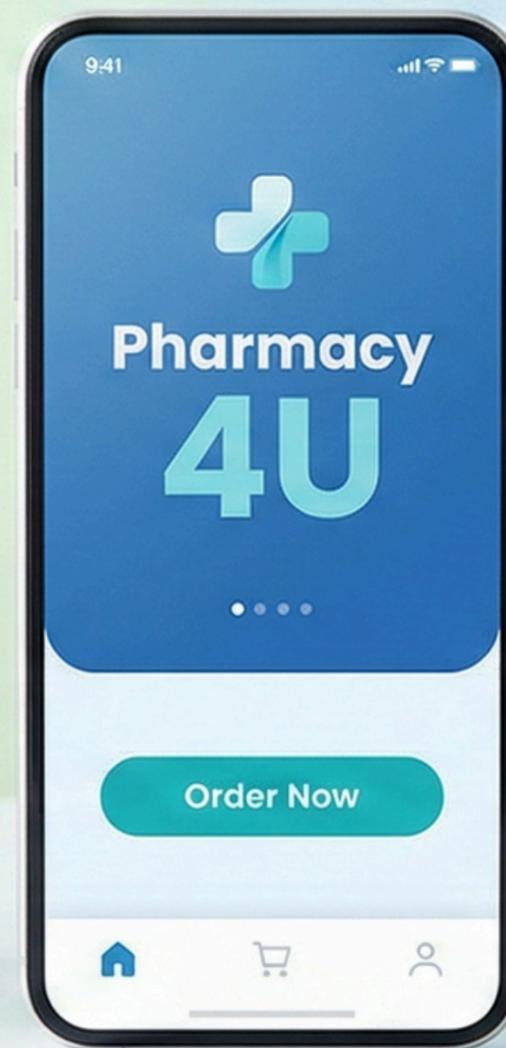




# Online Pharmacy and Healthcare Service Provider

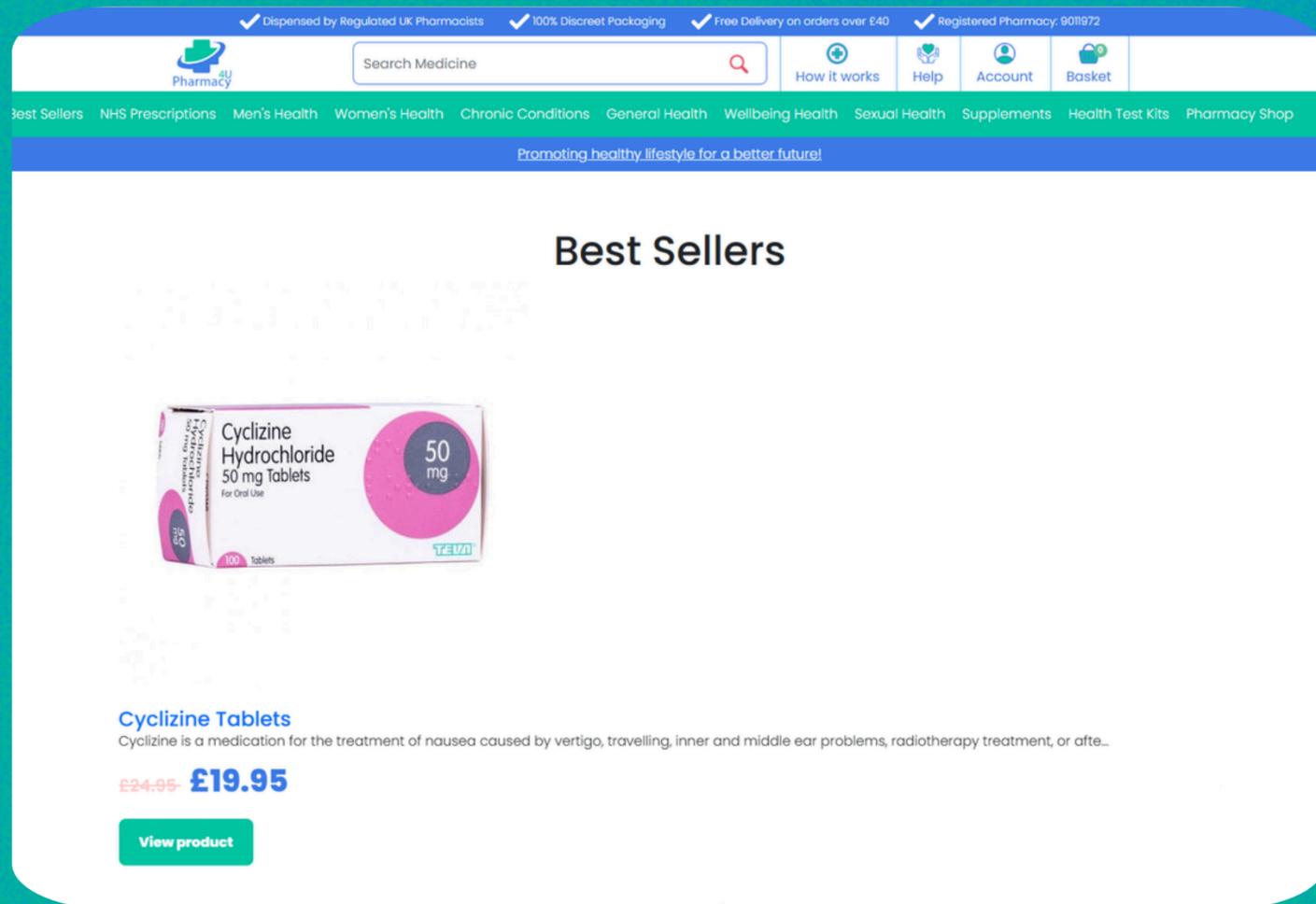
Portfolio Case Study Report

Convenient Healthcare and Medications Delivered to Your Door

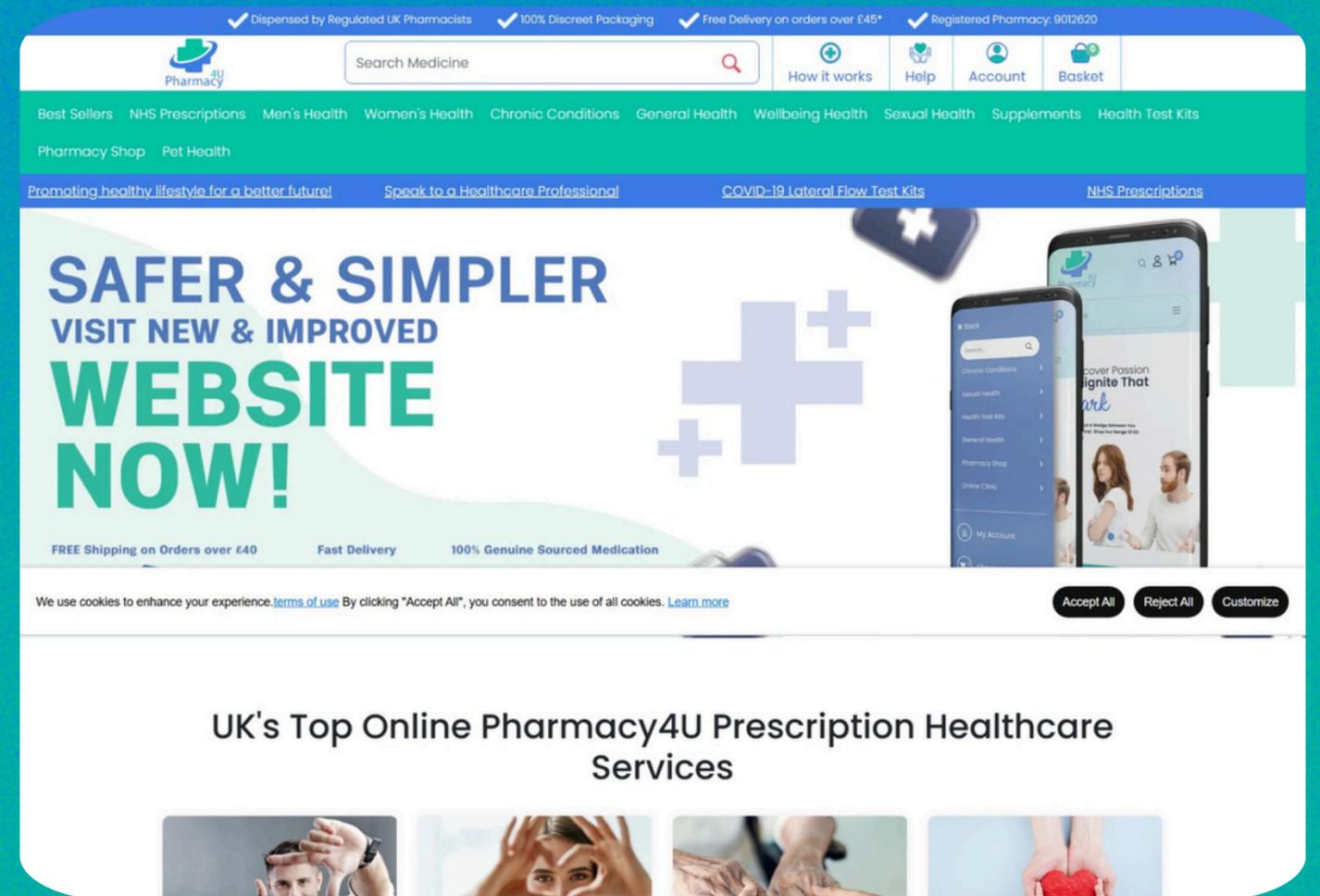


# Website Transformation

## BEFORE



## AFTER



Cluttered layout

Lack of clear user journey

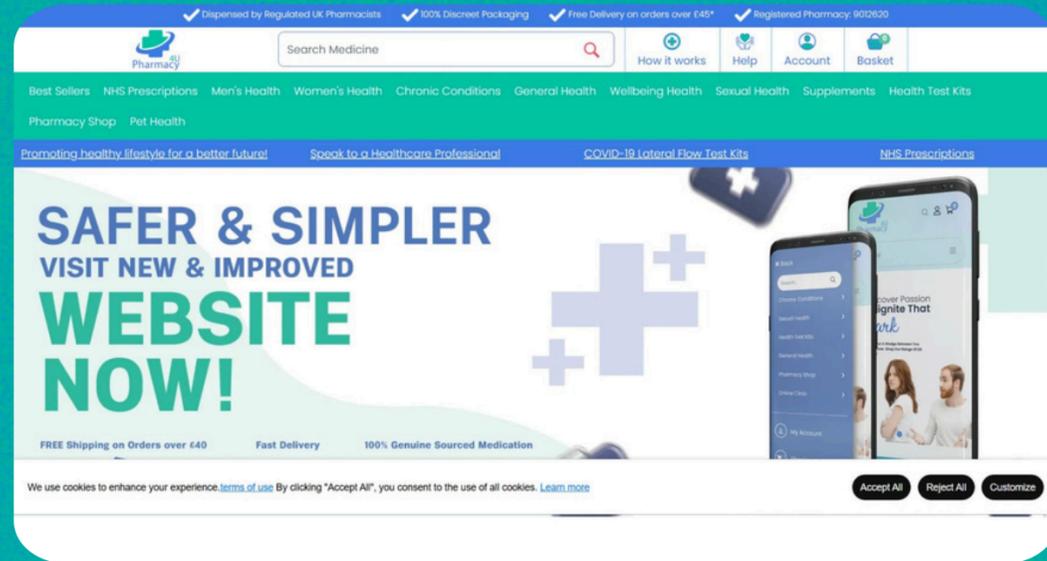
Minimal focus on clear CTAs

Clean and organized product

Prominent service features

Strategically placed CTAs

# Design System & Brand Refinement



## Authority-Focused Hero Section

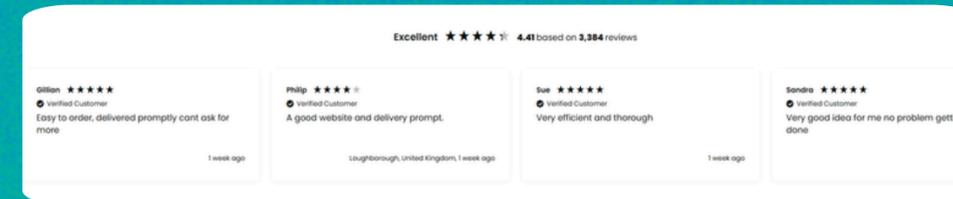
A8OM worked on refining the design elements to enhance usability and trust, keeping the medical audience in mind.



## Modular Service Architecture

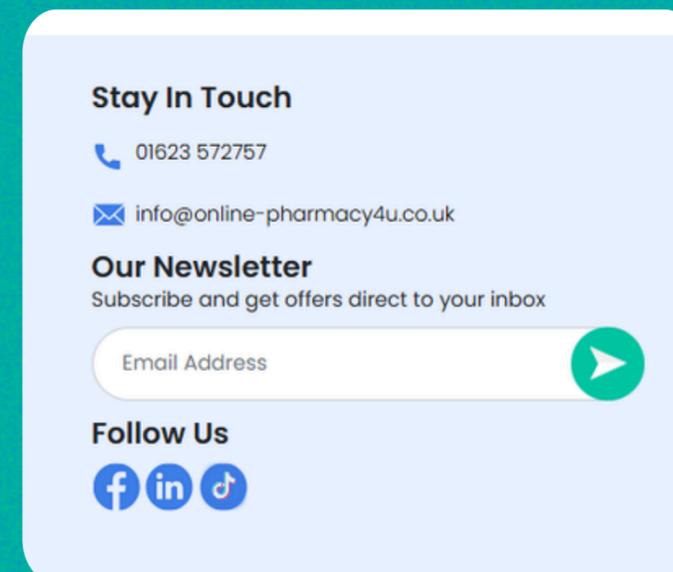
The website was simplified with clear categories for easy navigation, prioritizing customer experience.

## Color Palette



## Trust Signal Integration

Customer reviews, healthcare team info, secure payment logos, and certifications were added to build trust.

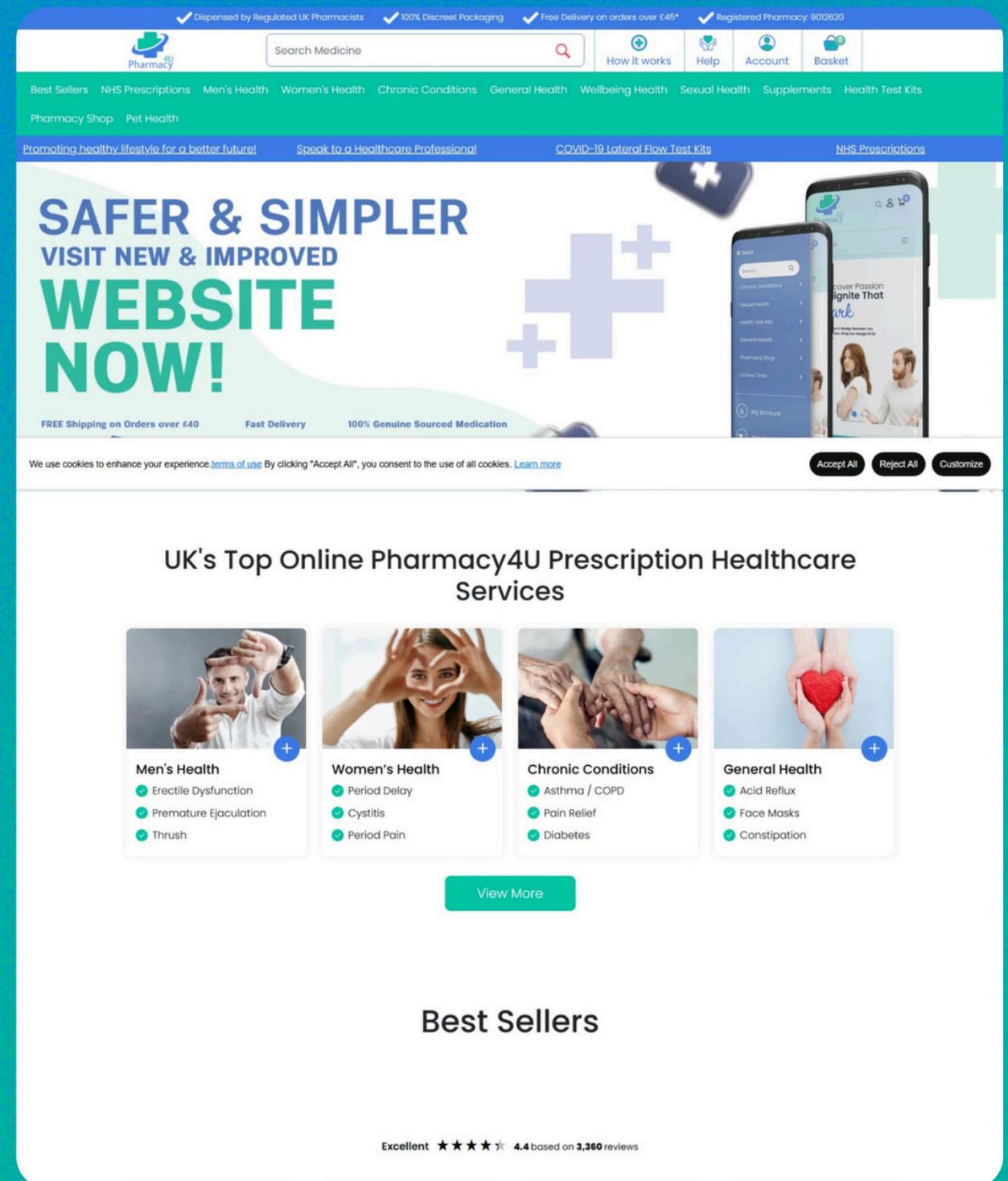


## Conversion Infrastructure

The blue and white palette with modern typography reinforces the brand's professional, approachable feel.

# UX & Conversion Architecture

- **Clear Hero Positioning:** highlighting services like company formation and tax advisory.
- **Strategic CTA placement:** guiding users toward key actions like "Buy Now" and "Get Consultation."
- **Structure service segmentation:** simplifying navigation for quick decision-making.
- **Trust signals** such as customer reviews and certifications, reinforcing credibility
- **Minimal friction contact flow** with easy-to-use forms that encourage conversions



# Ready to Scale?

Partner with **A8OM** to turn strategy into measurable growth.



**Book Your Strategy Call**



[www.a8om.com](http://www.a8om.com)



[info@a8om.com](mailto:info@a8om.com)



020 8156 4252