

THE Dentistry AWARDS

'Best Website' Submission
www.theneemtree.co.uk



Overall experience:

For many, a trip to the dentist can be daunting. This is why *the neem tree* has adopted an all-calming, all-holistic approach when it comes to service, aiming to transform a stressful experience into something more invigorating. We wanted the website to reflect this ethos and have designed our navigation in a tender, user-friendly manner. From the moment you land on the homepage to the moment you leave the dentistry, the *neem tree* experience is worry-free.

Visual design:

- *the neem tree* features a unique, naturalistic aesthetic across its brand. Much like when first entering the dentistry, upon landing on the site, users are met with the soft-greens and leafy curves of a forest. At once, the association is made between a trip to the dentist and a walk through a peaceful woodland.
- In its natural habitat, the Neem is often found amongst the ashen trunks of Indian Mahogany. This is reflected in our colour palette. As users navigate our site, their experience is complimented by a balance of white (for bark), browns (for earth) and greens (for leafage).
- Throughout the site, users will find the Kolam-inspired *neem tree* symbol. We have used this to unify each aspect of the website.
- You may have noticed, throughout the site, we use a lower-case alphabet for titles. This gives the brand a more approachable appeal. Again, user-comfort is at the forefront of every design decision.

Content:

Our site features every feature a patient would expect; online booking forms, contact details, testimonials etc. and, in addition to these, we also include...

- Monthly-updated blogs. Our dental blogs are written by professionals, referenced for validity and designed for a universal readership. We want industry experts and consumers alike to enjoy our content.
- Extensive treatment information. Often, website developers are tempted to encourage patients to ask questions about treatment directly (via phone or in person). We didn't feel this was in-line with a customer-friendly ethos and so we have provided comprehensive write-ups on each treatment and arranged them in a simple format.
- Online referral system. *neem tree* services are offered on a range of dental specialties and facial aesthetics. We have built a page especially for imaging or specialist referrals. Our forms are available to be completed and submitted via an online network, requiring no use of paper or contact otherwise.

- Emergency Bookings. An exclusive 'emergency' page is provided, offering immediate information on fees, availability, anaesthetics and FAQs. The option to make quick enquiries or online bookings is available for patients in a hurry.

- *the neem tree* foundation. This initiative has been created to provide support for sustainable charity projects across the globe. The website helps facilitate this with media, testimonials and staff profiles, detailing their role within the foundation.

Structure and navigation:

We set out to design an interface that would require a minimum amount of clicks and, nevertheless, provide users with large quantities of information. It is a difficult balance. Too much data can be irritating for users and difficult to navigate. We needed to present the basic information without forcing users deeper into sub-headers. This is why we utilised 'hover-effects' to ease the display; by moving the cursor across the page, you can procure all of the essential information, moving through contact info, treatment prices and toolbars seamlessly. No loading times. No page overload. We have included video content, also, to give users the option of sitting back and having the essential information dictated to them.

Functionality:

Our website provides a means to interact on every page. It is important, when it comes to functionality, for the road to run both ways. At the very moment a potential patient decides they want to act on what they've read, an enquiry, subscription or booking form is at the touch of their fingers. Our appointment system works in real-time and patients can see available slots *and* providers all from the same menu.

Usage numbers:

The real proof of our website's effectiveness is in the numbers. Our **conversion rate currently stands at 22.8%**, our **page-per-session value is 2.19** and we have seen year-on-year **traffic increases of 116%**.

Results:

We believe we have created a website that is more than just beautiful to look at, it genuinely eases the experience of going to the dentist. The panic of having a filling begins from the moment you start searching for a practice; *the neem tree* knows this and so does their website.