Gameday Men's Health](#)
- [US Scripts MD - Weight Loss](#)
- [Henry Meds - Weight Management](#)

Website Structure:

1. **Home**
2. **Treatments**
 - Weight Loss
 - Testosterone Therapy
3. **Medications**
 - Semaglutide
 - Tirzepatide
 - Phentermine
 - Lipo B12 (Skinny Shot)
 - Testosterone
4. **Locations**
 - Riverton: 4531 W Partridge Hill Ln Suite F-105, Riverton, UT 84096.
 - Cottonwood: 6322 S 3000 E Suite 170, Cottonwood Heights, UT 84121.

- City Creek: 50 S Main St, Suite #130c, Salt Lake City, UT 84101.
- Draper: 192 E 12300 S, Draper, UT 84020.

Required Features:

- Responsive design for mobile and desktop.
- Easy-to-use navigation menu.
- Clear call-to-action buttons (e.g., "Get Started", "Book Your Free Testosterone Test").
- Informative sections with engaging graphics.
- Contact form for inquiries.
- Integration with scheduling tools for appointments.
- SEO-friendly structure and content.

Submission Requirements:

1. Design mockups for all pages.
2. Detailed outlining the design approach, technologies to be used, and project timeline.
3. **If there is more work then is feasible for the project, message a cost estimate for all design and development.**

Contact Information:

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Selection Criteria: Entries will be evaluated based on creativity, usability, alignment with our brand, technical feasibility, and overall quality. The winning entry will be awarded the contract to develop the full website.

We look forward to your innovative designs and creative solutions to help Simply Wellness establish a strong online presence. Thank you for your participation!