

A specialist practice site that turned occasional enquiries into a steady stream

North London Lymphoedema Practice — Designer & Developer

NLLP's patients research a long-term condition themselves, often on a phone in a waiting room. I built a fast, plain-English site that took enquiries from occasional to a steady weekly flow, launched in under two weeks, 100 across every Lighthouse score.

2.1×

MORE ENQUIRIES

100

LIGHTHOUSE SCORE

<200KB

PAGE WEIGHT

3 wks

DESIGN TO LAUNCH

THE CHALLENGE

Lymphoedema is a long-term condition most newly-diagnosed patients have to research themselves. The practices treating it usually have medical-template sites: heavy, slow, full of stock imagery that builds no trust. NLLP's old site did the same, and enquiries were only occasional.

WHAT I DID

- Information architecture around the patient's question. What do they want to know, then what do they want to do? Everything pointed at those.
- Content first, then design. I drafted plain-English body copy with the clinician before any visual work; the design followed the words.
- Performance and accessibility as conversion features. Patients use this on mobile, often older devices, sometimes with reduced motion or larger fonts, so minimal JavaScript, semantic HTML, full keyboard navigation, and reduced-motion support, because a site that won't load loses the enquiry.

OUTCOME

Patient enquiries through the site went from occasional to a steady weekly flow: the same visitors, far more of them getting in touch. The site launched in under two weeks of design, build and content, and scored 100 across performance, accessibility, best practices and SEO.

STACK

Next.js

TypeScript

Tailwind CSS

Vercel