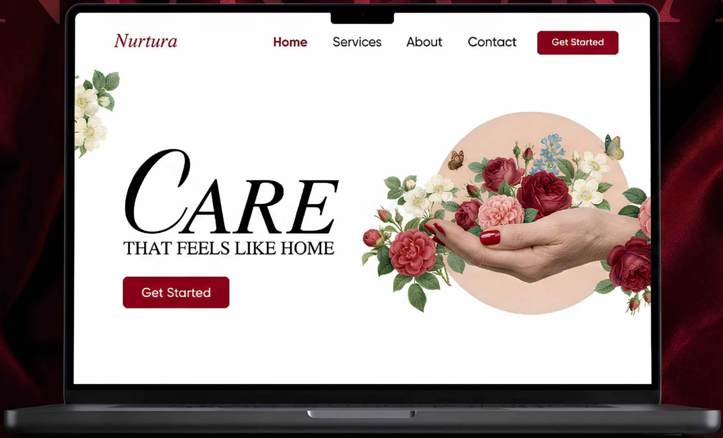
NURTURA



UIUX Case Study

Website Design

Project Overview

Nurtura is a fictional in-home elderly care brand designed as a conceptual UI/UX project.

The objective was to explore how thoughtful digital design can emotionally reassure elderly users and their families while clearly communicating care services.

My Role: UI/UX Designer
Project Type: Self-initiated case study
Tools Used: Figma, AI-Assisted Asset Generation
Platform: Desktop web

The Challenge:

Elderly care websites often feel sterile, clinical, and transactional. The existing market focuses on '**managing decline**' rather than honoring a life lived.

The Solution:

To design a digital identity that feels less like a medical service and more like a **natural extension of home**. The new Nurtura visual language prioritizes dignity, legacy, and the luxury of patience.

Care isn’t urgent.
It’s intentional.

The Objectives

Designing for Dignity & Clarity

Humanize the Experience

To strip away the sterile, clinical feel of traditional healthcare sites and replace it with the warmth, texture, and familiarity of a high-end home.

Trust via Transparency

To establish immediate credibility through a sophisticated "Concierge" aesthetic, assuring users that their loved ones will receive premium, attentive care.

Cognitive Accessibility

To design specifically for an aging demographic and stressed family members by prioritizing high contrast, large touch targets, and simplified decision paths.

The Approach

A Strategy of Patience

Phase 1: Empathy Mapping

I identified that our primary users (adult children) often visit the site in a state of guilt or urgency. The UI needed to act as a "calming agent," de-escalating anxiety through whitespace and soft tones.

Phase 2: The "Slow UI" Concept

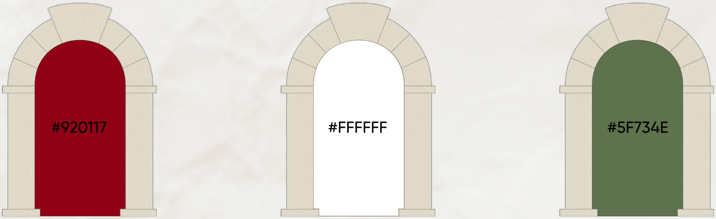
I avoided "urgency patterns" (like bright red buttons or countdowns). Instead, we adopted a "Slow UI" philosophy; deliberate pacing, gentle serif typography, and comforting imagery.

Phase 3: Metaphorical Visuals

Instead of literal medical imagery (stethoscopes, scrubs), we utilized visual metaphors—Pocket Watches (time/patience) and Blooming Flowers (growth/life)—to communicate care on an emotional level.

Visual Identity

The Color Palette



Typography

A

Aa

Primary

TempoFont

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

1234567890 {&/?!)$%

Aa

Secondary

Gilroy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

1234567890 {&/?!)$%

The Digital Welcome

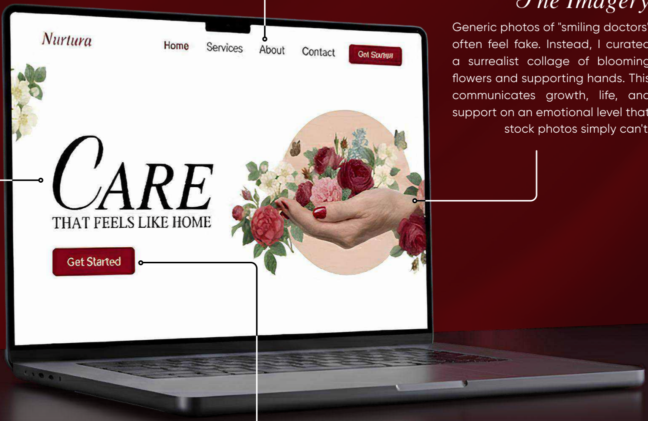
Establishing Trust & Dignity Immediately

Focused Wayfinding

I stripped the navigation down to four essential pillars. This wasn't just about "minimalism", it was about respecting the user's mental energy. By removing the clutter, I ensured the path to care is calm, not chaotic.

The Imagery

Generic photos of "smiling doctors" often feel fake. Instead, I curated a surrealist collage of blooming flowers and supporting hands. This communicates growth, life, and support on an emotional level that stock photos simply can't.



Editorial Voice

I chose TempoFont to intentionally break the "medical" mold. By treating the typography like a high-end lifestyle magazine, I wanted to signal that this service is about living well, not just managing a condition.

A Gentle Invitation

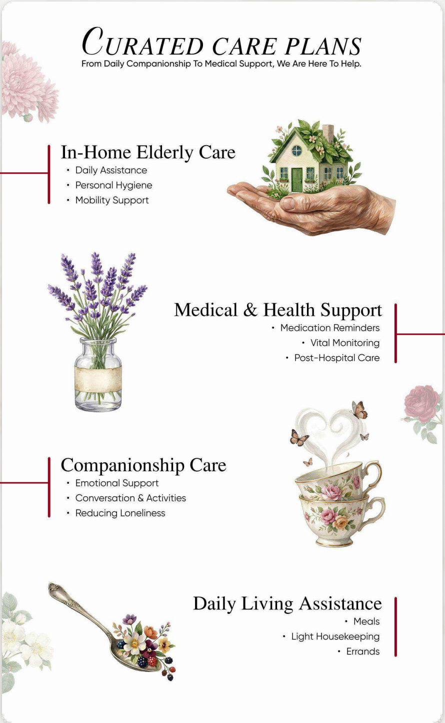
The "Get Started" button needed to be visible, but not alarming. I softened the corners and used the deep brand red to make it feel like an open door, rather than an urgent "Warning" sign.

The Care Experience

Reducing Anxiety through Clarity

Rhythmic Scanning

I adopted a Z-pattern layout to break the monotony of standard vertical lists. This visual rhythm forces the eye to slow down, encouraging users to engage with each service individually.



CURATED CARE PLANS

From Daily Companionship To Medical Support, We Are Here To Help.

In-Home Elderly Care

- Daily Assistance
- Personal Hygiene
- Mobility Support

Medical & Health Support

- Medication Reminders
- Vital Monitoring
- Post-Hospital Care

Companionship Care

- Emotional Support
- Conversation & Activities
- Reducing Loneliness

Daily Living Assistance

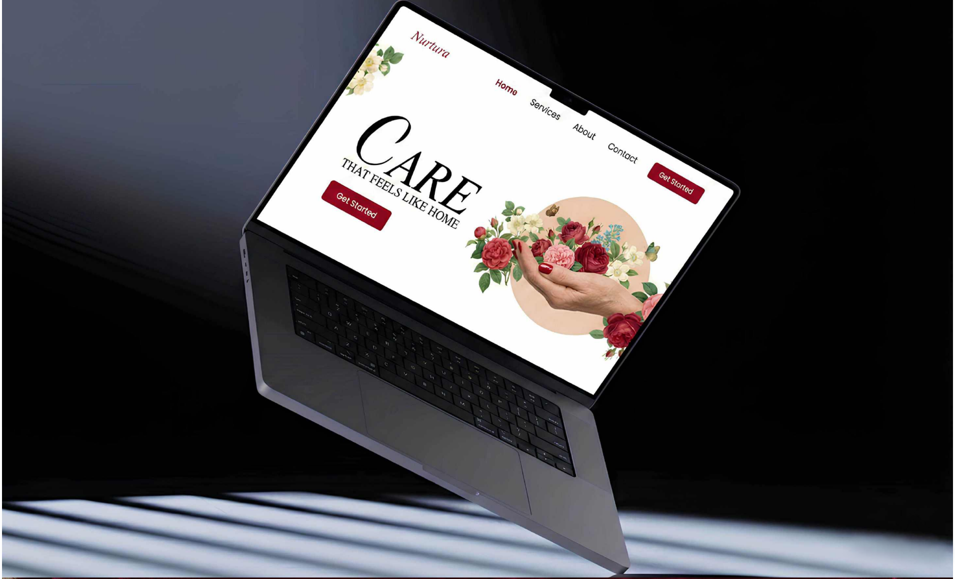
- Meals
- Light Housekeeping
- Errands

Cognitive Anchors

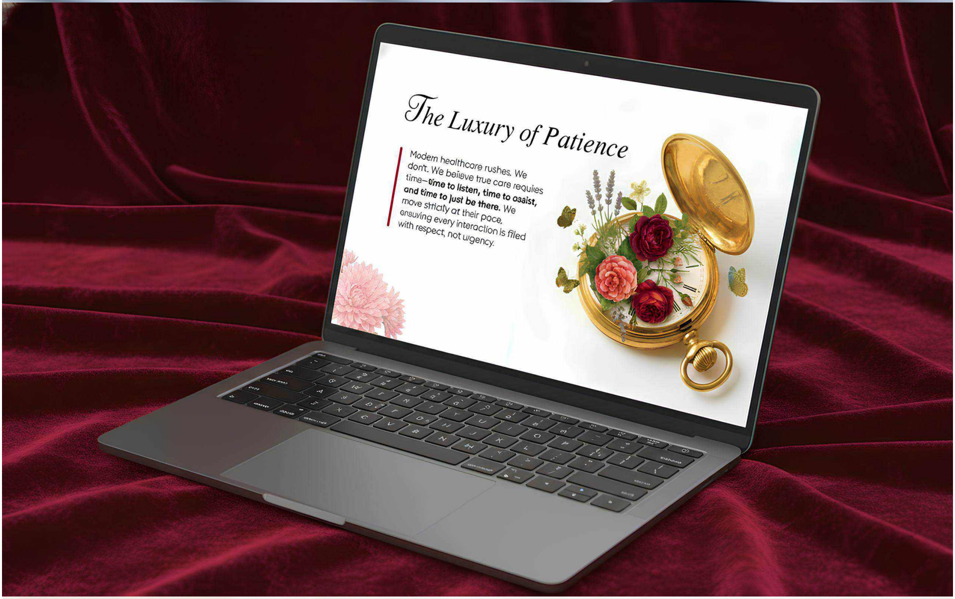
Text-heavy lists can be overwhelming. I paired each service with a vintage object to act as a visual cue, allowing users to identify the category instantly before reading.

Human-Centric Naming

I renamed standard medical terms to emotional benefits. Instead of "Psychosocial Support," I used "Companionship." This aligns the information architecture with the user's emotional needs.

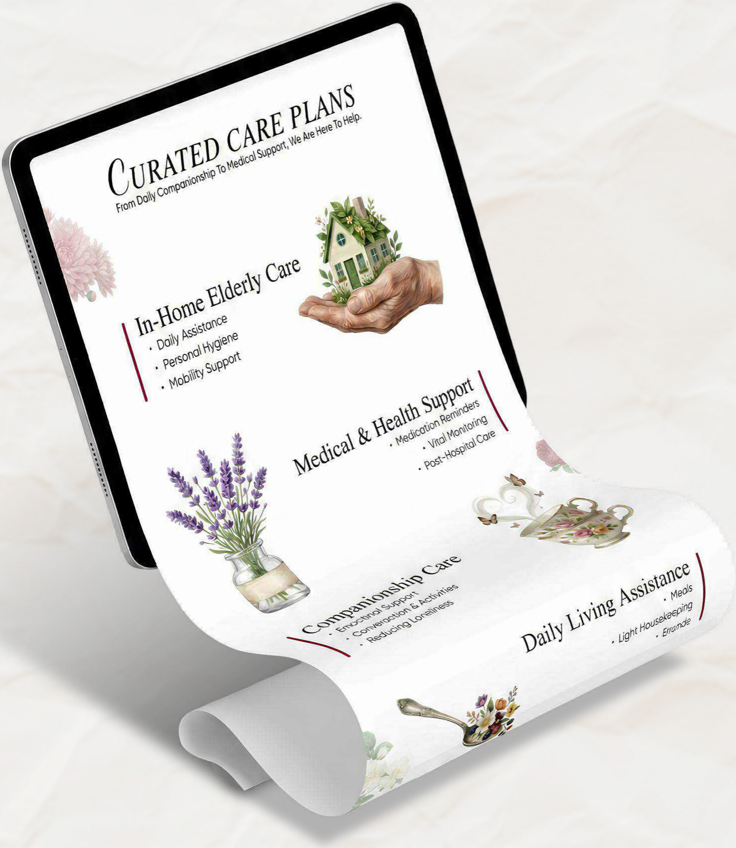


CARE
THAT FEELS LIKE HOME



The Luxury of Patience

Modem healthcare rushes. We don't. We believe true care requies time—**time to listen, time to assist, and time to just be there.** We move strictly at their pace. ensuving every interaction is filed with respect, not ugency.



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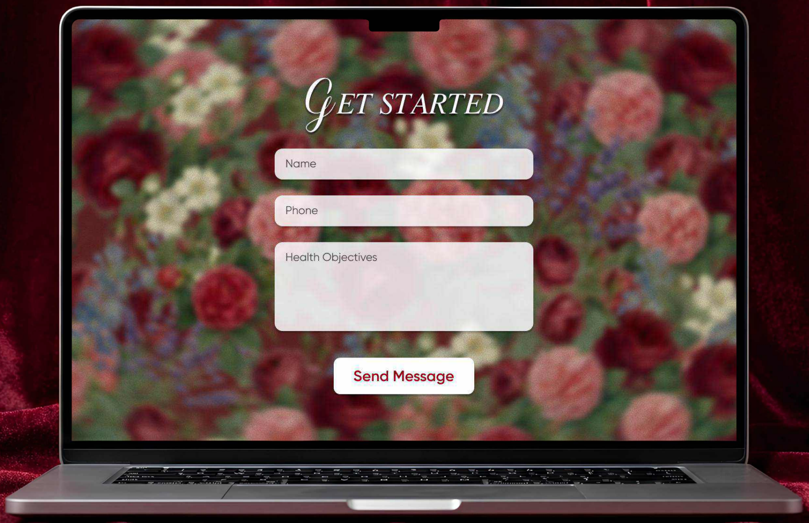

GET STARTED

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Nurtura is a fictional brand created solely for design exploration and portfolio purposes. This project does not represent a real company or service.