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WellCare Connect Website Redesign

UI/UX Design Specification Report

Component 1: Website Redesign for Online Business Presence

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Figma work	Link
Full Figma file	https://www.figma.com/design/6orDWI2UKE4EaQLae8J92O/Assignment01?node-id=0-1&t=MG9Tgl71JRb0q5al-1
WireFrame page	https://www.figma.com/design/6orDWI2UKE4EaQLae8J92O/Assignment01?node-id=0-1
MoodBoard page	https://www.figma.com/design/6orDWI2UKE4EaQLae8J92O/Assignment01?node-id=1-2
Prototype page	https://www.figma.com/design/6orDWI2UKE4EaQLae8J92O/Assignment01?node-id=40-643
Live interactive prototype	https://www.figma.com/proto/6orDWI2UKE4EaQLae8J92O/Assignment01?node-id=42-643&p=f&t=hApZNWUKXCQaezTk-1&scaling=min-zoom&content-scaling=fixed&page-id=40%3A643&starting-point-node-id=42%3A643&show-proto-sidebar=1

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1. Introduction

WellCare Connect is a growing healthcare provider that offers online appointment booking, virtual consultations, digital prescriptions and access to personal medical records. Its current website has confusing navigation, dated and inconsistent visuals, poor mobile support, limited accessibility, and weak booking, trust signals and calls-to-action, which lowers patient satisfaction, retention and confidence.

This report describes a UI/UX redesign that followed a user-centred design (UCD) process [1], moving from low-fidelity wireframes to a mood board and a high-fidelity interactive prototype, all built in Figma [2]. Section 2 examines the current issues and proposes solutions. Section 3 analyses responsive design for user experience and mobile sales. Section 4 presents the Task 1 outputs and how each shaped the design. Section 5 reflects on the project.

2. WellCare Connect Website Redesign

2.1 Design approach

The redesign had four business objectives: improve usability, express the brand values of trust and care, increase booking conversions, and grow WellCare Plus subscription sign-ups. Three representative users guided decisions: a working parent booking on a phone, an older patient joining a video consultation, and a patient with a long-term condition who manages prescriptions and results. Under UCD, each iteration is checked against these users' tasks [1].

The design separates UI, the visible layer of type, colour and controls, from UX, the whole journey from finding care to follow-up. Three frameworks shaped decisions. Usability heuristics adapted for e-commerce gave a checklist for navigation, feedback and error prevention [3]. The technology acceptance model explains that patients adopt telemedicine when it feels useful and they have the means to use it [4], so video care comes with a device check. In online shopping, trust links website quality to purchase intention [5], so trust signals sit beside every decision.

Figma replaced the suggested Inkscape because it combines reusable components, auto-layout and click-through prototyping in one shared file [2].

2.2 Current issues and proposed solutions

Table 1 maps each issue to its evidence and the adopted solution.

Issue	Why it matters	Redesign solution
Confusing navigation	Patients cannot locate core services, which raises effort and drop-off.	Six task-based menu items (Find a specialist, Video consultations, Services & prices, Help, Contact us, My account), a persistent “Book appointment” button, breadcrumbs, and a bottom tab bar on the mobile dashboard.
Outdated visual design	Aesthetic design is one driver of mobile cart abandonment [6].	A new navy/teal identity, Fraunces and Figtree typography, calm real-people photography [7] and an 8-point spacing system (Section 4.2).
Poor mobile responsiveness	About a third of the university hospital websites studied in Turkey had problems on mobile devices [8].	Mobile-first 390 px layouts for every key page, a sticky price-and-continue bar in booking, and 44 px touch targets.
Limited accessibility	None of 48 Spanish public hospital websites met WCAG 2.1 Level AA [9].	Target WCAG 2.2 AA [10]: every text colour pair passes 4.5:1, visible focus states, labelled fields, captions in video calls, and status that never relies on colour alone.
Inconsistent branding	Consistent layout and design elements across devices support a coherent user experience [11].	A WC-and-heart logo mark with the wordmark in every header and footer, and one component library reused across all screens.
Unclear booking flow	Checkout friction and perceived risk drive abandonment [6], [12].	A three-step flow with a progress stepper, a persistent appointment summary, price shown from step one, “Edit” links on review, and a guest option.
Insufficient patient information	Information quality reduces abandonment [12].	Doctor cards with GMC number, specialty, location, price, insurers accepted and next available slots; telehealth FAQs and a “What we can help with” list.
Lack of trust	Patients rely on ratings when judging care [13]; trust turns website quality into purchases [5].	Verified ratings, CQC/GMC/NHS DSPT badges, security messages at payment and sign-in, transparent pricing and no deceptive patterns [14].
Slow loading	Poor performance excludes users on weak connections [15].	Two web fonts, SVG icons, compressed images and simple layouts that keep page weight low.
Ineffective calls-to-action	Readable copy predicts conversion [16]; too many options cause choice overload [17].	Action Coral is reserved for the main action, and labels describe outcomes (“Pay £195 and confirm”, “Join video call”).
No personalisation or reminders	Text reminders improve appointment adherence [18]; personalised messages can support adherence [19].	A dashboard with medication and test reminders, prescription status, results and a personalised health tip, plus SMS and email reminder opt-ins during booking.
Hard-to-find emergency, specialist and telehealth services	Safety-critical information must be immediately visible.	A red emergency bar (999 / NHS 111) on every page linking to a Contact us page that lists the nearest A&E, urgent treatment centre and pharmacy, a filterable specialist directory, and telehealth in the main navigation.

Table 1: Current website issues mapped to evidence and redesign solutions

2.3 Critical evaluation of the solutions

Some solutions involve trade-offs. The permanent emergency bar costs vertical space on every screen, but in healthcare a patient who cannot find urgent help is a far worse outcome. Red appears nowhere else, so the bar keeps its meaning. WellCare Plus is promoted on the home page, pricing and booking confirmation, but never inside payment, which supports subscriptions without the manipulative patterns common in e-commerce [14].

Telehealth gets the same prominence as in-person care because patient satisfaction with telemedicine is consistently high [20], while the remaining barriers are usability and digital confidence [21]. The call screen therefore has one row of large, labelled controls, live captions and chat, and the landing page offers a device check. The specialist results list breaks the “one coral action per screen” rule on purpose, because each doctor card is a separate decision.

3. Responsive Design Implementation

Responsive design uses fluid grids, flexible media and breakpoints so that one site adapts to any screen. A mobile-first approach starts with the smallest, most constrained screen and adds features as space allows, which forces early decisions about content priority, visual hierarchy and interaction [22]. Mobile commerce has grown quickly as an extension of traditional e-commerce [23]. For WellCare Connect, a mobile “sale” is a completed booking or a subscription, so the quality of the responsive design affects revenue directly.

3.1 Implications for user experience and mobile sales

Mobile research separates cart abandonment, driven by price, ratings and aesthetic design, from check-out abandonment, driven by store policies and “account fatigue” [6]. Transaction risk raises mobile abandonment, while information quality and trust lower it [12]. The mobile booking flow answers both: a sticky bar shows the full price, guest booking and wallet payments avoid account fatigue, and security and cancellation messages sit beside the payment fields.

Information layout measurably affects visual search performance and user preference on mobile shopping interfaces [24]. In a field experiment with 560 shoppers, contrast, line spacing and a sans-serif font changed perceived ease of use, and the easier interface raised purchase, revisit and recommendation intentions [25]. The mobile layouts therefore use Figtree, generous line spacing and high-contrast text. Specialist results become a single column of compact cards, and filters move into a bottom sheet.

A study of 400 public websites found that 29.75% were not responsive, mostly through distorted images, scattered icons and intrusive pop-ups [26]. The redesign has no pop-ups, one icon set and fixed aspect-ratio images.

Performance, measured with Core Web Vitals, varies sharply on weak rural connections, and slow sites can shut users out of essential services [15]. Many patients join appointments over mobile data, so the pages are kept light. The mobile layouts also meet the WCAG 2.2 reflow and target-size requirements [10].

3.2 Costs and limitations

Responsive design has costs: every breakpoint adds design and testing work, and content must be planned so mobile users do not get a reduced service. A component-based design system lowers this cost and keeps layouts consistent [11]. Two alternatives were considered. Adaptive design serves a fixed layout per device but multiplies the templates to maintain. A native app adds offline access, but occasional patients rarely install one. A responsive site was chosen, with an app as a later option for long-term patients.

4. Implementation

All Task 1 outputs are in one shared Figma file with three pages ([WireFrame](#), [MoodBoard](#), [Prototype](#)). Appendices A to C show every screen, and Appendix D links to the file and clickable [prototype](#).

4.1 Wireframes

The wireframes came first. They use greyscale, one typeface and an 8 px grid, so discussion stayed on structure, hierarchy and flow rather than colour. A shared kit keeps all 51 desktop and mobile screens consistent, and design-notes cards link each layout decision to the issues in Table 1 (Figure 1 to 3).

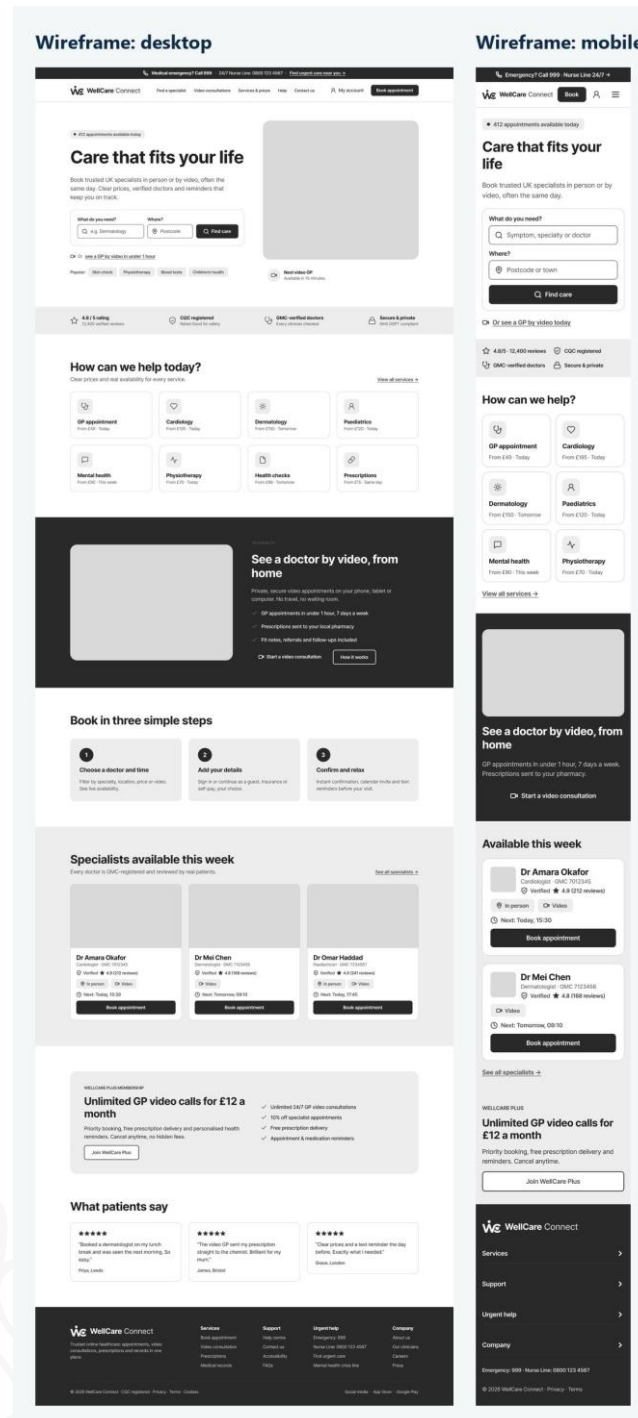


Figure 1: Wireframe: Home page, desktop and mobile

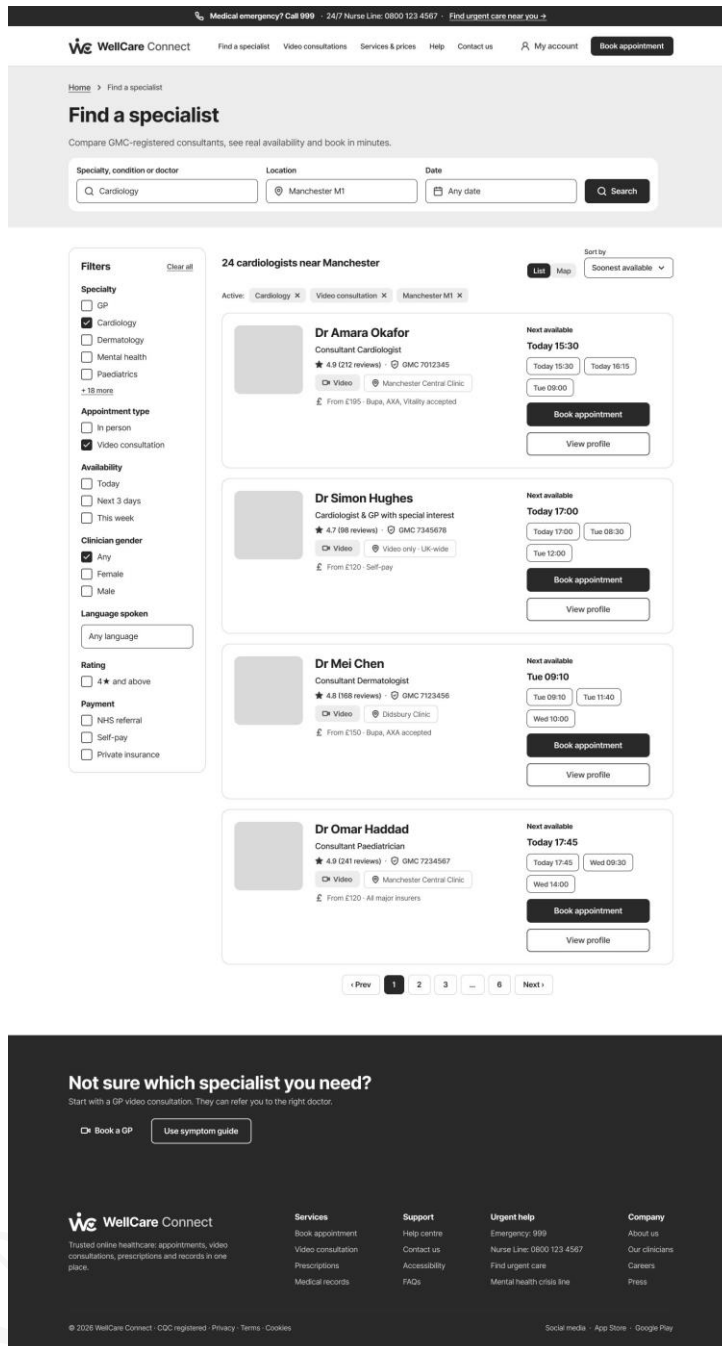


Figure 2: Wireframe: Find a Specialist with filter sidebar and result cards

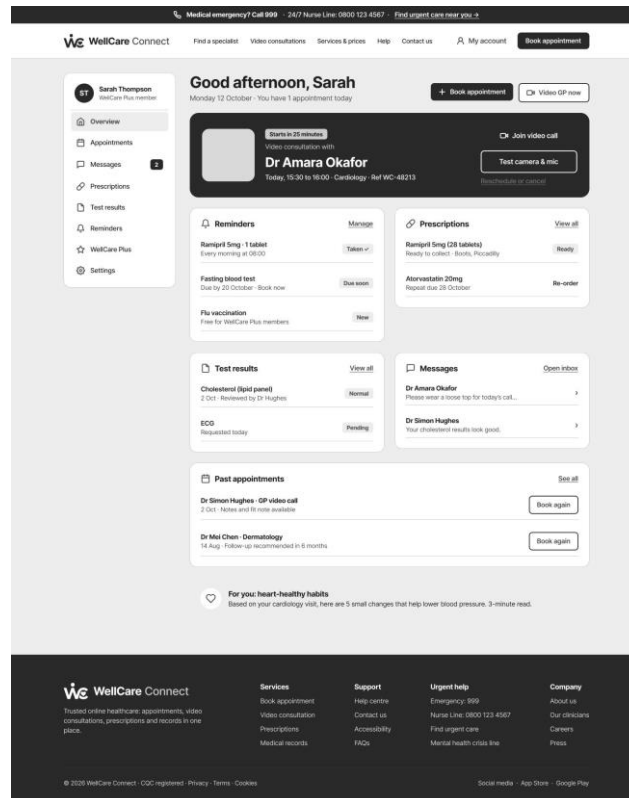


Figure 3: Wireframe: Patient Dashboard (signed in)

4.2 Mood board

The mood board grew out of the wireframes. Across seven boards (Figures 4 to 10) it sets the direction “calm clinical trust with human warmth”. Shared mood boards widen creative ideas and give later work a clear context [27]. The colours draw on emotional colour theory in medical interaction design [28]: navy and teal suggest reliability and calm, Action Coral marks calls-to-action, and Emergency Red is reserved for urgent messages. Every text colour pairing was checked against WCAG contrast thresholds [10]. Fraunces gives headings a humane voice, and Figtree keeps body text readable on small screens. The brand board also fixes the logo, a W and C joined by a person and a heart, with rules for size, clear space and the app icon. The photographs were generated with Figma AI and would be replaced by a commissioned shoot.

Brand direction

Calm clinical trust with human warmth. WellCare Connect should feel as reassuring as a good GP and as easy as a modern app, so patients of every age can find care, book in minutes and feel safe sharing their health details.

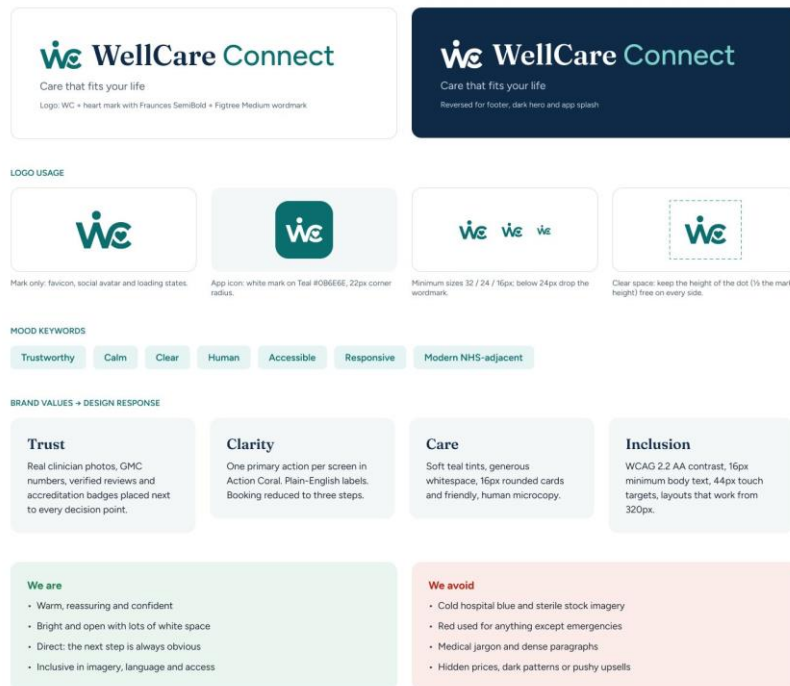


Figure 4: Mood board: brand direction, logo, logo usage, keywords and values

Colour palette

A deep navy and clinical teal carry trust; Action Coral is reserved for the single primary action on each screen; Emergency Red is used only for urgent-care messaging. Contrast ratios are calculated against the text colour shown on each swatch.

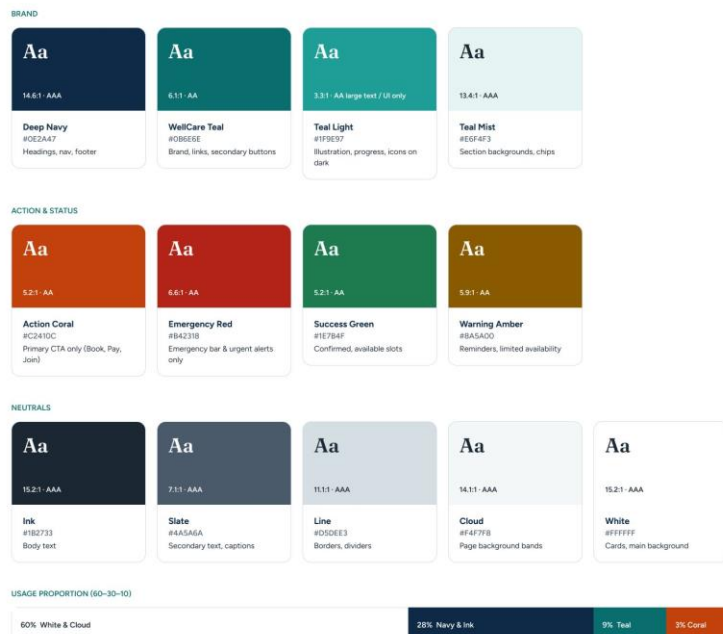


Figure 5: Mood board: colour palette with calculated contrast ratios

Typography

Fraunces brings a warm, soft-serif voice to headings that signals heritage and care without feeling cold. Figtree is a clean, open sans with a tall x-height, built for comfortable reading on small screens. Two families only, keeping pages fast to load.

Aa

Fraunces

HEADINGS · SemiBold 600

Soft, rounded serifs feel human and established. Used for page titles, section headings and doctor names; never below 20px.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 £ & ?

Aa

Figtree

BODY & UI · Regular 400 · Medium 500 · SemiBold 600

Highly legible at 14–18px, distinct shapes for l, I and 1, and friendly geometry. Used for body copy, forms, buttons and navigation.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm 0123456789 £ & ?

Display Fraunces SemiBold · 56/64 · mobile 36/44	Care that fits your life
Heading 1 Fraunces SemiBold · 40/48 · mobile 32/40	Find the right specialist
Heading 2 Fraunces SemiBold · 32/40 · mobile 26/34	Your upcoming appointments
Heading 3 Figtree SemiBold · 24/32 · mobile 20/28	Dr Amara Okafor · Cardiology
Body large Figtree Regular · 18/28 · mobile 17/26	Book in-person or video appointments with trusted UK specialists.
Body Figtree Regular · 16/24 · all sizes	We will text you a reminder 24 hours before your appointment.
Small Figtree Regular · 14/20 · captions & meta only	GMC 7012345 · 12 years experience
Button / label Figtree SemiBold · 16/24 · sentence case	Book appointment

16px minimum
Body text never smaller than 16px; supports 200% browser zoom without loss.

60–75 characters
Comfortable line length for reading health information.

Sentence case
Calmer than ALL CAPS and easier to read for dyslexic users.

Left aligned
Ragged-right text; no justified paragraphs or centred long copy.

Figure 6: Mood board: typography pairing and type scale

Imagery & photography

Real people, real care. Photography is warm, natural and inclusive: patients of different ages, ethnicities and abilities, and clinicians shown as approachable experts. Reference photos below were generated with Figma AI to the shot list; production images would come from a WellCare photo shoot.



Clinician portrait
Eye-level, natural window light, genuine smile, plain teal-tinted background.



Video consultation at home
Older patient on a tablet in a bright living room; screen shows a friendly GP.



Calm clinic interior
Bright, uncluttered reception with plants and soft daylight; no harsh blue light.



Parent and child
Family checking a booking together on a phone; relaxed, everyday setting.



Hands and care detail
Close-up of a nurse taking a blood pressure reading; reassuring touch.

Photo treatment

- Warm natural light, eye-level angles, shallow depth of field
- Subtle cool-teal grade in shadows to tie into the palette
- Rounded crops: 24px on large media, circle for avatars
- Real clinician headshots on every profile card

Avoid

- Staged handshakes and over-posed stock models
- Needles, blood, gloved hands or anxious hospital scenes
- Heavy filters, dark moody grading or text on busy photos
- Images without alt text describing their purpose

Figure 7: Mood board: imagery and photography direction

Iconography, shape & spacing

Simple outline icons on a 24px grid with a 2px rounded stroke, always paired with a text label. Soft 8–24px radii and gentle shadows make the interface feel approachable; an 8-point spacing system keeps layouts consistent on every screen size.

ICON SET - OUTLINE, 24PX GRID, 2PX STROKE, ROUNDED CAPS (LUCIDE-STYLE)

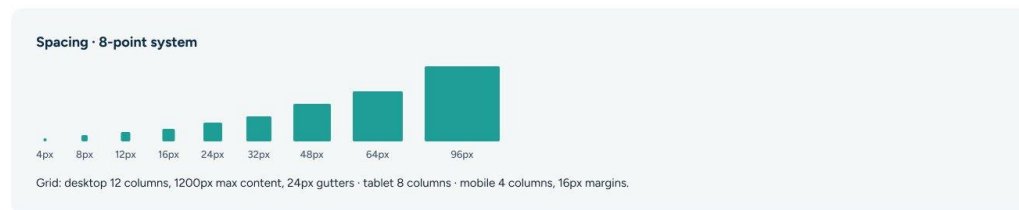


Figure 8: Mood board: iconography, shape and radius rules

UI elements

Key components styled with the palette and type: these become the building blocks for the high-fidelity prototype. Coral appears once per screen for the main action; teal handles everything secondary.

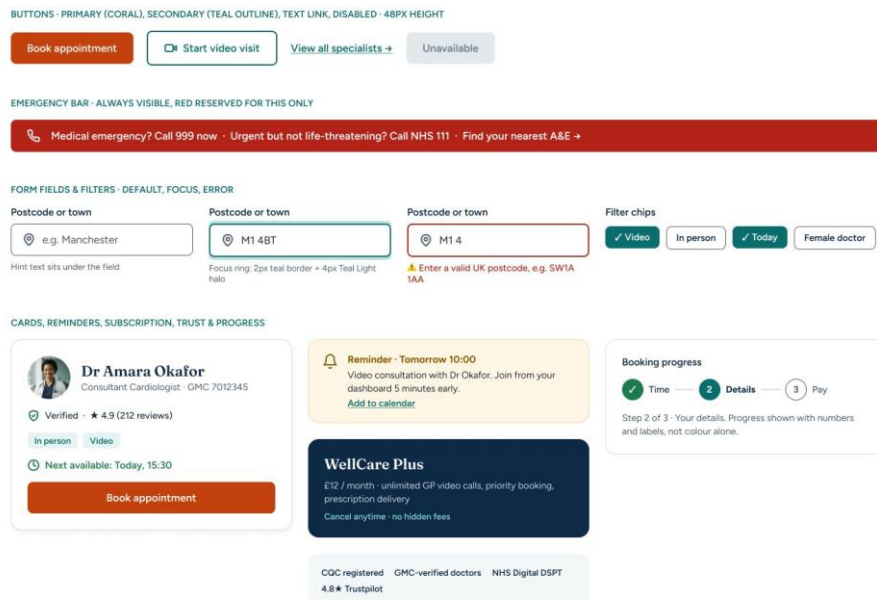


Figure 9: Mood board: core UI elements

Accessibility checks

Every colour pairing used for text is tested against WCAG 2.2. Ratios below are calculated from the palette values, not estimated.

Pairing	Sample	Ratio	Result
Ink body text on White	Book appointment	15.17 : 1	✓ Pass AAA
Slate captions on White	Book appointment	7.09 : 1	✓ Pass AAA
Teal links on White	Book appointment	6.05 : 1	✓ Pass AA
Teal text on Teal Mist	Book appointment	5.36 : 1	✓ Pass AA
White on Action Coral (primary button)	Book appointment	5.18 : 1	✓ Pass AA
White on Emergency Red (emergency bar)	Book appointment	6.57 : 1	✓ Pass AA
White on Deep Navy (footer, nav)	Book appointment	14.57 : 1	✓ Pass AAA
Amber text on reminder tint	Book appointment	5.52 : 1	✓ Pass AA
Slate input border on White (UI 3:1)	Book appointment	7.09 : 1	✓ Pass UI (needs 3:1)

Focus visible

2px teal outline + 4px halo on every interactive element; logical tab order.

44px targets

Buttons, chips and links at least 44x44px on mobile, 8px apart.

Not colour alone

Status uses icon + text (✓ Confirmed, ⚠ Error); stepper shows numbers.

Motion & zoom

Respect reduced-motion; content reflows at 320px and 200% zoom.

Figure 10: Mood board: accessibility checks

4.3 How the mood board and wireframes influenced the design

The wireframes and the mood board shaped different layers of the final design. The wireframes fixed the structure: page hierarchy, content order and interaction flow. Figure 11 shows that the booking step kept its wireframe skeleton almost unchanged, including the three-step stepper, the two-column layout with a persistent summary, the date strip and the time-slot grid. Because these decisions were already reviewed in low fidelity, the layout needed no rework.

The mood board supplied the visual language and its rules. Greyscale primary buttons became Action Coral, selected options gained a teal outline with a mist fill, and the selected time gained a tick so its status does not depend on colour. Photographs replaced the image placeholders and headings moved to the Fraunces scale. The accessibility board also acted as a constraint: an early amber swatch too close to Action Coral was replaced with a darker gold. Figure 12 shows the same translation on mobile.

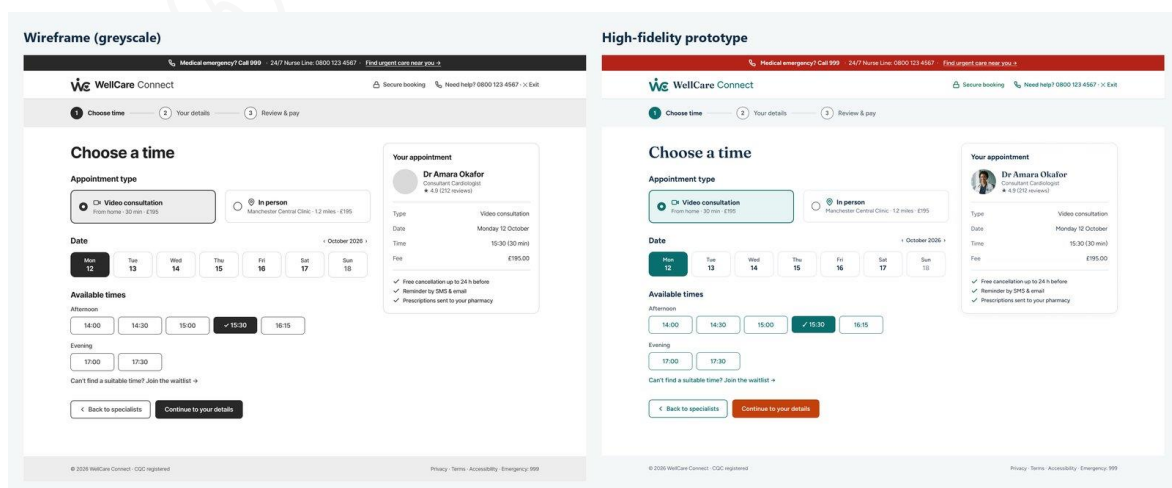


Figure 11: Booking step 1: wireframe (left) translated into the high-fidelity prototype (right)

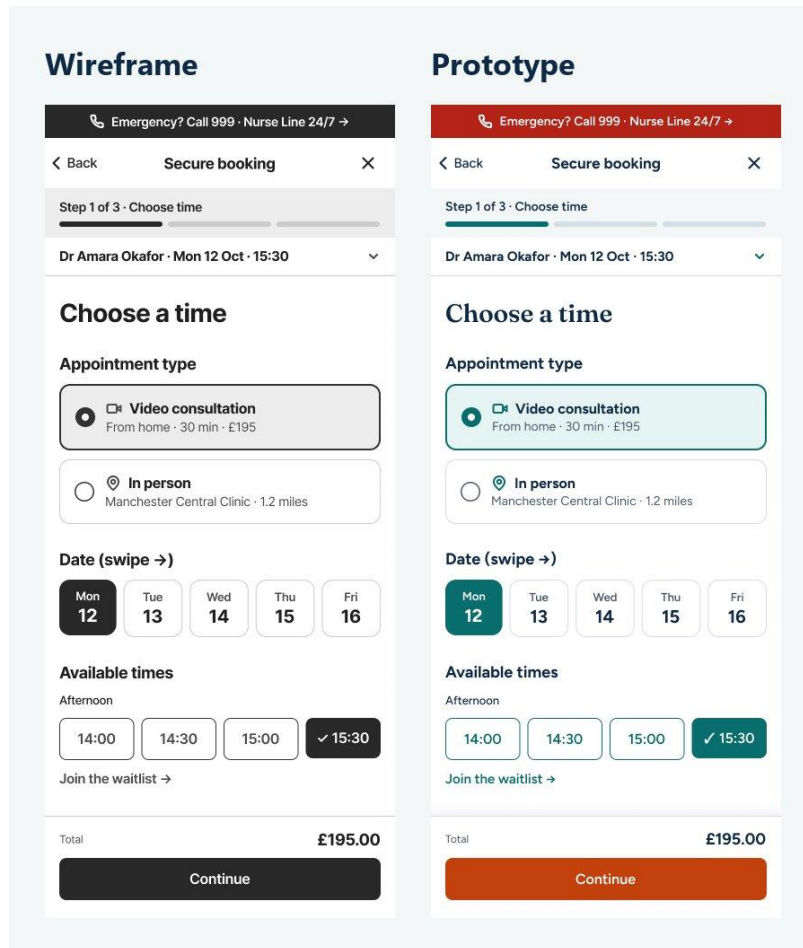


Figure 12: Booking step 1 on mobile: wireframe and prototype

4.4 Interactive prototype

The prototype has 51 high-fidelity screens at 1440 px (desktop) and 390 px (mobile). Besides Home, find a Specialist, booking, video consultations and the dashboard, it includes My account pages (appointments, messages, prescriptions, results, settings), password recovery, Services & prices, Help, Contact us, About us and an accessibility statement. All 442 hotspots open a screen, scroll to a section or start a call, so no button is a dead end (Figures 13 to 21):

- Book a specialist: Home → Find a Specialist → Choose time → Your details → Review & pay → Confirmation → Dashboard.
- Video consultation: Dashboard → Join video call → End call → Dashboard; Telehealth landing → book a video slot.
- Account: Sign in → Dashboard → Appointments, Messages, Prescriptions, Results or Settings; Forgot password → link sent.
- Support: Emergency bar → Contact us → urgent care near you; message form → confirmation.

Twelve flow starting points play each journey; the WireFrame page has the same links.

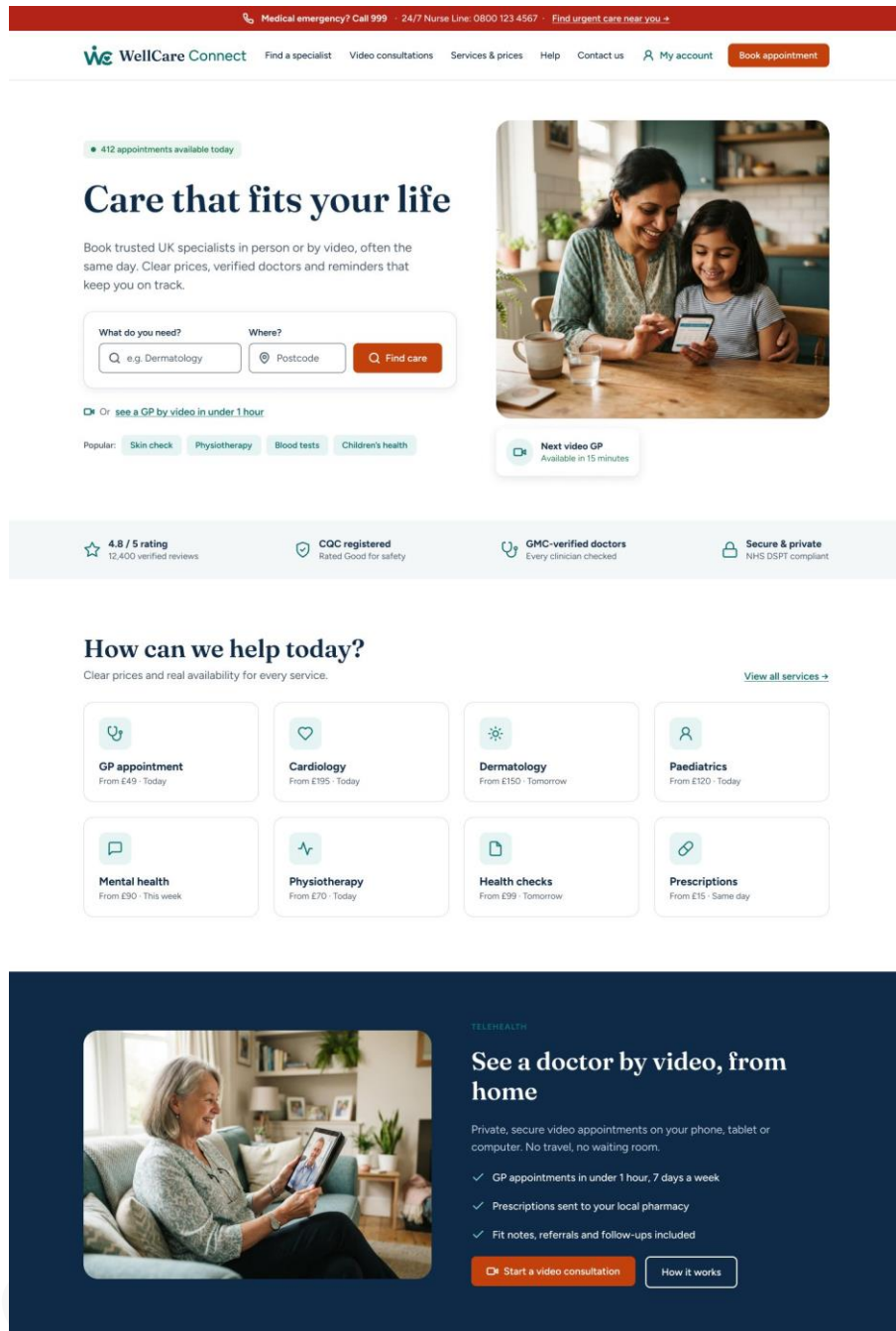


Figure 13: Prototype: Home page (upper section), desktop

Medical emergency? Call 999 · 24/7 Nurse Line: 0800 123 4567 · Find urgent care near you

WellCare Connect

Secure booking · Need help? 0800 123 4567 · Exit

Choose time

Your details

3 Review & pay

Review and pay

Your booking

Sarah Thompson · DOB 14/03/1986
sarah.t@email.co.uk · 07700 900123
Reason: Chest tightness when exercising

Edit

Payment method

☒ Card or digital wallet
Pay £195.00 now

☐ Private insurance
Bupa, AXA, Vitality...

☐ NHS referral
Upload referral letter

Card number

1234 5678 9012 3456

Expiry

MM / YY

CVC

123

Name on card

Sarah Thompson

Payments are encrypted and processed securely. You won't be charged if you cancel 24 h before.

Back

Pay £195 and confirm

Your appointment

Dr Amara Okafor
Consultant Cardiologist
★ 4.9 (212 reviews)

Type

Video consultation

Date

Monday 12 October

Time

15:30 (30 min)

Fee

£195.00

☒ Free cancellation up to 24 h before
☒ Reminder by SMS & email
☒ Prescriptions sent to your pharmacy

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Privacy · Terms · Accessibility · Emergency: 999

Figure 15: Prototype: Booking step 3, review and pay

Medical emergency? Call 999 · 24/7 Nurse Line: 0800 123 4567 · Find urgent care near you

WellCare Connect

Find a specialist · Video consultations · Services & prices · Help · Contact us · My account · Book appointment

You're booked, Sarah

Confirmation sent to sarah.t@email.co.uk and 07700 900123. Booking reference: WC-48213

Clinician

Dr Amara Okafor · Cardiology

Type

Video consultation

When

Monday 12 October, 15:30 to 16:00

Join

Join from your dashboard, opens 5 minutes before

Go to my dashboard

Add to calendar

Reschedule or cancel

What happens next

We'll remind you: a text 24 hours before and an email 1 hour before

Test your camera and microphone: a 30-second check from your dashboard

After your appointment, notes, prescriptions and referrals appear in your account

Run device check

WellCare Plus
Save 10% on this and future visits
Unlimited GP video calls, priority booking and free prescription delivery for £12 a month.

Learn more

WellCare Connect
Trusted online healthcare: appointments, video consultations, prescriptions and records in one place.

Services

Book appointment
Video consultation
Prescriptions
Medical records

Support

Help centre
Contact us
Accessibility
FAQs

Urgent help

Emergency: 999
Nurse Line: 0800 123 4567
Find urgent care
Mental health crisis line

Company

About us
Our clinicians
Careers
Press

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Social media · App Store · Google Play

Figure 16: Prototype: booking confirmation with next steps and WellCare Plus offer

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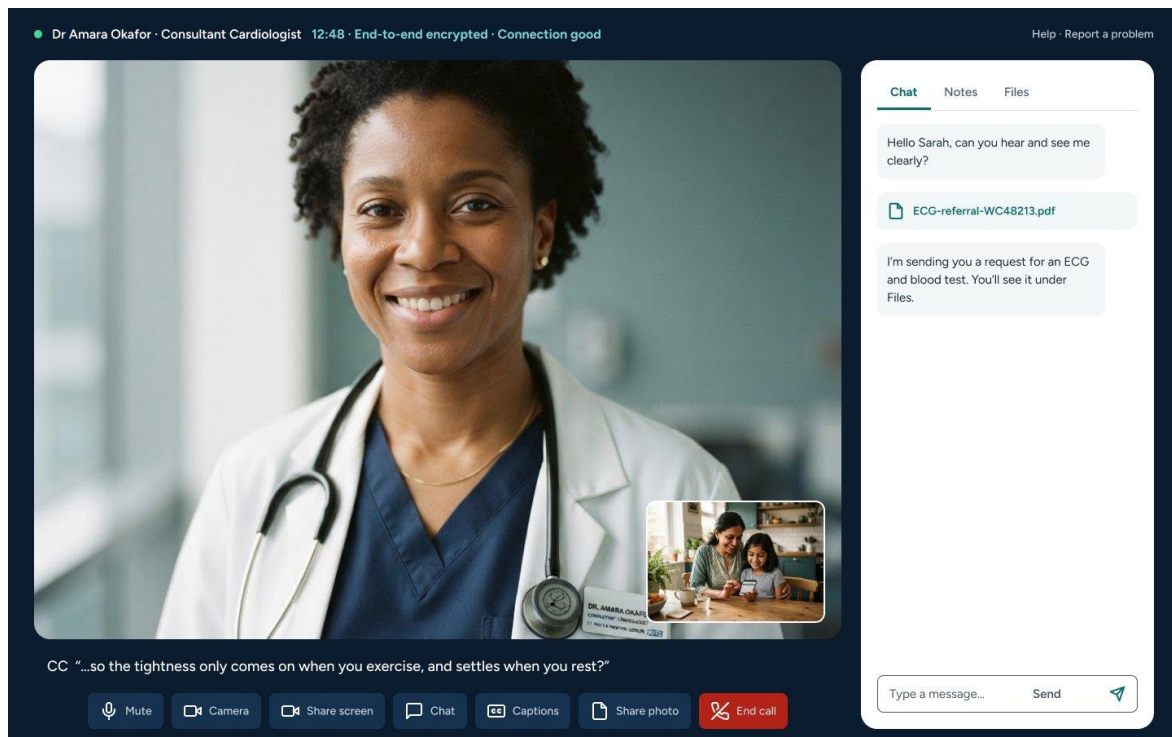


Figure 17: Prototype: telehealth video call with captions, chat and shared files

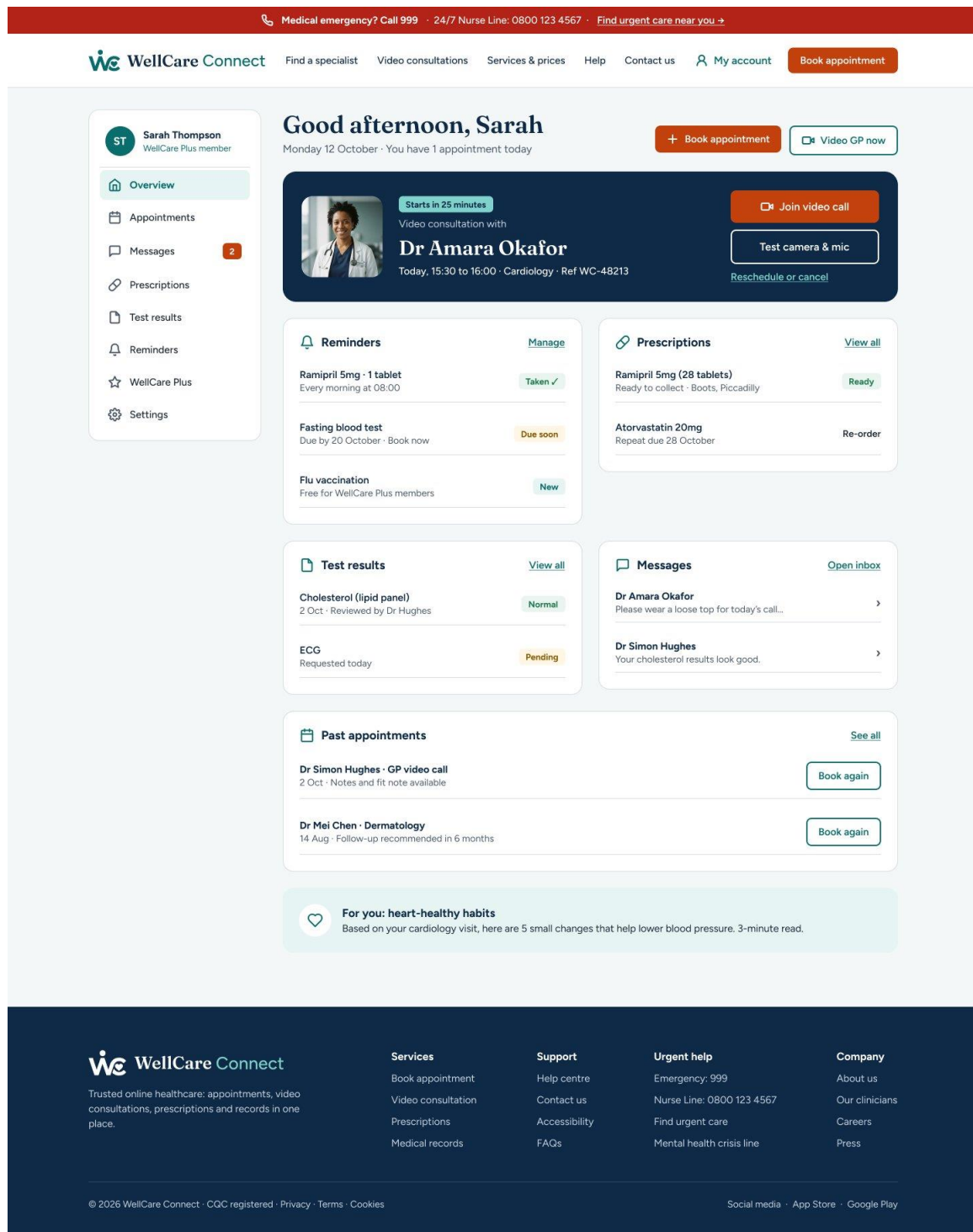


Figure 18: Prototype: Patient Dashboard with reminders, prescriptions and results

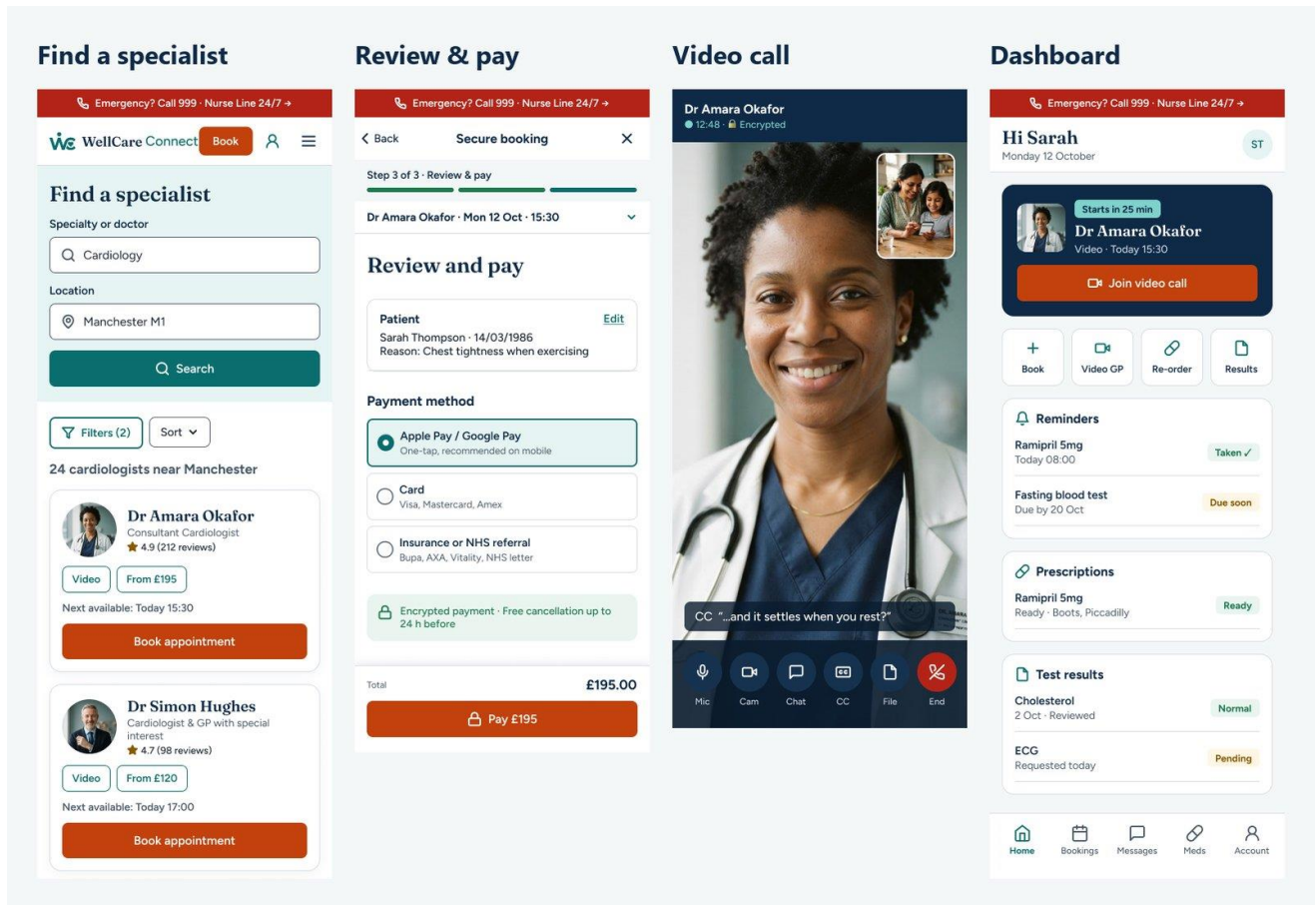


Figure 19: Prototype: mobile screens: specialist search, review & pay, video call and dashboard

Medical emergency? Call 999
24/7 Nurse Line: 0800 123 4567
Find urgent care near you

[Find a specialist](#)
[Video consultations](#)
[Services & prices](#)
[Help](#)
[Contact us](#)
[My account](#)
[Book appointment](#)

[Home](#) > [Contact us](#)

Contact us

Talk to our patient support team, find urgent care near you, or send us a message. We reply to every message within one working day.

Need urgent help?
Call 999 in an emergency. For urgent advice call NHS 111, or our 24/7 Nurse Line on 0800 123 4567. Do not use the message form for urgent symptoms.

Get in touch

Choose the way that suits you. Our UK-based team is here 8am to 8pm, 7 days a week.

Call us
0800 123 4567 · 8am to 8pm, 7 days

Call now

Live chat
Average reply in 2 minutes

Start chat

Send a message
We reply within 1 working day

Send a message

Send us a message

Fields marked * are required. Please do not include urgent symptoms here.

First name *

Last name *

Sarah

Thompson

Email address *

sarah.t@email.co.uk

What is it about? *

Appointments and bookings

Your message *

I need to move my cardiology follow-up to a weekday morning.

☐ I agree to WellCare Connect storing my details to answer this message.

Send message

Our clinics

Manchester Central Clinic
1 Piccadilly Gardens, Manchester M1 1RG
Mon to Sat, 8am to 8pm
[Get directions](#)

Didsbury Clinic
715 Wilmslow Road, Manchester M20 6WF
Mon to Fri, 9am to 6pm
[Get directions](#)

Post
WellCare Connect, PO Box 4521, Manchester M60 1AA

Find urgent care near you

Showing places near Manchester M1. If you are not sure where to go, call NHS 111 or our 24/7 Nurse Line on 0800 123 4567.

Manchester Royal Infirmary 1.4 miles

A&E - for life-threatening emergencies

Open 24 hours

[Get directions](#)

Manchester Urgent Treatment Centre 0.9 miles

Minor injuries and illnesses, no appointment

Open until 10pm

[Get directions](#)

Boots Pharmacy, Piccadilly 0.3 miles

Pharmacist advice and emergency prescriptions.

Open until 11pm

[Get directions](#)

Trusted online healthcare: appointments, video consultations, prescriptions and records in one place.

Services

- Book appointment
- Video consultation
- Prescriptions
- Medical records

Support

- Help centre
- Contact us
- Accessibility
- FAQs

Urgent help

- Emergency: 999
- Nurse Line: 0800 123 4567
- Find urgent care
- Mental health crisis line

Company

- About us
- Our clinicians
- Careers
- Press

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Figure 20: Prototype: Contact us with urgent care near you and the message form

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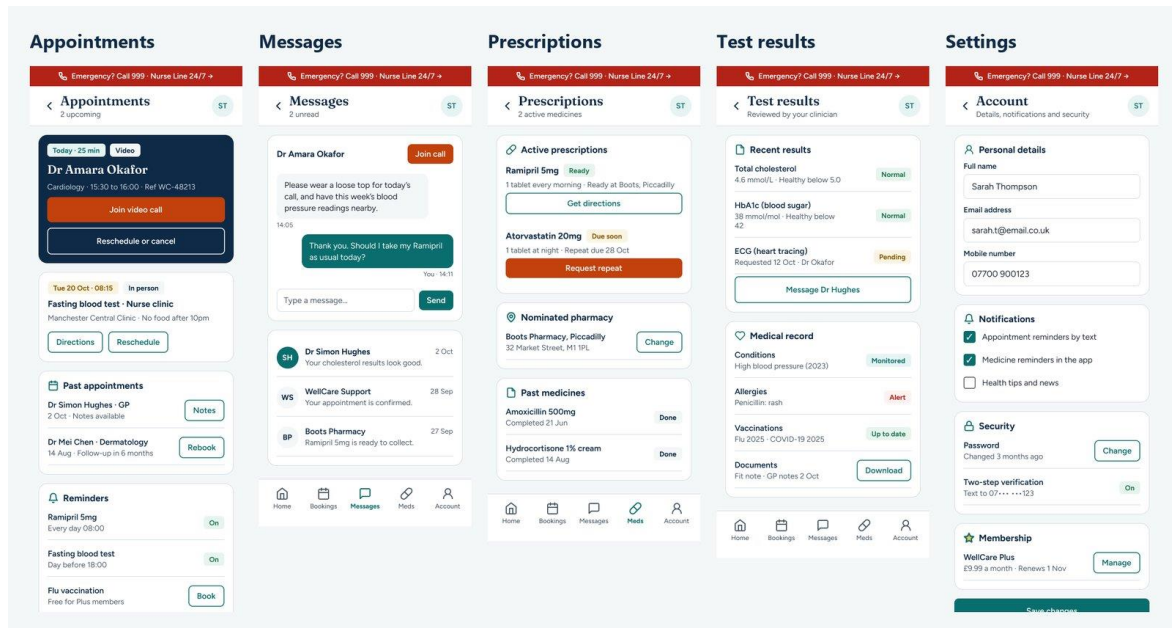


Figure 21: Prototype: My account pages: appointments, messages, prescriptions, test results and settings

5. Conclusion

A structured process turned a list of website problems into a coherent product. Wireframes settled navigation, content priority and the booking flow cheaply, before visual decisions. The mood board turned brand values into testable rules for colour, type, imagery and accessibility, and shared components applied them on every screen.

The redesign addresses each of WellCare Connect's objectives. Task-based navigation and a three-step booking flow improve usability. A calm visual identity with visible accreditation expresses the brand values. Transparent pricing and a low-friction mobile checkout support conversions, and WellCare Plus is offered at natural moments rather than through pressure. Personalised reminders and an always-visible emergency route are new.

The project taught practical lessons. A senior engineer's review found a missing Contact us page, no logo, buttons without destinations and drift between wireframes and prototype. Each gap was closed: a logo was chosen and documented, 22 screens were added, every hotspot was linked, and each wireframe now mirrors its prototype screen. The lesson is to test every click before calling a prototype finished.

The work has limitations. The designs have not been tested with real patients, the content is illustrative, and the photographs are AI-generated. The next steps are a heuristic evaluation [3], moderated usability testing with the three user groups using the System Usability Scale, an accessibility audit with screen-reader users and, once live, A/B tests of reminder and call-to-action wording measured by bookings and WellCare Plus sign-ups.

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Appendices

The appendices show every Figma artefact from Task 1 and are not part of the word count. Appendix A pairs each wireframe screen with its prototype screen, Appendix B shows the full mood board, Appendix C shows the design notes and the shared component kits, and Appendix D gives the Figma links.

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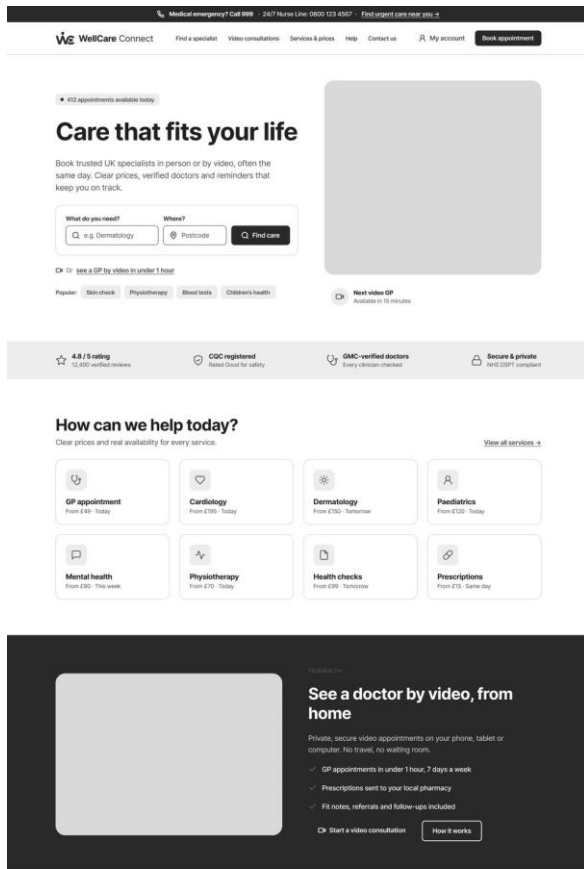
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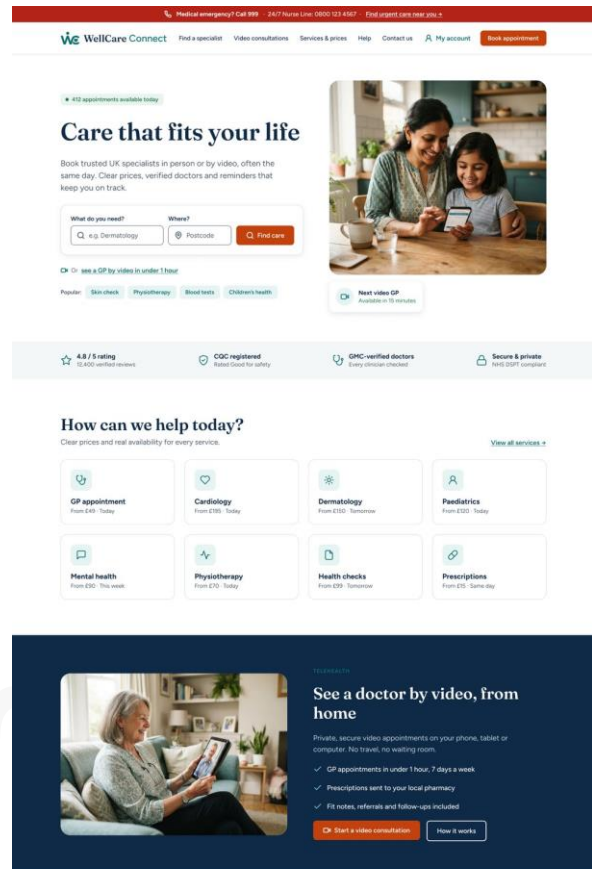
Appendix A: Wireframe and Prototype Screens

Each figure pair shows the wireframe (left) and the high-fidelity prototype (right) of the same screen. Tall pages are split into parts so that they stay readable.



Book in three simple steps

Figure A1a: Wireframe: 01. Home (desktop) (part 1 of 2)



Book in three simple steps

Figure A1b: Prototype: 01. Home (desktop) (part 1 of 2)

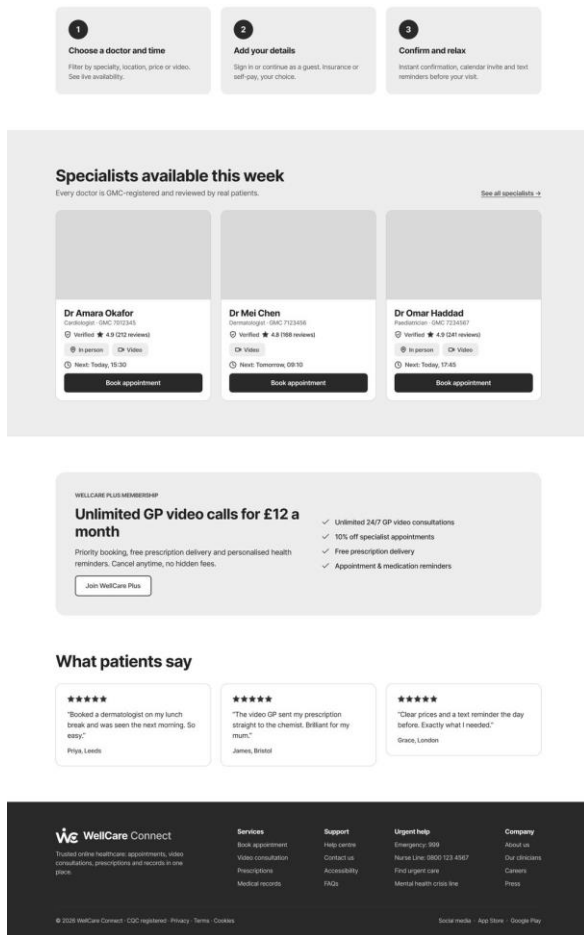


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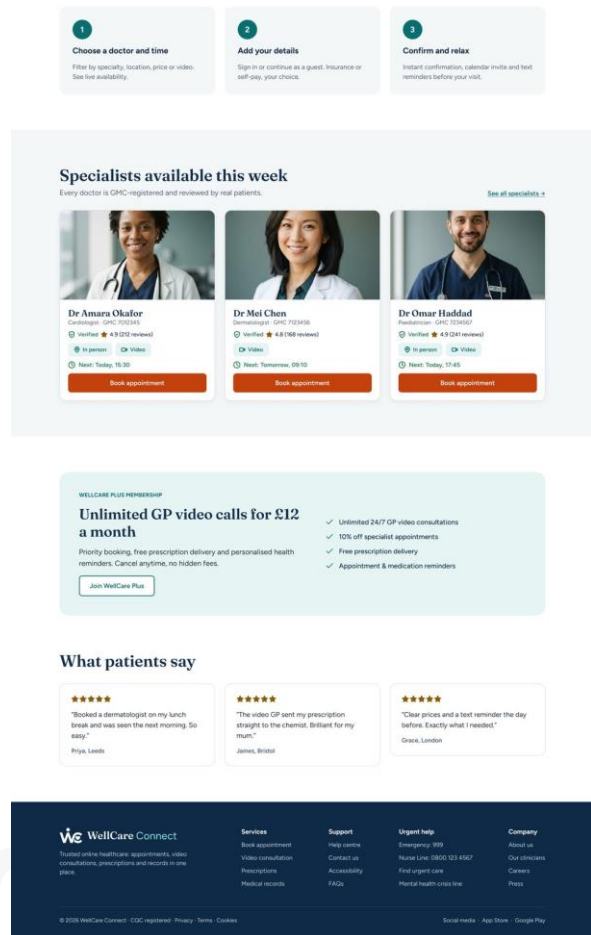


Figure A1b: Prototype: 01. Home (desktop) (part 2 of 2)

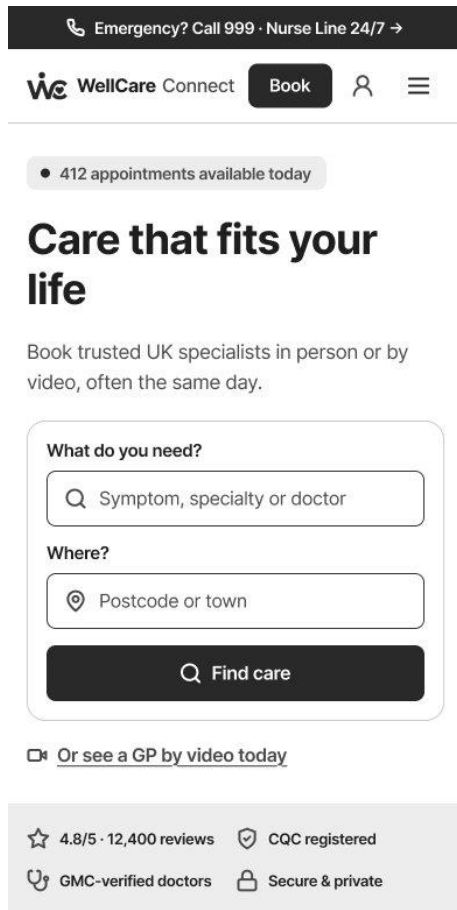


Figure A2a: Wireframe: 01. Home - Mobile (part 1 of 3)

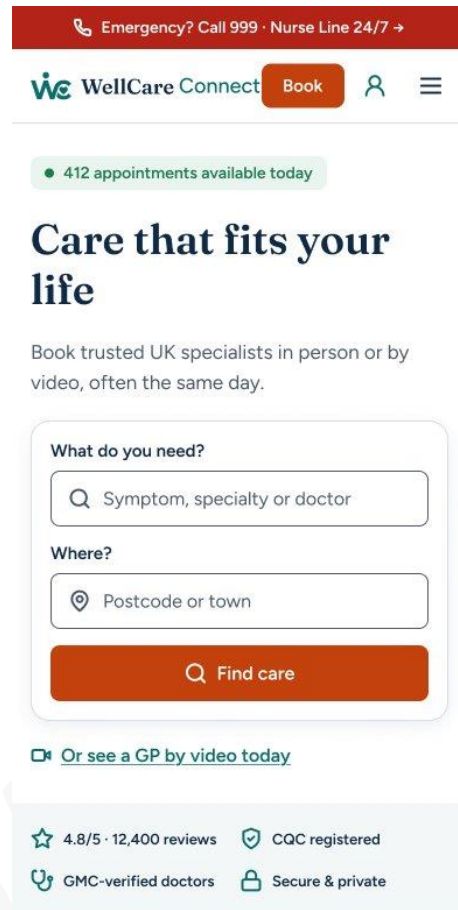


Figure A2b: Prototype: 01. Home - Mobile (part 1 of 3)

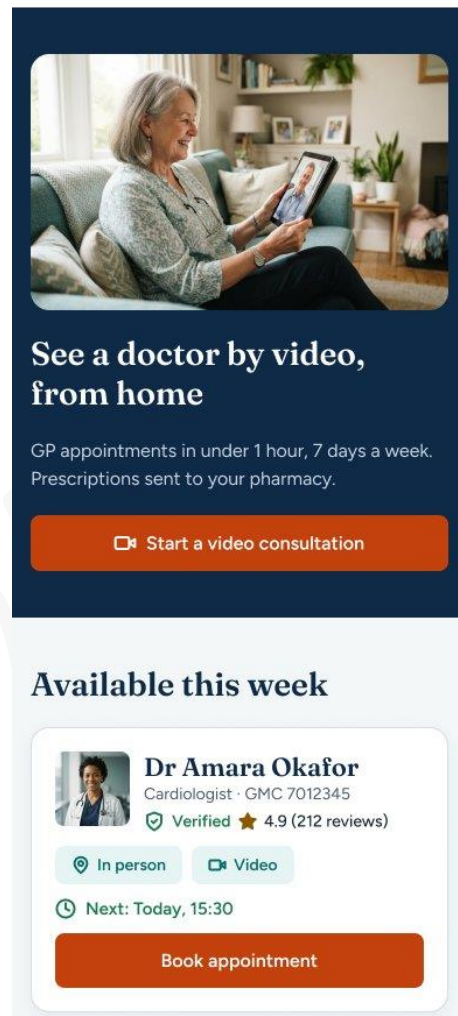
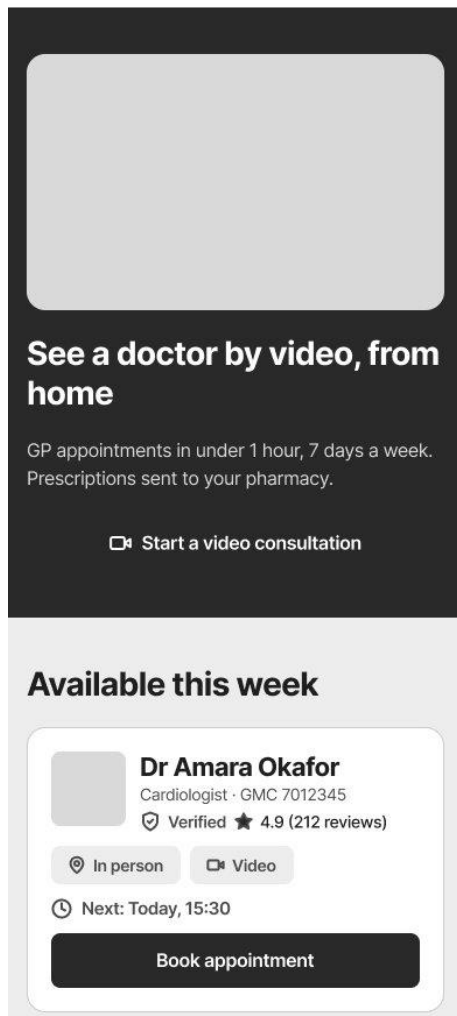
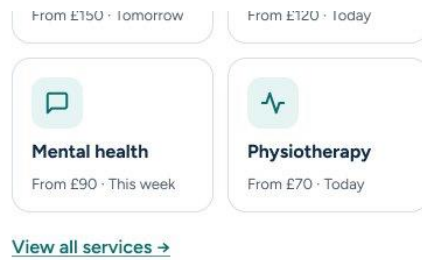
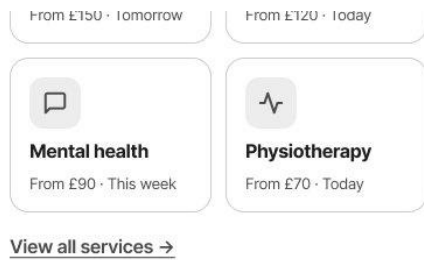


Figure A2a: Wireframe: 01. Home - Mobile (part 2 of 3)

Figure A2b: Prototype: 01. Home - Mobile (part 2 of 3)

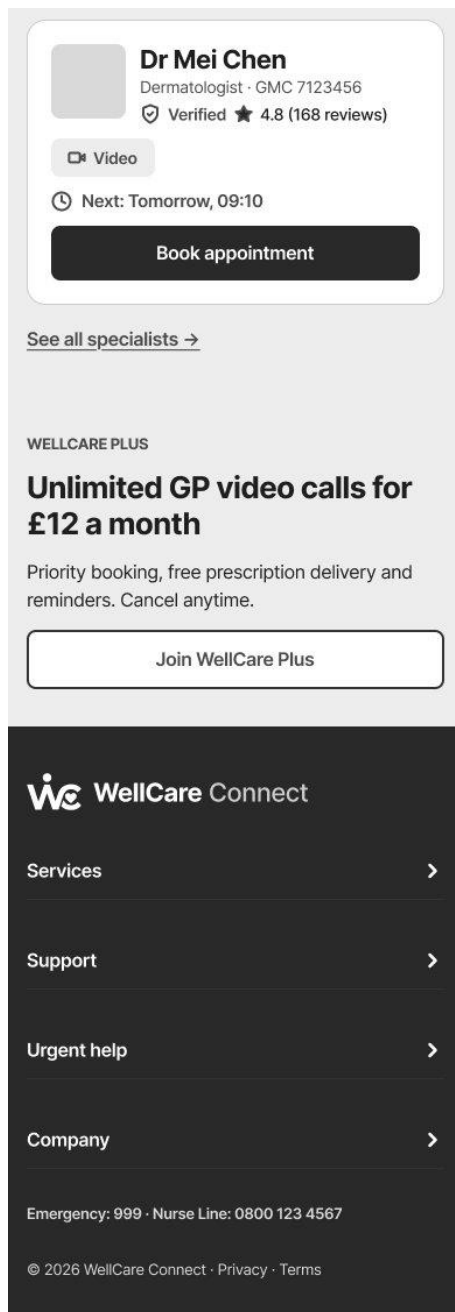


Figure A2a: Wireframe: 01. Home - Mobile (part 3 of 3)

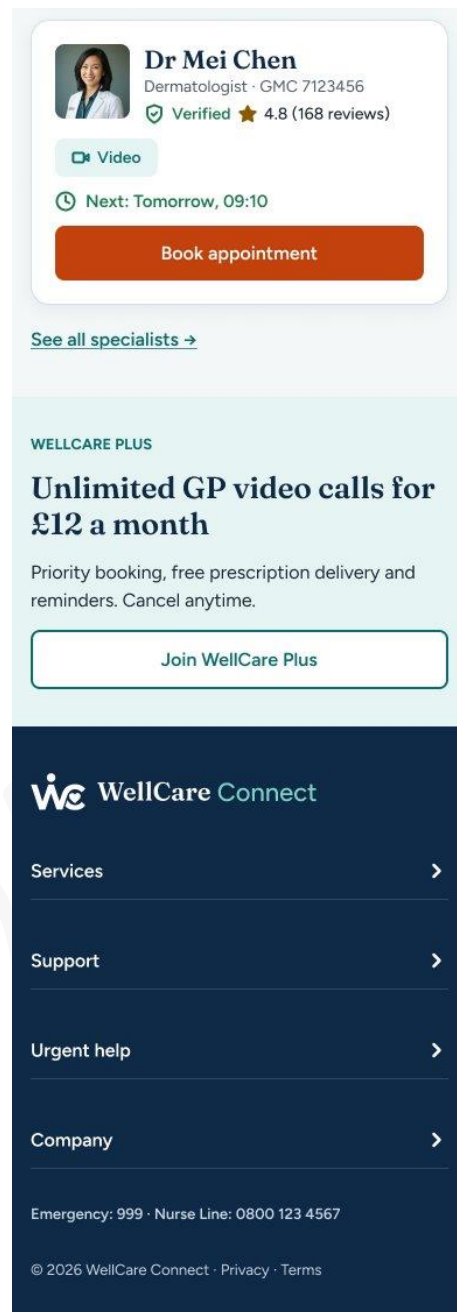


Figure A2b: Prototype: 01. Home - Mobile (part 3 of 3)

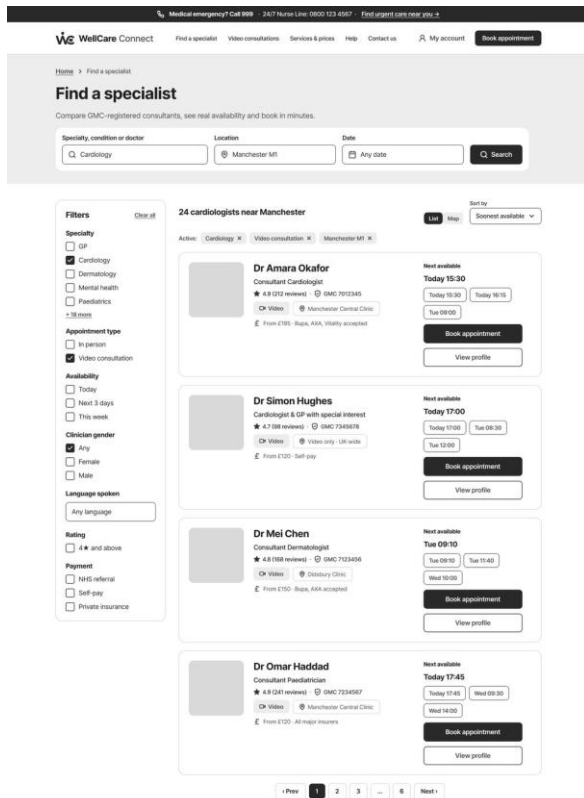


Figure A3a: Wireframe: 02. Find a Specialist (desktop)

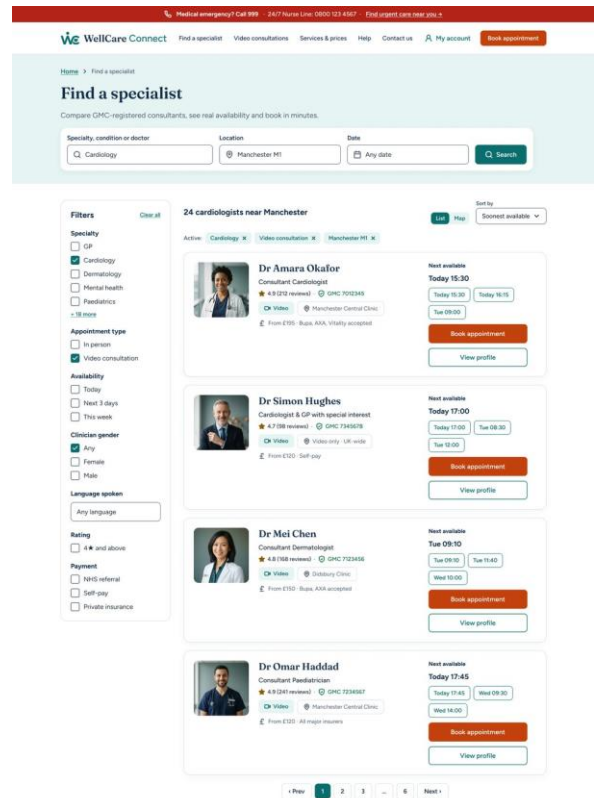


Figure A3b: Prototype: 02. Find a Specialist (desktop)

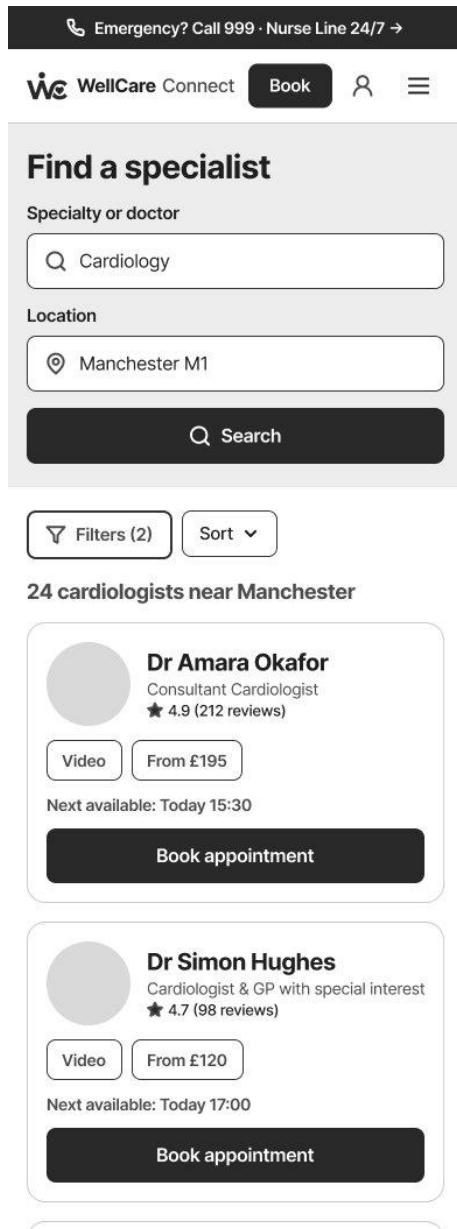


Figure A4a: Wireframe: 02. Find a Specialist - Mobile (part 1 of 2)

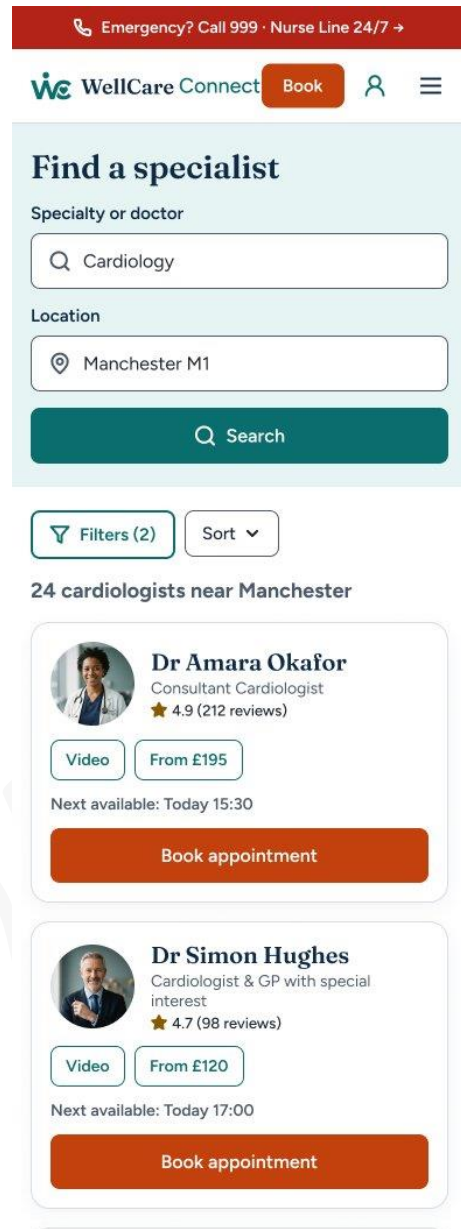


Figure A4b: Prototype: 02. Find a Specialist - Mobile (part 1 of 2)

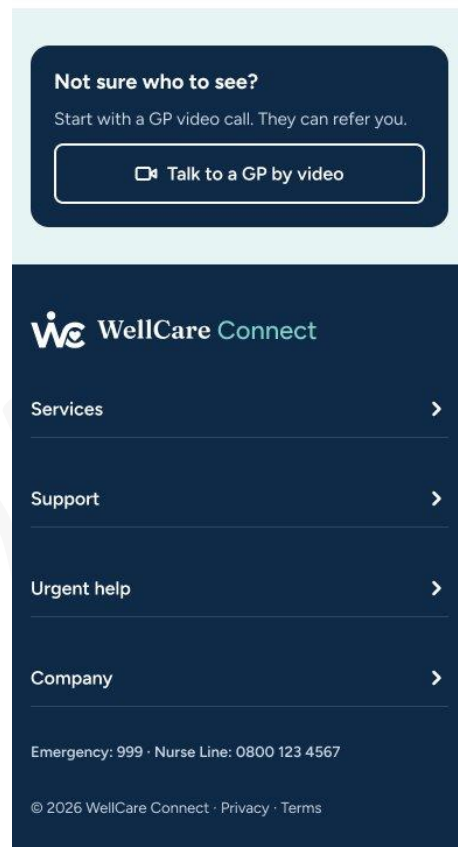
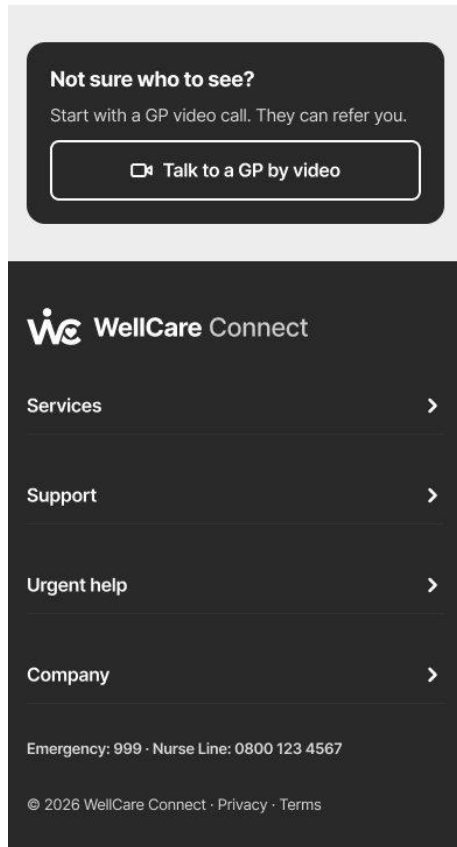
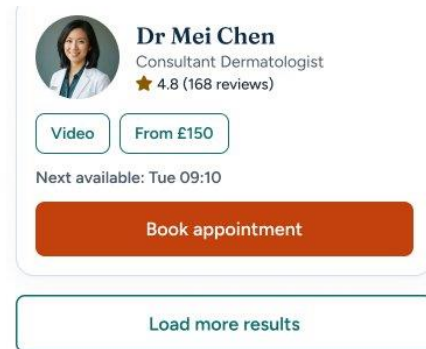
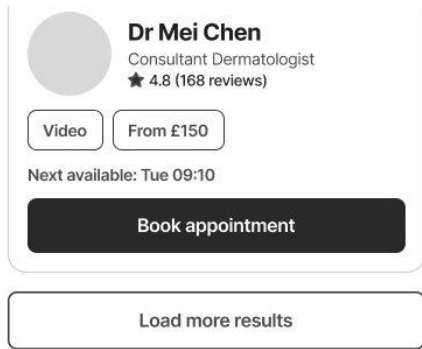


Figure A4a: Wireframe: 02. Find a Specialist - Mobile (part 2 of 2)

Figure A4b: Prototype: 02. Find a Specialist - Mobile (part 2 of 2)

Filters ×

Appointment type

☐ In person ☒ Video

Availability

☐ Today ☐ Next 3 days ☐ This week

Clinician gender

☒ Any ☐ Female ☐ Male

Rating

☐ 4★+ ☐ Any

Payment

☐ NHS referral ☐ Self-pay ☐ Insured

Figure A5a: Wireframe: 02.1. Find a Specialist - Mobile - Filters

Filters ×

Appointment type

☐ In person ☒ Video

Availability

☐ Today ☐ Next 3 days ☐ This week

Clinician gender

☒ Any ☐ Female ☐ Male

Rating

☐ 4★+ ☐ Any

Payment

☐ NHS referral ☐ Self-pay ☐ Insured

Figure A5b: Prototype: 02.1. Find a Specialist - Mobile - Filters

WellCare Connect Secure booking Need help? 0800 123 4567 Exit

Choose a time 1 2 Your details 3 Review & pay

Appointment type

☒ Video consultation Free home - 30 min - £195 ☐ In person Manchester Central Clinic - 12 min - £195

Date

October 2026

Mon 12 Tue 13 Wed 14 Thu 15 Fri 16 Sat 17 Sun 18

Available times

Afternoon

14:00 14:30 15:00 ☒ 15:30 16:15

Evening

17:00 17:30

Can't find a suitable time? Join the waitlist →

Your appointment

Dr Amara Okafor
Consultant Gynaecologist
★ 4.9 (12 reviews)

Type: Video consultation
Date: Monday 12 October
Time: 15:30 (30 min)
Fee: £195.00

- ✓ Free cancellation up to 24 h before
- ✓ Reminder by SMS & email
- ✓ Prescriptions sent to your pharmacy

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Figure A6a: Wireframe: 03. Book Appointment - Step 01 (desktop)

WellCare Connect Secure booking Need help? 0800 123 4567 Exit

Choose a time 1 2 Your details 3 Review & pay

Appointment type

☒ Video consultation Free home - 30 min - £195 ☐ In person Manchester Central Clinic - 12 min - £195

Date

October 2026

Mon 12 Tue 13 Wed 14 Thu 15 Fri 16 Sat 17 Sun 18

Available times

Afternoon

14:00 14:30 15:00 ☒ 15:30 16:15

Evening

17:00 17:30

Can't find a suitable time? Join the waitlist →

Your appointment

Dr Amara Okafor
Consultant Gynaecologist
★ 4.9 (12 reviews)

Type: Video consultation
Date: Monday 12 October
Time: 15:30 (30 min)
Fee: £195.00

- ✓ Free cancellation up to 24 h before
- ✓ Reminder by SMS & email
- ✓ Prescriptions sent to your pharmacy

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Figure A6b: Prototype: 03. Book Appointment - Step 01 (desktop)

Medical emergency? Call 999 24/7 Nurse Line: 0800 123 4567 Find urgent care near you

WellCare Connect Secure booking Need help? 0800 123 4567 x 648

1 Choose time 2 Your details 3 Review & pay

Your details

Have an account? Sign in to autofill your details

Who is this appointment for?

☒ Me I am the patient ☐ Someone else e.g. my child or a relative

First name * Sarah Last name * Thompson

Date of birth * 02 / 08 / 1999 NHS number (optional) 485 777 3456

Email * sarah.t@gmail.co.uk Mobile number * 07700 900123

What would you like help with?

Briefly describe your symptoms (helps your clinician prepare)

0 / 100 characters

Reminders

☐ Text me a reminder 24 hours before

☐ Email me the video link and a calendar invite

☐ I agree to the Terms of Service and Privacy Policy *

Enter date example: "Enter your date of birth in the format DD/MM/YYYY" shown under the field in test - test, not colour blue.

< Back Continue to review & pay

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Figure A7a: Wireframe: 03.1. Book Appointment - Step 02 (desktop)

Medical emergency? Call 999 24/7 Nurse Line: 0800 123 4567 Find urgent care near you

WellCare Connect Secure booking Need help? 0800 123 4567 x 648

1 Choose time 2 Your details 3 Review & pay

Your details

Have an account? Sign in to autofill your details

Who is this appointment for?

☒ Me I am the patient ☐ Someone else e.g. my child or a relative

First name * Sarah Last name * Thompson

Date of birth * 02 / 08 / 1999 NHS number (optional) 485 777 3456

Email * sarah.t@gmail.co.uk Mobile number * 07700 900123

What would you like help with?

Briefly describe your symptoms (helps your clinician prepare)

0 / 100 characters

Reminders

☐ Text me a reminder 24 hours before

☐ Email me the video link and a calendar invite

☐ I agree to the Terms of Service and Privacy Policy *

Enter date example: "Enter your date of birth in the format DD/MM/YYYY" shown under the field in test - test, not colour blue.

< Back Continue to review & pay

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Figure A7b: Prototype: 03.1. Book Appointment - Step 02 (desktop)

Medical emergency? Call 999 24/7 Nurse Line: 0800 123 4567 Find urgent care near you

WellCare Connect Secure booking Need help? 0800 123 4567 x 648

1 Choose time 2 Your details 3 Review & pay

Review and pay

Your booking

Sarah Thompson - 028 1453/1986 sarah.t@gmail.co.uk - 07700 900123 Reason: Chest tightness when exercising

Payment method

☒ Card or digital wallet You CANNOT use ☐ Private insurance Book, Ask, Verify ☐ NHS referral (NHS referral only)

Card number 1234 5678 9012 3456 Expiry MM / YY 12/23 CVC 123

Name on card Sarah Thompson

Payments are encrypted and processed securely. You won't be charged if you cancel 24 h before.

< Back Pay £195 and confirm

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Figure A8a: Wireframe: 03.2. Book Appointment - Step 03 (desktop)

Medical emergency? Call 999 24/7 Nurse Line: 0800 123 4567 Find urgent care near you

WellCare Connect Secure booking Need help? 0800 123 4567 x 648

1 Choose time 2 Your details 3 Review & pay

Review and pay

Your booking

Sarah Thompson - 028 1453/1986 sarah.t@gmail.co.uk - 07700 900123 Reason: Chest tightness when exercising

Payment method

☒ Card or digital wallet You CANNOT use ☐ Private insurance Book, Ask, Verify ☐ NHS referral (NHS referral only)

Card number 1234 5678 9012 3456 Expiry MM / YY 12/23 CVC 123

Name on card Sarah Thompson

Payments are encrypted and processed securely. You won't be charged if you cancel 24 h before.

< Back Pay £195 and confirm

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Figure A8b: Prototype: 03.2. Book Appointment - Step 03 (desktop)

Medical emergency? Call 999 24/7 Nurse Line: 0800 123 4567 Find urgent care near you

WellCare Connect Find a specialist Video consultations Services & prices Help Contact us My account Book appointment

You're booked, Sarah

Confirmation sent to sarah.t@gmail.co.uk and 07700 900123. Booking reference: WC-48213

Clinician Dr Amara Okafor - Cardiology

Type Video consultation

When Monday 12 October, 15:30 to 16:00

Join Join from your dashboard, opens 5 minutes before

Go to my dashboard Add to calendar Reschedule or cancel

What happens next

- We'll remind you a text 24 hours before and an email 1 hour before
- Test your camera and microphone: a 30-second check from your dashboard
- After your appointment, notes, prescriptions and referrals appear in your account

Run device check

WELLCARE PLUS Save 10% on this and future visits Unlimited GP video calls, priority booking and free prescription delivery for £12 a month. Learn more

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Figure A9a: Wireframe: 03.3. Book Appointment - Step 04 (desktop)

Medical emergency? Call 999 24/7 Nurse Line: 0800 123 4567 Find urgent care near you

WellCare Connect Find a specialist Video consultations Services & prices Help Contact us My account Book appointment

You're booked, Sarah

Confirmation sent to sarah.t@gmail.co.uk and 07700 900123. Booking reference: WC-48213

Clinician Dr Amara Okafor - Cardiology

Type Video consultation

When Monday 12 October, 15:30 to 16:00

Join Join from your dashboard, opens 5 minutes before

Go to my dashboard Add to calendar Reschedule or cancel

What happens next

- We'll remind you a text 24 hours before and an email 1 hour before
- Test your camera and microphone: a 30-second check from your dashboard
- After your appointment, notes, prescriptions and referrals appear in your account

Run device check

WELLCARE PLUS Save 10% on this and future visits Unlimited GP video calls, priority booking and free prescription delivery for £12 a month. Learn more

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Figure A9b: Prototype: 03.3. Book Appointment - Step 04 (desktop)

Emergency? Call 999 · Nurse Line 24/7 →

< Back **Secure booking** X

Step 1 of 3 · Choose time

Dr Amara Okafor · Mon 12 Oct · 15:30

Choose a time

Appointment type

☒ **Video consultation**
From home · 30 min · £195

☐ **In person**
Manchester Central Clinic · 1.2 miles

Date (swipe →)

Mon 12 Tue 13 Wed 14 Thu 15 Fri 16

Available times

Afternoon

14:00 14:30 15:00 ✓ 15:30

Join the waitlist →

Total **£195.00**

Continue

Figure A10a: Wireframe: 03. Book Appointment - Mobile - Step 01

Emergency? Call 999 · Nurse Line 24/7 →

< Back **Secure booking** X

Step 1 of 3 · Choose time

Dr Amara Okafor · Mon 12 Oct · 15:30

Choose a time

Appointment type

☒ **Video consultation**
From home · 30 min · £195

☐ **In person**
Manchester Central Clinic · 1.2 miles

Date (swipe →)

Mon 12 Tue 13 Wed 14 Thu 15 Fri 16

Available times

Afternoon

14:00 14:30 15:00 ✓ 15:30

Join the waitlist →

Total **£195.00**

Continue

Figure A10b: Prototype: 03. Book Appointment - Mobile - Step 01

Emergency? Call 999 · Nurse Line 24/7 →

< Back **Secure booking** X

Step 2 of 3 · Your details

Dr Amara Okafor · Mon 12 Oct · 15:30

Your details

Sign in to autofill

Who is this for?

☒ **Me**
Patient

☐ **Someone else**
Child / relative

First name *

Sarah

Last name *

Thompson

Figure A11a: Wireframe: 03.1. Book Appointment - Mobile - Step 02 (part 1 of 2)

Emergency? Call 999 · Nurse Line 24/7 →

< Back **Secure booking** X

Step 2 of 3 · Your details

Dr Amara Okafor · Mon 12 Oct · 15:30

Your details

Sign in to autofill

Who is this for?

☒ **Me**
Patient

☐ **Someone else**
Child / relative

First name *

Sarah

Last name *

Thompson

Figure A11b: Prototype: 03.1. Book Appointment - Mobile - Step 02 (part 1 of 2)

Date of birth *

DD / MM / YYYY

Email *

sarah.t@email.co.uk

Mobile *

07700 900123

What would you like help with?

Describe your symptoms

☐ Text me 24 hours before

☐ Email me the video link

☐ I agree to Terms & Privacy *

Continue to review

Figure A11a: Wireframe: 03.1. Book Appointment - Mobile - Step 02 (part 2 of 2)

Date of birth *

DD / MM / YYYY

Email *

sarah.t@email.co.uk

Mobile *

07700 900123

What would you like help with?

Describe your symptoms

☐ Text me 24 hours before

☐ Email me the video link

☐ I agree to Terms & Privacy *

Continue to review

Figure A11b: Prototype: 03.1. Book Appointment - Mobile - Step 02 (part 2 of 2)

Emergency? Call 999 · Nurse Line 24/7 →

< Back Secure booking X

Step 3 of 3 · Review & pay

Dr Amara Okafor · Mon 12 Oct · 15:30

Review and pay

Patient [Edit](#)

Sarah Thompson · 14/03/1986
Reason: Chest tightness when exercising

Payment method

☒ Apple Pay / Google Pay
One-tap, recommended on mobile

☐ Card
Visa, Mastercard, Amex

☐ Insurance or NHS referral
Bupa, AXA, Vitality, NHS letter

☐ Encrypted payment · Free cancellation up to 24 h before

Total **£195.00**

☐ Pay £195

Figure A12a: Wireframe: 03.2. Book Appointment - Mobile - Step 03

Emergency? Call 999 · Nurse Line 24/7 →

< Back Secure booking X

Step 3 of 3 · Review & pay

Dr Amara Okafor · Mon 12 Oct · 15:30

Review and pay

Patient [Edit](#)

Sarah Thompson · 14/03/1986
Reason: Chest tightness when exercising

Payment method

☒ Apple Pay / Google Pay
One-tap, recommended on mobile

☐ Card
Visa, Mastercard, Amex

☐ Insurance or NHS referral
Bupa, AXA, Vitality, NHS letter

☐ Encrypted payment · Free cancellation up to 24 h before

Total **£195.00**

☐ Pay £195

Figure A12b: Prototype: 03.2. Book Appointment - Mobile - Step 03

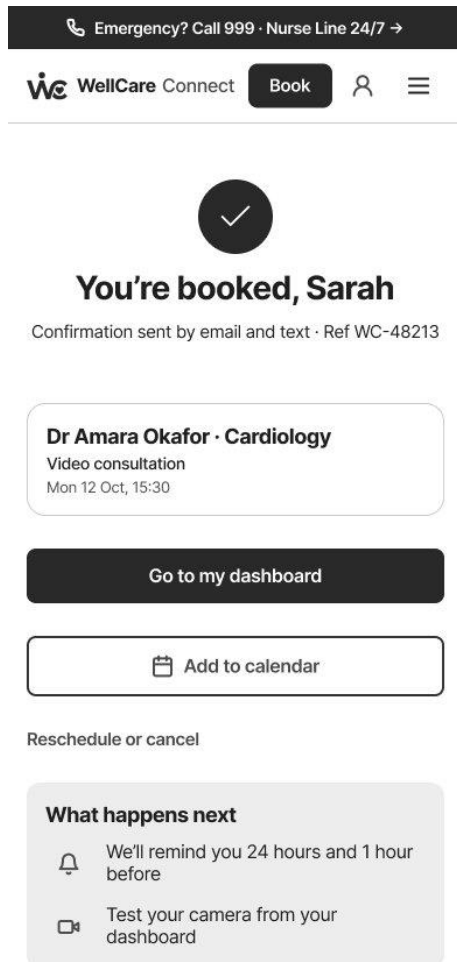


Figure A13a: Wireframe: 03.3. Book Appointment - Mobile - Step 04 (part 1 of 2)

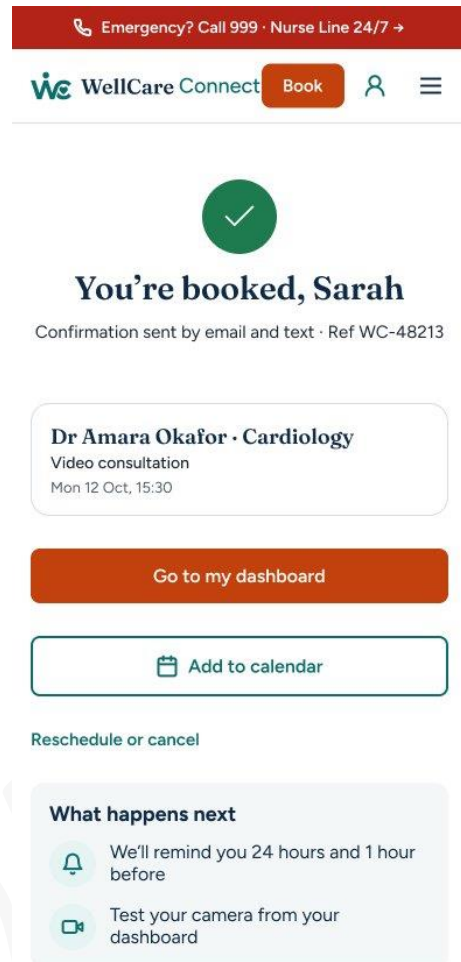


Figure A13b: Prototype: 03.3. Book Appointment - Mobile - Step 04 (part 1 of 2)

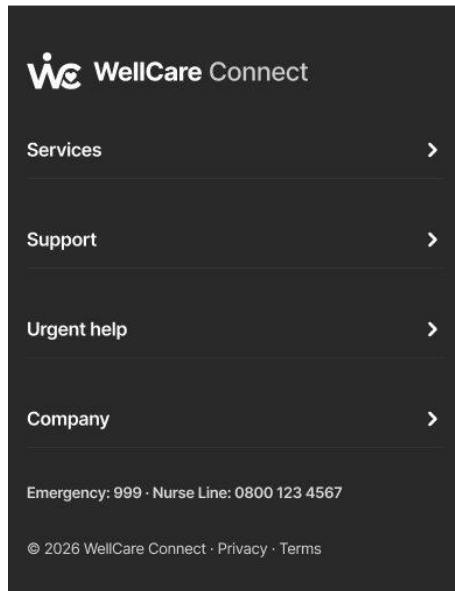
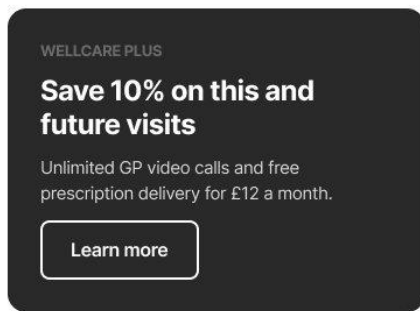


Figure A13a: Wireframe: 03.3. Book Appointment - Mobile - Step 04 (part 2 of 2)

Figure A13b: Prototype: 03.3. Book Appointment - Mobile - Step 04 (part 2 of 2)

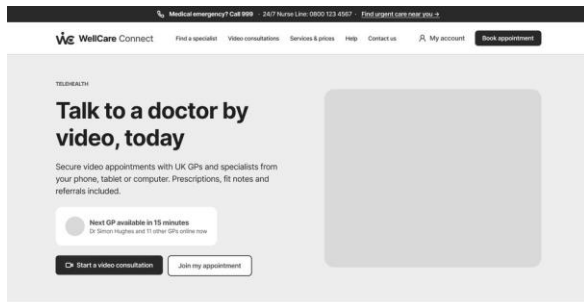


Figure A14a: Wireframe: 04. Video Consultations - Landing (desktop)



Figure A14b: Prototype: 04. Video Consultations - Landing (desktop)

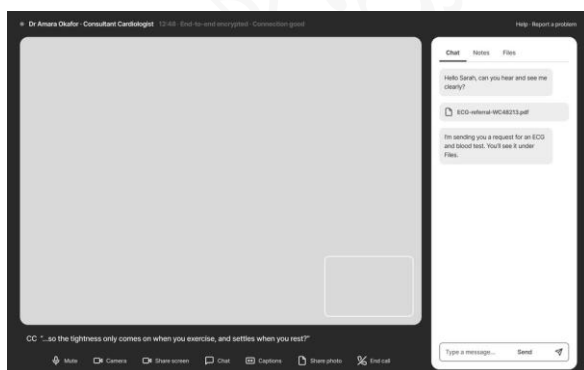


Figure A15a: Wireframe: 04.1. Video Consultations - Video Call (desktop)

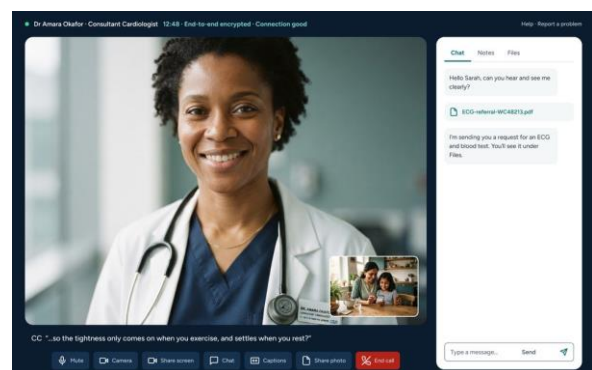
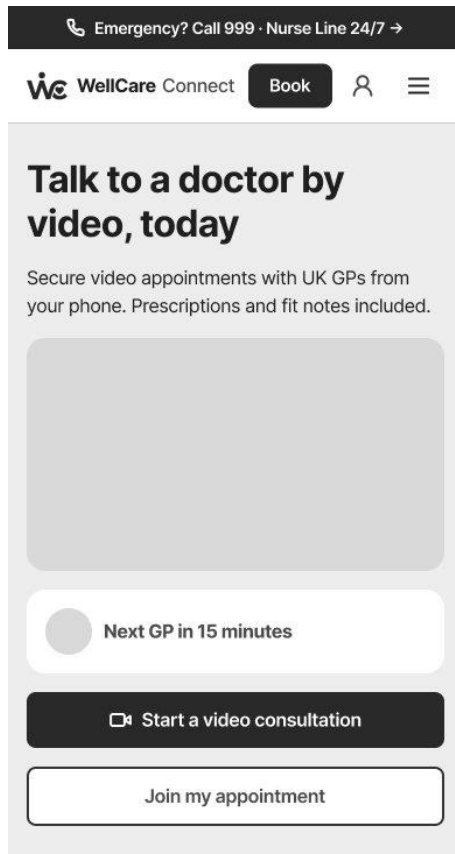


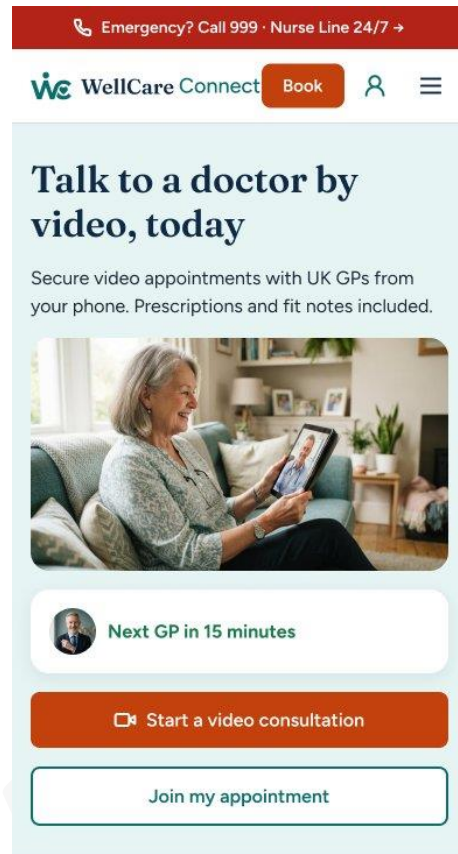
Figure A15b: Prototype: 04.1. Video Consultations - Video Call (desktop)



How it works

- 1 **Choose a time**
Same-day GP slots, 7 days a week.
- 2 **Pay or use insurance**
Clear price before you book.
- 3 **Get your link**
Text and email with a reminder.
- 4 **Join from any device**
No app needed. Captions available.

Figure A16a: Wireframe: 04. Video Consultations - Mobile - Landing (part 1 of 2)



How it works

- 1 **Choose a time**
Same-day GP slots, 7 days a week.
- 2 **Pay or use insurance**
Clear price before you book.
- 3 **Get your link**
Text and email with a reminder.
- 4 **Join from any device**
No app needed. Captions available.

Figure A16b: Prototype: 04. Video Consultations - Mobile - Landing (part 1 of 2)

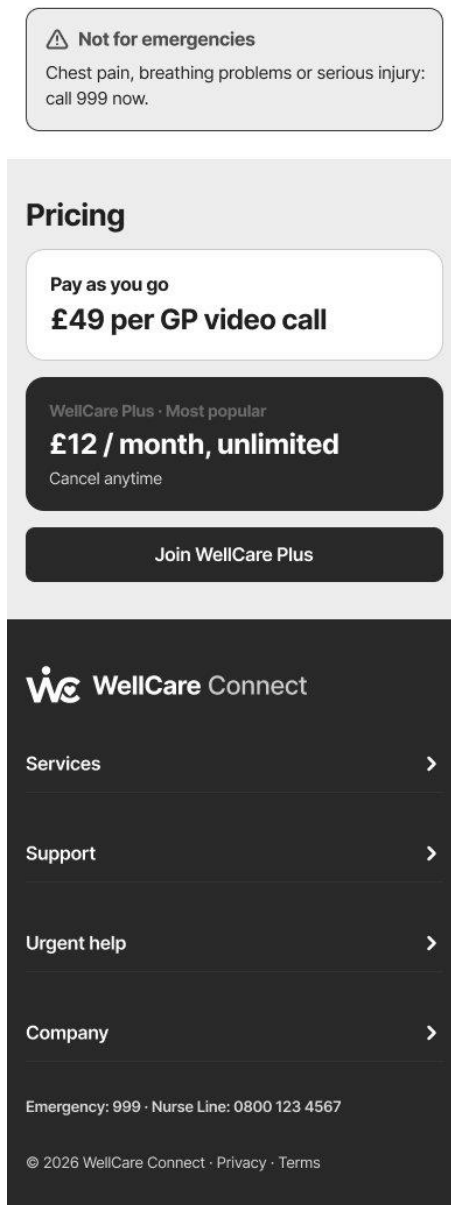


Figure A16a: Wireframe: 04. Video Consultations - Mobile - Landing (part 2 of 2)

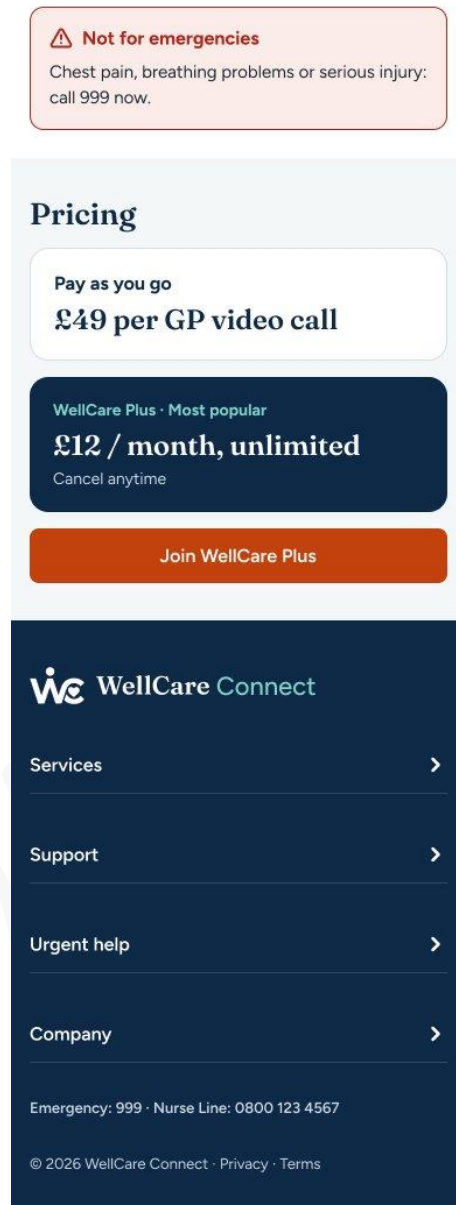


Figure A16b: Prototype: 04. Video Consultations - Mobile - Landing (part 2 of 2)

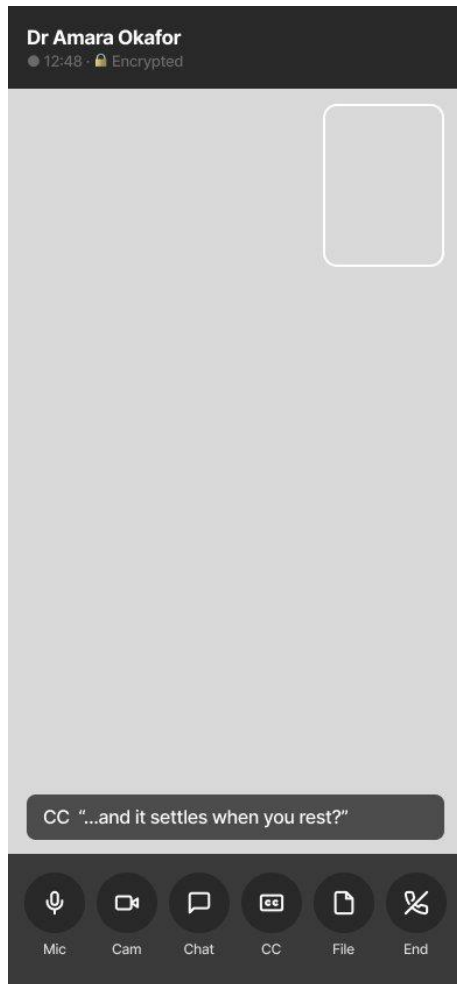


Figure A17a: Wireframe: 04.1. Video Consultations - Mobile - Video Call



Figure A17b: Prototype: 04.1. Video Consultations - Mobile - Video Call

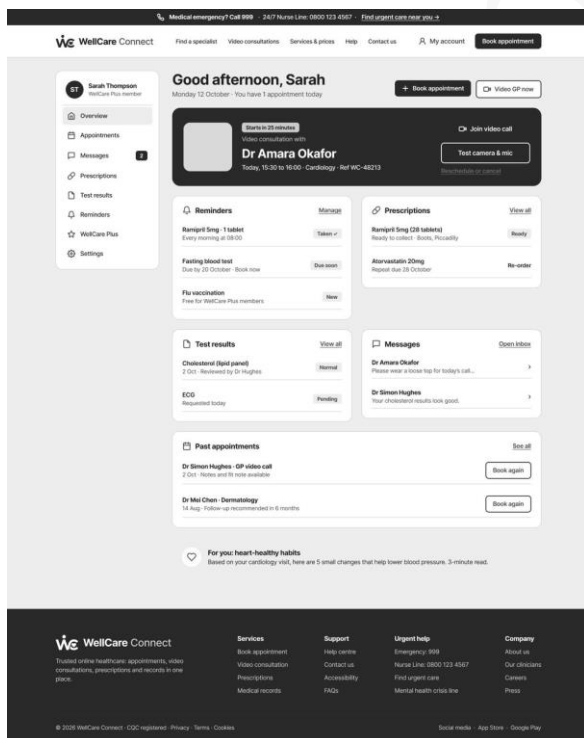


Figure A18a: Wireframe: 05. Patient Dashboard (desktop)

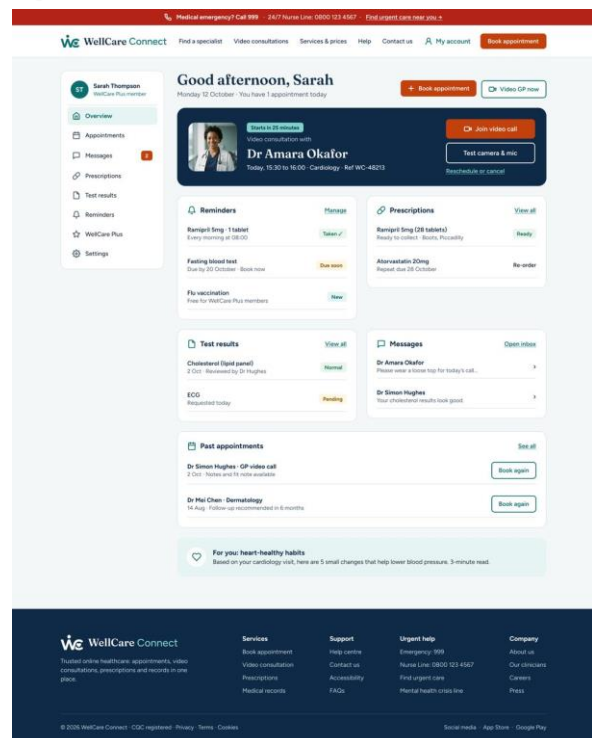


Figure A18b: Prototype: 05. Patient Dashboard (desktop)

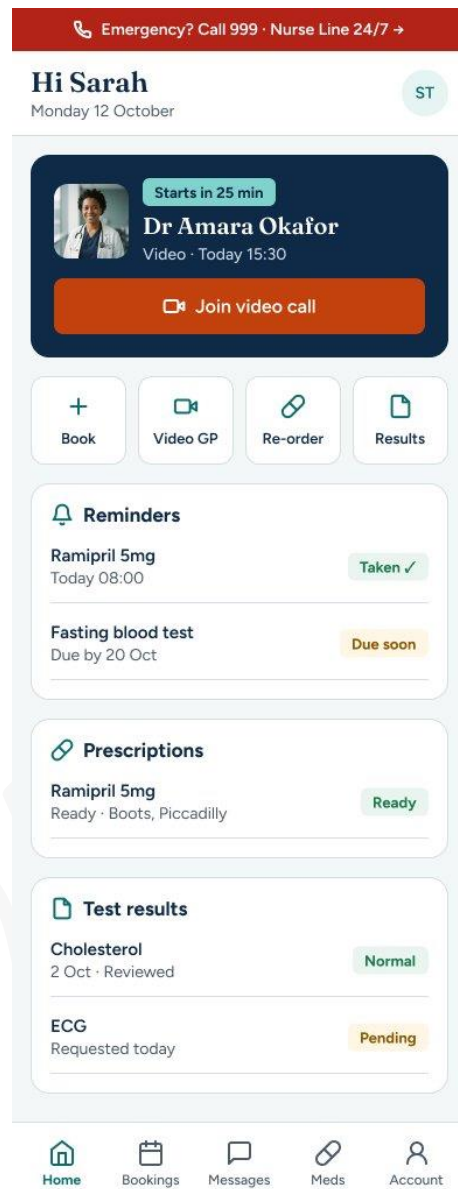
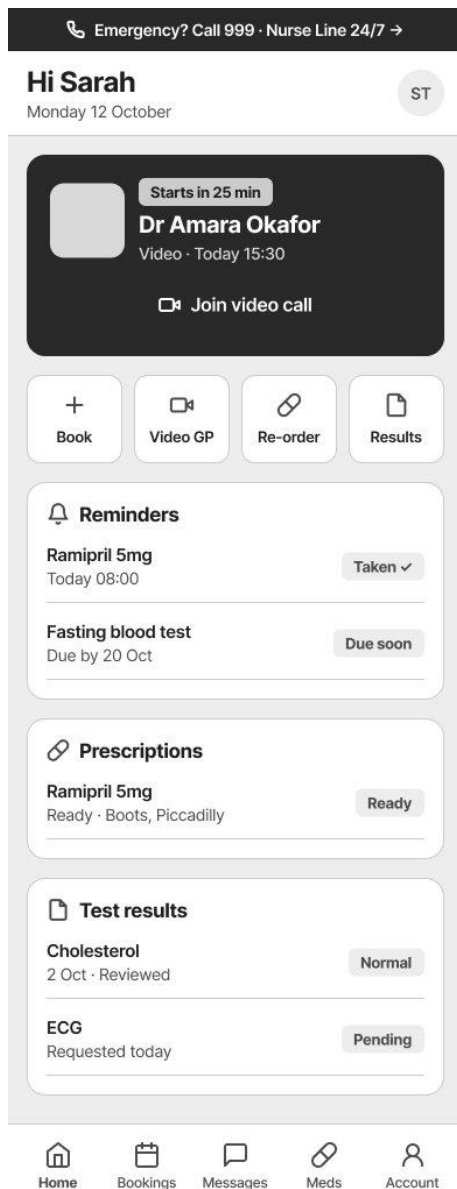


Figure A19a: Wireframe: 05. Patient Dashboard - Mobile

Figure A19b: Prototype: 05. Patient Dashboard - Mobile

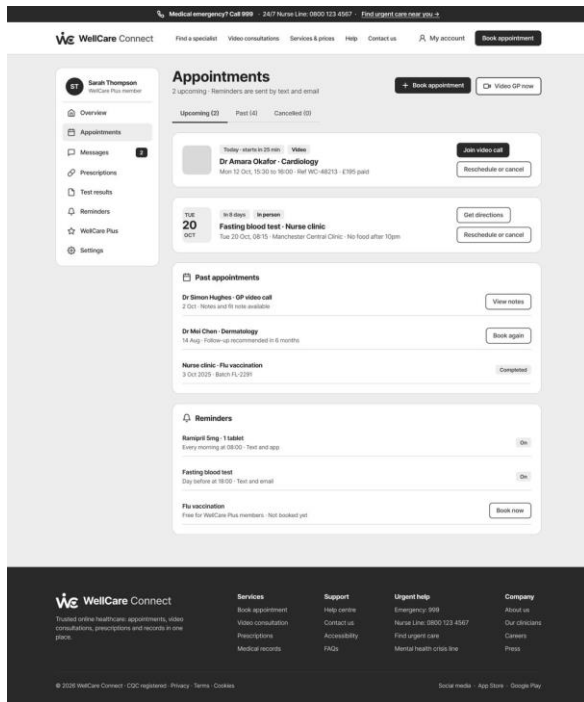


Figure A20a: Wireframe: 05.1. Patient Dashboard - Appointments (desktop)

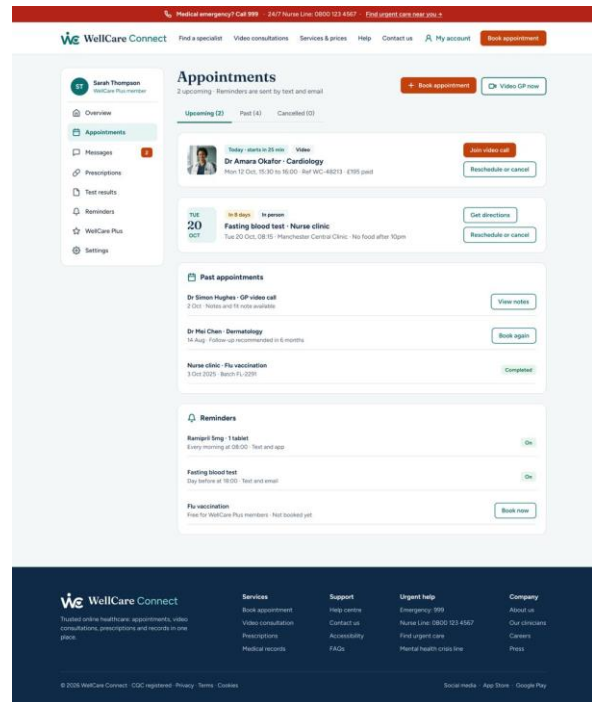


Figure A20b: Prototype: 05.1. Patient Dashboard - Appointments (desktop)

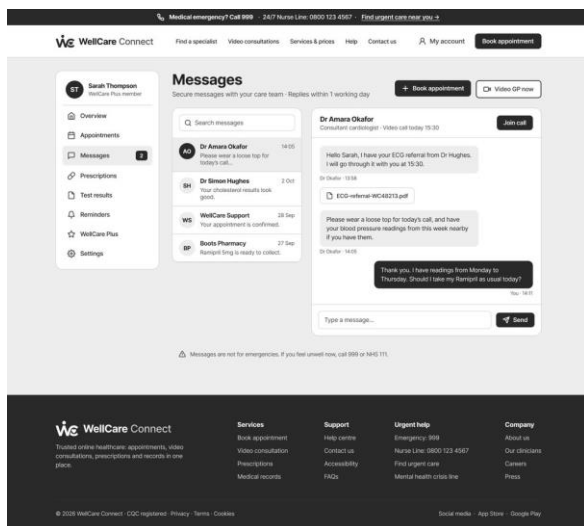


Figure A21a: Wireframe: 05.2. Patient Dashboard - Messages (desktop)

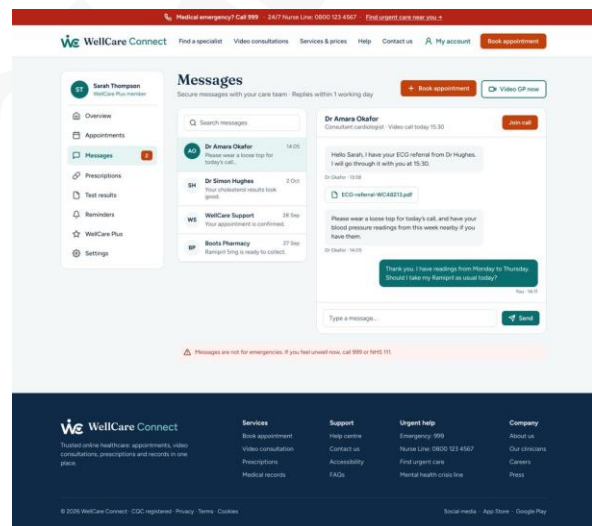


Figure A21b: Prototype: 05.2. Patient Dashboard - Messages (desktop)

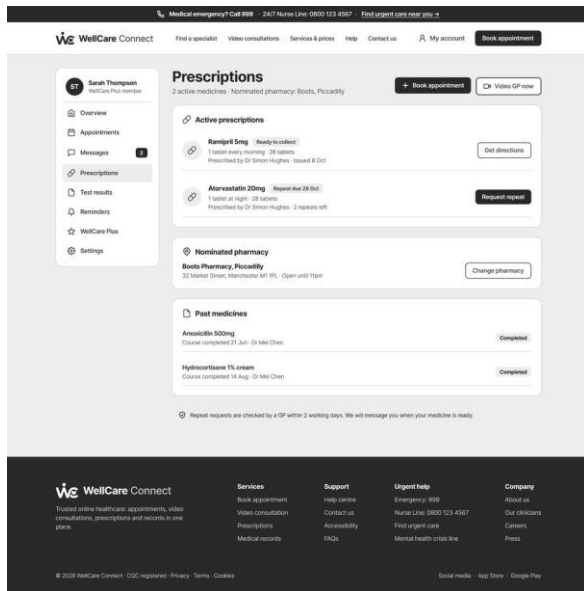


Figure A22a: Wireframe: 05.3. Patient Dashboard - Prescriptions (desktop)

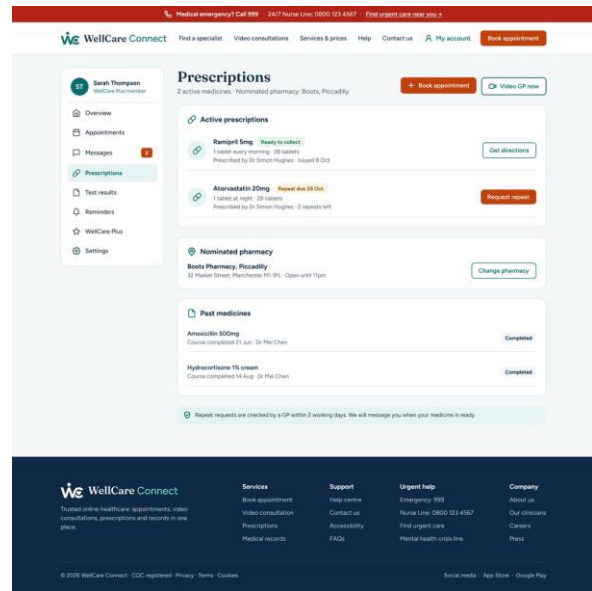


Figure A22b: Prototype: 05.3. Patient Dashboard - Prescriptions (desktop)

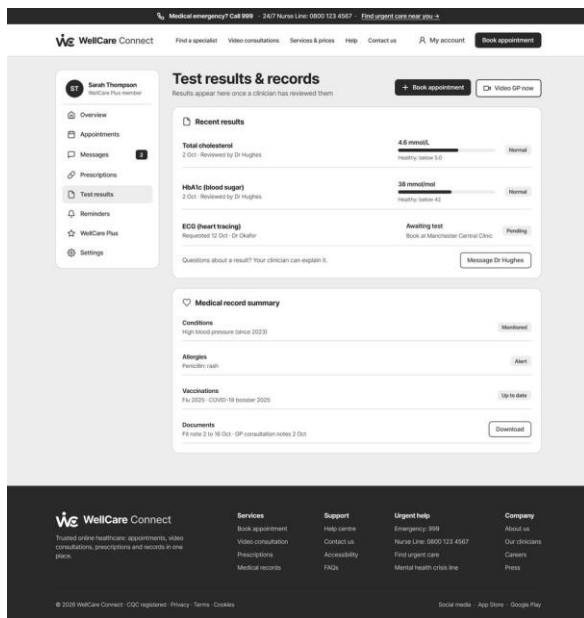


Figure A23a: Wireframe: 05.4. Patient Dashboard - Test Results & Records (desktop)

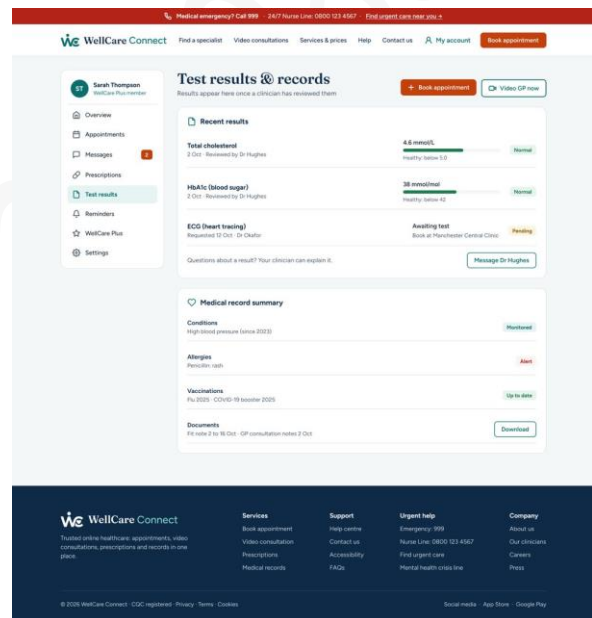


Figure A23b: Prototype: 05.4. Patient Dashboard - Test Results & Records (desktop)

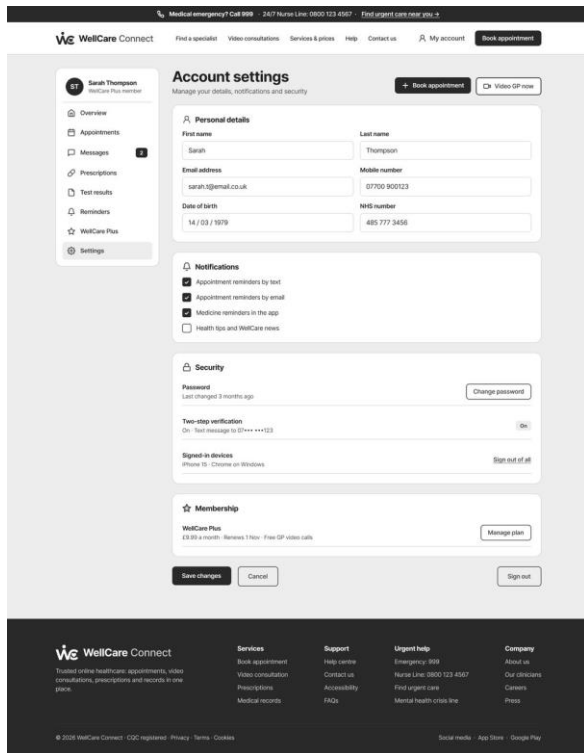


Figure A24a: Wireframe: 05.5. Patient Dashboard - Account Settings (desktop)

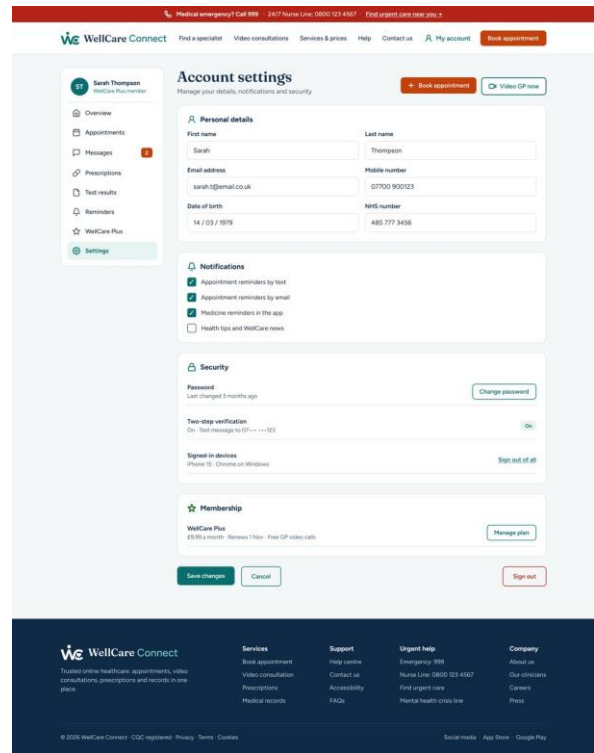


Figure A24b: Prototype: 05.5. Patient Dashboard - Account Settings (desktop)

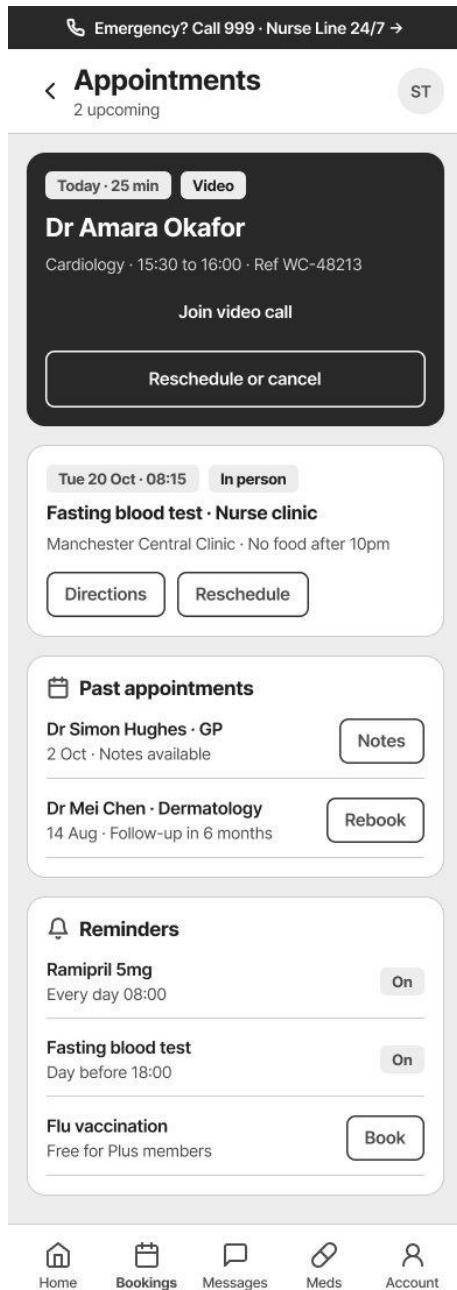


Figure A25a: Wireframe: 05.1. Patient Dashboard - Mobile - Appointments

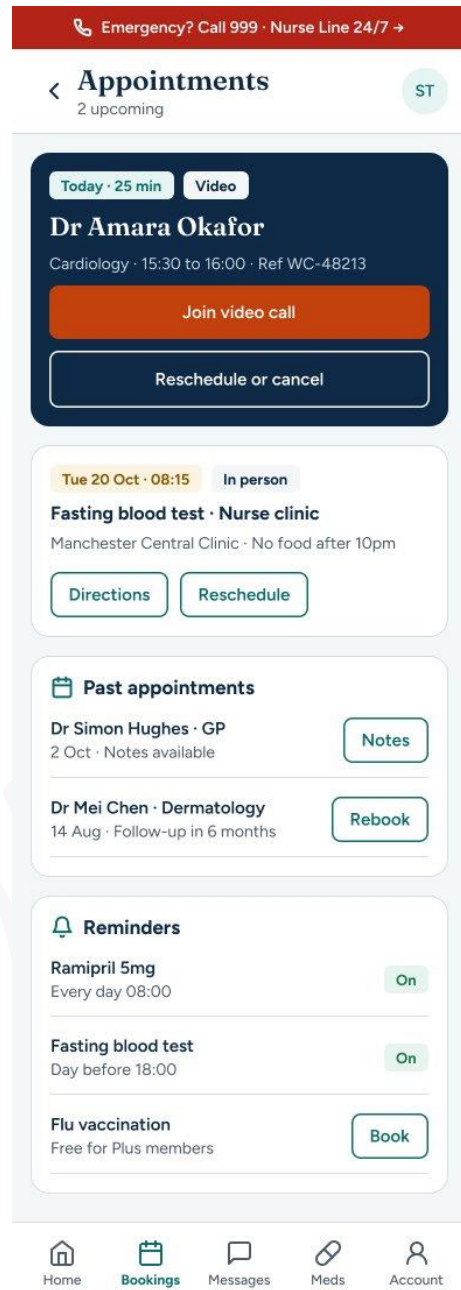


Figure A25b: Prototype: 05.1. Patient Dashboard - Mobile - Appointments

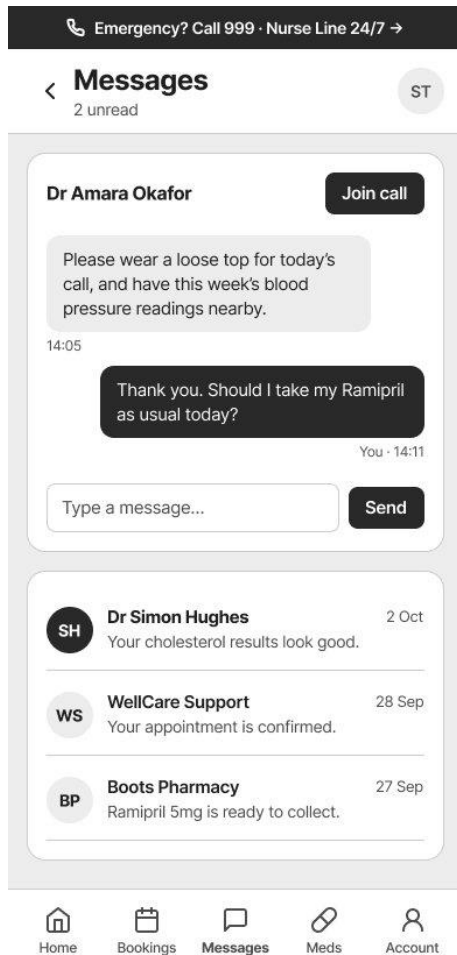


Figure A26a: Wireframe: 05.2. Patient Dashboard - Mobile - Messages

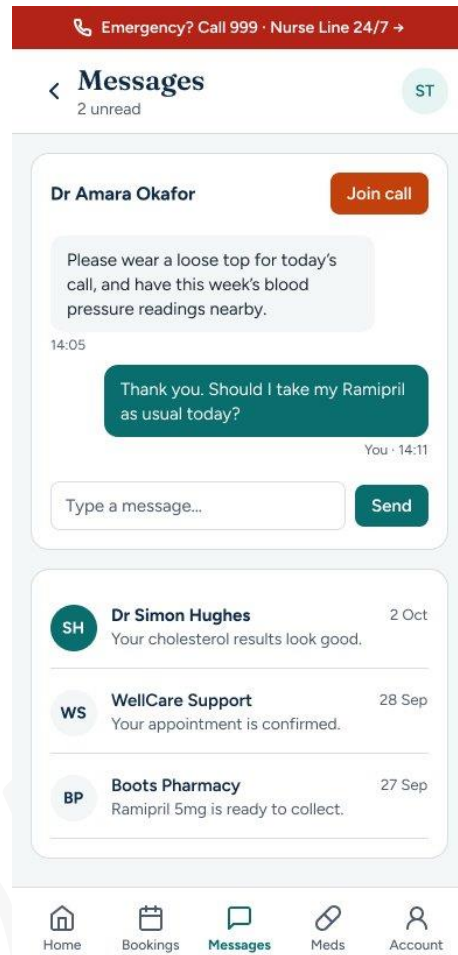


Figure A26b: Prototype: 05.2. Patient Dashboard - Mobile - Messages

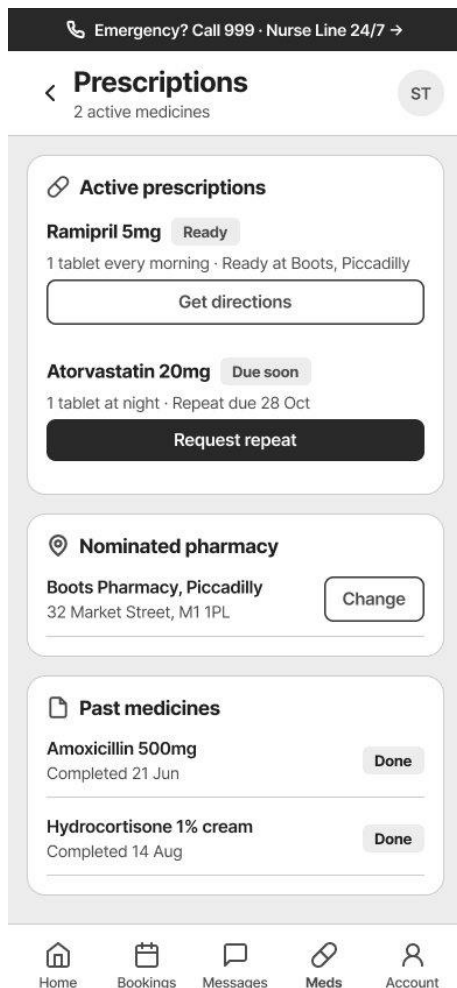


Figure A27a: Wireframe: 05.3. Patient Dashboard - Mobile - Prescriptions

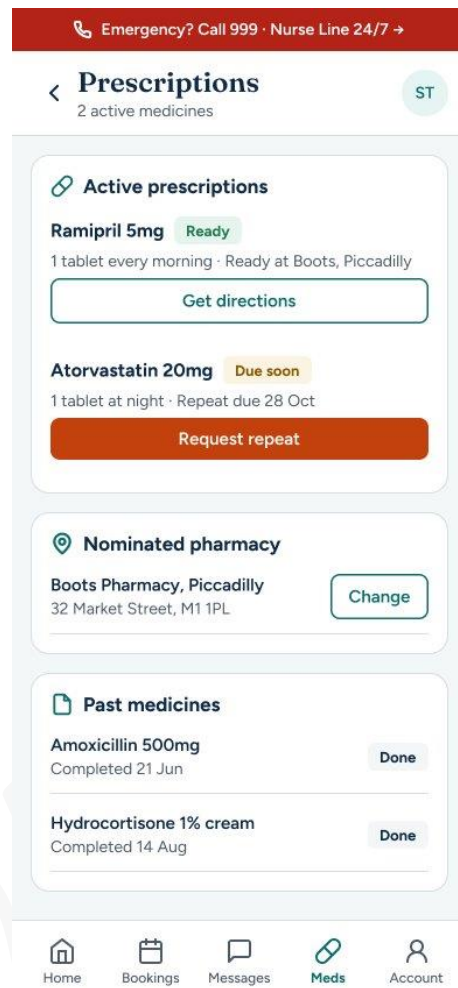


Figure A27b: Prototype: 05.3. Patient Dashboard - Mobile - Prescriptions

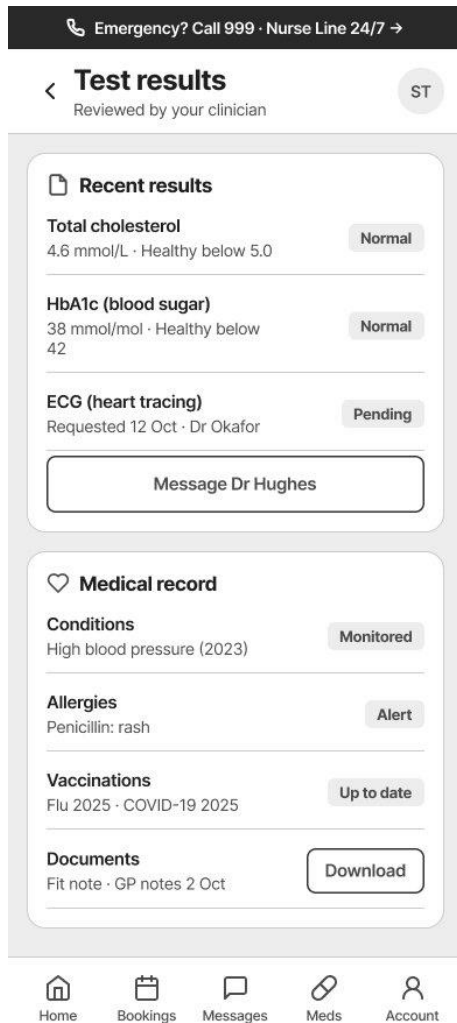


Figure A28a: Wireframe: 05.4. Patient Dashboard - Mobile - Test Results

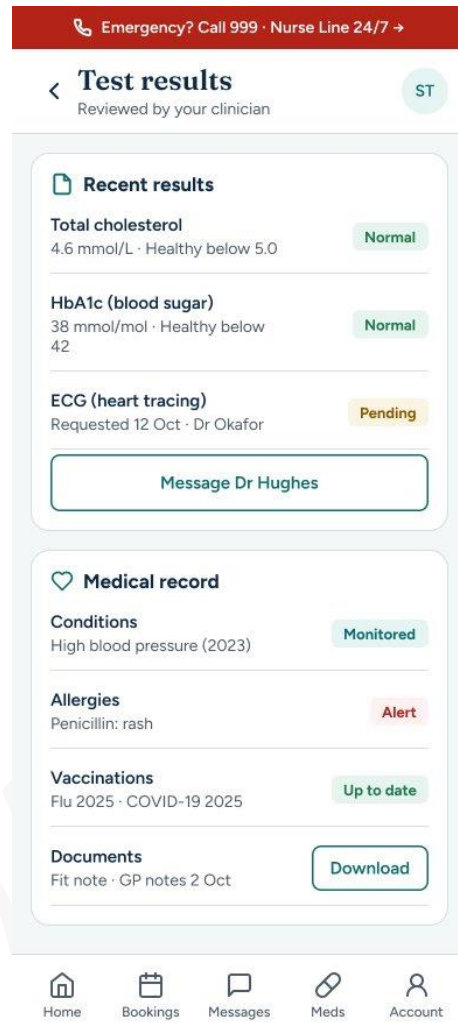


Figure A28b: Prototype: 05.4. Patient Dashboard - Mobile - Test Results

Emergency? Call 999 · Nurse Line 24/7 →

< **Account** ST
Details, notifications and security

Personal details

Full name

Email address

Mobile number

Notifications

☒ Appointment reminders by text

☒ Medicine reminders in the app

☐ Health tips and news

Security

Password
Changed 3 months ago Change

Two-step verification
Text to 07... 123 On

Membership

WellCare Plus
£9.99 a month · Renews 1 Nov Manage

Save changes

Sign out

Home Bookings Messages Meds Account

Figure A29a: Wireframe: 05.5. Patient Dashboard - Mobile - Account Settings

Emergency? Call 999 · Nurse Line 24/7 →

< **Account** ST
Details, notifications and security

Personal details

Full name

Email address

Mobile number

Notifications

☒ Appointment reminders by text

☒ Medicine reminders in the app

☐ Health tips and news

Security

Password
Changed 3 months ago Change

Two-step verification
Text to 07... 123 On

Membership

WellCare Plus
£9.99 a month · Renews 1 Nov Manage

Save changes

Sign out

Home Bookings Messages Meds Account

Figure A29b: Prototype: 05.5. Patient Dashboard - Mobile - Account Settings

WellCare Connect

Medical emergency? Call 999 · 24/7 Nurse Line: 0800 123 4567 · Find urgent care near you

Back to website · Help

Welcome back

Sign in to manage your appointments, prescriptions and results.

Sign in Create account

Email address

Password

 Show

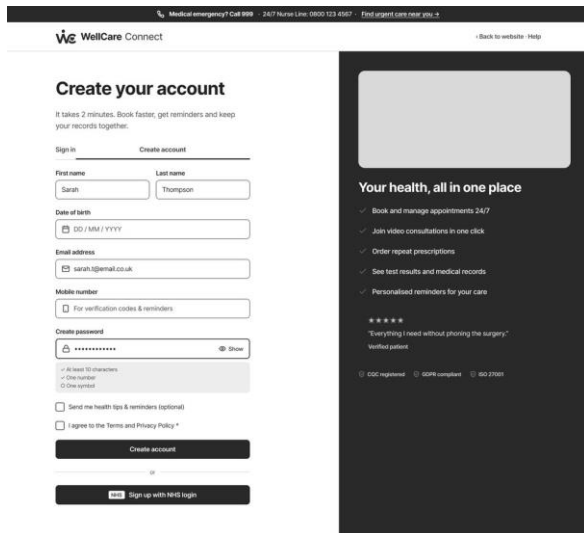


Figure A31a: Wireframe: 06.1. Create Account (desktop)

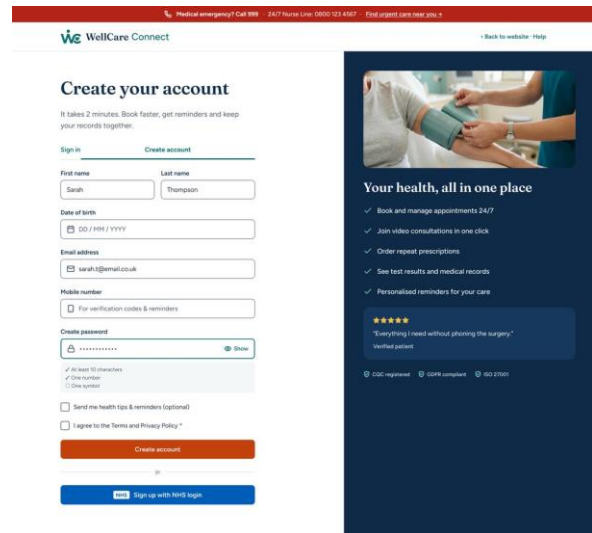


Figure A31b: Prototype: 06.1. Create Account (desktop)

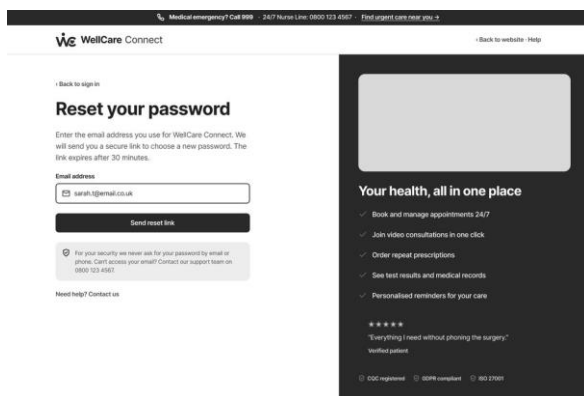


Figure A32a: Wireframe: 06.3. Forgot Password (desktop)



Figure A32b: Prototype: 06.3. Forgot Password (desktop)

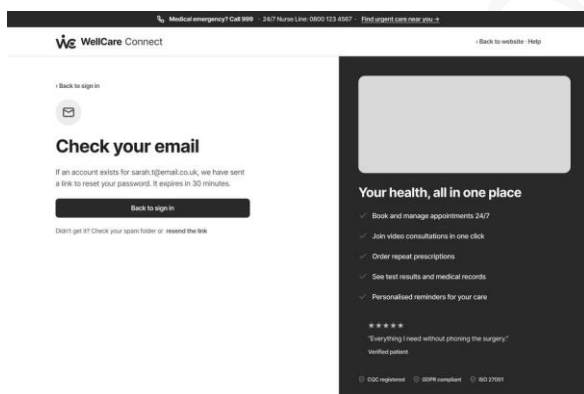


Figure A33a: Wireframe: 06.4. Forgot Password - Link Sent (desktop)

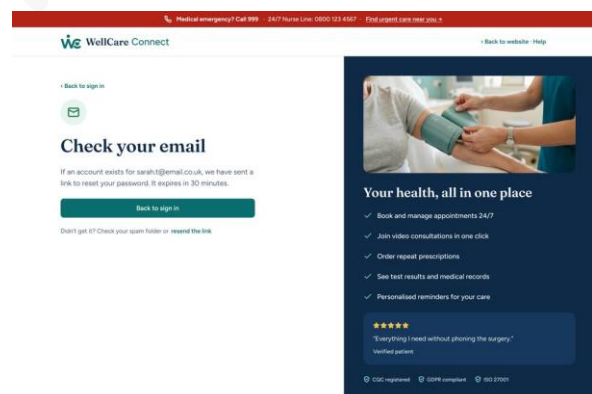


Figure A33b: Prototype: 06.4. Forgot Password - Link Sent (desktop)

Emergency? Call 999 · Nurse Line 24/7 →

<

WellCare Connect

Help

Welcome back

Sign in to manage your care.

Sign in

Create account

Email address

✉ sarah.t@email.co.uk

Password

🔒

Show

Forgot password?

Sign in

👁️ Use Face ID / fingerprint

or

NHS Continue with NHS login

🍏 Continue with Google

🔒 Two-step verification · GDPR compliant

Figure A34a: Wireframe: 06. Sign In - Mobile

Emergency? Call 999 · Nurse Line 24/7 →

<

WellCare Connect

Help

Welcome back

Sign in to manage your care.

Sign in

Create account

Email address

✉ sarah.t@email.co.uk

Password

🔒

Show

Forgot password?

Sign in

👁️ Use Face ID / fingerprint

or

NHS Continue with NHS login

🍏 Continue with Google

🔒 Two-step verification · GDPR compliant

Figure A34b: Prototype: 06. Sign In - Mobile

Emergency? Call 999 · Nurse Line 24/7 →

WellCare Connect
Help

Create your account

Book faster, get reminders and keep your records in one place.

Sign in

Create account

First name

Last name

Sarah

Thompson

Date of birth

DD / MM / YYYY

Email address

sarah.t@email.co.uk

Mobile number

For verification codes & reminders

Create password

Show

At least 10 characters

One number

One symbol

Send me health tips & reminders (optional)

I agree to the Terms and Privacy Policy *

Create account

or

NHS

Sign up with NHS login

Two-step verification · GDPR compliant

Emergency? Call 999 · Nurse Line 24/7 →

WellCare Connect
Help

Create your account

Book faster, get reminders and keep your records in one place.

Sign in

Create account

First name

Last name

Sarah

Thompson

Date of birth

DD / MM / YYYY

Email address

sarah.t@email.co.uk

Mobile number

For verification codes & reminders

Create password

Show

At least 10 characters

One number

One symbol

Send me health tips & reminders (optional)

I agree to the Terms and Privacy Policy *

Create account

or

NHS

Sign up with NHS login

Two-step verification · GDPR compliant

Figure A35a: Wireframe: 06.1. Create Account - Mobile

Figure A35b: Prototype: 06.1. Create Account - Mobile

Emergency? Call 999 · Nurse Line 24/7 →

Back
Help

Check your phone

We sent a 6-digit code to 07... 123. It expires in 10 minutes.

4

5

Verify and continue

Didn't get it? Resend in 0:28

Emergency? Call 999 · Nurse Line 24/7 →

Back
Help

Check your phone

We sent a 6-digit code to 07... 123. It expires in 10 minutes.

4

5

Verify and continue

Didn't get it? Resend in 0:28

Figure A36a: Wireframe: 06.2. Two-Step Verification - Mobile

Emergency? Call 999 · Nurse Line 24/7 →

WellCare Connect
Help

Back to sign in

Reset your password

Enter the email address you use for WellCare Connect. We will send you a secure link to choose a new password. The link expires after 30 minutes.

Email address

sarah.t@email.co.uk

Send reset link

For your security we never ask for your password by email or phone. Can't access your email? Contact our support team on 0800 123 4567.

Need help? Contact us

Figure A36b: Prototype: 06.2. Two-Step Verification - Mobile

Emergency? Call 999 · Nurse Line 24/7 →

WellCare Connect
Help

Back to sign in

Reset your password

Enter the email address you use for WellCare Connect. We will send you a secure link to choose a new password. The link expires after 30 minutes.

Email address

sarah.t@email.co.uk

Send reset link

For your security we never ask for your password by email or phone. Can't access your email? Contact our support team on 0800 123 4567.

Need help? Contact us

Figure A37a: Wireframe: 06.3. Forgot Password - Mobile

Figure A37b: Prototype: 06.3. Forgot Password - Mobile



Figure A38a: Wireframe: 06.4. Forgot Password - Mobile - Link Sent



Figure A38b: Prototype: 06.4. Forgot Password - Mobile - Link Sent

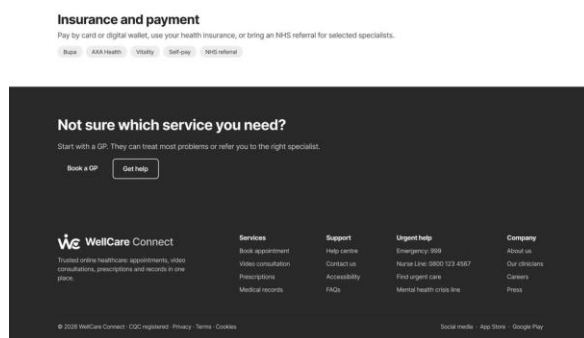
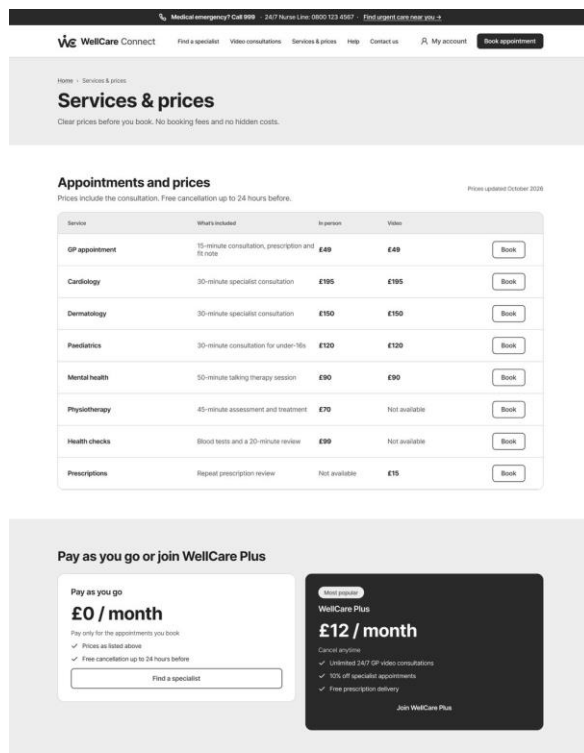


Figure A39a: Wireframe: 07. Services & Prices (desktop)

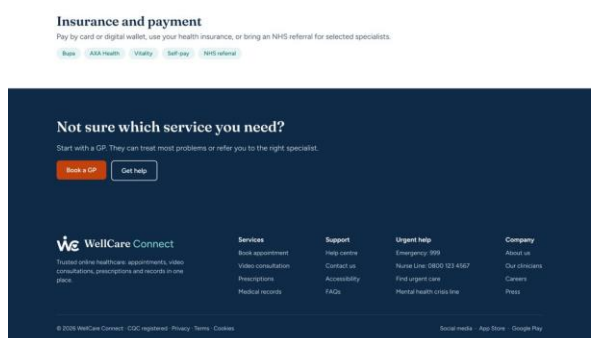
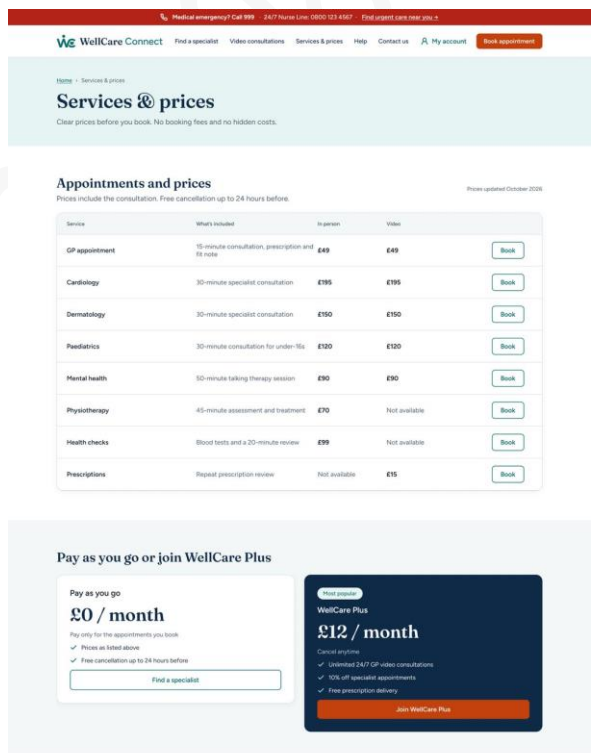


Figure A39b: Prototype: 07. Services & Prices (desktop)

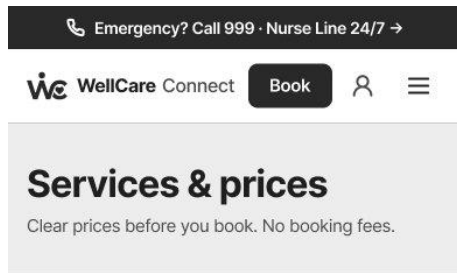
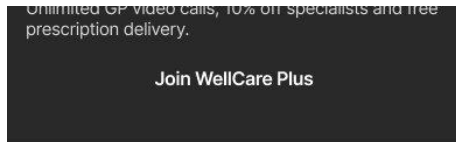


Figure A40a: Wireframe: 07. Services & Prices - Mobile (part 1 of 2)



Figure A40b: Prototype: 07. Services & Prices - Mobile (part 1 of 2)



Insurance and payment



Not sure which service you need?

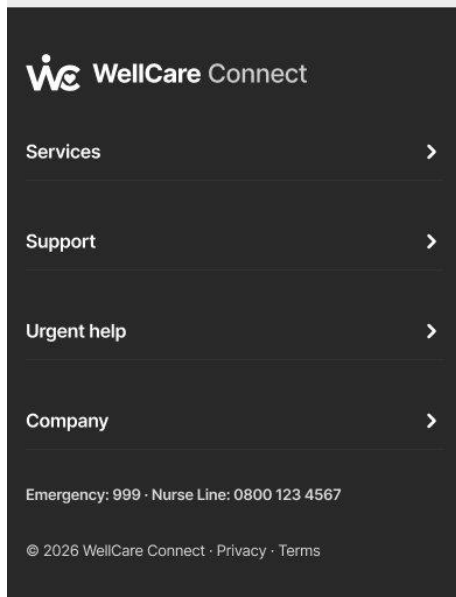
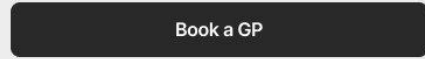
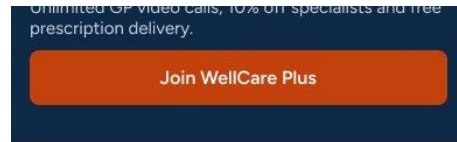


Figure A40a: Wireframe: 07. Services & Prices - Mobile (part 2 of 2)



Insurance and payment



Not sure which service you need?

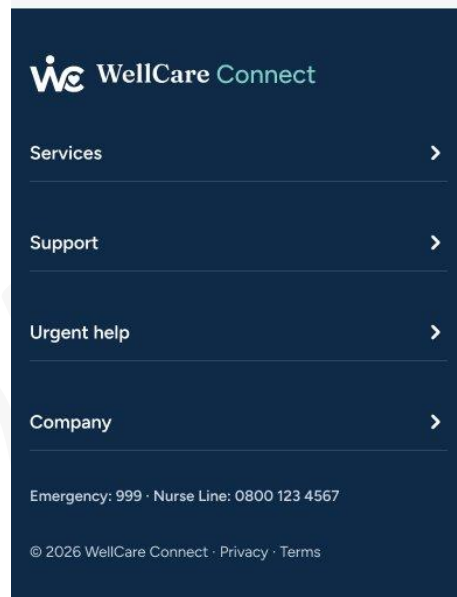


Figure A40b: Prototype: 07. Services & Prices - Mobile (part 2 of 2)

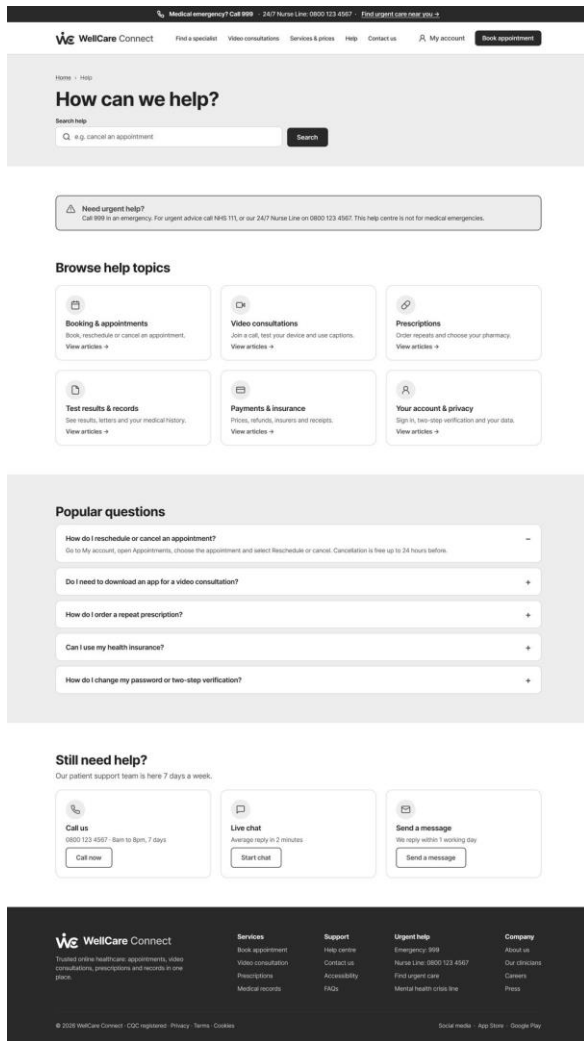


Figure A41a: Wireframe: 08. Help (desktop)

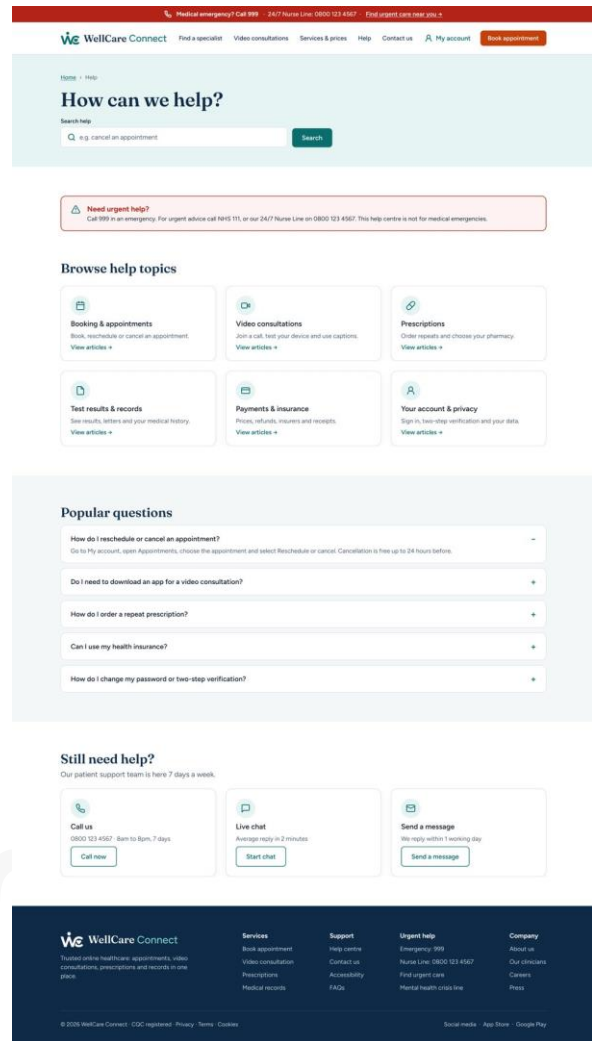


Figure A41b: Prototype: 08. Help (desktop)

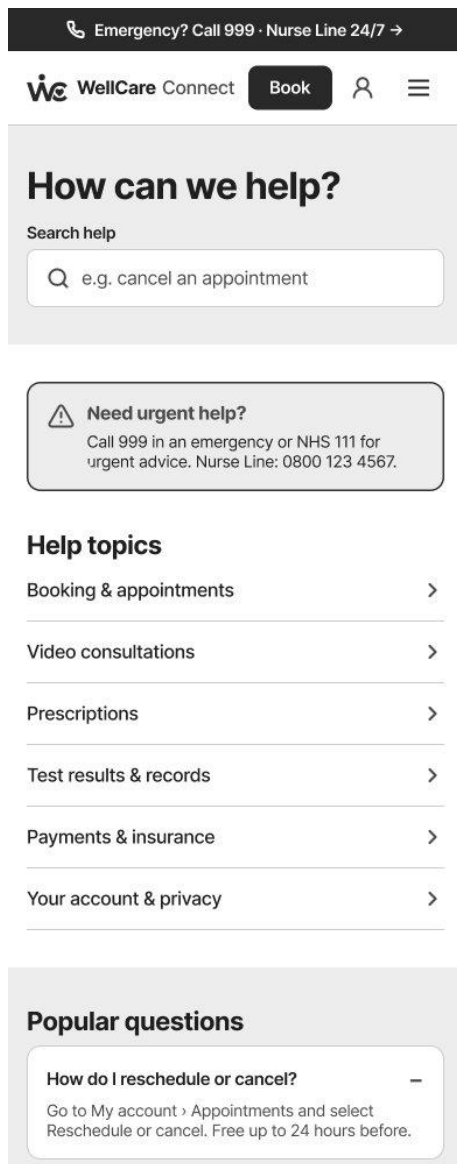


Figure A42a: Wireframe: 08. Help - Mobile (part 1 of 2)

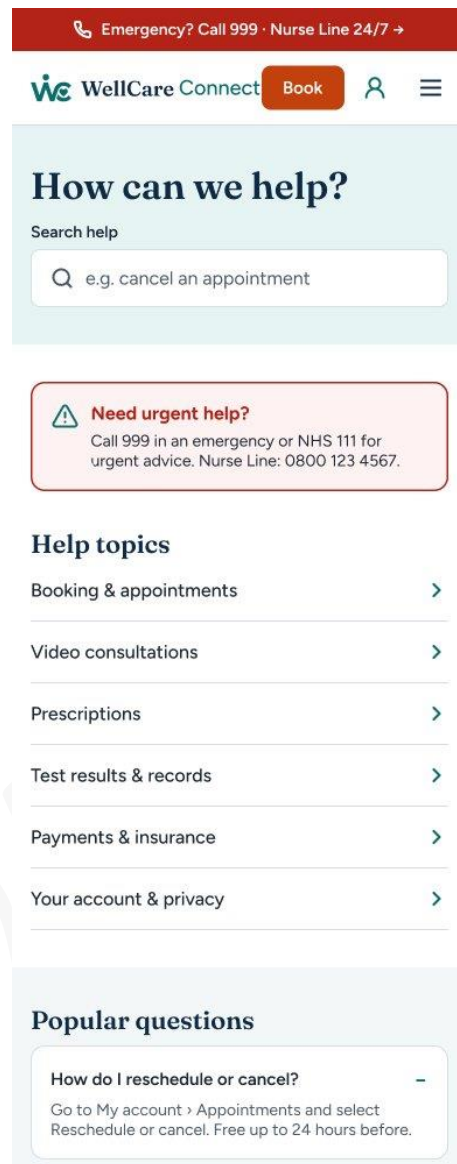
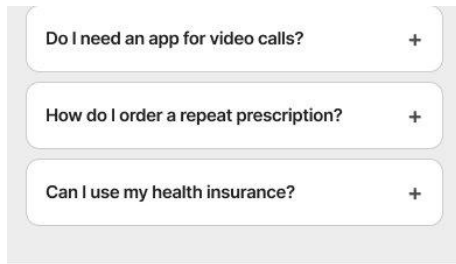


Figure A42b: Prototype: 08. Help - Mobile (part 1 of 2)



Still need help?

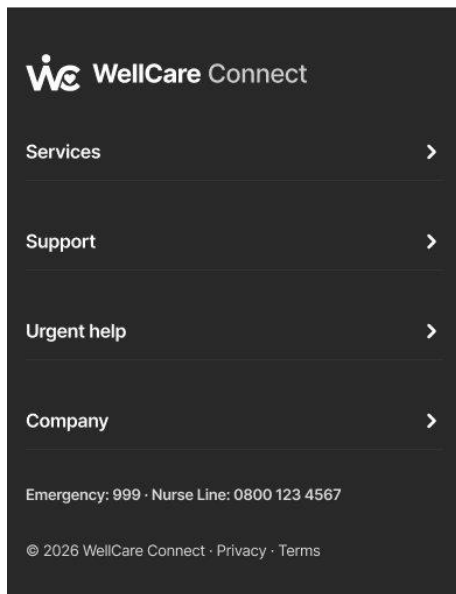
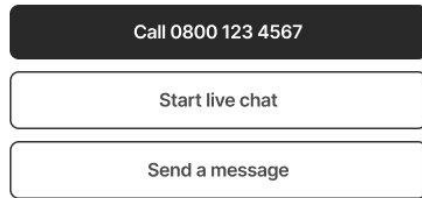


Figure A42a: Wireframe: 08. Help - Mobile (part 2 of 2)



Still need help?



Figure A42b: Prototype: 08. Help - Mobile (part 2 of 2)

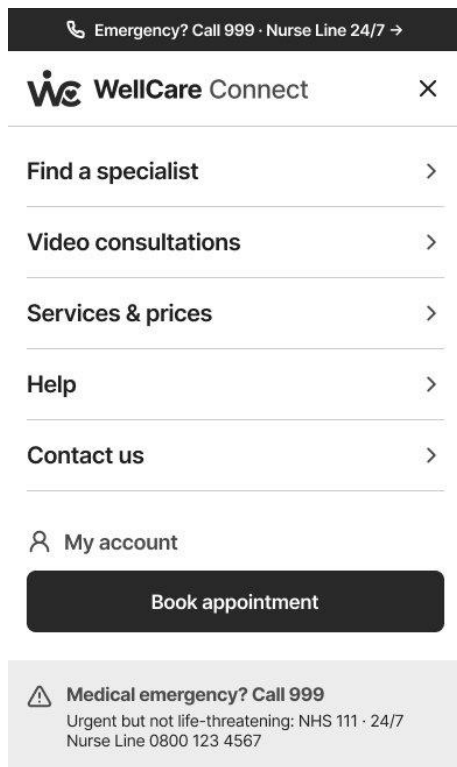


Figure A43a: Wireframe: 09. Menu - Mobile

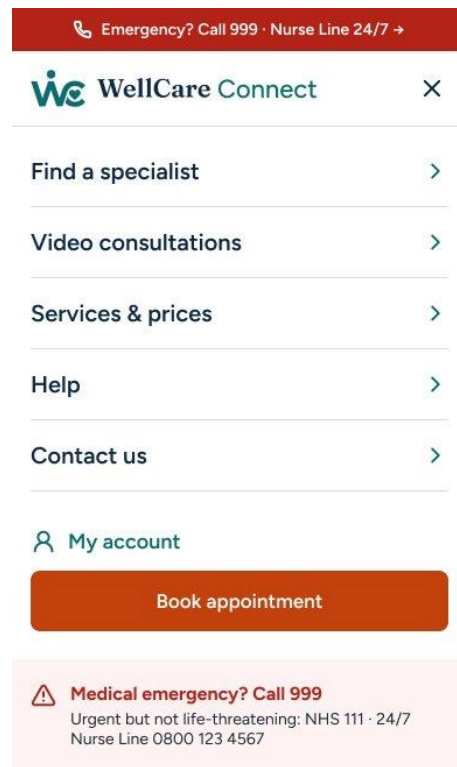


Figure A43b: Prototype: 09. Menu - Mobile

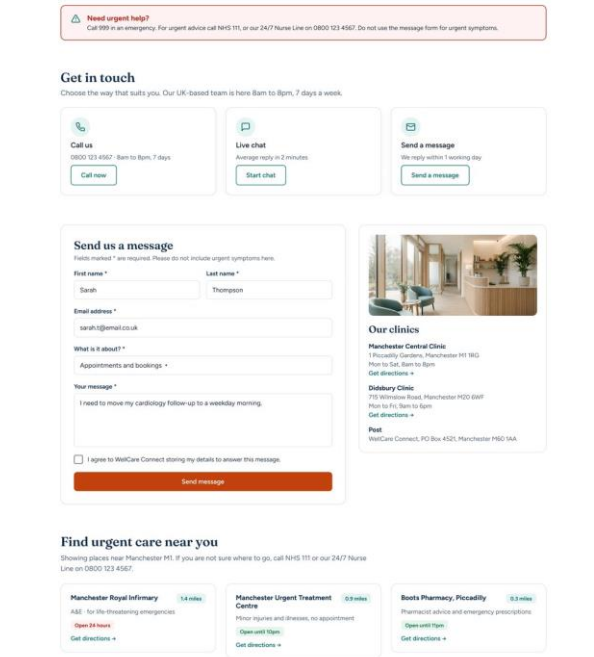
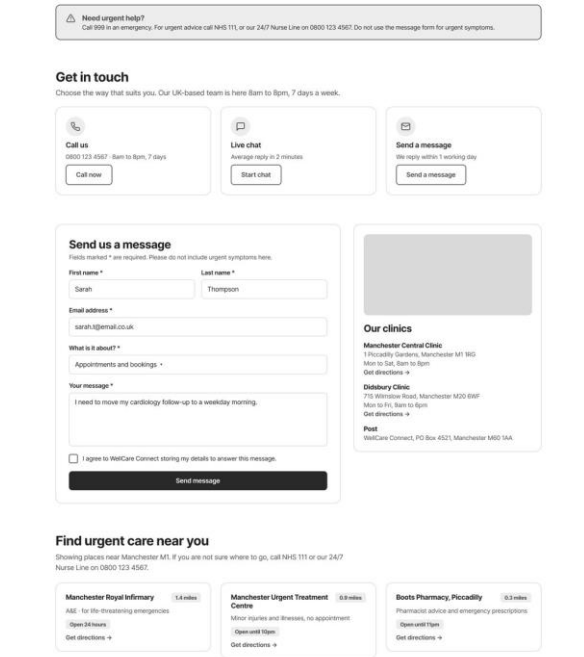
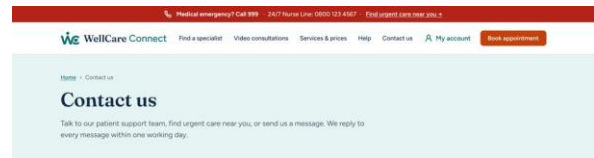
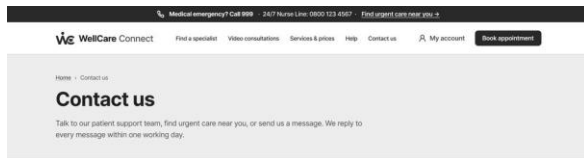


Figure A44a: Wireframe: 10. Contact Us (desktop)

Figure A44b: Prototype: 10. Contact Us (desktop)

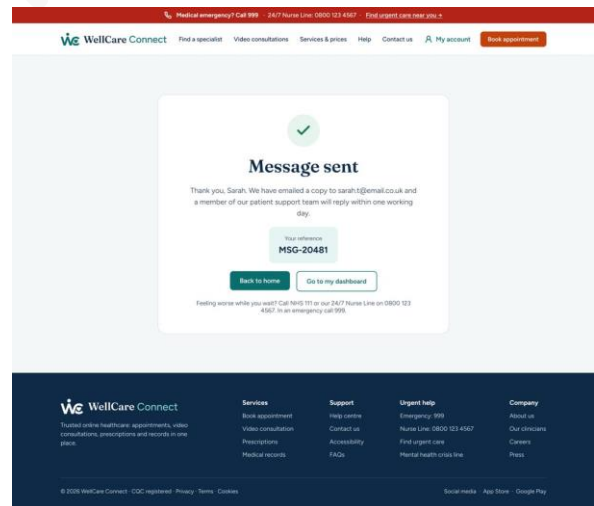
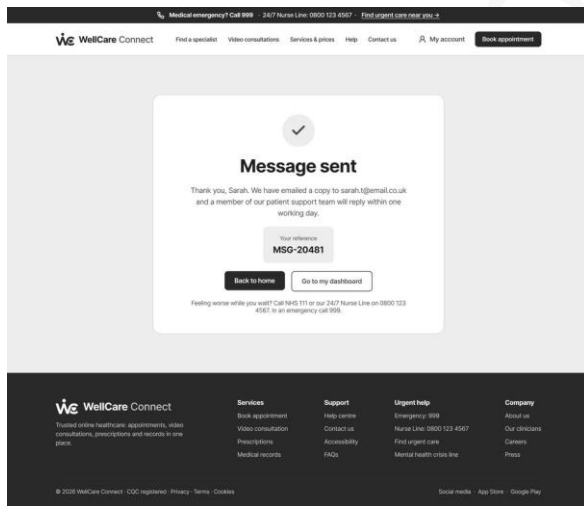


Figure A45a: Wireframe: 10.1. Contact Us - Message Sent (desktop)

Figure A45b: Prototype: 10.1. Contact Us - Message Sent (desktop)

Emergency? Call 999 · Nurse Line 24/7 →

WellCare Connect

Book

Contact us

Talk to our support team, find urgent care near you, or send us a message.

Need urgent help?

Call 999 in an emergency or NHS 111 for urgent advice. Nurse Line: 0800 123 4567.

Get in touch

Call 0800 123 4567

Start live chat

Send a message

Send us a message

Please do not include urgent symptoms here.

First name *

Last name *

Email address *

Emergency? Call 999 · Nurse Line 24/7 →

WellCare Connect

Book

Contact us

Talk to our support team, find urgent care near you, or send us a message.

Need urgent help?

Call 999 in an emergency or NHS 111 for urgent advice. Nurse Line: 0800 123 4567.

Get in touch

Call 0800 123 4567

Start live chat

Send a message

Send us a message

Please do not include urgent symptoms here.

First name *

Last name *

Email address *

Figure A46a: Wireframe: 10. Contact Us - Mobile (part 1 of 3)

Figure A46b: Prototype: 10. Contact Us - Mobile (part 1 of 3)

What is it about? *

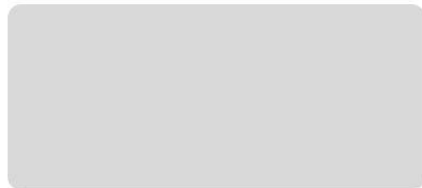
Appointments and bookings ▾

Your message *

I need to move my cardiology follow-up to a weekday morning.

☐ I agree to WellCare Connect storing my details to answer this message.

Send message



Our clinics

Manchester Central Clinic

1 Piccadilly Gardens, Manchester M1 1RG

Mon to Sat, 8am to 8pm

[Get directions →](#)

Didsbury Clinic

715 Wilmslow Road, Manchester M20 6WF

Mon to Fri, 9am to 6pm

[Get directions →](#)

Find urgent care near you

Near Manchester M1. Not sure where to go? Call NHS 111.

What is it about? *

Appointments and bookings ▾

Your message *

I need to move my cardiology follow-up to a weekday morning.

☐ I agree to WellCare Connect storing my details to answer this message.

Send message



Our clinics

Manchester Central Clinic

1 Piccadilly Gardens, Manchester M1 1RG

Mon to Sat, 8am to 8pm

[Get directions →](#)

Didsbury Clinic

715 Wilmslow Road, Manchester M20 6WF

Mon to Fri, 9am to 6pm

[Get directions →](#)

Find urgent care near you

Near Manchester M1. Not sure where to go? Call NHS 111.

Figure A46a: Wireframe: 10. Contact Us - Mobile (part 2 of 3)

Figure A46b: Prototype: 10. Contact Us - Mobile (part 2 of 3)

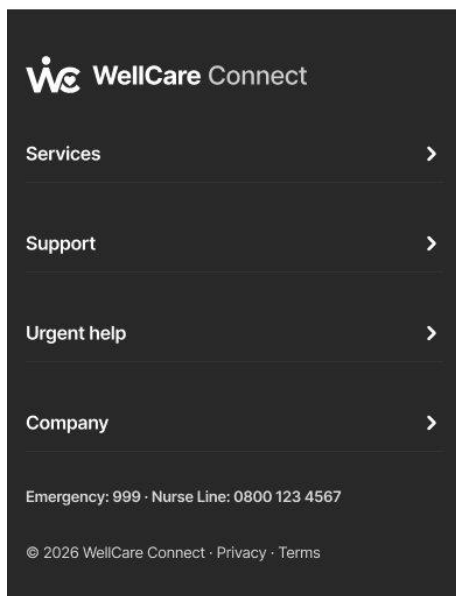
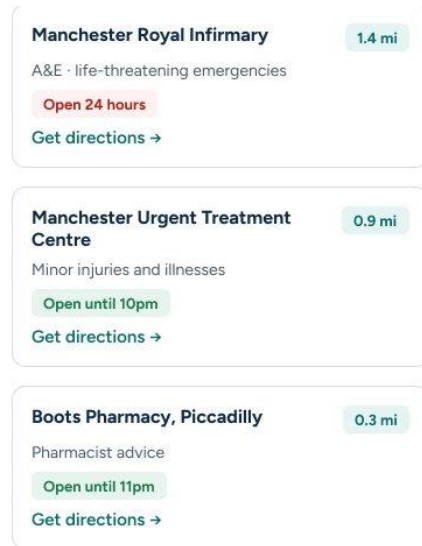
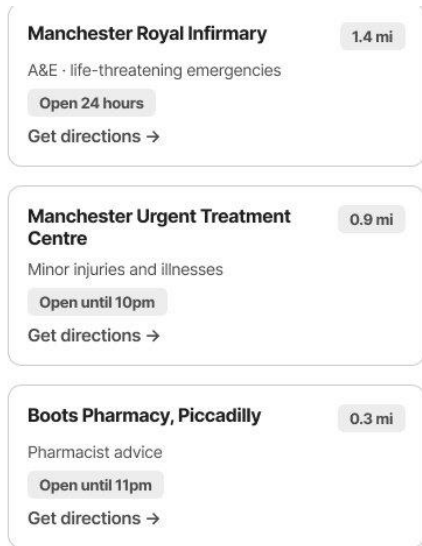


Figure A46a: Wireframe: 10. Contact Us - Mobile (part 3 of 3)

Figure A46b: Prototype: 10. Contact Us - Mobile (part 3 of 3)

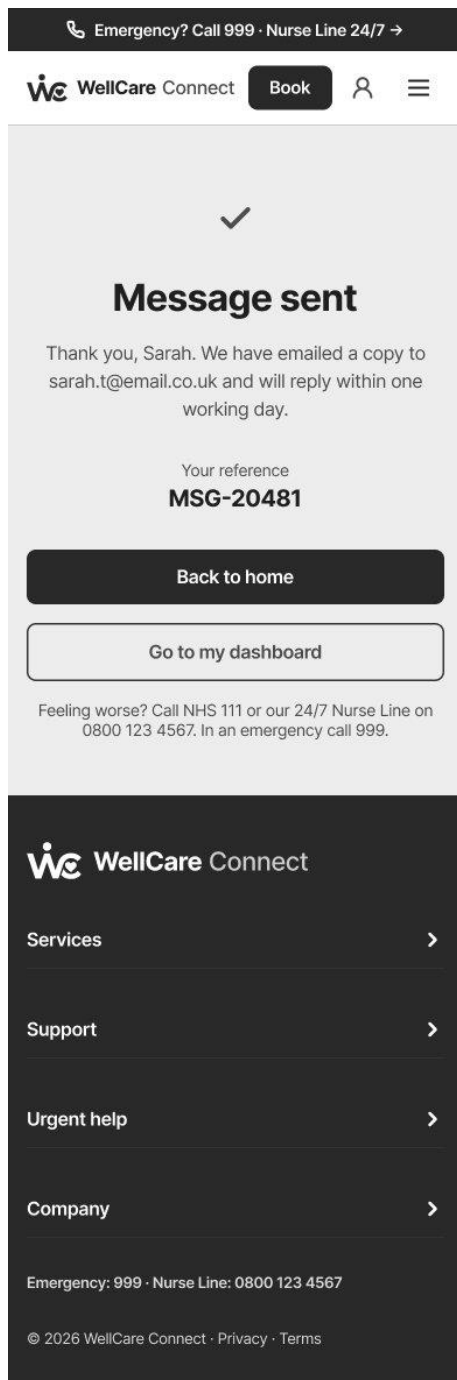


Figure A47a: Wireframe: 10.1. Contact Us - Mobile - Message Sent

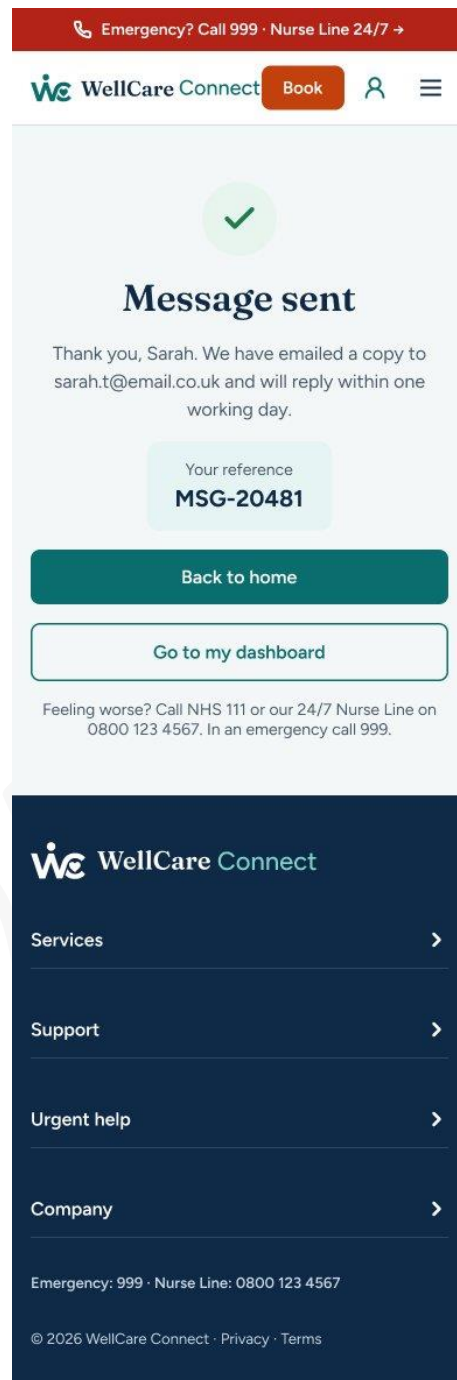


Figure A47b: Prototype: 10.1. Contact Us - Mobile - Message Sent

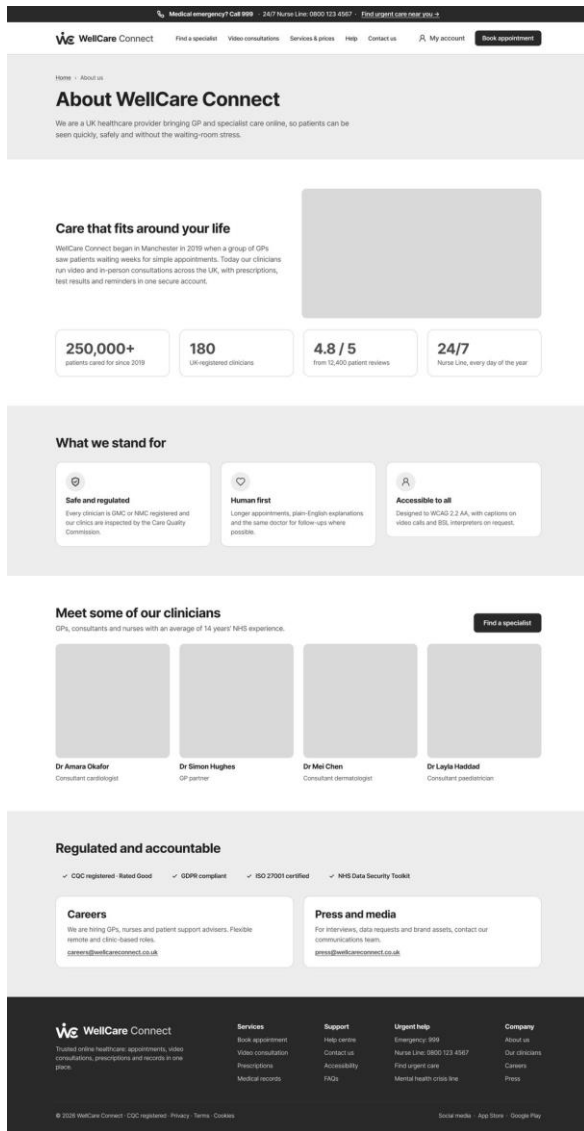


Figure A48a: Wireframe: 11. About Us (desktop)

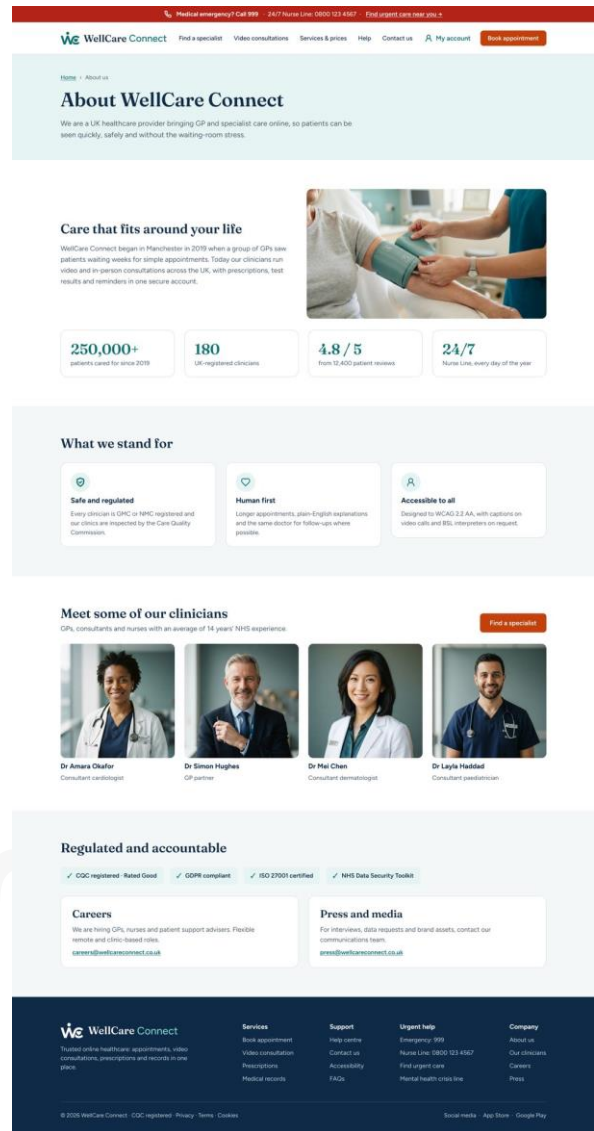


Figure A48b: Prototype: 11. About Us (desktop)

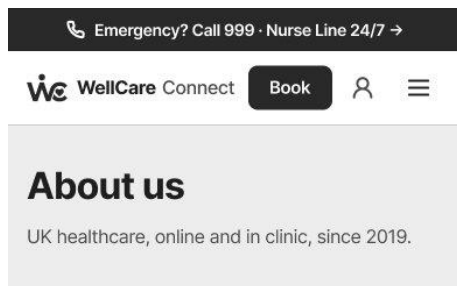


Figure A49a: Wireframe: 11. About Us - Mobile (part 1 of 3)



Figure A49b: Prototype: 11. About Us - Mobile (part 1 of 3)

Safe and regulated
GMC/NMC registered clinicians, CQC-inspected clinics.

Human first
Longer appointments and plain-English explanations.

Accessible to all
WCAG 2.2 AA, captions and BSL on request.

Our clinicians



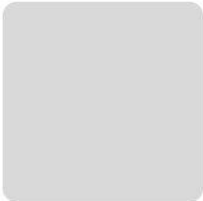
Dr Amara Okafor
Consultant cardiologist



Dr Simon Hughes
GP partner



Dr Mei Chen
Consultant dermatologist



Dr Layla Haddad
Consultant paediatrician

[Find a specialist](#)

Figure A49a: Wireframe: 11. About Us - Mobile (part 2 of 3)

What we stand for

Safe and regulated
GMC/NMC registered clinicians, CQC-inspected clinics.

Human first
Longer appointments and plain-English explanations.

Accessible to all
WCAG 2.2 AA, captions and BSL on request.

Our clinicians



Dr Amara Okafor
Consultant cardiologist



Dr Simon Hughes
GP partner



Dr Mei Chen
Consultant dermatologist



Dr Layla Haddad
Consultant paediatrician

[Find a specialist](#)

Figure A49b: Prototype: 11. About Us - Mobile (part 2 of 3)



Figure A49a: Wireframe: 11. About Us - Mobile (part 3 of 3)



Figure A49b: Prototype: 11. About Us - Mobile (part 3 of 3)

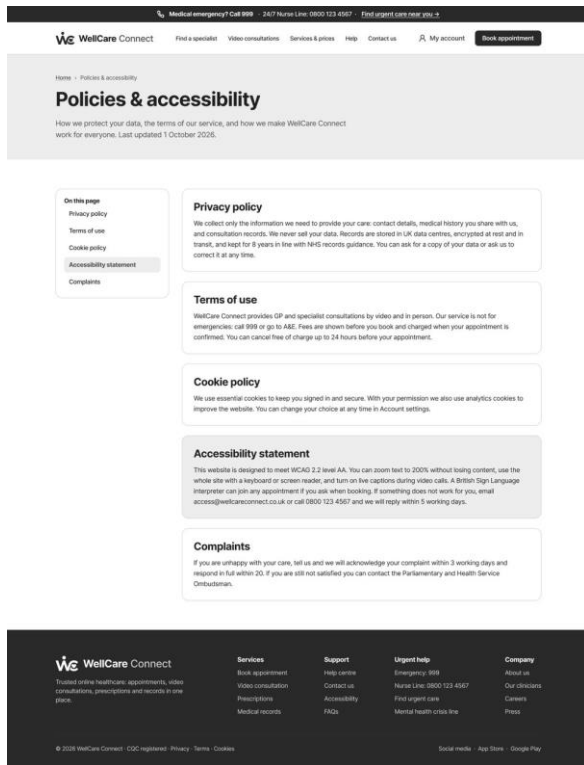


Figure A50a: Wireframe: 12. Policies & Accessibility (desktop)

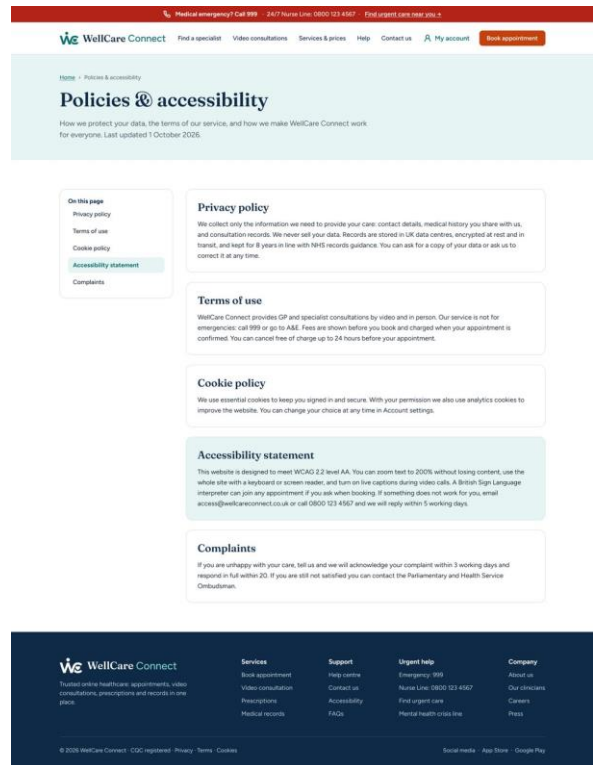


Figure A50b: Prototype: 12. Policies & Accessibility (desktop)



Figure A51a: Wireframe: 12. Policies & Accessibility - Mobile (part 1 of 2)



Figure A51b: Prototype: 12. Policies & Accessibility - Mobile (part 1 of 2)

Accessibility statement

This website is designed to meet WCAG 2.2 level AA. You can zoom text to 200% without losing content, use the whole site with a keyboard or screen reader, and turn on live captions during video calls. A British Sign Language interpreter can join any appointment if you ask when booking. If something does not work for you, email access@wellcareconnect.co.uk or call 0800 123 4567 and we will reply within 5 working days.

Complaints

If you are unhappy with your care, tell us and we will acknowledge your complaint within 3 working days and respond in full within 20. If you are still not satisfied you can contact the Parliamentary and Health Service Ombudsman.

Accessibility statement

This website is designed to meet WCAG 2.2 level AA. You can zoom text to 200% without losing content, use the whole site with a keyboard or screen reader, and turn on live captions during video calls. A British Sign Language interpreter can join any appointment if you ask when booking. If something does not work for you, email access@wellcareconnect.co.uk or call 0800 123 4567 and we will reply within 5 working days.

Complaints

If you are unhappy with your care, tell us and we will acknowledge your complaint within 3 working days and respond in full within 20. If you are still not satisfied you can contact the Parliamentary and Health Service Ombudsman.

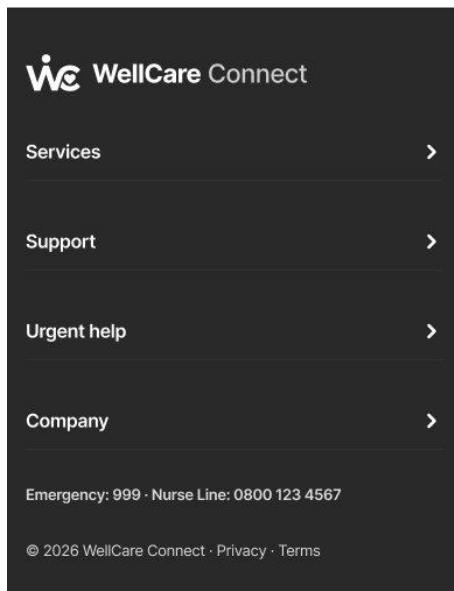


Figure A51a: Wireframe: 12. Policies & Accessibility - Mobile (part 2 of 2)



Figure A51b: Prototype: 12. Policies & Accessibility - Mobile (part 2 of 2)

Appendix B: Mood Board

Brand direction

Calm clinical trust with human warmth. WellCare Connect should feel as reassuring as a good GP and as easy as a modern app, so patients of every age can find care, book in minutes and feel safe sharing their health details.

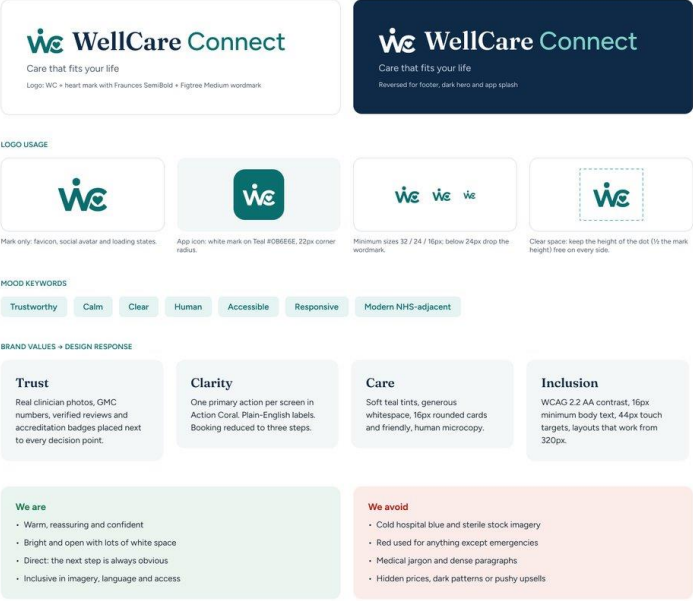


Figure B1: Mood Board: 01. Brand Direction

Colour palette

A deep navy and clinical teal carry trust; Action Coral is reserved for the single primary action on each screen; Emergency Red is used only for urgent-care messaging. Contrast ratios are calculated against the text colour shown on each swatch.

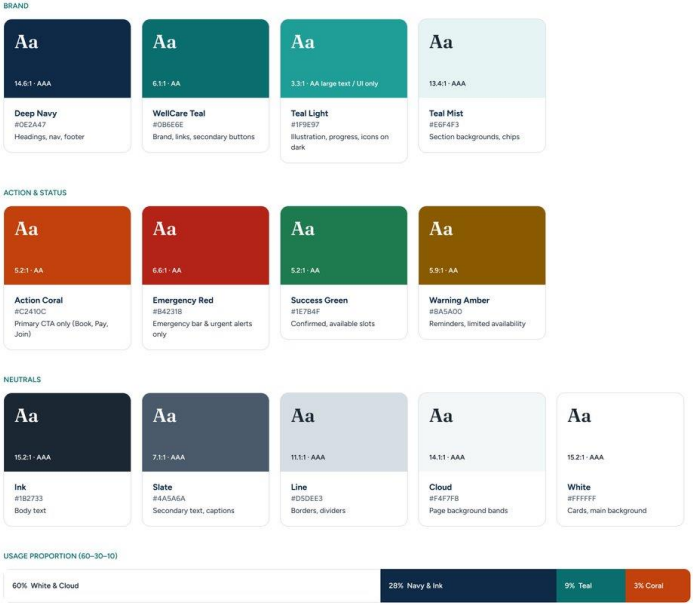


Figure B2: Mood Board: 02. Colour Palette

Typography

Fraunces brings a warm, soft-serif voice to headings that signals heritage and care without feeling cold. Figtree is a clean, open sans with a tall x-height, built for comfortable reading on small screens. Two families only, keeping pages fast to load.

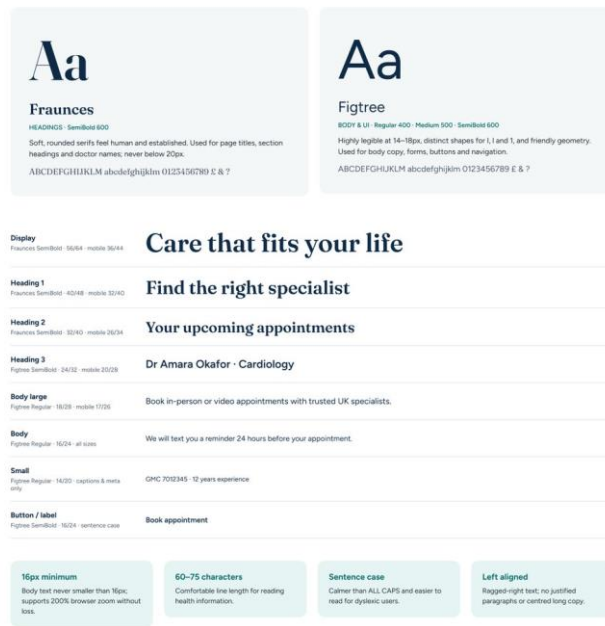


Figure B3: Mood Board: 03. Typography

Imagery & photography

Real people, real care. Photography is warm, natural and inclusive: patients of different ages, ethnicities and abilities, and clinicians shown as approachable experts. Reference photos below were generated with Figma AI to the shot list; production images would come from a WellCare photo shoot.

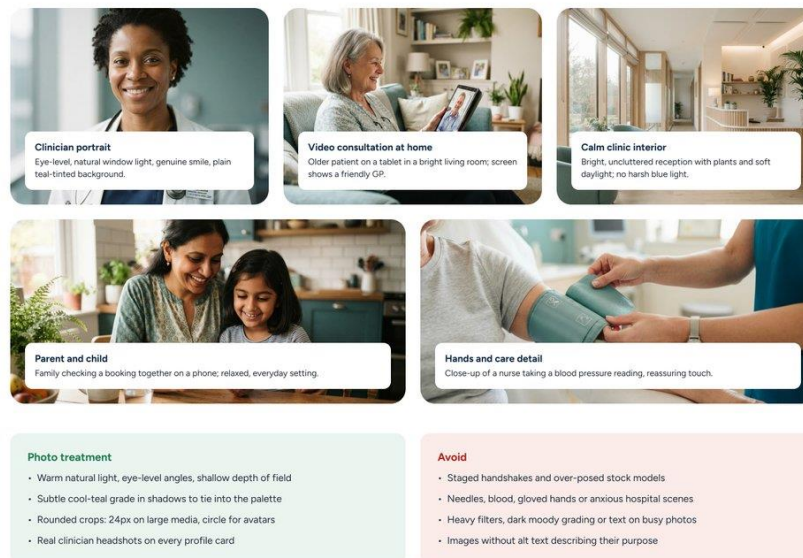


Figure B4: Mood Board: 04. Imagery

Iconography, shape & spacing

Simple outline icons on a 24px grid with a 2px rounded stroke, always paired with a text label. Soft 8–24px radii and gentle shadows make the interface feel approachable; an 8-point spacing system keeps layouts consistent on every screen size.

ICON SET - OUTLINE, 24PX GRID, 2PX STROKE, ROUNDED CAPS (LUCIDE-STYLE)

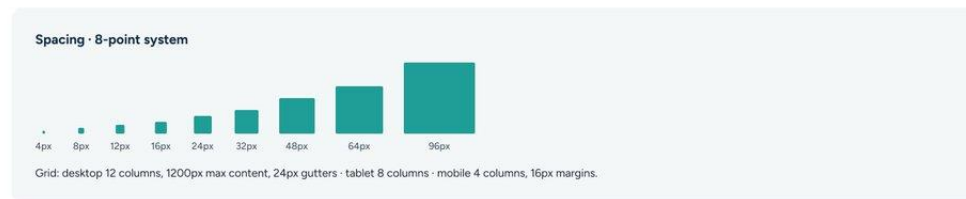


Figure B5: Mood Board: 05. Iconography & Shape

UI elements

Key components styled with the palette and type: these become the building blocks for the high-fidelity prototype. Coral appears once per screen for the main action; teal handles everything secondary.

BUTTONS - PRIMARY (CORAL), SECONDARY (TEAL OUTLINE), TEXT LINK, DISABLED - 48PX HEIGHT



EMERGENCY BAR - ALWAYS VISIBLE, RED RESERVED FOR THIS ONLY



FORM FIELDS & FILTERS - DEFAULT, FOCUS, ERROR



CARDS, REMINDERS, SUBSCRIPTION, TRUST & PROGRESS

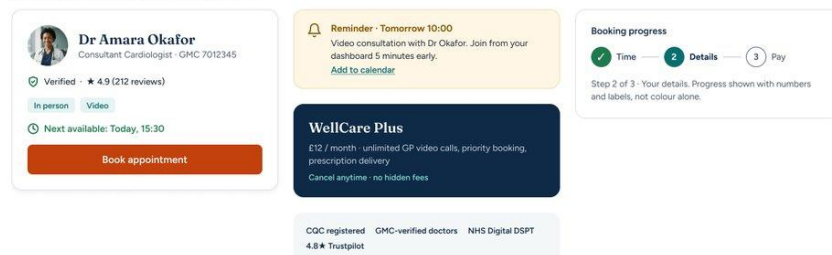
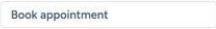


Figure B6: Mood Board: 06. UI Elements

Accessibility checks

Every colour pairing used for text is tested against WCAG 2.2. Ratios below are calculated from the palette values, not estimated.

Pairing	Sample	Ratio	Result
Ink body text on White		15.17 : 1	✓ Pass AAA
Slate captions on White		7.09 : 1	✓ Pass AAA
Teal links on White		6.05 : 1	✓ Pass AA
Teal text on Teal Mist		5.36 : 1	✓ Pass AA
White on Action Coral (primary button)		5.18 : 1	✓ Pass AA
White on Emergency Red (emergency bar)		6.57 : 1	✓ Pass AA
White on Deep Navy (footer, nav)		14.57 : 1	✓ Pass AAA
Amber text on reminder tint		5.52 : 1	✓ Pass AA
Slate input border on White (UI 3:1)		7.09 : 1	✓ Pass UI (needs 3:1)

Focus visible

2px teal outline + 4px halo on every interactive element; logical tab order.

44px targets

Buttons, chips and links at least 44×44px on mobile, 8px apart.

Not colour alone

Status uses icon + text (✓ Confirmed, ⚠ Error); stepper shows numbers.

Motion & zoom

Respect reduced-motion; content reflows at 320px and 200% zoom.

Figure B7: Mood Board: 07. Accessibility

Appendix C: Design Notes and Component Kits

Design notes - issues addressed

- Confusing navigation → 4 task-based top-level items (Find a specialist, Video consultations, Services & prices, Help), My account, and a persistent "Book appointment" CTA in header.
- Hard to find emergency info → emergency bar on every page (999, 24/7 Nurse Line, urgent care).
- Ineffective CTAs → hero search with one "Find care" action plus a video GP shortcut; one primary action per section.
- Lack of trust → trust strip (rating, CQC, GMC-verified doctors, NHS DSPT) and patient testimonials.
- No personalisation → handled in the Patient Dashboard; home shows live availability and specialists available this week.
- Hidden telehealth & specialists → hero search, priced service tiles, telehealth promo and featured specialist cards.
- Subscription goal → WellCare Plus £12/month block with benefits and a single Join button.
- Mobile → single column, full-width buttons (≥44px), 2-column service grid, accordion footer.
- Inconsistent branding → new WC + heart logo mark beside the wordmark in the header, footer, menu and sign-in screens, used the same way on every page.
- Hard-to-find contact details → "Contact us" added to the main navigation and mobile menu; every footer link now opens a real page.

Figure C1: 01. Home - Design Notes

Design notes - issues addressed

- Unclear booking flow → linear 3-step flow with visible progress stepper (Choose time → Your details → Review & pay).
- Focused header removes main navigation during booking to reduce drop-off; help line + exit always visible.
- Persistent summary (desktop sidebar / mobile collapsible bar) keeps clinician, date, time and fee visible.
- Real-time slots grouped by Morning / Afternoon / Evening; waitlist fallback when no times fit.
- Forms: labelled fields, required markers, autofill via sign-in, inline text errors (not colour-only).
- Trust & reassurance: secure payment, free cancellation policy, reminders opt-in.
- Confirmation: booking ref, add to calendar, reschedule/cancel, "What happens next" and a WellCare Plus offer.
- Mobile → sticky bottom action bar with total, one-tap wallet payment, swipeable date strip.

Figure C3: 03. Book Appointment - Design Notes

Design notes - issues addressed

- Hard to locate specialist directory → dedicated page reachable from header, home search and service cards.
- Search + filters by specialty, consultation type (video / in person), availability, gender, language, rating and payment.
- Doctor cards show real next-available slots and "Book appointment" directly - removes extra steps from booking flow.
- Trust → GMC number, verified ratings, languages and clear pricing on each card.
- List / Map toggle for location-based choice.
- Mobile → filters move into a bottom sheet with chip controls and a clear "Show 24 results" action; Load more instead of tiny pagination.
- Empty/fallback path → "Not sure who to see?" routes users to a GP or symptom guide.

Figure C2: 02. Find a Specialist - Design Notes

Design notes - issues addressed

- Telehealth hard to find → own top-level nav item, home quick-access card and promo, and this landing page.
- Clear scope: "What we can help with" list beside a prominent "Not for emergencies" (999 / NHS 111) warning.
- Trust: 4-step "how it works", next available GP, encrypted calls and a clear £49 pay-as-you-go price.
- Subscription objective → "WellCare Plus" £12/month plan highlighted as Most Popular.
- Device check before the call reduces failed consultations.
- In-call room: large clinician video, self-view, live captions (accessibility), chat, photo sharing, notes & files tabs, clear End call.
- Mobile call → thumb-reachable circular controls (52px), captions overlay, picture-in-picture self view.

Figure C4: 04. Video Consultations - Design Notes

Design notes - issues addressed

- No personalisation → reminders (medication, tests, vaccination) and a personalised health tip based on recent visits.
- Engagement & retention → one place for appointments, reminders, prescriptions, test results, messages and past appointments.
- Clear status labels in text (Taken, Due soon, Ready, Normal, Pending) - not colour alone.
- Emergency help always visible in the emergency bar on every view.
- Primary actions (Book appointment, Video GP now, Join video call) at the top of the dashboard.
- Mobile → next-appointment card, quick-action tiles and a bottom tab bar within thumb reach.
- WellCare Plus membership shown in the profile and sidebar, supporting the subscription objective.
- Every sidebar item, card link and mobile tab now opens its own page (05.1 to 05.5) instead of a dead link.

Figure C5: 05. Patient Dashboard - Design Notes

Design notes - issues addressed

- Trust → security messaging (2-step verification, GDPR, ISO 27001), accreditation and testimonial beside the form.
- Lower friction → NHS login and Google sign-in, "Keep me signed in", biometric sign-in on mobile.
- Accessible forms → visible labels, show/hide password, live password rules in text, 44px+ inputs.
- Subscription goal → optional health tips & reminders opt-in at sign-up.
- Clear switch between Sign in and Create account tabs; Forgot password always visible.
- Focused layout (no main nav) with Back to website and Help links.
- Mobile Create Account (06.1) → single-column form with the same fields, password rules and NHS sign-up as desktop; new accounts verify the mobile number via the two-step code screen before reaching the dashboard.
- Forgot password → 06.3 asks only for the email address; 06.4 confirms the link was sent without revealing whether an account exists.
- NHS login and Google buttons sign the patient straight into the dashboard in the prototype.

Figure C7: 06. Sign In / Create Account - Design Notes

Design notes - issues addressed

- Hard-to-find emergency info → urgent help box above all help content (999, NHS 111, Nurse Line).
- Confusing navigation → help search plus six topic groups named in patients' words.
- Insufficient information → popular questions answered on the page, no extra clicks.
- Support → phone, live chat and message options with expected response times.
- Mobile → topics become a simple list; contact options become full-width buttons within thumb reach.

Figure C9: 08. Help - Design Notes

Design notes - issues addressed

- Appointments (05.1) groups upcoming visits, past visits and reminders, so patients can join, reschedule or rebook from one list.
- Messages (05.2) keeps clinician conversations secure and repeats the "not for emergencies" warning beside the composer.
- Prescriptions (05.3) shows status in words (Ready, Repeat due) with one clear action per medicine.
- Test results (05.4) explain each value against a healthy range in plain English, not only a number.
- Account settings (05.5) put notifications, two-step verification and the WellCare Plus plan in one place, supporting retention.
- Mobile versions keep the bottom tab bar, with a back arrow to the dashboard on every sub-page.

Figure C6: 05.1-05.5. My Account Pages - Design Notes

Design notes - issues addressed

- Lack of price transparency → one table of every service with in-person and video prices before booking; no booking fee.
- Insufficient information → "What's included" for each service, so patients know what they are paying for.
- Subscription goal → pay-as-you-go and WellCare Plus side by side, so the saving is clear without pressure.
- Trust → insurers and NHS referral options listed up front.
- Ineffective CTAs → a Book action on every row and a GP fallback for patients unsure where to start.
- Mobile → price rows become tappable cards with the 'from' price on the right.

Figure C8: 07. Services & Prices - Design Notes

Design notes - issues addressed

- Confusing navigation → the same four task-based items as the desktop header, in the same order, with large 56px rows.
- Ineffective CTAs → one primary "Book appointment" button; My account sits just above it.
- Emergency info → 999, NHS 111 and the Nurse Line repeated inside the menu so they are never hidden.
- Opened from the ≡ icon on every mobile page; X returns to the previous page.

Figure C10: 09. Menu - Design Notes

Design notes - issues addressed

- Patients reported difficulty finding emergency contacts → urgent help banner first, then phone, live chat and message options.
- “Find urgent care near you” lists the nearest A&E, urgent treatment centre and pharmacy with opening times and distance.
- Message form uses visible labels, required markers and a consent checkbox; it warns not to send urgent symptoms.
- 10.1 confirms the message with a reference number and the reply time, which builds trust after submission.

Figure C11: 10. Contact Us - Design Notes

Design notes - issues addressed

- Lack of trust-building elements → real clinician photos, regulator badges (CQC, GDPR, ISO 27001) and patient numbers.
- Values explain safety, human care and accessibility in one sentence each.
- Careers and press contacts sit at the end so the footer links have a real destination.

Figure C12: 11. About Us - Design Notes

Design notes - issues addressed

- Limited accessibility support → a full accessibility statement (WCAG 2.2 AA, captions, BSL interpreters, 200% zoom) linked from every footer.
- Privacy, terms, cookies and complaints are written in plain English with an “On this page” menu that jumps to each section.
- Mobile uses chips instead of a sidebar so the jump links stay within thumb reach.

Figure C13: 12. Policies & Accessibility - Design Notes

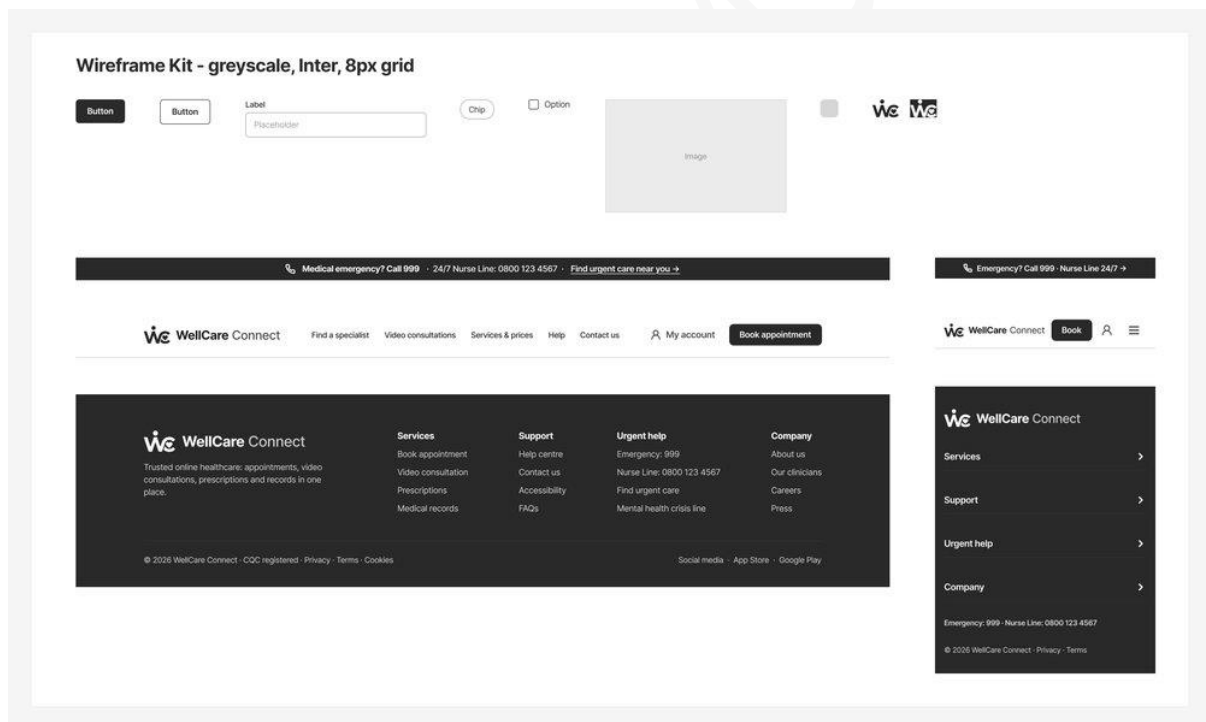


Figure C14: Wireframe kit (WireFrame page, 00. Wireframe Kit)

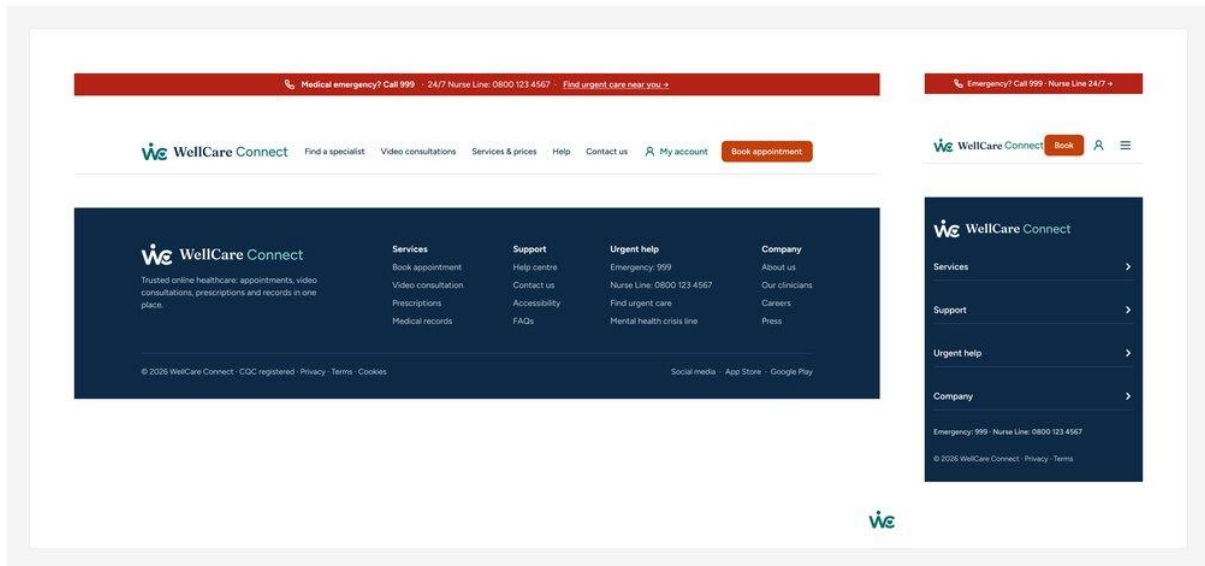


Figure C15: Prototype UI kit (Prototype page, 00. UI Kit)



Figure C16: Photo library (Prototype page, 00. Photo Library)

Appendix D: Figma Links

All Task 1 work is in one Figma file. The links below open it in view-only mode. The live prototype link opens the clickable prototype at the Home page, and the flow list in its sidebar starts each user journey.

Figma work	Link
Full Figma file	https://www.figma.com/design/6orDWI2UKE4EaQLae8J92O/Assignment01?node-id=0-1&t=MG9Tgl71JRb0q5al-1
WireFrame page	https://www.figma.com/design/6orDWI2UKE4EaQLae8J92O/Assignment01?node-id=0-1
MoodBoard page	https://www.figma.com/design/6orDWI2UKE4EaQLae8J92O/Assignment01?node-id=1-2
Prototype page	https://www.figma.com/design/6orDWI2UKE4EaQLae8J92O/Assignment01?node-id=40-643
Live interactive prototype	https://www.figma.com/proto/6orDWI2UKE4EaQLae8J92O/Assignment01?node-id=42-643&p=f&t=hApZNWUKXCQaezTk-1&scaling=min-zoom&content-scaling=fixed&page-id=40%3A643&starting-point-node-id=42%3A643&show-proto-sidebar=1

Table D1: Links to the Figma wireframes, mood board and interactive prototype