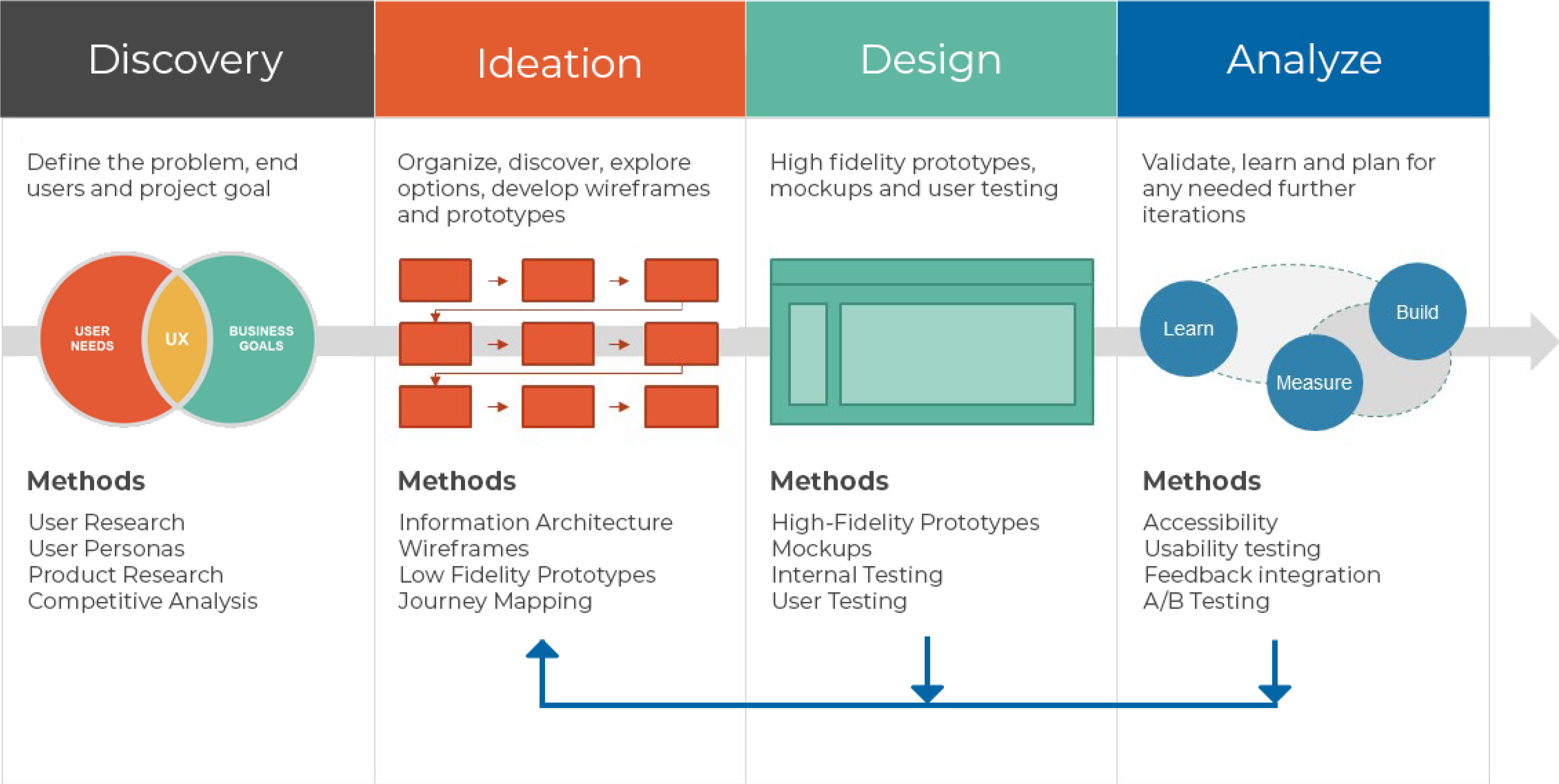


# CASE STUDY & UX PROCESS

BRIDGEWATER  
RETIREMENT COMMUNITY  
*energy* FOR LIFE

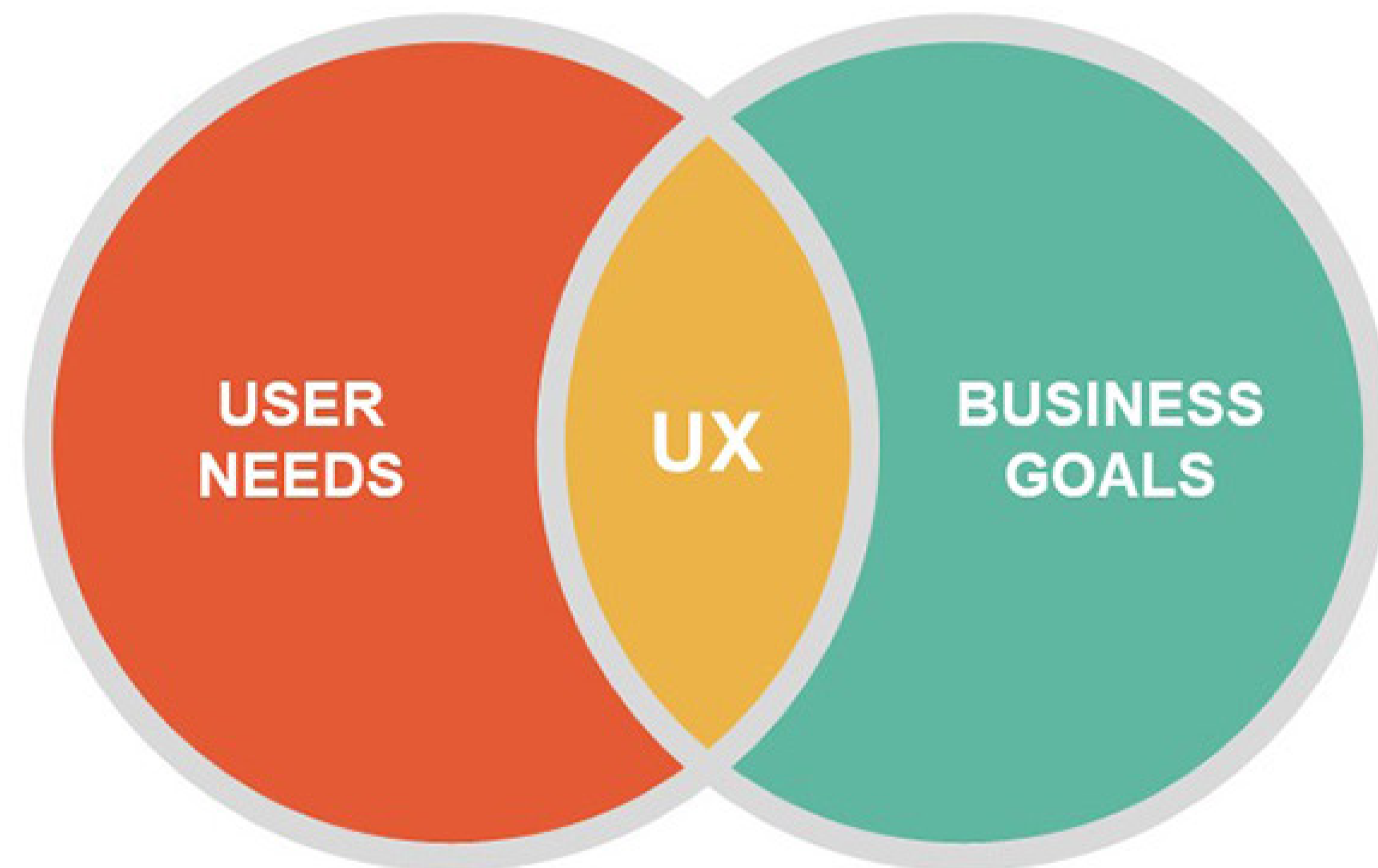


## Discovery

Define the problem, end users and project goal

### Methods

User Research  
User Personas  
Product Research  
Competitive Analysis



# Project Goal

*The goal of this project is to design and develop a new website for Bridgewater Retirement Community that effectively promotes the organization's services and amenities, improves user experience, and increases lead generation. The website should be visually appealing, mobile-responsive, and optimized for search engines. The ultimate objective is to attract potential residents and their families, showcase the community's unique features, and encourage them to take the next step in the decision-making process.*

# User Persona

## Persona 1



Name: Margaret

Age: 65

Occupation: Retired teacher

Location: Portland, Oregon  
Income: \$50,000 per year

<b>Background</b> <p>Margaret is a retired teacher who has lived in her current home for over 30 years. She's a widow with no children, and her close friends have all moved away or passed on. Margaret has started to feel lonely and isolated in her home and has been considering moving to a retirement community to be around other people her age and with similar interests.</p>	<b>Goals</b> 🎯 <p>Margaret's primary goal is to find a retirement community that will offer her a sense of community and socialization. She wants to be around people who share her interests, and she wants to be in a location that is safe and accessible. Margaret also wants to ensure that she can afford the retirement community without having to worry about her finances.</p>
<b>Values</b> <p>Margaret values safety, security, community, and affordability. She is also interested in pursuing her hobbies, including gardening and reading, in her retirement.</p>	<b>Scenerio</b> <p>Margaret visits a retirement community website to research available options. She is looking for a community that has a variety of activities and events, including gardening clubs and book clubs. She is also interested in finding a community with a range of care options in case her health declines. Margaret wants to be able to easily navigate the website and find the information she needs without feeling overwhelmed. She also wants to make sure that the community fits her budget and has a good reputation.</p>
<b>Challenges</b> <p>Margaret has limited experience with technology and finds it challenging to navigate websites. She may also have concerns about leaving her home, as it holds sentimental value for her. Additionally, Margaret has some health concerns and may need assistance with daily activities.</p>	

# User Persona

## Persona 2



Name: John  
Age: 50

Occupation: Marketing Manager

Location: Chicago, Illinois

Income: \$100,000 per year

<b>Background</b> John is a busy professional and a father of two. His parents are in their late 70s and have recently expressed interest in moving to a retirement community. John wants to help them find a community that will provide them with the support and care they need while also offering a sense of independence.	<b>Goals</b> 🎯 John's primary goal is to find a retirement community that is safe, comfortable, and affordable for his parents. He wants to ensure that his parents receive the necessary care and support, such as assistance with daily activities, but also wants them to maintain their independence. John also wants to make sure that the retirement community is located in a convenient location, so he can visit them frequently.
<b>Values</b> John values his parents' safety, comfort, and independence. He also wants to make sure they feel a sense of community and belonging in their new home.	<b>Scenerio</b> John visits a retirement community website to research available options for his parents. He is looking for a community that offers a range of care options, including assisted living and memory care, in case his parents' health declines. He is also interested in finding a community that offers amenities such as transportation, meal plans, and fitness programs. John wants to be able to easily navigate the website and find the information he needs without feeling overwhelmed. He also wants to make sure that the community fits his parents' budget and has a good reputation for quality care.
<b>Challenges</b> John has limited knowledge of the retirement community industry and may find it challenging to navigate the different options available. He may also have concerns about the cost of the community and ensuring that his parents receive high-quality care. Additionally, John's parents may have specific health needs that need to be addressed, and he wants to make sure the community is equipped to handle them.	

# Competitive Analysis

## Virginia Mennonite Retirement Community - vmrc.org

### What we like

- No stock photography - features their actual residents and environments
- Includes accessibility features like modifying font size
- Banner at top for timely alerts/content
- Contact phone number at the top

### What we don't like

- The footer is huge. Especially on interior pages with less content, it takes up more than half of the page.
- IL level of living page focuses more on property style, less on lifestyle. Lifestyle content is buried in subnav items under "Our Campus" and "The Area" and isn't integrated into sales pages.
- Hierarchy of information is too complex. Too many pages have subpages.
- Interior pages are mostly walls of text.
- Hero images don't always scale appropriately



## Embrace Your Future

with Retirement Living.

SCHEDULE A TOUR



## Living Options

Offering Style, Comfort, Convenience

Retirement living at VMRC comes with lots of choices. From modest floor plans under 1,000 square feet to more contemporary townhomes and duplexes, you are sure to find a floor plan and design that matches your lifestyle and budget. All offer maintenance-free living!

INDEPENDENT LIVING >

ASSISTED LIVING >

COMPLETE LIVING CARE >

MEMORY CARE >



# Competitive Analysis

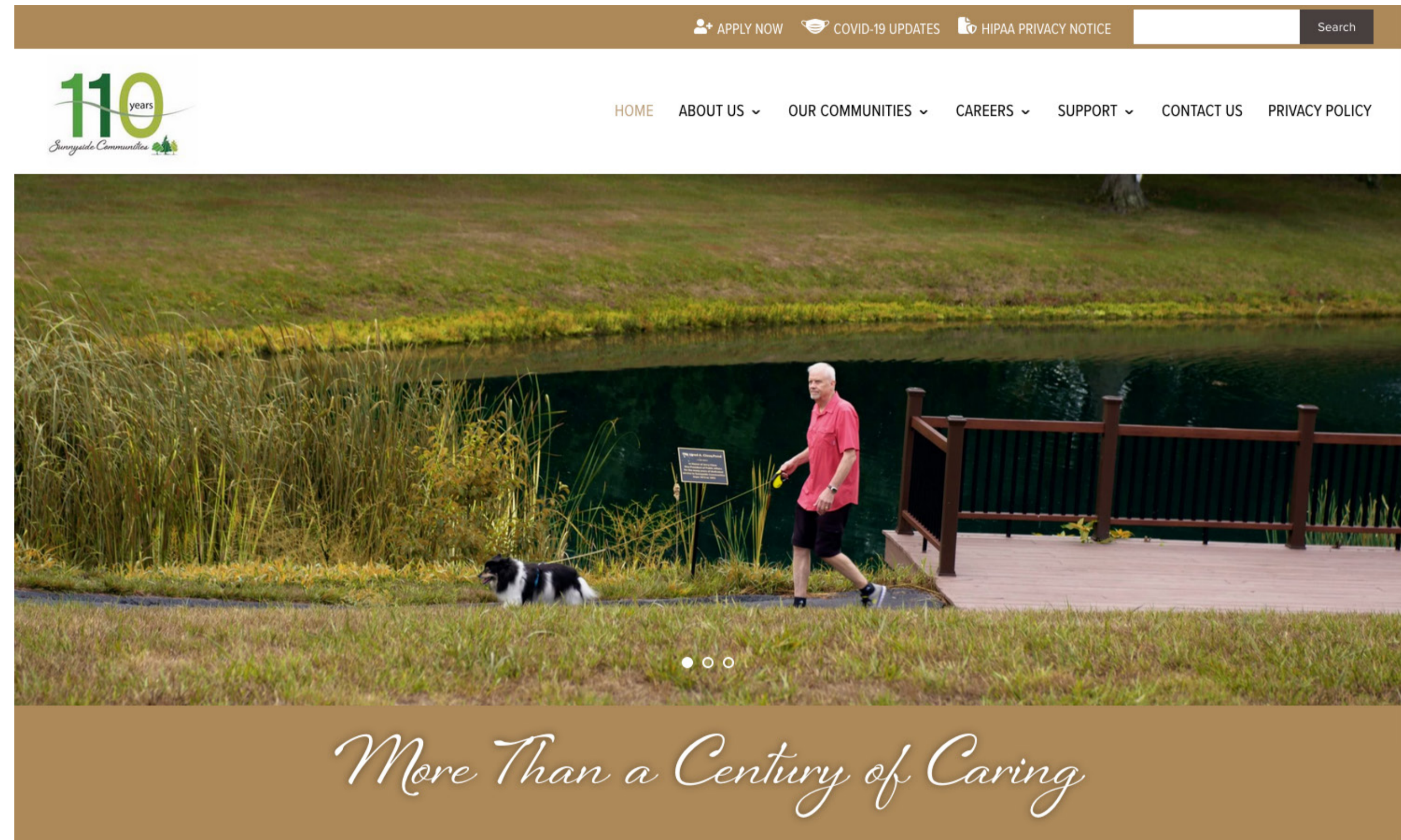
## Sunnyside - [sunnyside.cc](http://sunnyside.cc)

### What we like:

- Animations - particularly the way the main nav shrinks as you scroll away from it on desktop
- Love the way they present floor plan options on the IL sales page BUT that's about all they provide.

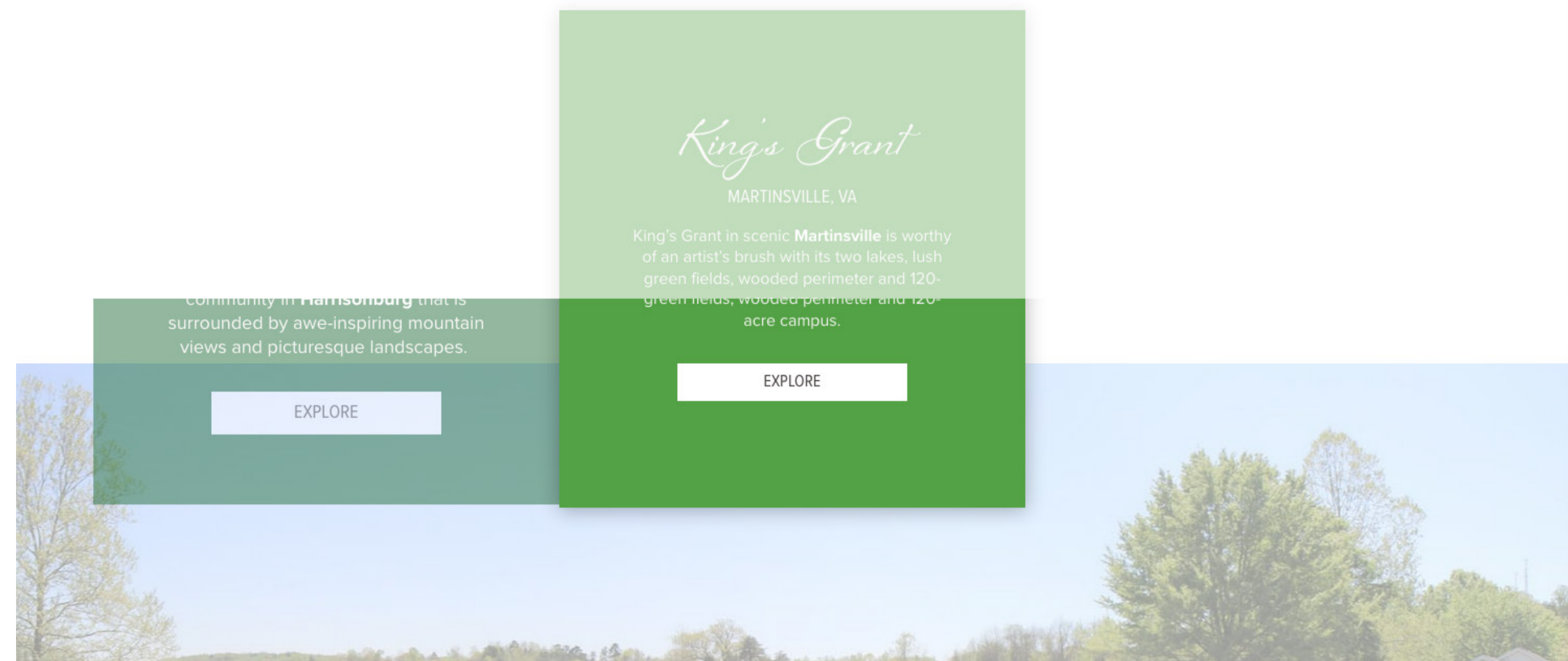
### What we don't like

- Contact form is overwhelming. That seems to be the only way to request information.
- Levels of living sales pages are really buried in navigation
- They really should have developed a separate website for each of their three locations. Trying to market them all on a single site feels chaotic.



## Our Communities

Sunnyside Communities' three distinguished senior living communities in Virginia have been recognized for their innovative programming, best practices and commitment to quality care and support.





# Competitive Analysis

## White Birch – [whitebirchcommunities.com](http://whitebirchcommunities.com)

### What we like:

- Lots of calls to action that are pretty simple to use
- Clear phone number to call
- Love the home page video

### What we don't like:

- Old fashioned design and fonts, monochromatic colors, stock photography, main content that doesn't scale horizontally
- Testimonials all in one place instead of strategically placed throughout
- Design feels really dated

The screenshot shows the homepage of White Birch Communities. At the top, there is a green navigation bar with links for Home, About Us, Employment, FAQ, and Contact. Below this is the White Birch logo with the tagline "Our Family Caring For Yours" and a phone icon with the number (540) 879-9699. A horizontal menu lists services: INDEPENDENT SENIOR LIVING, SENIOR ASSISTED LIVING, ALZHEIMER'S MEMORY CARE FACILITY, TESTIMONIALS, and OUR PEOPLE. The main content area features a large image of an elderly couple with a text box that says "Live Your Life to the fullest with White Birch Communities." Below this is a section titled "Helping You Live Life to the Fullest!" with three columns: Independent Living, Assisted Living, and Memory Care, each with a circular image and a "Learn More" button. At the bottom, there is a "Welcome to White Birch Communities!" section with a video player showing a woman speaking and a "Schedule a Tour" button.

Home About Us Employment FAQ Contact

*White Birch*  
COMMUNITIES  
Our Family Caring For Yours

(540) 879-9699

INDEPENDENT SENIOR LIVING SENIOR ASSISTED LIVING  
ALZHEIMER'S MEMORY CARE FACILITY TESTIMONIALS OUR PEOPLE

Live Your Life to the fullest with White Birch Communities.

*Helping You Live Life to the Fullest!*

Independent Living Assisted Living Memory Care

Learn More → Learn More → Learn More →

Welcome to  
*White Birch Communities!*

We provide a quality care residence community and devote our energy to offering life enrichment opportunities and facilities that will stimulate social, emotional, and cognitive growth for the retired population.

Schedule a Tour →

*Enjoy a Peaceful Retirement in a Fun, Nurturing Environment*

White Birch Communities in Harrisonburg, VA is home to our assisted-living facility. Featuring 52 spacious rooms each with a full

# Competitive Analysis

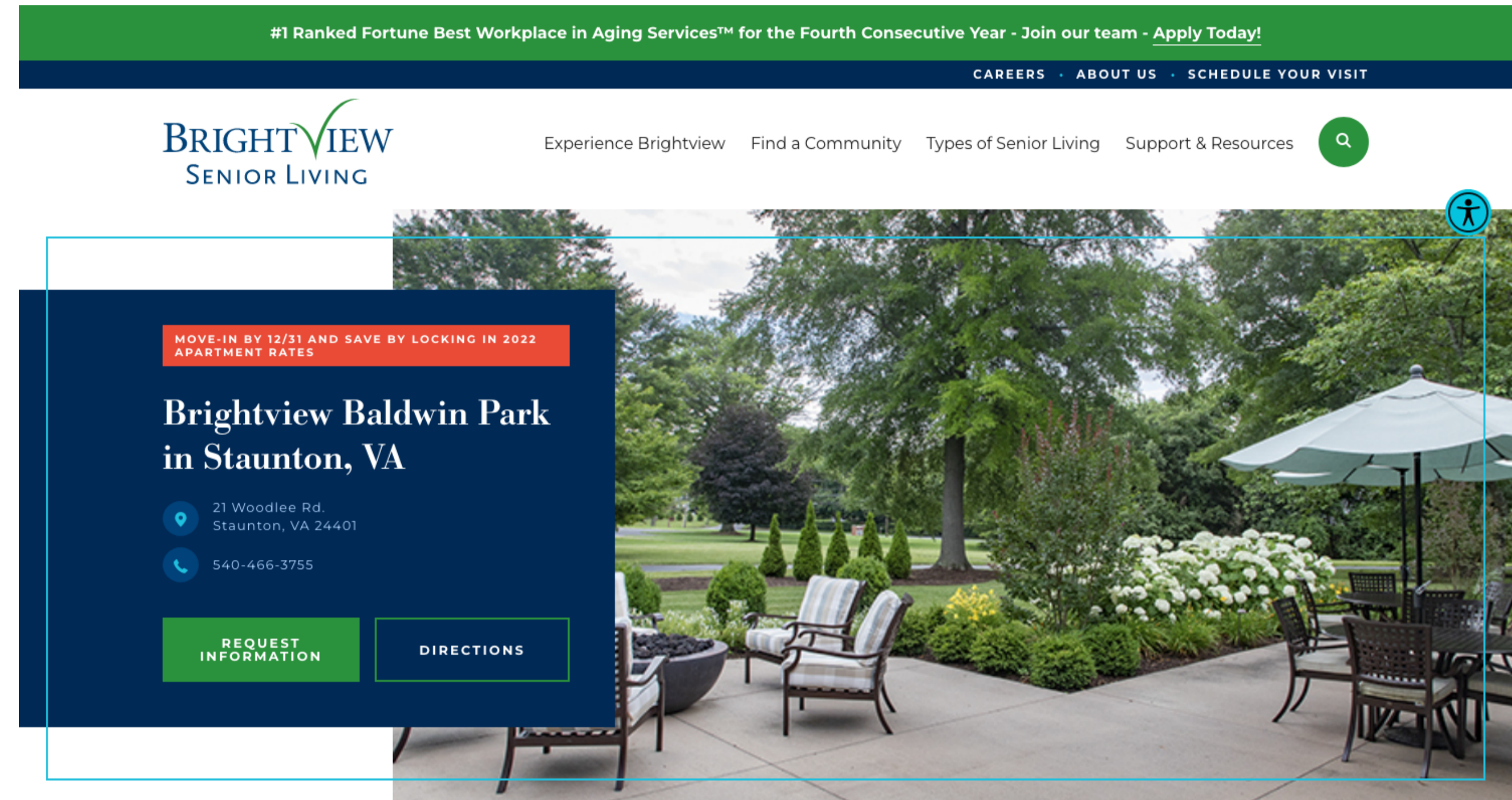
Brightview Baldwin Park - [brightview seniorliving.com/find-a-community/brightview-baldwin-park](https://brightview seniorliving.com/find-a-community/brightview-baldwin-park)

## What we like:

- Easy chat/ schedule visit pinned
- Clean, modern, easy-to read paragraph font
- Downloadable resources on Types of Living page.

## What we don't like:

- CTAs keep inviting the user to schedule a visit, but then the forms are really a general inquiry form
- Back and forth with corporate content (if you click on "independent living" you are served a page about a Rhode Island property)
- Feels like looking at a sales pitch.
- Too much text content on individual pages



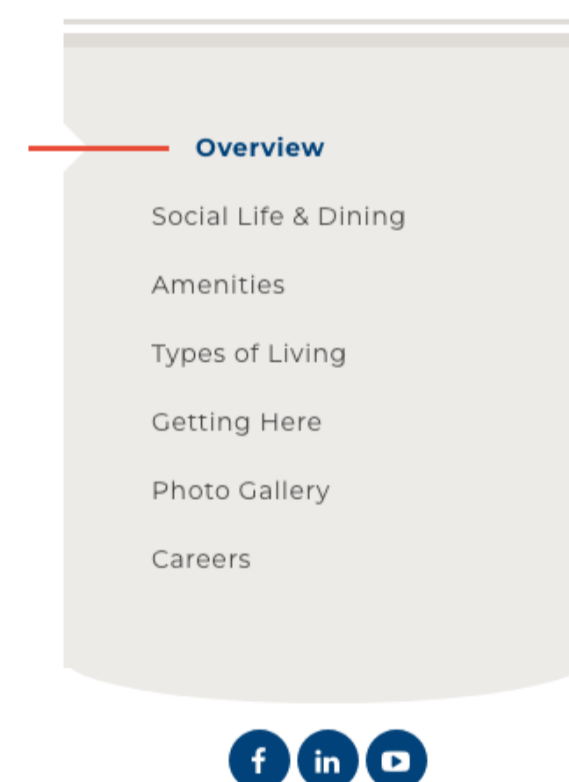
## Staunton Independent Senior Living, Assisted Living, and Memory Care

### RESORT-STYLE SENIOR LIVING WITH PREMIUM CARE SERVICES

Discover vibrant senior independent living, assisted living, and memory care in Staunton, VA. The greatest compliment we receive at Brightview Baldwin Park is when resident refer their friends - and in some cases, their children! Yes, families love Brightview Baldwin Park so much that some of our residents are actually the second generation to live in the community. Voted "#1 in the "Valley", our residents are friendly, our associates are among the best in the industry, and our community is beautiful and welcoming. We have many walking paths with picturesque trees and views of Virginia, a dining room with large glass windows so you can see outside, and a cozy fireplace for an evening retreat. And for animal lovers, our community dog Spice shares so much love and companionship. All these amenities come with respectful, personalized care if you need it.

### WHAT DOES OUR BRIGHTVIEW BALDWIN PARK SENIOR LIVING COMMUNITY OFFER?

- [High-Quality Staunton Senior Living And Memory Care - Access Pricing >>>](#)
- Experienced Director Team
- [Gourmet restaurant-style dining](#)
- Over 20-years of trust and senior living experience
- Resort-style service and amenities
- Respectful, and customized care
- [Daily programs to stay active and engaged](#)
- Safety and security with enhanced infection control measures



# Competitive Analysis

## Westminster Canterbury Shenandoah Valley - svwc.org

### What we like

- Photography feels engaged and authentic, vibrant
- Nice clean, modern easy-to-read fonts
- Videos easy to find but require the user to start playing
  - good resident testimonials in the videos with lots of key messaging
- Becoming a resident section, with Decision Guide - would be helpful for our prospects!
- Mostly well written, with content chunked into digestible segments

### What we don't like:

- Default font size is actually too big - cant see enough content without scrolling
- Use of italics for some words in some headers. really not necessary.
- The picture on picture you're greeted with as soon as you enter the home page (where the main one has transparency and then supporting images/CTAs are stacked on top)

Westminster Canterbury  
SHENANDOAH VALLEY

News Events About Us Becoming A Resident Careers Foundation Contact Us

LIFESTYLE RESIDENCES LOCATION WHAT IS LIFECARE? HEALTH SERVICES

Connected for life

PHASE-TWO VILLA Incentives

Learn about reservation incentives for our phase-two villa expansion.

LEARN MORE (800) 492-9463

## Winchester's *finest* Life Plan Community

Here in Northern Virginia at Westminster-Canterbury, we cater to the highest of standards and offer the best in senior living amenities. We are committed to enabling residents to use their gifts fully, live their lives richly, and enjoy with dignity the years that God has given them.

Discover the Villas

# Competitive Analysis

Ashby Ponds Ashburn - <https://www.ericksonseniorliving.com/ashby-ponds>

## What we like

- Ability to use banner at top above header for timely/urgent content/alerts

## What we don't like:

- Too blatantly sales oriented. Tone should be more of providing valuable information
- Home page too blocky
- Too sales pitchy but more lively than Brightview's

We're Hiring! Our growing community is looking for talented people to join our team and enjoy great pay and benefits. [Click here to see available positions.](#)



[Apartments](#) | [Pricing](#) | [Amenities](#) | [Health Services](#)



WELCOME TO  
**Ashby Ponds Senior Living**  
IN ASHBURN, VIRGINIA

## What Sets Ashby Ponds Apart?



### Stylish Apartment Homes

Choose from a variety of apartment homes that are low on maintenance and big on style.

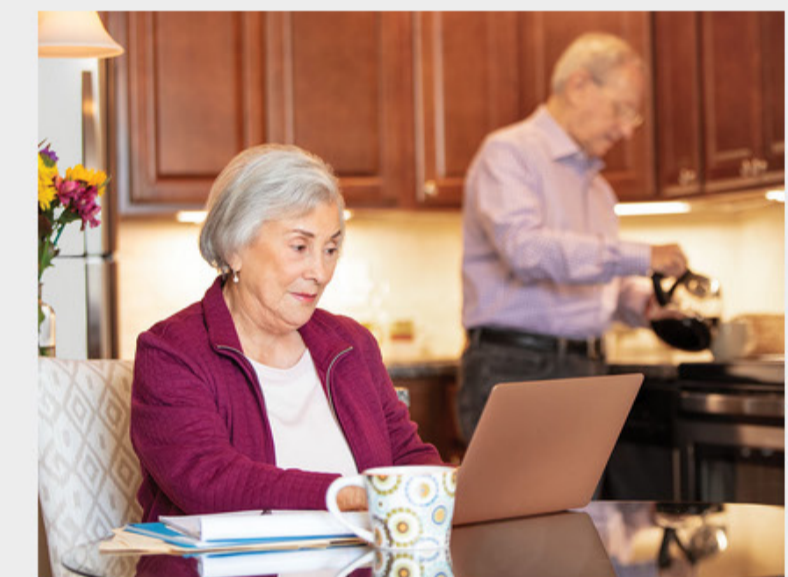
[See apartment homes](#)



### Fantastic Amenities

Swim, dine, or take a class. With so many incredible amenities, it's like you're living in a resort.

[Tell me more](#)



### An Affordable Value

Property taxes, home repairs, and most utilities are just a few of the everyday costs included.

[See what's covered](#)



## Request Your Brochure

Get your free brochure with more information about Ashby Ponds. Your brochure includes financial details, activities, and more!

[REQUEST BROCHURE](#)

# Competitive Analysis

## The Spires at Berry College - retireatberry.com

### What we like:

- You get a sense of place, of personality, and of community just by looking at the site
- Colors are vivid and rich without being garish
- Mostly authentic photography (some stock photos mostly showing racial diversity)
- Love the way this scales to different screen sizes
- Very easy to read copy, in chunks about the right size
- Pricing section is very helpful - cost info for LPCs can be very confusing
- • why now page – great content!
- Blog topics make the case
- Copy is engaging, smart, welcoming. For instance, headline for amenities page is “What can we do for you today?”
- Community site plan on home page as well as fuller info further down
- I think I like the fact that the CTA form is obvious on every page but allows other content to have appropriate visual weight works pretty well.
- Cost of entry calculator is a neat tool ... also the monthly fee comparison tool. And they try to get you to submit your contact info. I did, and got a call within 30 minutes.

### What we don't like

- Focuses almost entirely on independent living, with very minimal info on “healthcare” (i.e. AL and nursing) - so doesn't make the case for an integrated community with continuum of care

**THE SPIRES**  
AT BERRY COLLEGE  
Lakeside Senior Living

CONTACT US CAREERS FAQs EVENTS NEWS & BLOG

FLOOR PLANS & GALLERY LIFE AT THE SPIRES PRICING HEALTHCARE

PROUD TO BE NAMED  
*Best of Rome*  
2022

WINNER SENIOR-INDEPENDENT LIVING WINNER SENIOR-ASSISTED LIVING

SHARE

**BY THE BANKS OF EAGLE LAKE  
ON THE GROUNDS OF BERRY COLLEGE,  
A NEW CLASS IS IN SESSION.**

Like our college years, retirement is a special time. A time to grow and flourish, to enjoy and appreciate. And shouldn't such a time be spent in an equally special place?

***The Spires at Berry College is now open in Rome, Georgia.***

A lakeside sanctuary featuring beautiful residences, fine dining, every imaginable modern convenience and state-of-the-art healthcare, surrounded by 27,000 wooded acres with a mountain view. The Spires at Berry College is all that and so much more—just minutes from the youthful energy of the college campus and the walkable charms of downtown Rome.

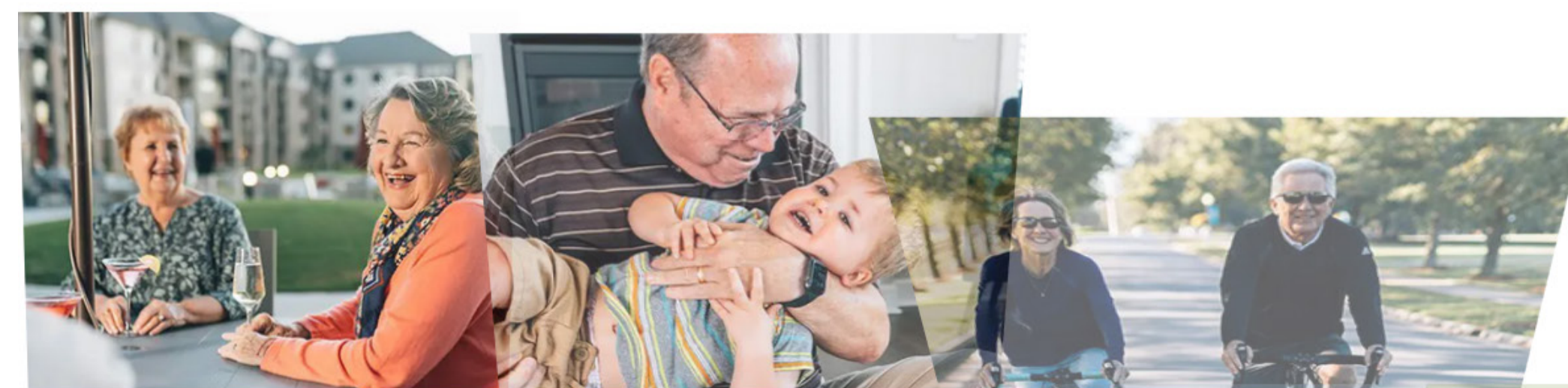
The members of our inaugural class of residents are now enjoying all of the above. And though available units are being reserved at a rapid rate, it's not too late to join them. If you'd like to speak with one of them about their experience at The Spires, please contact us here. Or give us a call any time: 706-702-2710.

**TAKE AN EXCLUSIVE INSIDE LOOK**

See an all-new, innovative virtual tour for a never-before-seen view of our community.

**706-702-2710**

EXPLORE NOW



# Competitive Analysis

## Discovery Conclusions:

### Architecture

- Increase lead flow and inquiries
- Create clear CTA's
- Optimized uncomplicated forms
- Easy to use overall navigation and architecture, not too complex
- Top phone number
- Top bar for notification system
- Create templates with the ability to add and subtract modular sections
- Responsive / all devices
- Focus on independent living, but also a balance of info on "healthcare"
- Content chunked into digestible segments

### Design

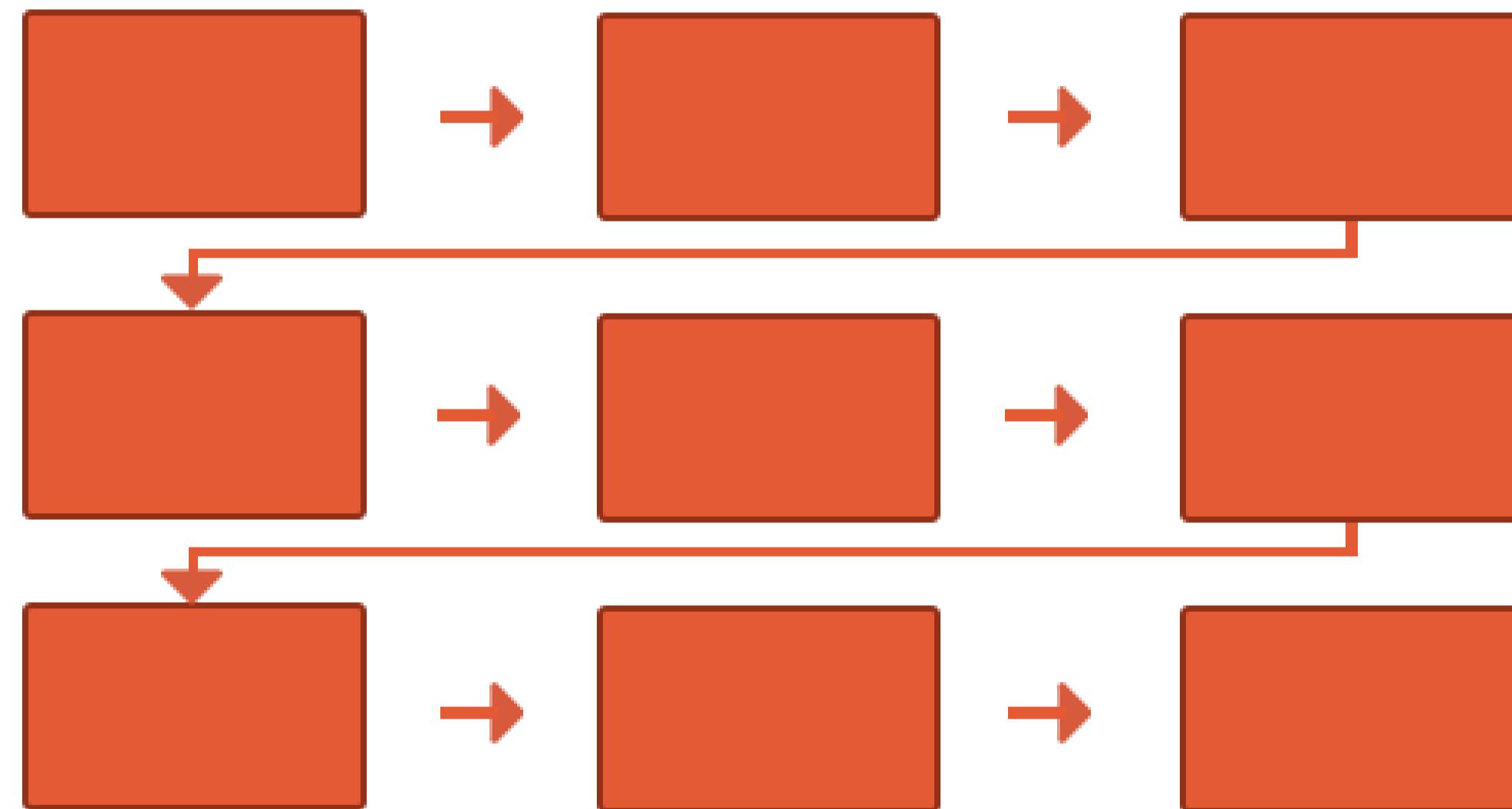
- Light / bright modern feel/ with Vivid colors (Use of branding already defined)
- Slight use of animations
- Use of home page videos / not auto play
- Engaging content
- Real imagery/not stock

# Ideation

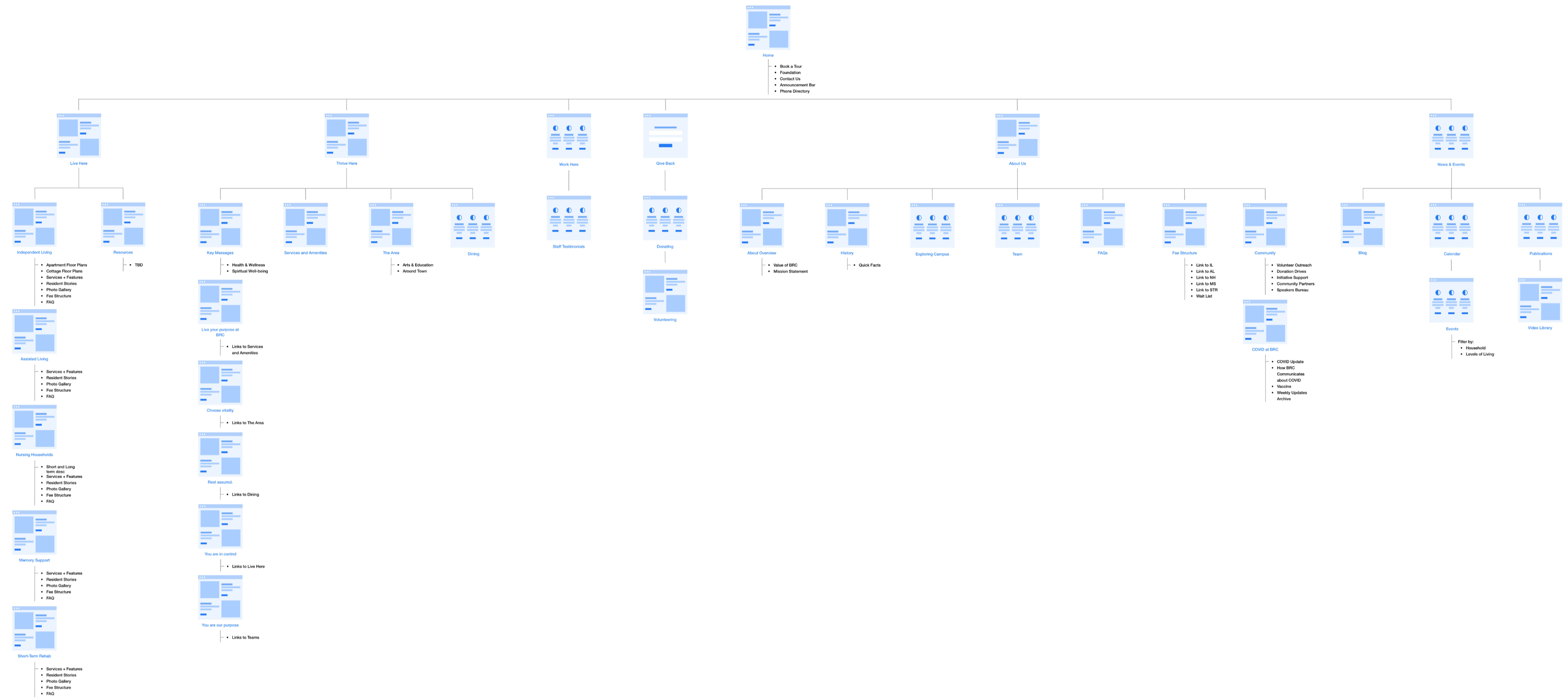
Organize, discover, explore options, develop wireframes and prototypes

## Methods

- Sitemap
- Userflow
- Information Architecture
- Wireframes
- Low Fidelity Prototypes



# Sitemap





# Low Fidelity Prototypes

# ACME



## Medium length display headline

Medium length display subheadline

### About Us Headline

Change the color to match your brand or vision, add your logo, choose the perfect thumbnail, remove the playbar, add speed controls, and more. Increase

# ACME

 Phone Directory 

Book a Tour

Foundation

Contact Us

Live Here

Thrive Here

Work Here

Give Back

About Us

News & Events

## Medium length display headline

Medium length display subheadline

### About Us Headline

Change the color to match your brand or vision, add your logo, choose the perfect thumbnail, remove the playbar, add speed controls, and more. Increase engagement with CTAs and custom end screens, or keep your video private and password-protected.

### Thrive Here Headline Medium



**Health & Wellness**

Far far away, behind the word mountains, far from the countries, Vokalia and Consonantia

Learn More



**Services & Amenities**

Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean

Learn More



**Discover**

A small river named Duden flows by their place and supplies it with the necessary regellialia

Learn More

# Low Fidelity Prototypes

## Flow 1

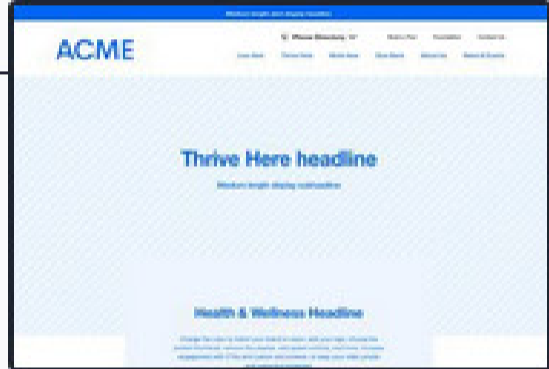


Bridgewater Homepage Wireframe V3 - 1440px



Bridgewater Independent Living Wireframe V1 - 1440px

6 circular references.  
Re-flow from screen



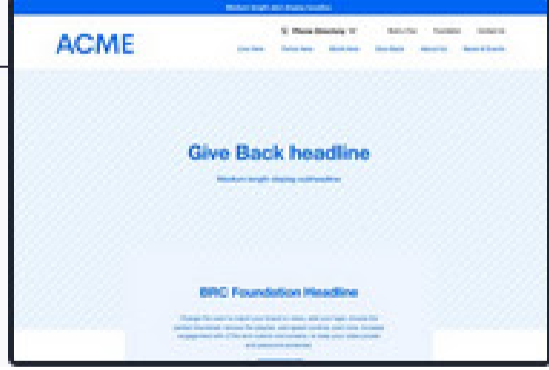
Bridgewater Thrive Here Wireframe V1 - 1440px

7 circular references.  
Re-flow from screen



Bridgewater Work Here Wireframe V1 - 1440px

6 circular references.  
Re-flow from screen

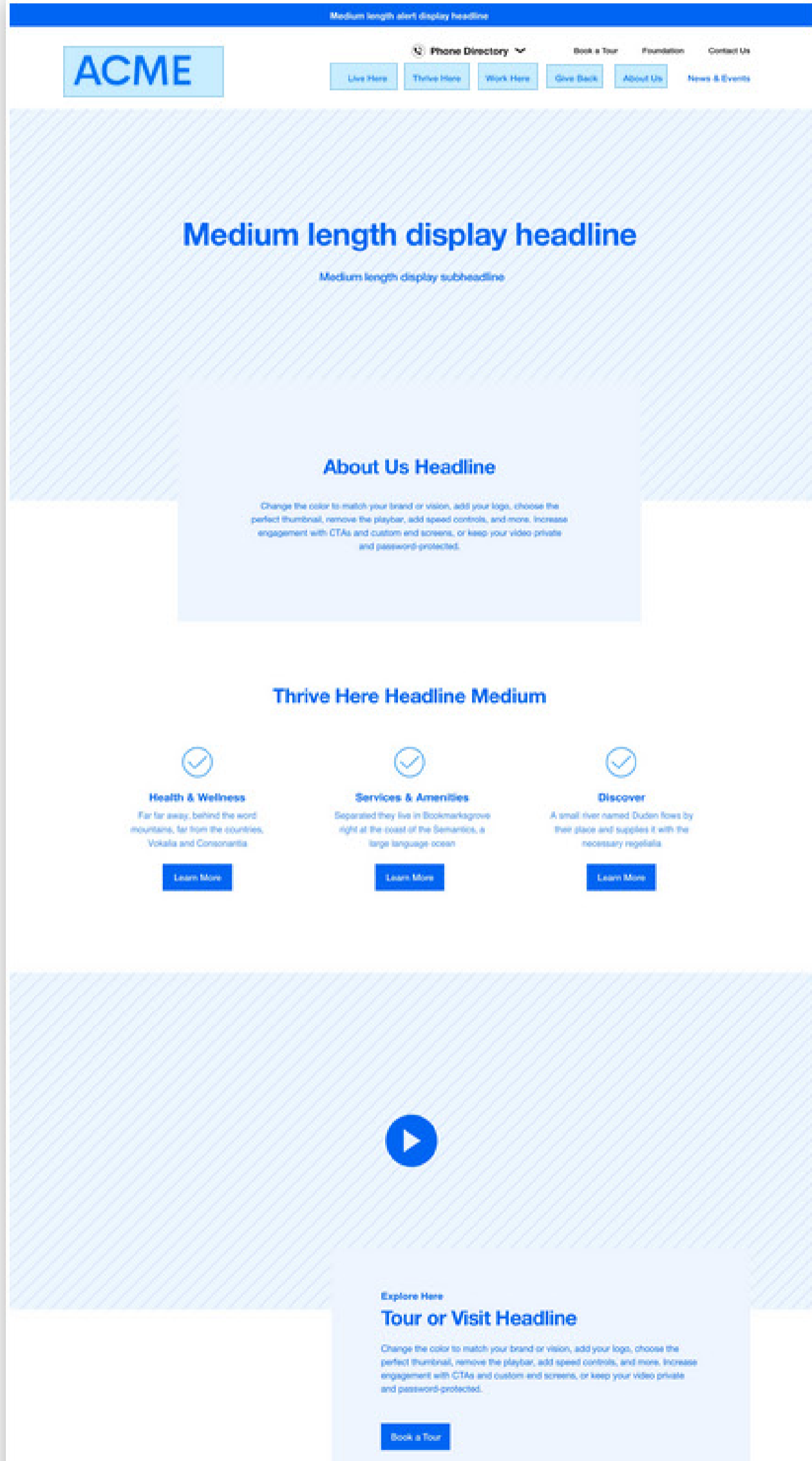


6 circular references.  
Re-flow from screen


< [More](#)

## Bridgewater Homepage Wireframe V3 - 1440px

Bridgewater Homepage Wireframe v1.3 - 1440px... [View screen](#)



# Low Fidelity Prototypes

  
**Set a Loading Screen**  
The screen that displays when launching your prototype

Medium length alert display headline

Phone Directory ▾ Book a Tour

**ACME** 

**Medium length display headline**

Medium length display subheadline

Bridgewater Homepage Wirefr...  
9 months ago

Medium length alert display headline

Phone Directory ▾ Book a Tour

**ACME** 


**Independent Living headline**

Medium length display subheadline

Bridgewater Independent Livi...  
9 months ago

Medium length alert display headline

Phone Directory ▾ Book a Tour

**ACME** 


**Thrive Here headline**

Medium length display subheadline

Bridgewater Thrive Here Wiref...  
9 months ago

Medium length alert display headline

Phone Directory ▾ Book a Tour

**ACME** 


**Work Here headline**

Medium length display subheadline

Bridgewater Work Here Wirefr...  
9 months ago

Medium length alert display headline

Phone Directory ▾ Book a Tour

**ACME** 


**About Overview headline**

Medium length display subheadline

Bridgewater About Overview ...  
9 months ago

Medium length alert display headline

Phone Directory ▾ Book a Tour

**ACME** 

**Give Back headline**

Medium length display subheadline

Bridgewater Give Back Wirefra...  
9 months ago

**ACME** 

**Live Here** ▾

**Thrive Here** ▾

**Work Here**

**Give Back**

**About Us** ▾

Bridgewater Menu Wireframe ...  
9 months ago

Medium length alert display headline

Click and drag to create hotspots



Phone Directory

Book a Tour

Foundation

Contact Us

Live Here

Thrive Here

Work Here

Give Back

About Us

News & Events

## Medium length display headline

Medium length display subheadline

### About Us Headline

Change the color to match your brand or vision, add your logo, choose the perfect thumbnail, remove the playbar, add speed controls, and more. Increase engagement with CTAs and custom end screens, or keep your video private

## Design

High fidelity prototypes,  
mockups and user testing

### **Methods**

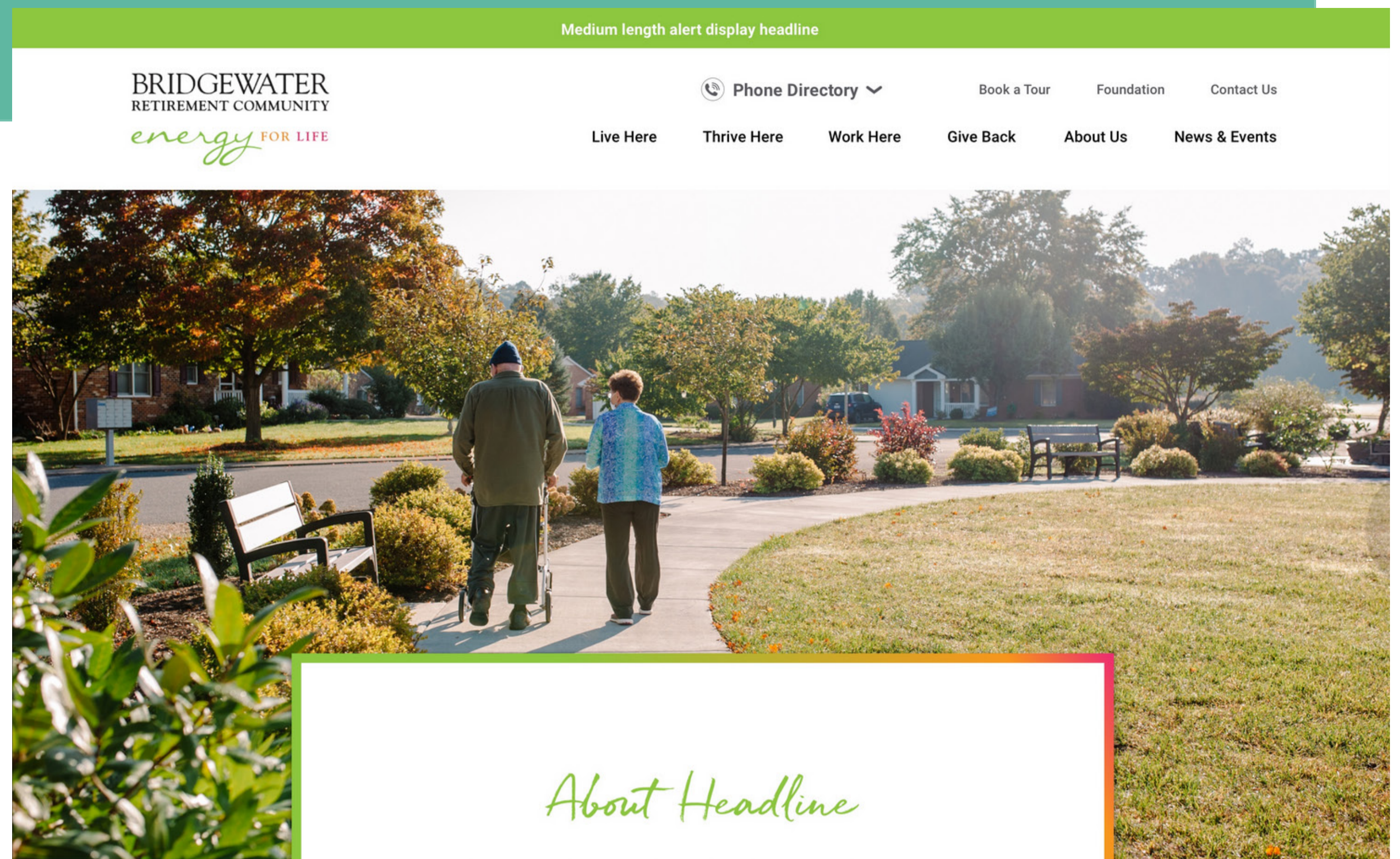
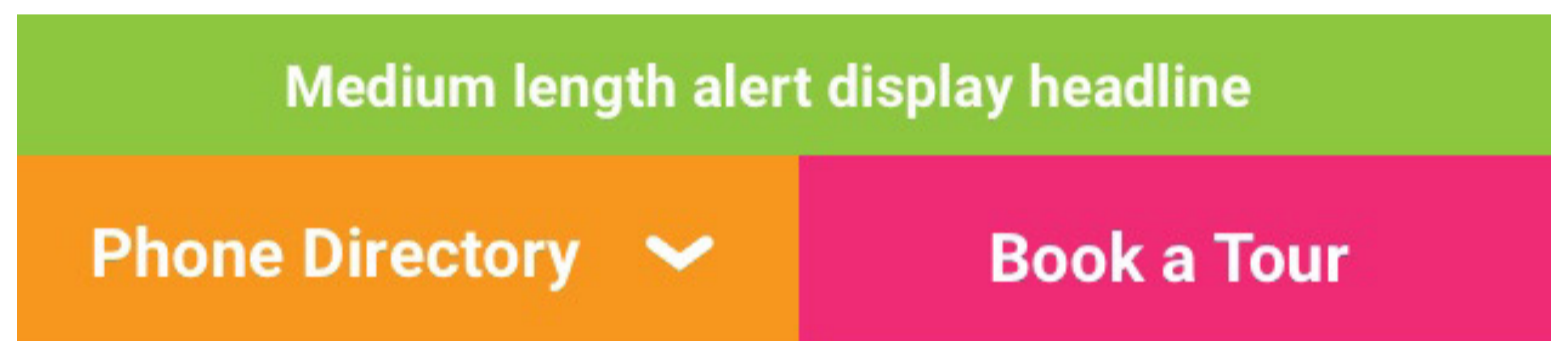
High-Fidelity Prototypes  
Mockups  
Internal Testing  
User Testing



# High-Fidelity Prototypes

## Design Implementation:

- Create clear CTA's
- Optimized uncomplicated forms
- Easy to use overall navigation and architecture
- Top phone number
- Top bar for notification system
- Create templates with the ability to add and subtract modular sections
- Responsive / all devices
- Content chunked into digestible segments
- Light / bright modern feel/ with Vivid colors (Use of branding already defined)
- Slight use of animations
- Use of home page videos / not auto play
- Real imagery/not stock



## About Headline

Change the color to match your brand or vision, add your logo, choose the perfect thumbnail, remove the playbar, add speed controls, and more. Increase engagement with CTAs and custom end screens, or keep your video private and password-protected.

## Thrive Here Headline Medium



### Health & Wellness

Far far away, behind the word mountains, far from the countries, Vokalia and Consonantia

[Learn More](#)



### Services & Amenities

Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean

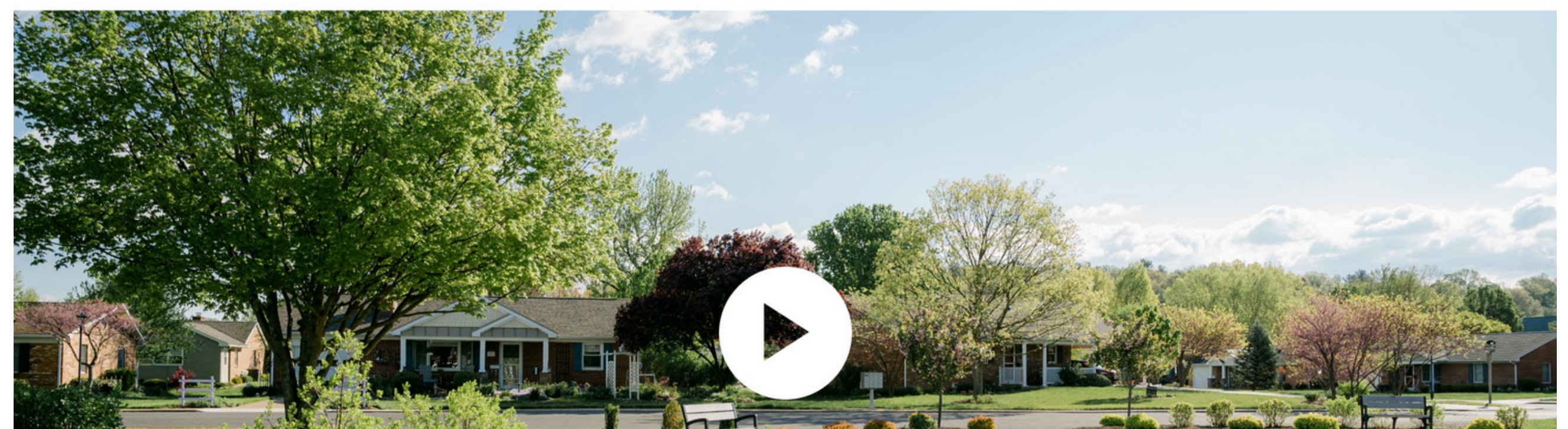
[Learn More](#)



### Discover

A small river named Duden flows by their place and supplies it with the necessary regelialia

[Learn More](#)



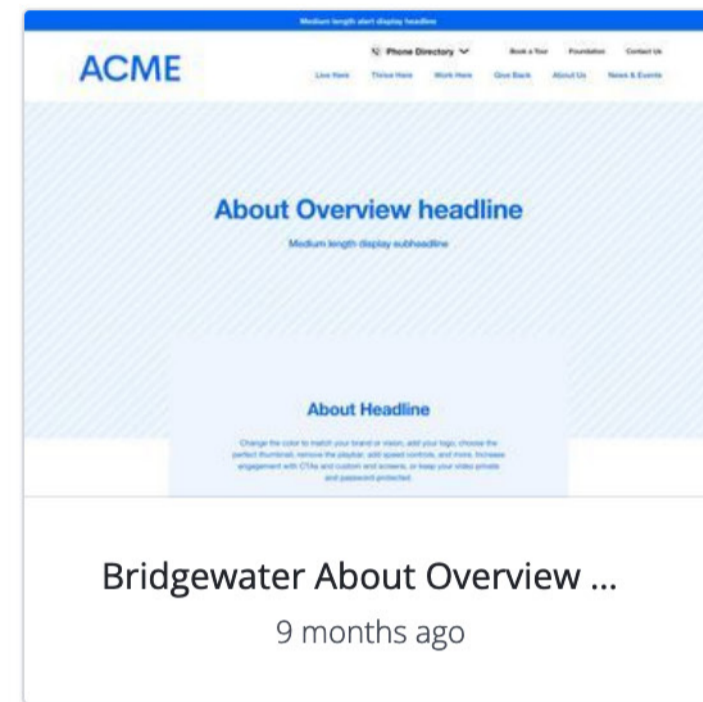
# High-Fidelity Prototypes

9 months ago

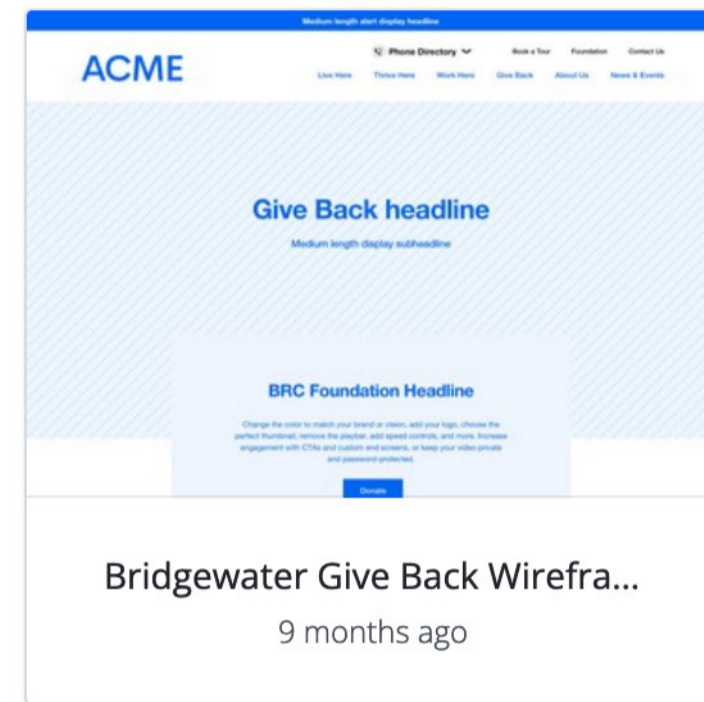
9 months ago

9 months ago

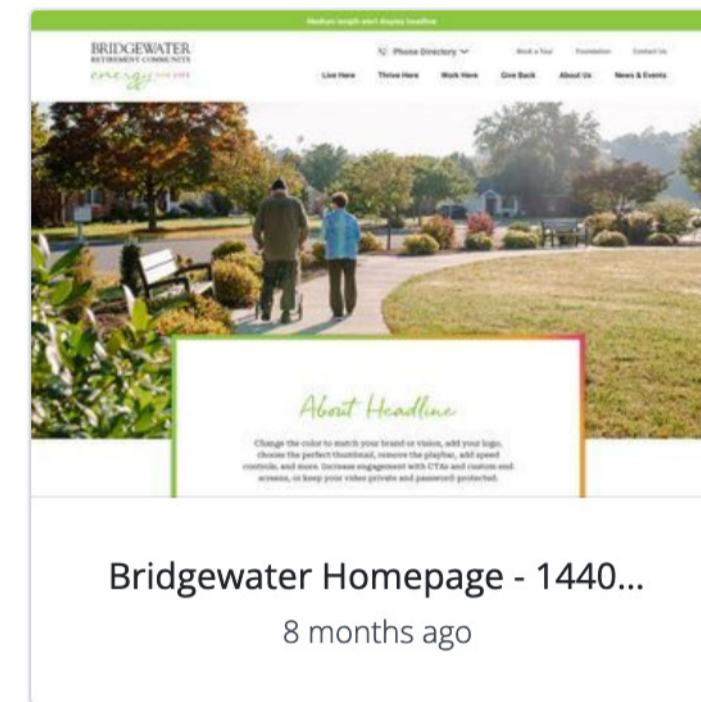
9 months ago



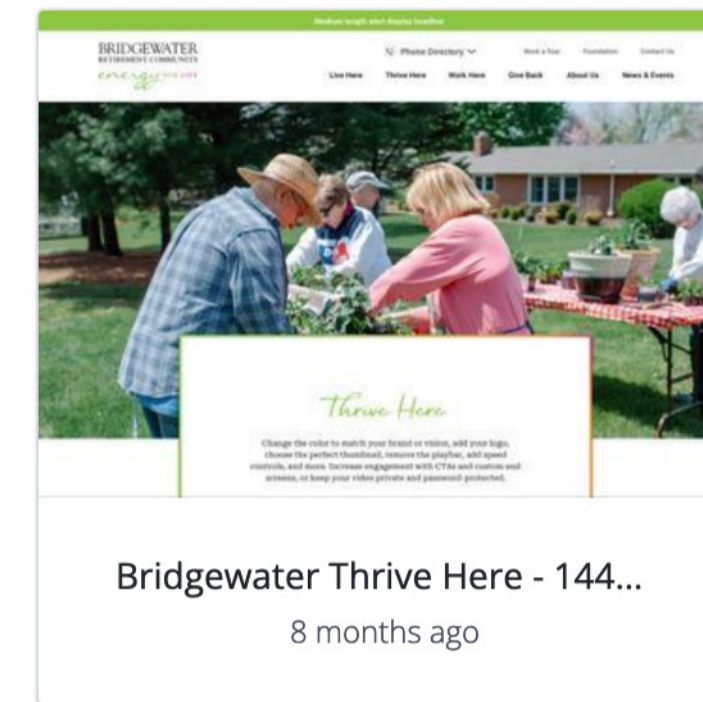
Bridgewater About Overview ...  
9 months ago



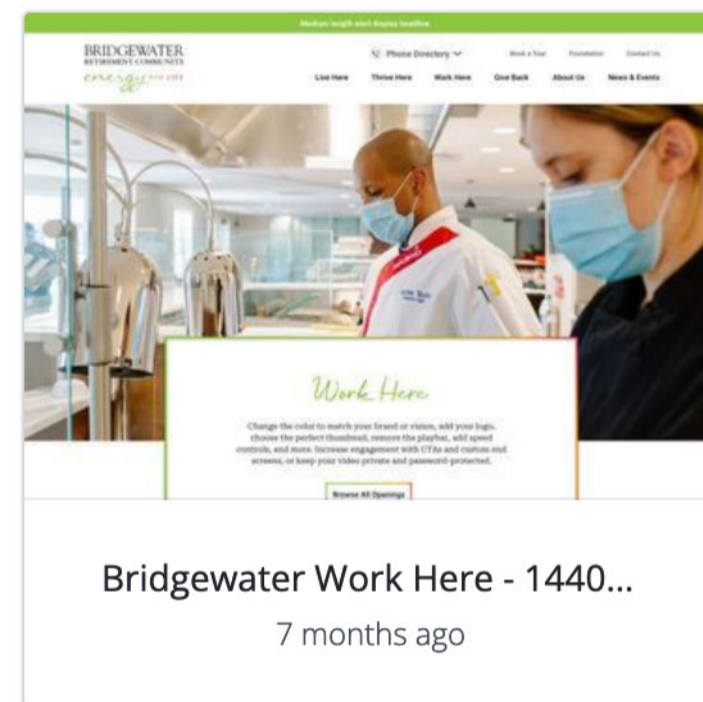
Bridgewater Give Back Wirefra...  
9 months ago



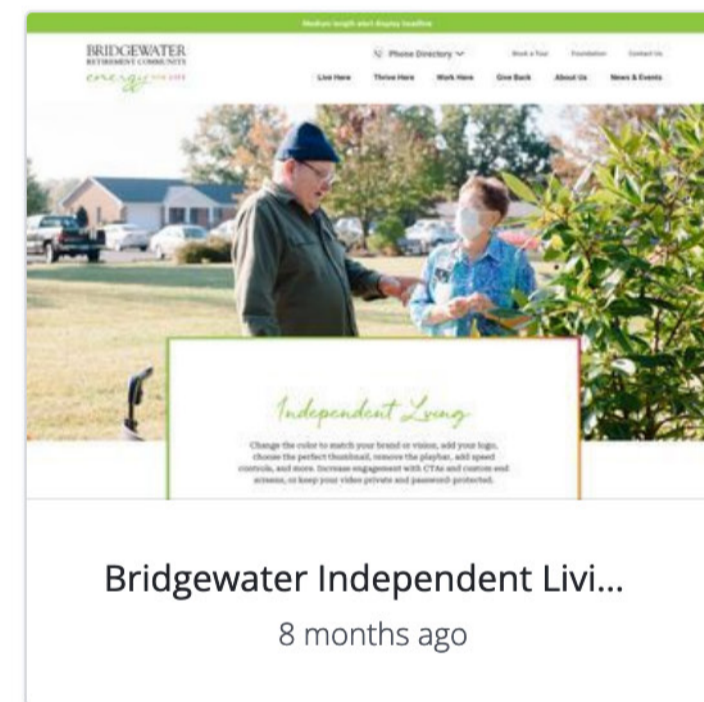
Bridgewater Homepage - 1440...  
8 months ago



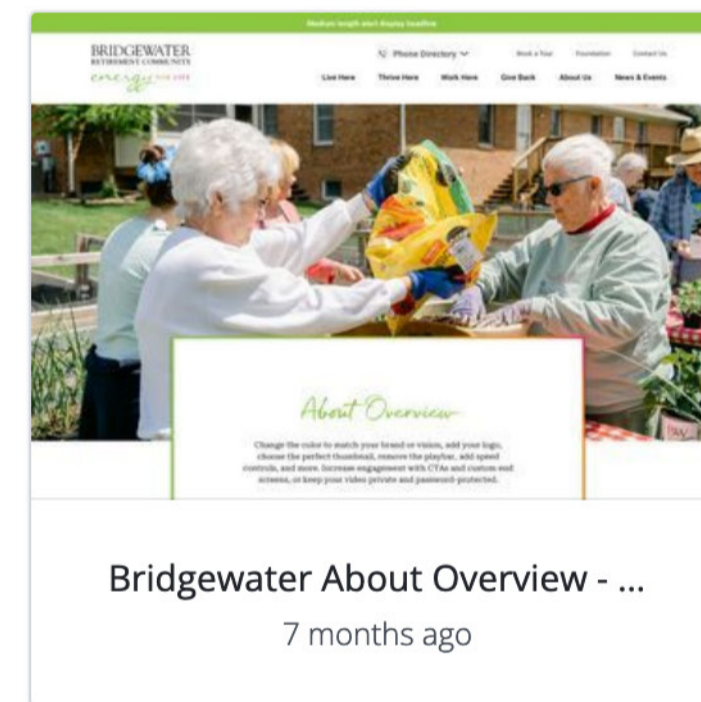
Bridgewater Thrive Here - 144...  
8 months ago



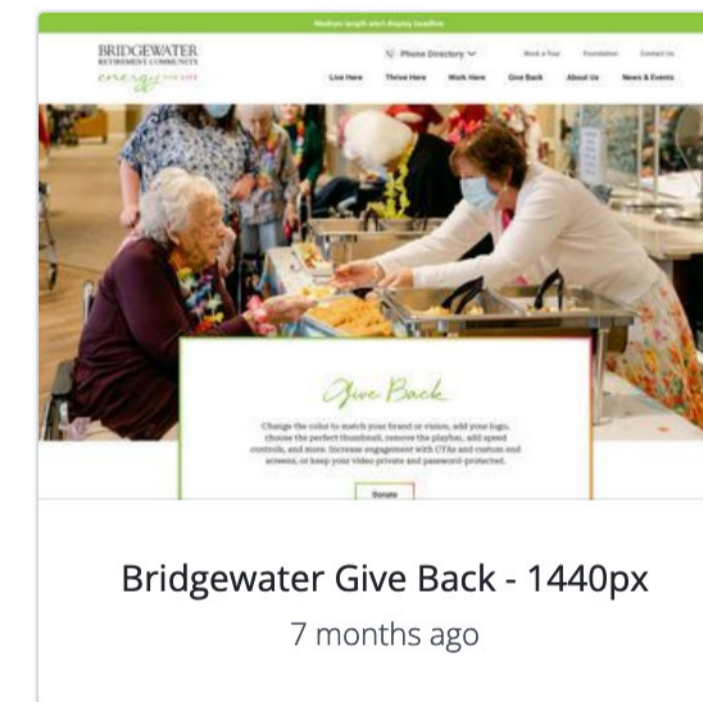
Bridgewater Work Here - 1440...  
7 months ago



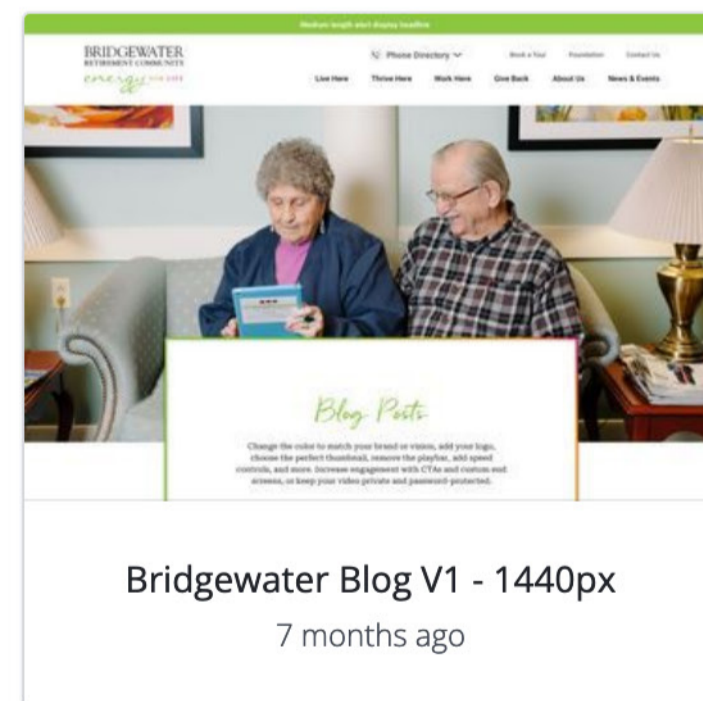
Bridgewater Independent Livi...  
8 months ago



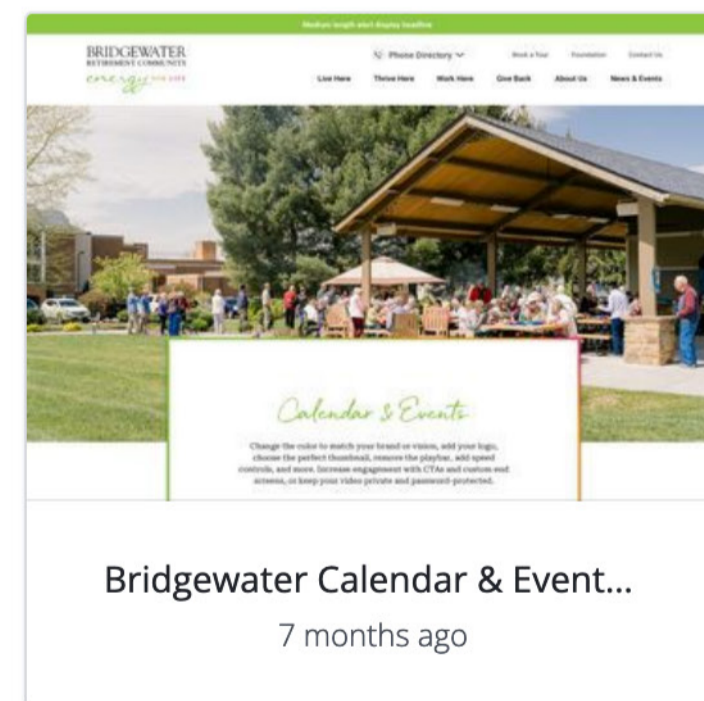
Bridgewater About Overview - ...  
7 months ago



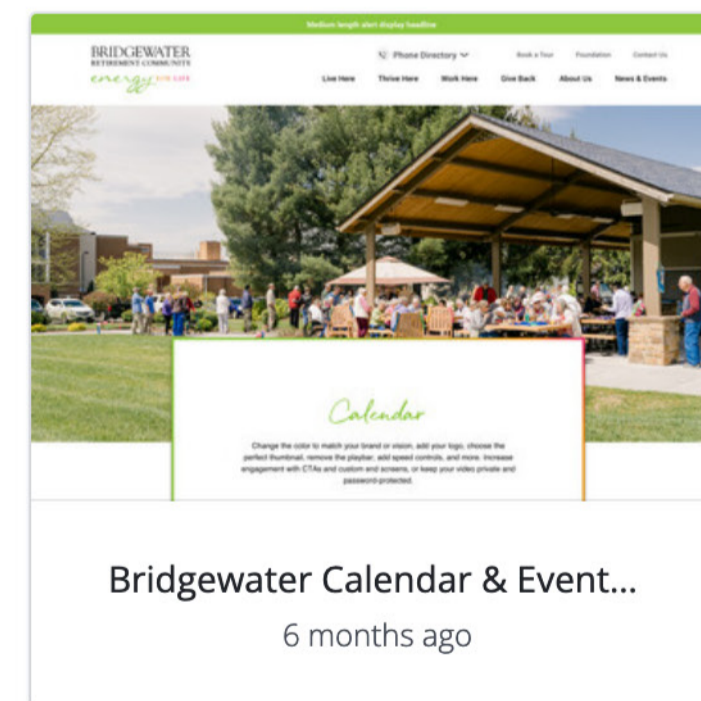
Bridgewater Give Back - 1440px  
7 months ago



Bridgewater Blog V1 - 1440px  
7 months ago



Bridgewater Calendar & Event...  
7 months ago



Bridgewater Calendar & Event...  
6 months ago

# High-Fidelity Prototypes

Medium length alert display headline

Phone Directory ▾

Book a Tour

BRIDGEWATER  
RETIREMENT COMMUNITY

*energy* FOR LIFE

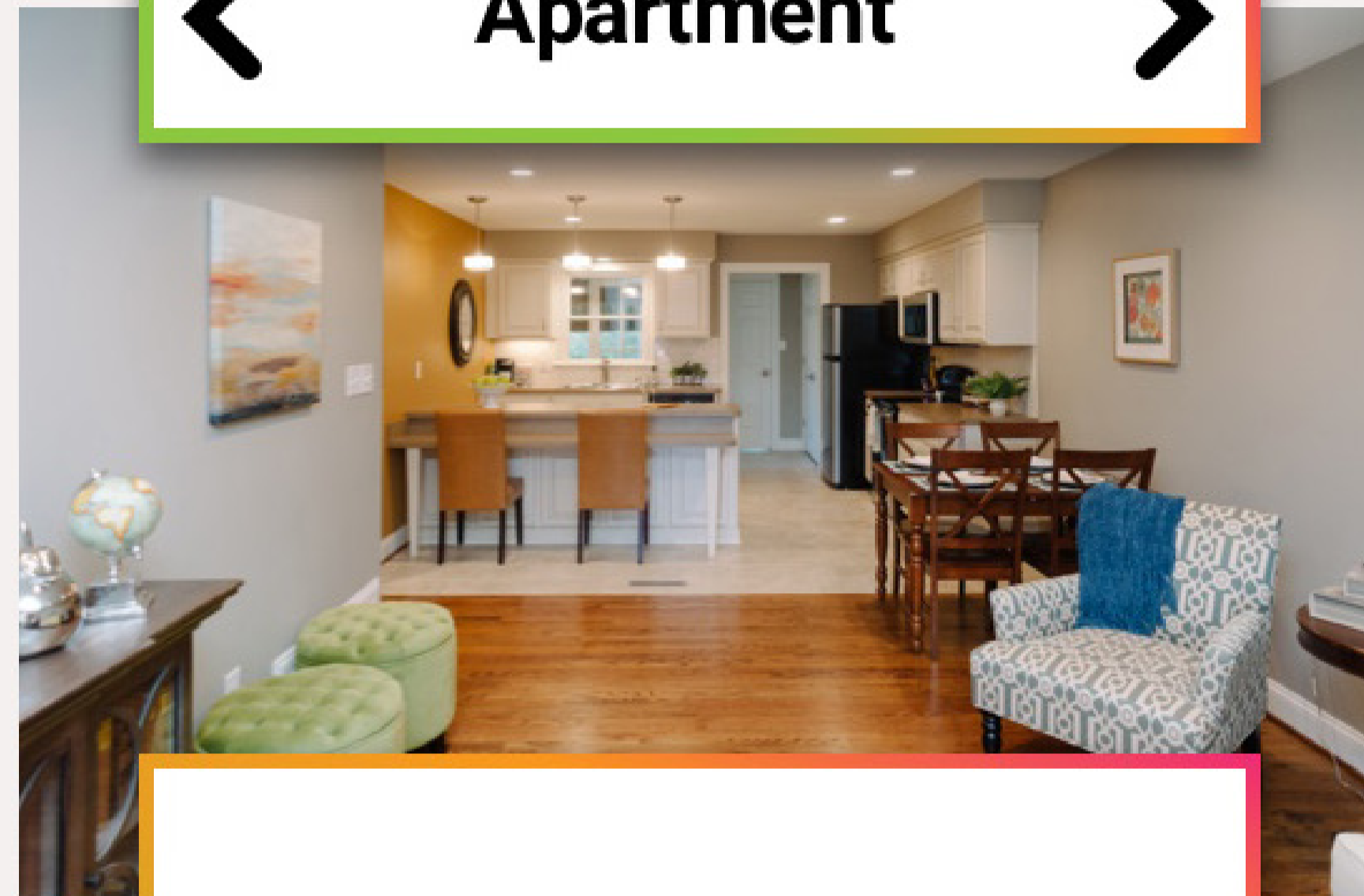


## About Headline

Change the color to match your brand or vision, add your logo, choose the perfect thumbnail, remove the playbar, add speed controls, and more. Increase engagement with CTAs and



Apartment



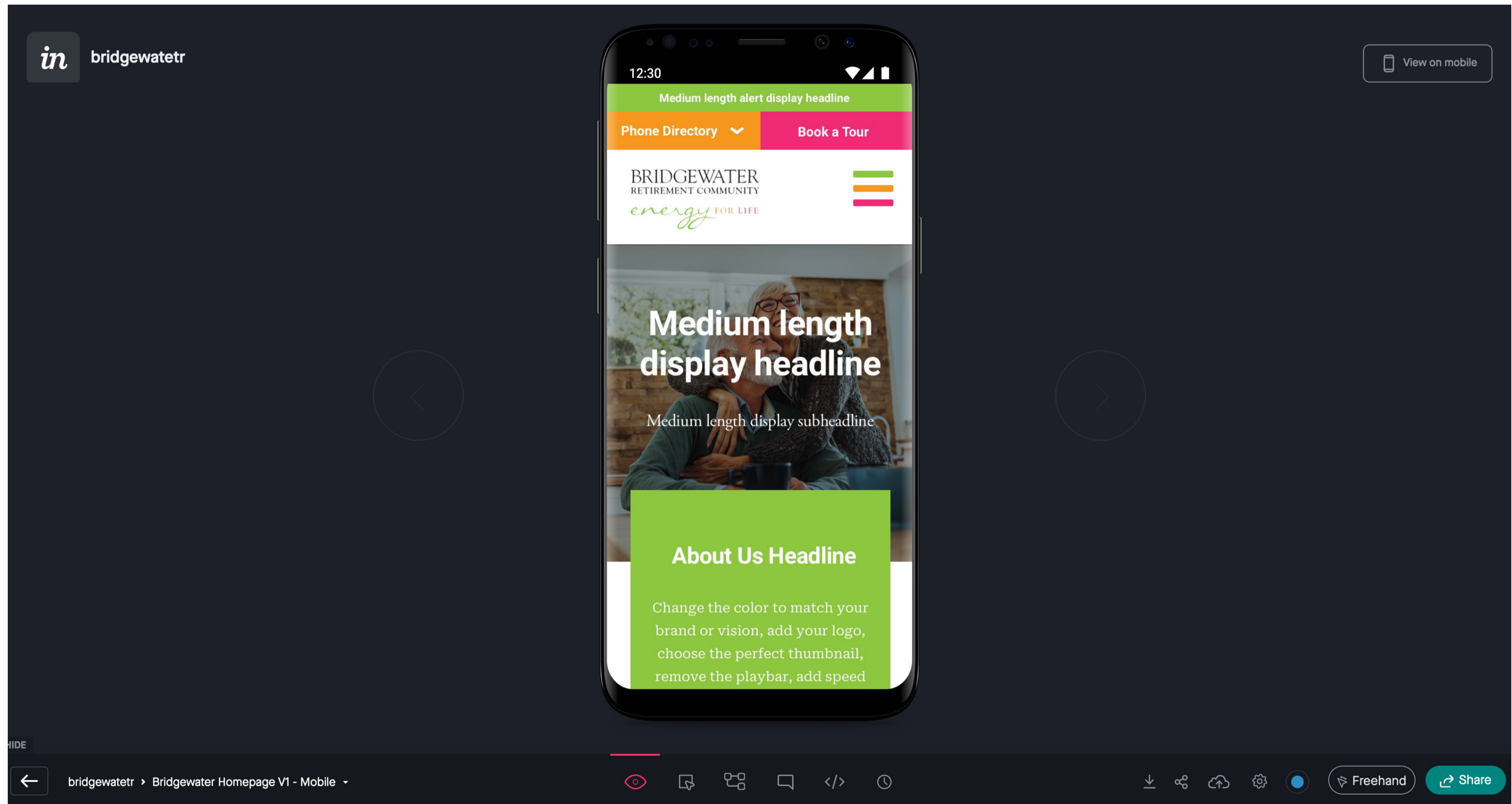
## Apartment Floor Plans

Change the color to match your brand or vision, add your logo, choose the perfect thumbnail, remove the playbar, add speed controls, and more.

Increase engagement with CTAs and custom end screens, or keep your video private and



# High-Fidelity Prototypes



# Internal and User Testing

Internal and User Testing interface showing a prototype of the Bridgewater Retirement Community website.

**Top Bar:** Add placeholder | 0 Hotspot Templates Applied | Apply a timer interaction | Fixed header | Fixed footer | (Bulk edit) | ?

**Section 1:** Medium length alert display headline

**Section 2:** BRIDGEWATER RETIREMENT COMMUNITY *energy* FOR LIFE

**Section 3:** Phone Directory | Book a Tour | Foundation | Contact Us

**Section 4:** Live Here | Thrive Here | Work Here | Give Back | About Us | News & Events

**Main Image:** A group of people, including a man in a straw hat and a woman in a pink shirt, are engaged in a community activity, possibly gardening or planting, outdoors. A table with a red and white checkered tablecloth is in the foreground, holding various potted plants.

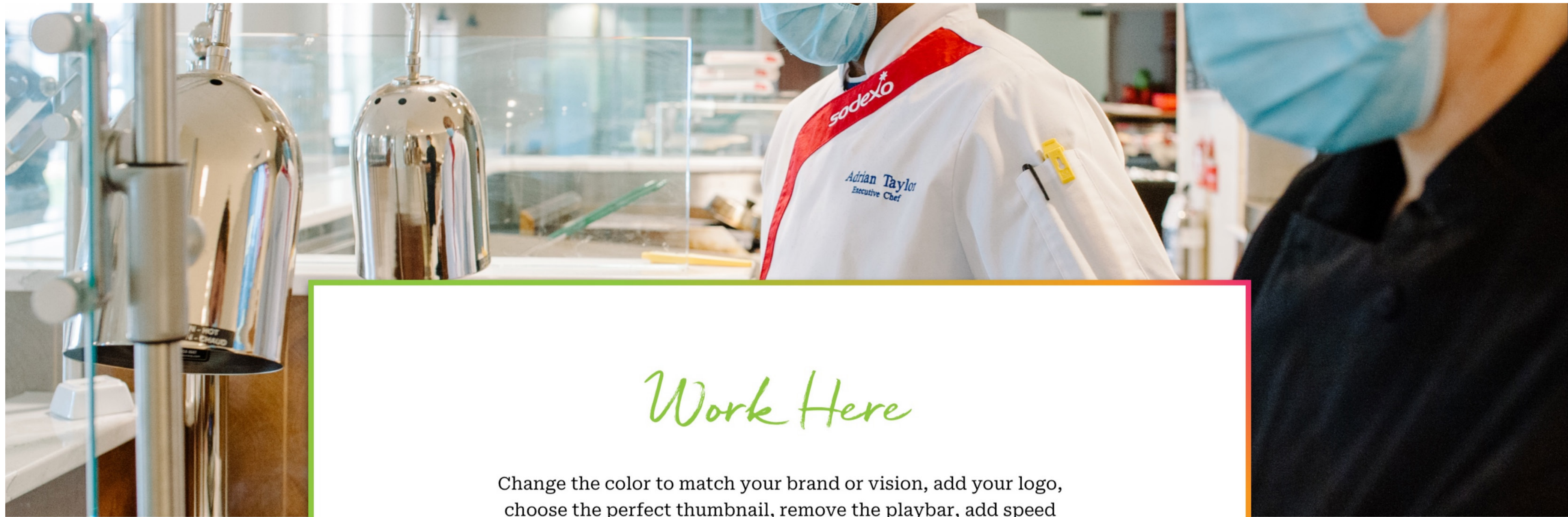
**Search Bar:** Search for a screen | 15 Screens

**Screen List:**

- Homepage - 144...
- Bridgewater Thrive Here - 144...
- Bridgewater Work Here - 1440...
- Bridgewater Independent Livi...
- Bridgewater About Overview ...
- Bridgewater Give Back - 1440...
- Bridgewater Blog V1 - 1440px
- Bridgewater Calendar

**Bottom Bar:** Bridgewater Prototype > Bridgewater Thrive Here - 1440px - | Freehand | Share

# Internal and User Testing



## Work Here

Change the color to match your brand or vision, add your logo, choose the perfect thumbnail, remove the playbar, add speed controls, and more. Increase engagement with CTAs and custom end screens, or keep your video private and password-protected.

[Browse All Openings](#)

## Always Available Jobs Headline



CNA

[Quick Apply](#)



Med Aide

[Quick Apply](#)



Nurse

[Quick Apply](#)

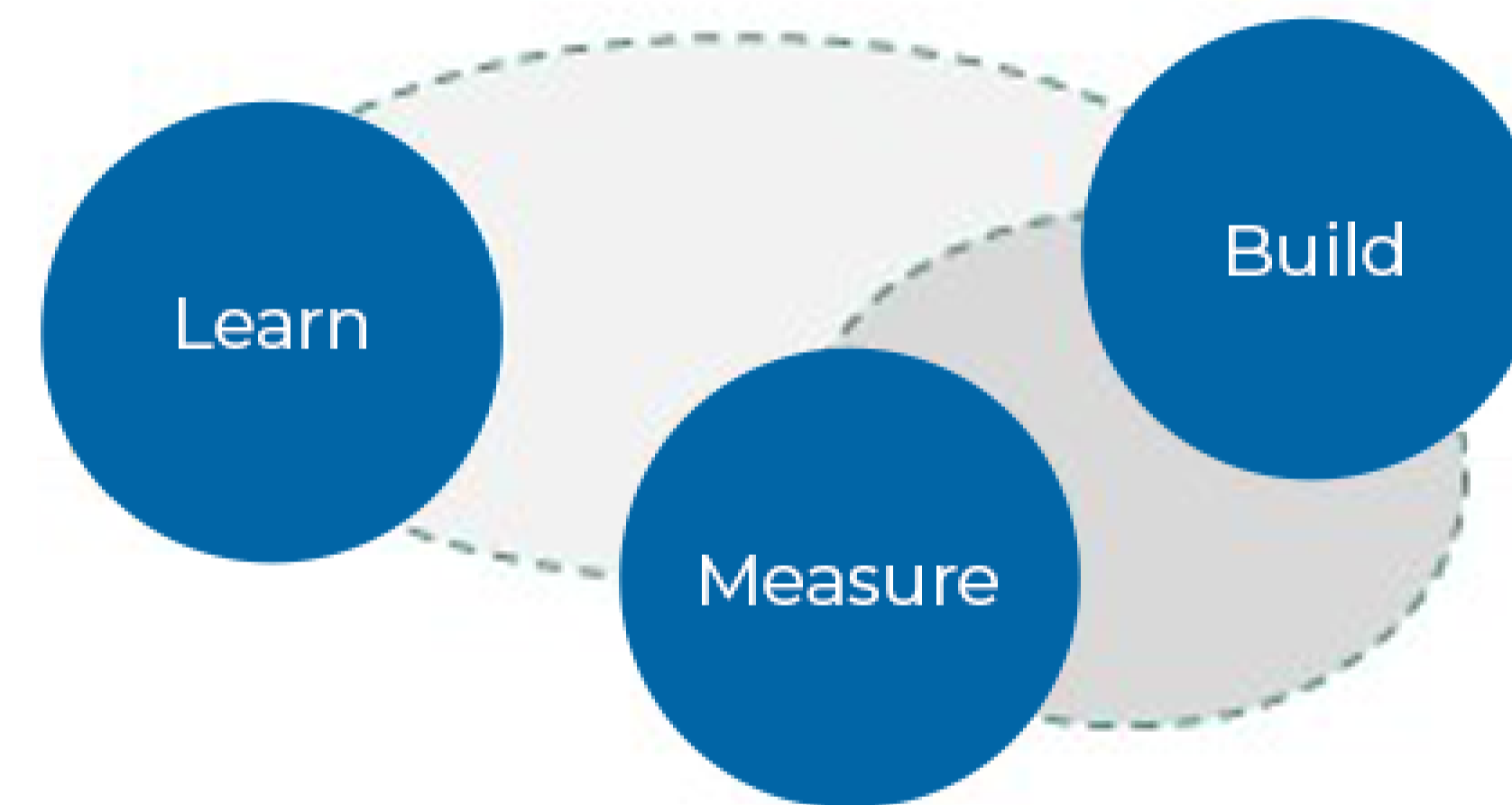


## Analyze

Validate, learn and plan for any needed further iterations

### Methods

Usability testing  
Heat Maps  
A/B Testing  
Recordings  
Feedback integration



# 300% Increase In Leads

*“The traffic and lead gen since the new website went live is tremendous! The marketing reps at BW are having a hard time keeping up with all the interest. We thought you’d like to hear that compliment! Nice work to you and your team! “*

*- Jeremy*

Thank you

Ed