



# Online Prescription & Delivery Service

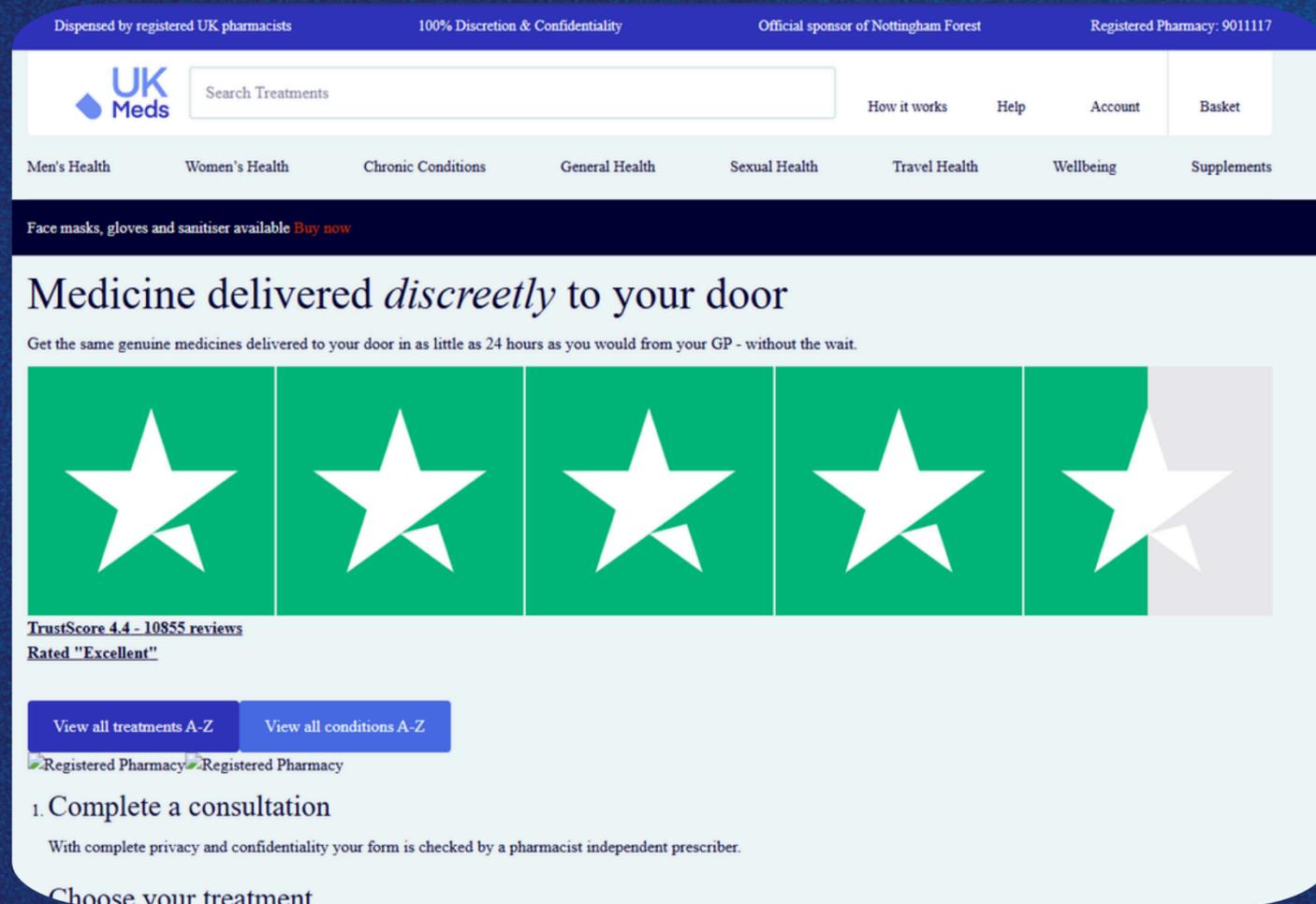
Portfolio Case Study Report

Simplifying Access to Health  
and Medication

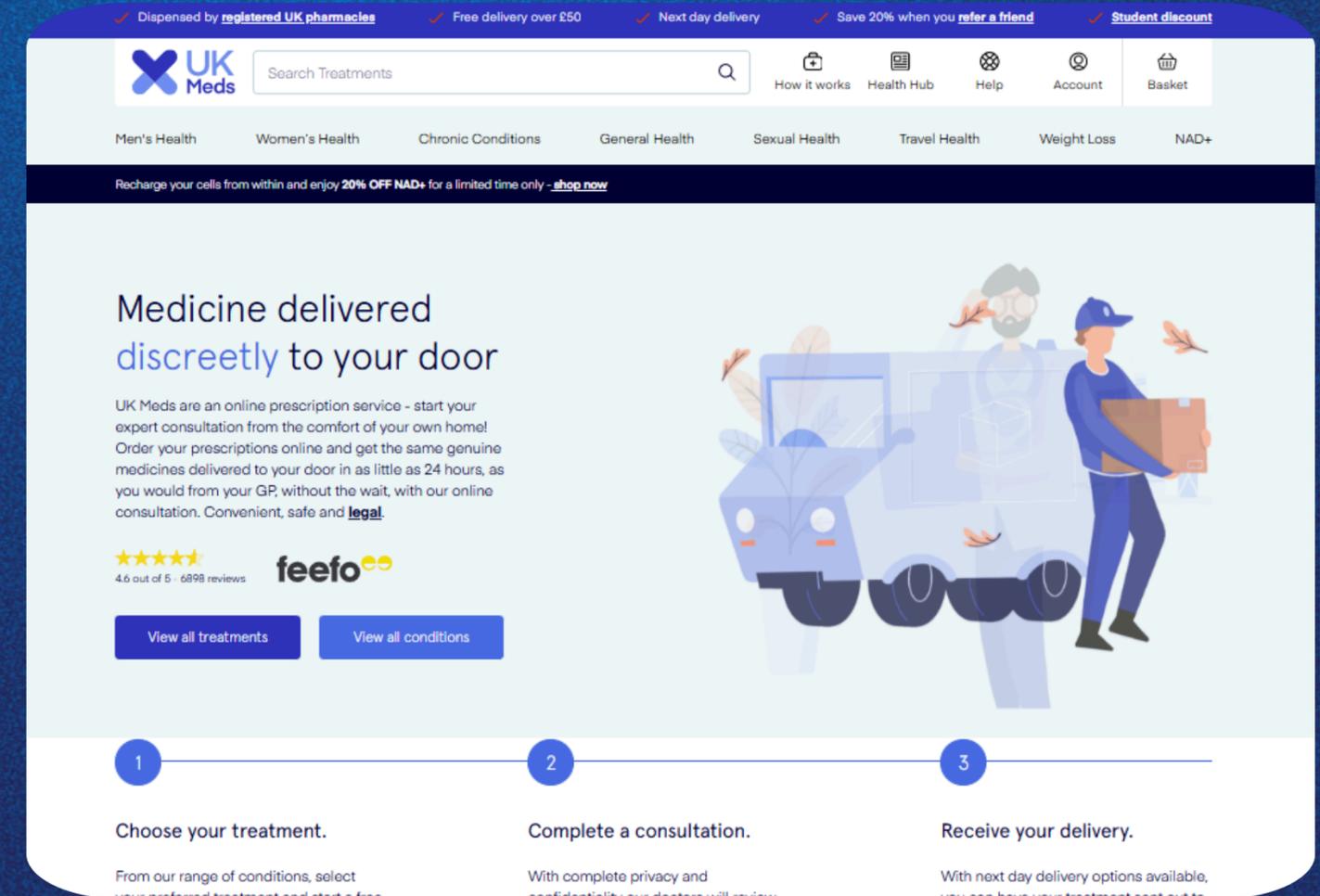


# Website Transformation

## BEFORE



## AFTER



Cluttered service structure

Generic Stock Imagery

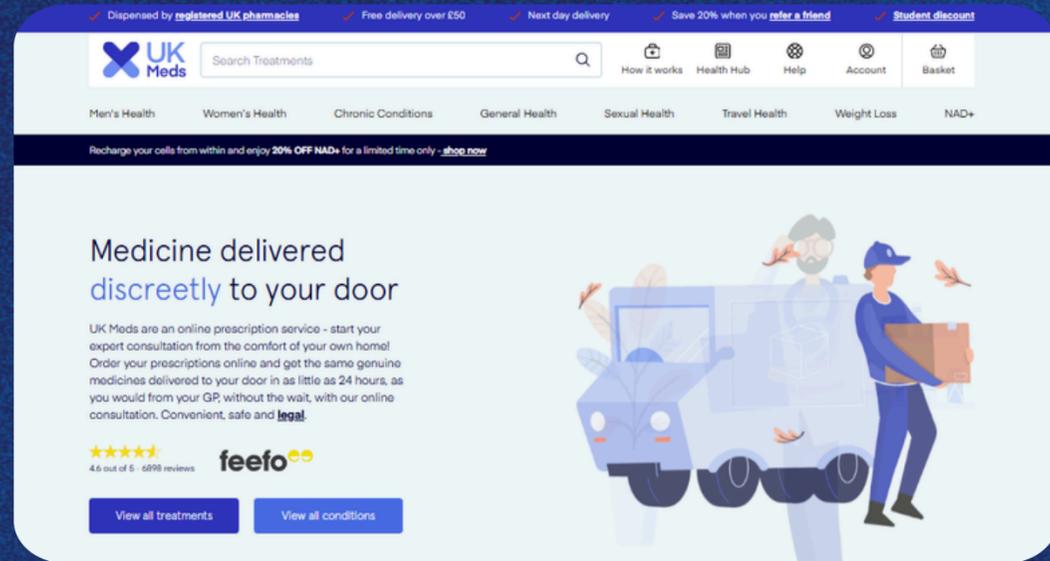
No clear conversion flow

Simplified and Structured

Improved trust signal

Action-driven CTA buttons

# Design System & Brand Refinement



## Clean, Modern Layout

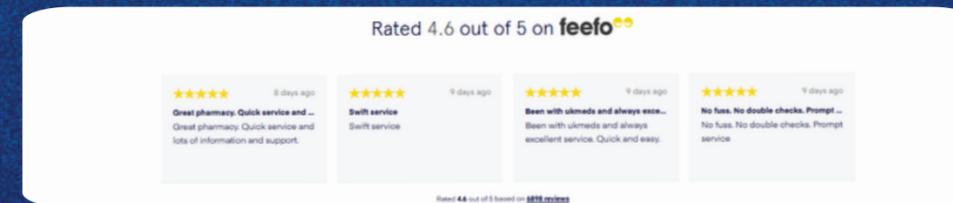
Streamlined design that emphasizes simplicity and ease of use.



## Modular Service Architecture

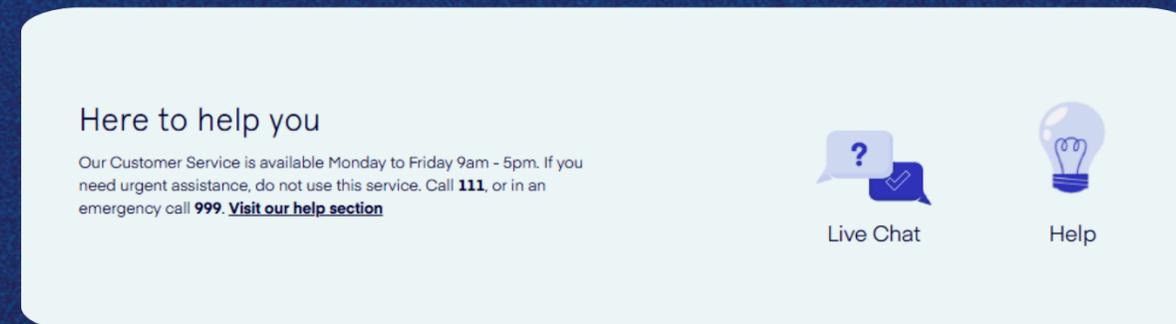
Segmented offerings for clarity and user navigation.

## Color Palette



## Trust & Credibility Elements

Visible credibility elements increase conversion confidence.



## Conversion Infrastructure

Low-friction lead capture with strong visual contrast.

# UX & Conversion Architecture

- **Clear above-the-fold positioning:**  
The key value proposition of quick, discreet medicine delivery and a simple ordering process is immediately visible.
- **Strategic CTA placement:**  
Primary CTA buttons, such as "Get Instant Quote".
- **Structure service segmentation:**  
UK Meds offers clear and well-organized categories of services
- **Trust signals**  
Integration of trusted logos, including secure payment options and regulatory certifications

The screenshot displays the UK Meds website homepage. At the top, a navigation bar includes the UK Meds logo, a search bar, and links for 'How it works', 'Health Hub', 'Help', 'Account', and 'Basket'. Below this is a menu with categories: 'Men's Health', 'Women's Health', 'Chronic Conditions', 'General Health', 'Sexual Health', 'Travel Health', 'Weight Loss', and 'NAD+'. A promotional banner reads: 'Recharge your cells from within and enjoy 20% OFF NAD+ for a limited time only - [shop now](#)'. The main hero section features the headline 'Medicine delivered discreetly to your door' and a sub-headline: 'UK Meds are an online prescription service - start your expert consultation from the comfort of your own home! Order your prescriptions online and get the same genuine medicines delivered to your door in as little as 24 hours, as you would from your GP, without the wait, with our online consultation. Convenient, safe and **legal**.' To the right is an illustration of a doctor and a pharmacist. Below the hero section is a 3-step process: 1. Choose your treatment. 2. Complete a consultation. 3. Receive your delivery. At the bottom, a 'Subscribe & save with UK Meds Plus' section offers a 'Save 10%' discount and lists benefits: 'Select your medication & delivery frequency', 'Complete a quick online consultation', 'Save money and get your meds delivered to your door', 'Save money on your meds', 'Discounted delivery', and 'Priority customer service'.

# 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