

Fertile ground - The Fertility Suite website design and build

The Fertility Suite is a natural reproductive healthcare clinic supporting women and men on their path to parenthood. With the build of the purpose designed clinic about to begin, founding practitioner Jenna McDonald tasked us with creating The Fertility Suite's website.

The new website needed to capture the calm and nurturing ambience of The Fertility Suite itself, while also building upon the following Jenna had previously established through her own fertility.

In consultation with The Fertility Suite we established five key customer personas:

- **Preparing to conceive** – women and couples about to start preconception care.
- **Trying to conceive** – women and couples who are having trouble conceiving.
- **Undergoing IVF** – women and couples undergoing IVF.
- **Pregnant** – women experiencing pregnancy complaints (e.g. morning sickness), and those preparing for, or trying to induce, labour
- **Men**

We then workshoped the customer journey and site structure incorporating these personas directly into the site's navigation.

From this we created concepts for the websites pages, including blog posts, contact forms and landing pages. We then built a prototype of the website in Adobe XD giving Jenna and The Fertility Suite's stakeholders a feel for the site's functionality, all the while refining the site design.

When it came to building the website itself we migrated across existing articles from Jenna's blog preserving all backlinks while still allowing her to add new fertility articles. The final result is a feminine, customer-centric and responsive website – a digital manifestation of The Fertility Suite clinic.

thefertilitysuite.com.au/



