

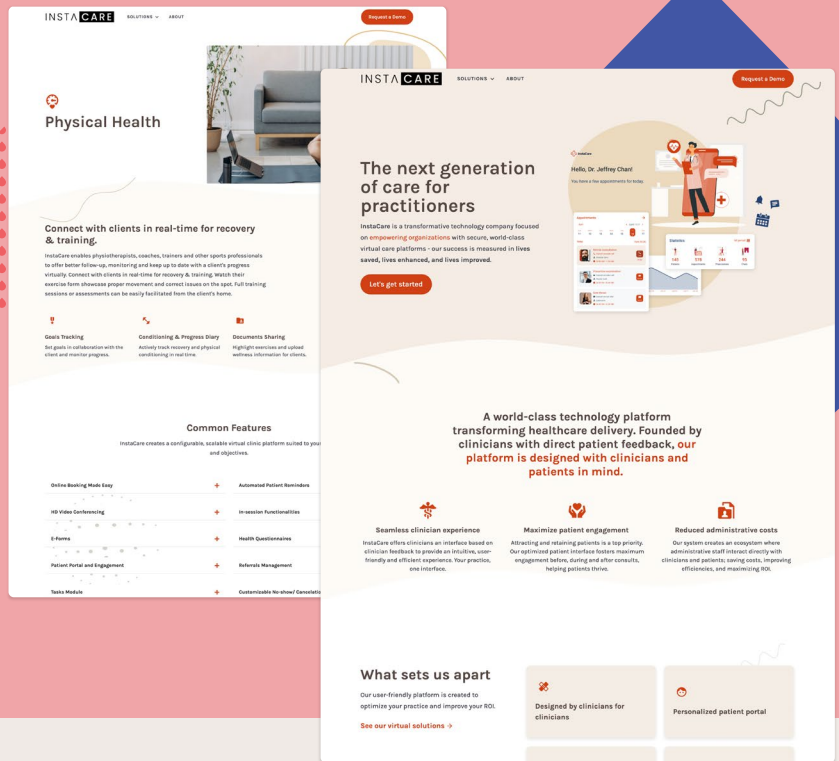


Case study

Instacare Co.

Meet the next generation of care for practitioners — InstaCare is a platform that offers online solutions including a white label service to telehealth providers such as physicians and caregivers. This virtual care platform gives practitioners the ability to customize, track and manage their business more efficiently.

instacaretech.com



THE CHALLENGE

InstaCare's previous website was built on Wix and was not easy to use or manage. The client came to Nimble wanting to change website platforms and simply/improve on their conversion capabilities.

Nimble's goal for Instacare was to create a compelling, medium-sized website built in Webflow to represent the brand online, promote their services, and encourage conversions. This website would inform prospective clients about InstaCare and get these visitors to contact them for a demo.

The Nimble Solution

Nimble's solution for InstaCare was to create a clear path to services and information on their new site by using a minimal layout, along with a rework of their content. Nimble created a compelling design with bright, modern and whimsical elements, including subtle movement and animations. These illustrations and animations were used throughout the website to engage users and highlight InstaCare's service. The new CMS made it easy for the client to access and edit, as well as feature service offerings.



DESIGN

While the client had a very clear and defined brand, they also had a clear vision in mind, which included some design adjustments to meet the request of some "off-brand" colours for their new site.



CONVERSION
FLOW

The content was strategically re-distributed and often simplified, to help improve the user journey and create more compelling conversion flows to each page.



QUICK
TURNAROUND

Nimble was successful in completing this project with a very quick turnaround time.

