



Mobile-Optimized UX for a Mid-Carolinas Health System

PROJECT GOALS

With more than 40% of visitors using smartphones to access firsthealth.org, FirstHealth and Geometric knew that creating a mobile-friendly user experience as part of a wider website overhaul was no longer a nice-to-have but a driving force of the redesign. Goals for the mobile experience included:

#1

Making it as seamless as possible and ensuring search, navigation, directory and conversion experiences are mobile-friendly.

#2

Emphasizing patient access to care and design the structure, navigation and content to funnel users to care options, locations and providers.

#3

Optimizing on-page content and visual branding for mobile so the site looks great on any device or screen size.

OVERVIEW

FirstHealth of the Carolinas
Pinehurst, NC

Employee Count:
6,100

Locations:
140

Hospitals:
4

Hospital Bed Count:
610

Region:
Mid-Carolinas

SCOPE OF PROJECT



Responsive Design

Adaptive layouts, enlarged text and touch targets, optimized images, click-to-call functionality and fast loading times ensure an intuitive and efficient experience on any device.



Minimalist Navigation

A minimalist navigation — with only the linked logo and hamburger icon visible —along with calls-to-action, proximity navigation, cross-links and breadcrumbs help guide users and lead them to the tasks they should complete first.



Simplified Search

The mobile navigation puts the search bar front and center, and search results are neatly structured and grouped by category for easy scannability.



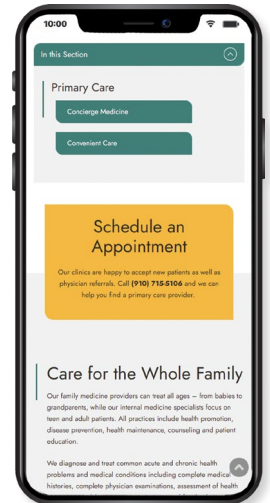
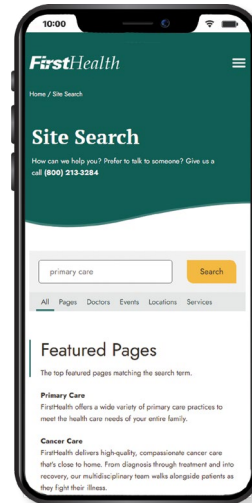
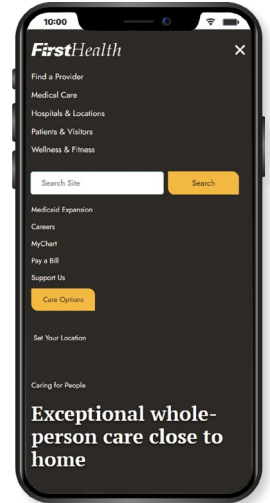
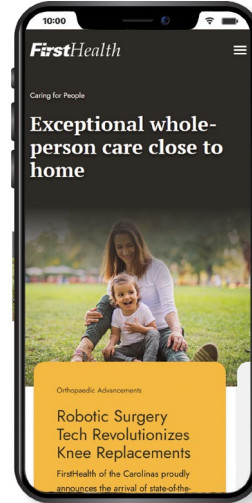
Cross-Device Content

Content is designed for mobile with clear and simple headers, short paragraphs, scannable lists, accordions, frequent calls-to-action and optimized images.



Enabling Patient Access

Navigation menus, home page content, dynamic content and calls-to-action funnel users to high-converting pages like Care Options and provider and location profiles. Click-to-call phone numbers and online forms are leveraged throughout the site.



RESULTS

Since launching in August 2023, the mobile version of the website has had:



582,000
Mobile Users



402,000
Engaged Sessions



66,000
Key Events



48%
Engagement Rate