

Background

Project name

Bernier M.D.

Summary

"Doctor of general medicine wants an aesthetic website"

Contact

Doctor Bernier

Project details

Goals & objectives

- To provide a friendly interface with lots of options that's easy to interact with and is pleasing to the eye.
- Earth-Tone / Spa-Inspired Design

Services:

Medical Certificates

Weight Management

Aesthetic Services (Botox, Fillers, Laser, etc.)

Appointment Booking Page

Product Purchase Page

Blog

Product and Treatment Information Page

Electronic Liability Waivers

Electronic Patient Record Forms

etc.

Target audience

- Senior citizens
- Middle age adults
- Young adults

Brand personality

- Aesthetic
- Healthy
- Down-to-earth

Color Palette

#697353

#A2A685

Siam

Sage

#3F4036

#D9D0BF

Kelp

Sisal

#F2F2F2

Concrete

Fonts

- IvyPresto Display
- Nexus Serif
- Viroqua
- Verdana Pro

References

