

ZenDoctor: Web Design Brief

What is ZenDoctor?

ZenDoctor is Australia's newest online therapy and mental health service. We allow patients from across Australia to connect with Mental health practitioners from across Australia. Our mission is to remove the friction in gaining support for mental health related issues.

Who is our target market?

We are pitched at higher earning individuals and as such need our brand to reflect that. We are looking for minimalist design, while still allowing us to tell our story.

Many of our patient users will be tech savvy, and will be use to interacting with modern, slick web experiences. We want ZenDoctor to be that, and our content pages are the best way to ensure our conversion rates are high.

We are targeted to Australian working professionals aged 25- 45 who are looking for support for work related stress anxiety.

Patients will use our Home and Landing pages to find out more about the service and eventually book in a consultation with a practitioner. Building a sense of trust with the user is paramount. We must add value to the patients for them to sign up to our service.

We also need to cater for any Practitioners who wish to join the service, with an information page and a sign up button/link.

What do we need? / Deliverables

We need the site to have a balance of the following values: **Contemporary, personal, friendly, soft and inclusive.**

We need a design spec for our homepage and content pages currently managed through WIX. Images, icons, infographics and videos will be used to convey messages about the service.

At the moment the content manages pages are as follows, we would like either a template to cover these or a design for each based on the current website content.

- General Template
- Homepage
- Contact Page

- Our Team
- Practitioner Information Page
- About Us

We would like our content pages to be consistent in form to our patient and practitioner applications (URLs below):

www.zendoctor.com.au

Patient.zendoctor.com.au

Practitioner.zendoctor.com.au

We are not wedded to the existing colours, however the core colours need to match the logo. (logo files attached). We would prefer a more pastelle / soft palette ideally. We also need a palette for complementary colours to the below to be used for buttons etc.

Core Brand Colours:

RGB: 14, 174, 255 & 30, 129, 229



Deliverables:

1. Design Spec (fonts, grid, colour palette)
2. Design Docs
 - a. Code / Figma Files
 - b. Custom or consistent icons where relevant (For Practitioners Page)
 - c. Images / Infographic proposals