

Homepage UI Design Proposal

Round 3

Oct 2023



Overarching Art direction

Image direction

Bright natural
lighting

Genuine facial
expressions

Unforced,
natural
postures



Image direction

Bright natural lighting

Easily recognizable subjects

Clean and uncluttered visuals



...it
... If this is
... then it's perfect.
If not, arm yourself with a paper towel and be ready to wipe.

In the photo of the Raspberry & Vanilla Lollipops, the ice cream was poured directly into the glasses after being made, and it was left to freeze until solid. When the shot glasses came out of the freezer, they got frosty and it was difficult to see that there was a good bottom layer. I

Two Raspberry & Vanilla Lollipops are still in shot glasses, showing frost, to indicate they were frozen.
(1/3, BO 125, 100mm, Macro L)

For the photo of Pineapple Sorbet, because the art director had decided on a frosted or dewy look. Yet I still in the studio that day, so I decided to set. The towel underneath the

Illustration style

Brand guideline &
Latest mobile app

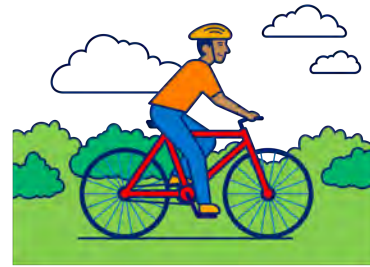


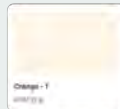
Illustration style

Enhanced for HH.sg

Similar outline treatment

Similar brand colors applied

Consistent elements



Icons
style

Latest mobile app

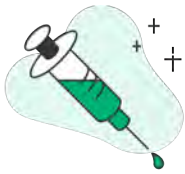


Icons style

Enhanced for HH.sg

Utilizing the identical icon representations as the ones in the mobile app.

Creating new icons that adhere to both the **same outline style** and **brand color palette**.



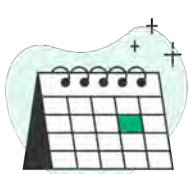
Immunisation



Screening



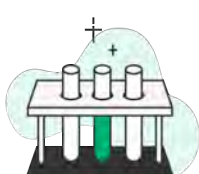
Discharge Information



Personal Appointments



Screen for Life Programme



Lab Test Results



BMI Calculator

Field description if needed goes in here if any is needed.



Calorie Calculator

Field description if needed goes in here if any is needed.



Cost & Financing

Field description if needed goes in here if any is needed.



Breast Cancer Support Group

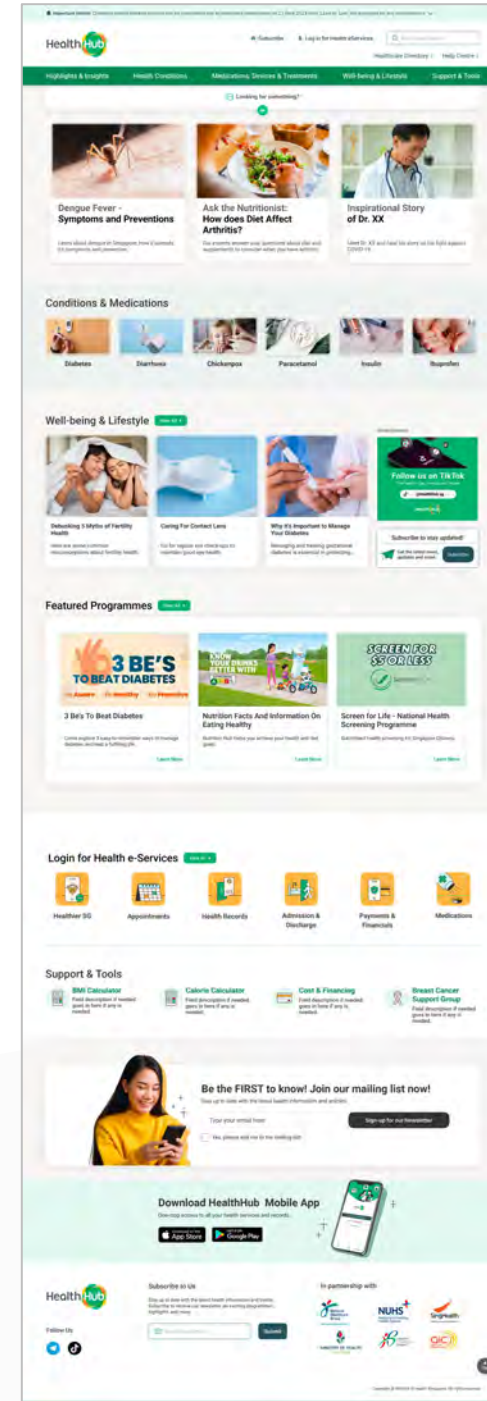
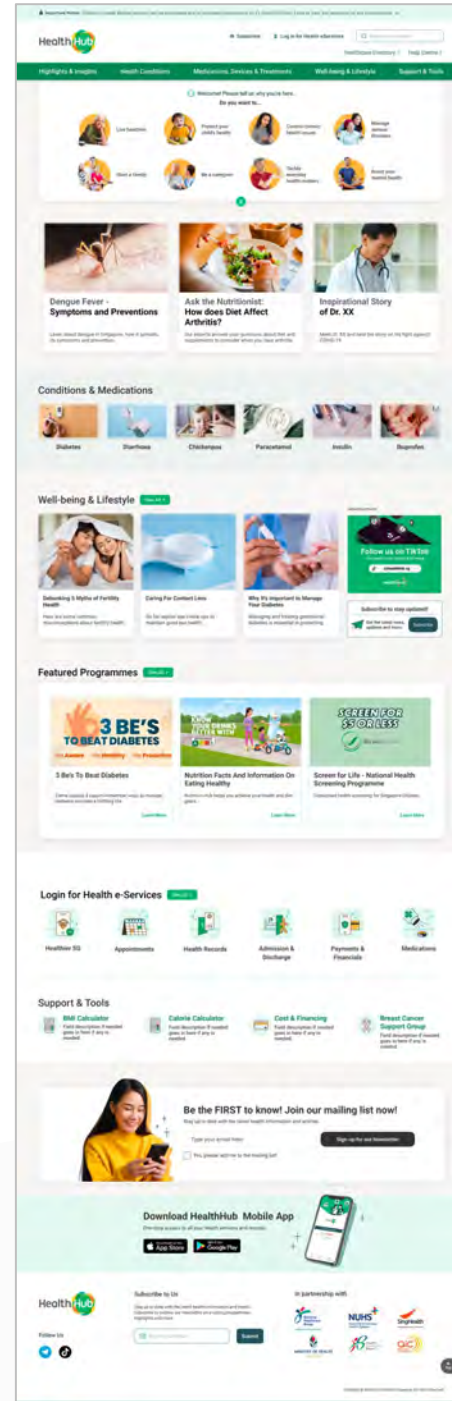
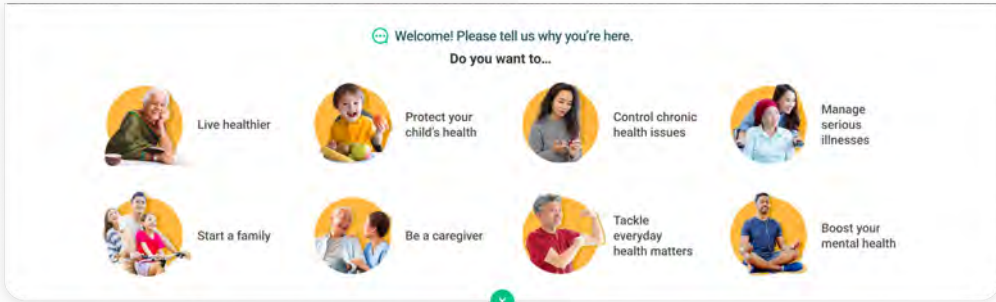
Field description if needed goes in here if any is needed.

Desktop

Photography: Desktop demo

Icons: Desktop demo


PHOTOGRAPHY




Desktop
Homepage

ICONS


Welcome! Please tell us why you're here.
Do you want to...




Live healthier




Protect your child's health




Control chronic health issues




Manage serious illnesses




Start a family



Be a caregiver



Tackle everyday health matters



Boost your mental health

HealthHub

Sign in

Log in for health professionals

My HealthHub

Highlights & Insights

Health Conditions

Medications, Devices & Treatments

Well-being & Lifestyle

Support & Tools

Welcome! Please tell us why you're here.
Do you want to...



Live healthier



Protect your child's health



Control chronic health issues



Manage serious illnesses



Start a family



Be a caregiver



Tackle everyday health matters



Boost your mental health



Dengue Fever -
Symptoms and Preventions



Ask the Nutritionist:
How does Diet Affect
Arthritis?



Inspirational Story
of Dr. XX

Conditions & Medications



Diabetes



Stroke



Cholesterol



Pain management



Mental health



Respiratory

Well-being & Lifestyle



Understanding the Myths of Fertility
Health



Caring for Contact Lens



Why is important to Manage
Your Diabetes



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3 BE'S
TO BEAT DIABETES



Nutrition Facts And Influences On
Eating Healthy



Screen for Life - National Health
Screening Programme

Login for Health e-Services



Healthier SG



Appointments



Health Records



Payments &
Financials

Support & Tools



BMI Calculator



Calorie Calculator



Cost & Financing



Breast Cancer
Support Group



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HealthHub

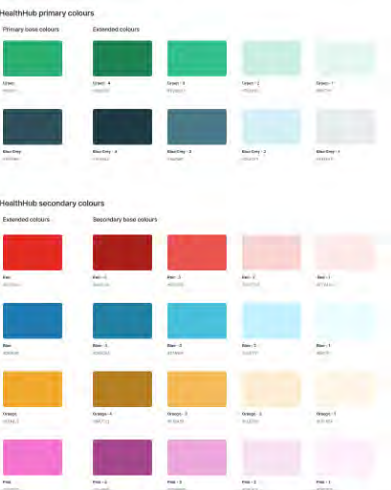
Subscribe to Us

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Partnerships

Desktop Homepage

E-service icons



Option 1

Login for Health e-Services

[View All](#)



Healthier SG



Appointments



Health Records



Admission &
Discharge



Payments &
Financials



Medications

Option 2

Login for Health e-Services

[View All](#)



Healthier SG



Appointments



Health Records



Admission &
Discharge



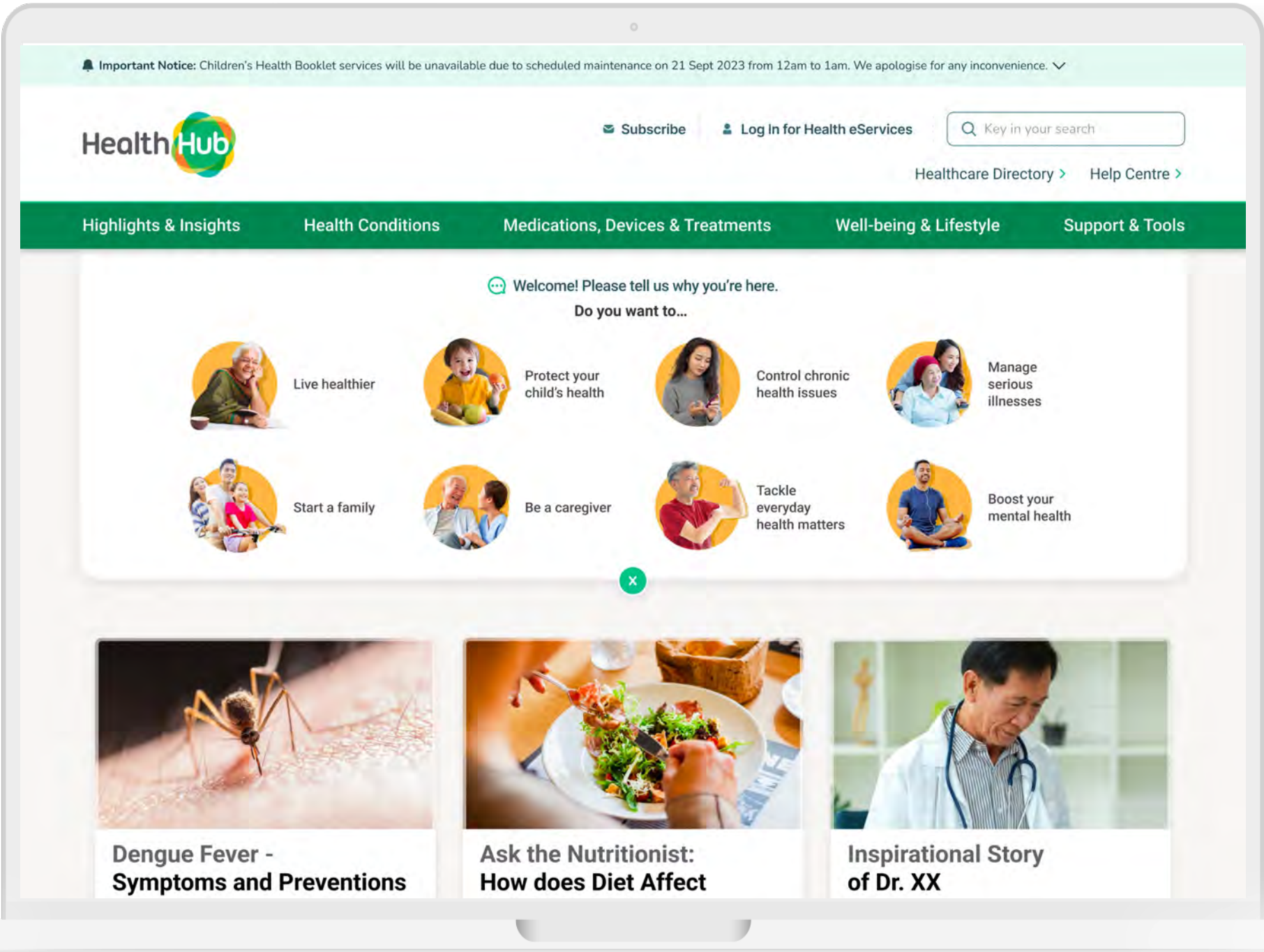
Payments &
Financials



Medications

Desktop
Homepage

Photography
fold 1



Desktop Homepage

fold 2

Learn about dengue in Singapore, how it spreads, its symptoms and prevention.

Our experts answer your questions about diet and supplements to consider when you have arthritis.

Meet Dr. XX and hear his story on his fight against COVID-19.

Conditions & Medications



Diabetes



Diarrhoea



Chickenpox



Paracetamol



Insulin



Ibuprofen

Well-being & Lifestyle

[View All](#)



Debunking 5 Myths of Fertility Health

Here are some common misconceptions about fertility health.



Caring For Contact Lens


Go for regular eye check-ups to maintain good eye health.



Why It's Important to Manage Your Diabetes

Managing and treating gestational diabetes is essential in protecting...

Advertisement



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Desktop Homepage

fold 3

Login for Health e-Services

View All ▶



Healthier SG



Appointments



Health Records



Admission &
Discharge



Payments &
Financials



Medications

Support & Tools



BMI Calculator

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Calorie Calculator

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Cost & Financing

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Breast Cancer Support Group

Field description if needed
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needed.



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Stay up to date with the latest health information and articles.

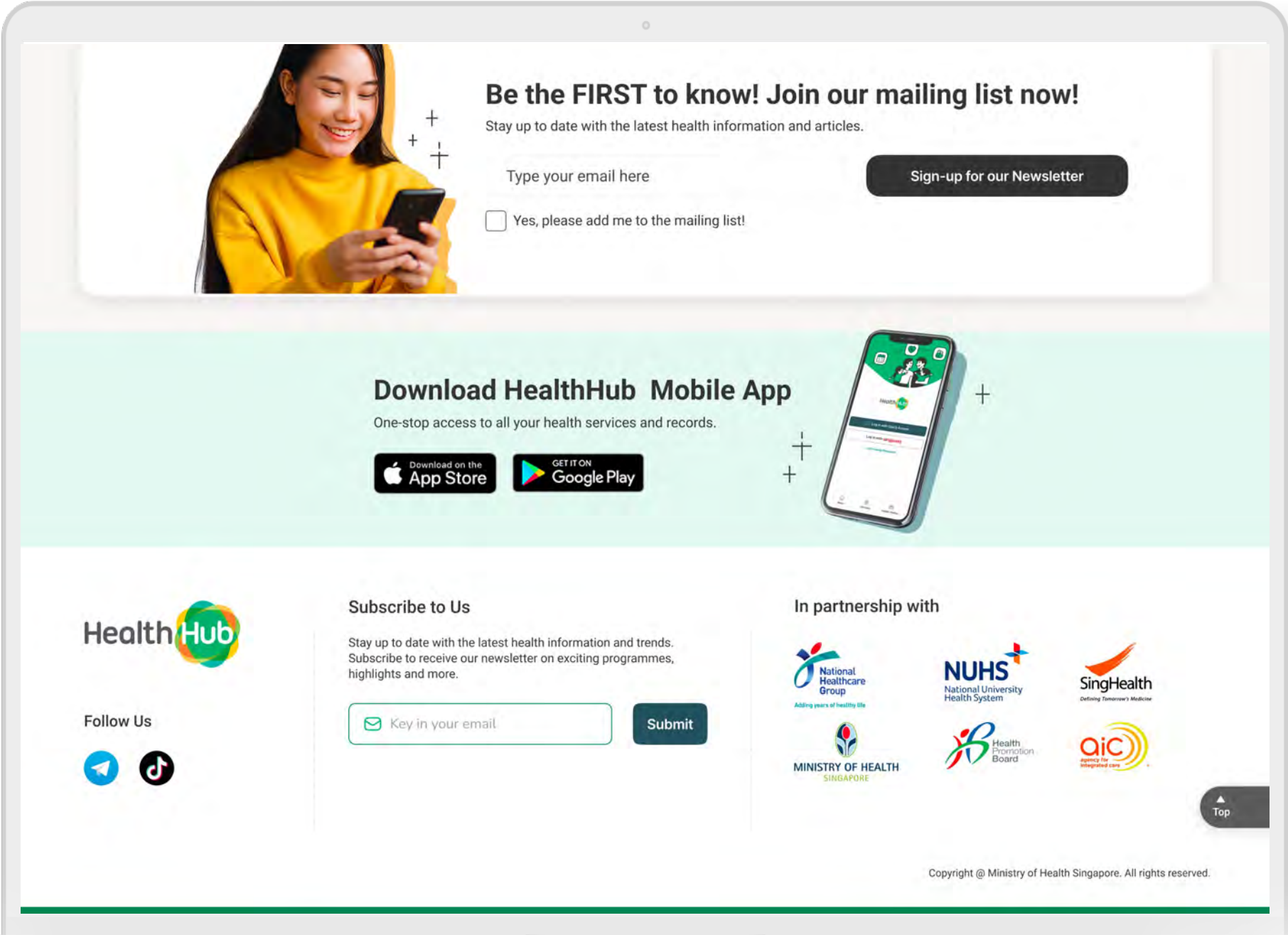
Type your email here

Sign-up for our Newsletter

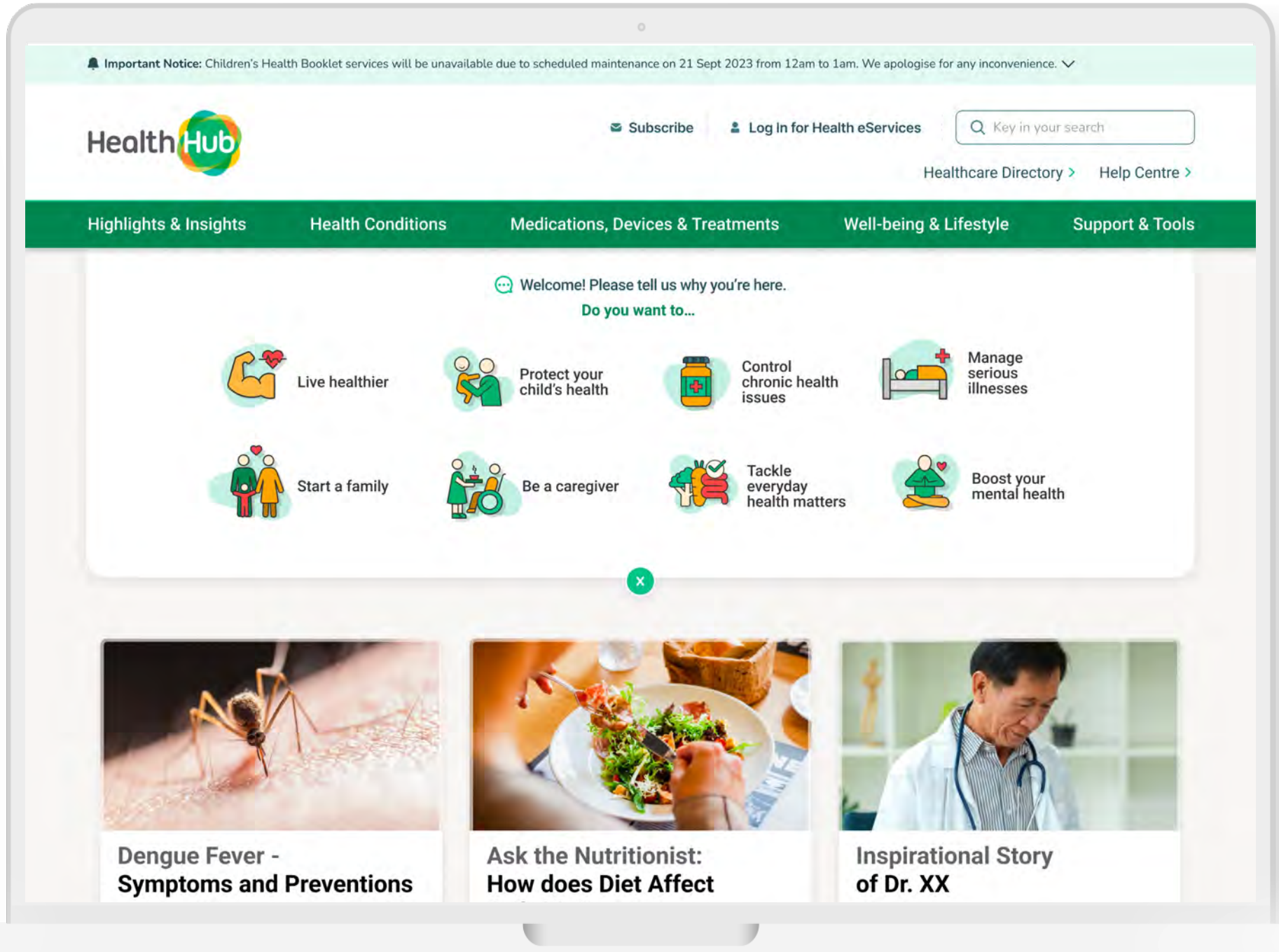
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Desktop
Homepage

fold 4



Icons



[Direct link](#)

Contributed By
Health Promotion Board



Mobile

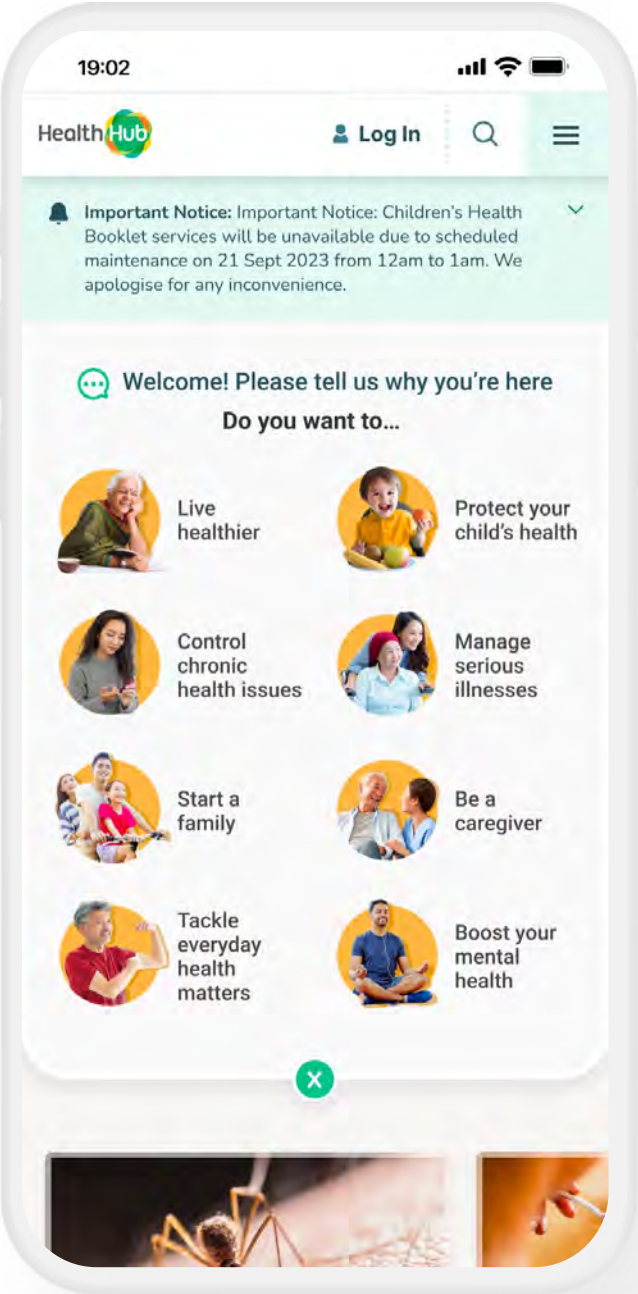
Photography: [Mobile demo](#)

Icons: [Mobile demo](#)

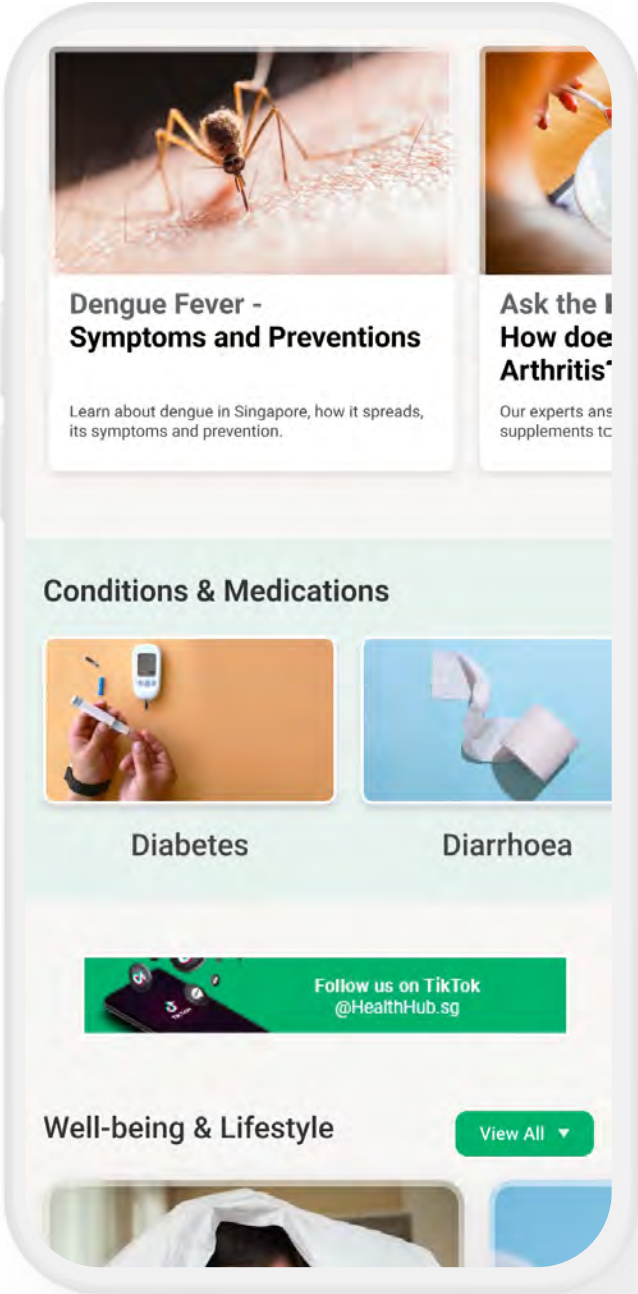
Mobile Homepage

Photography

Fold 1

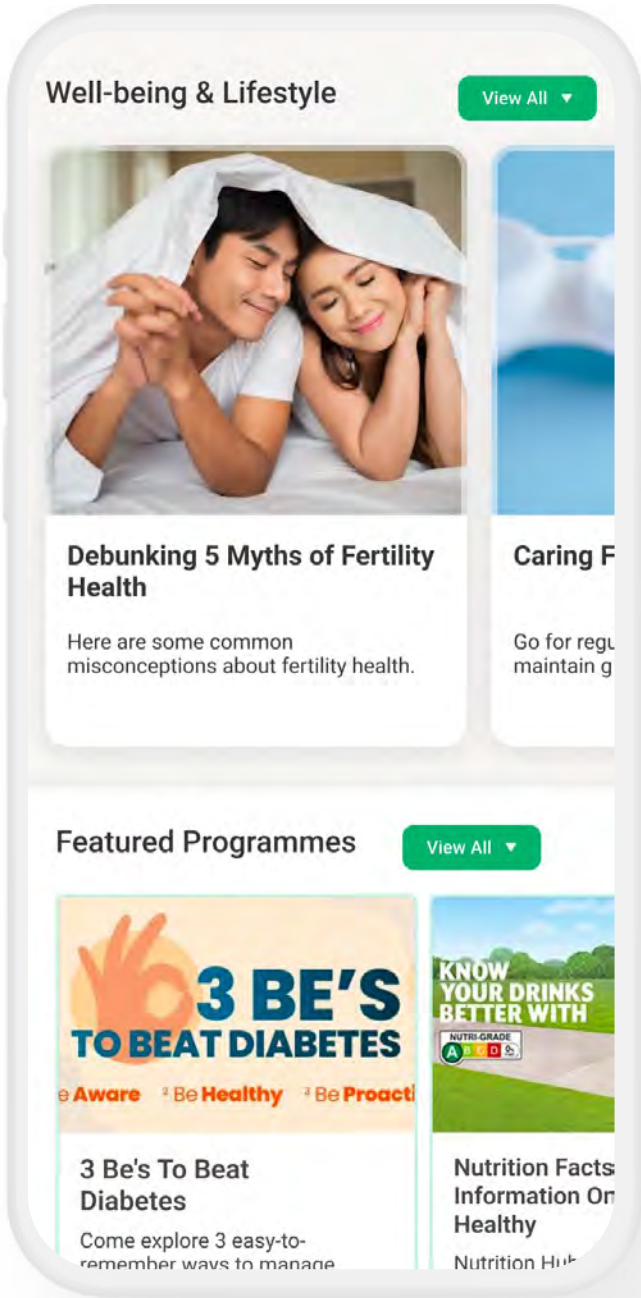


Fold 2

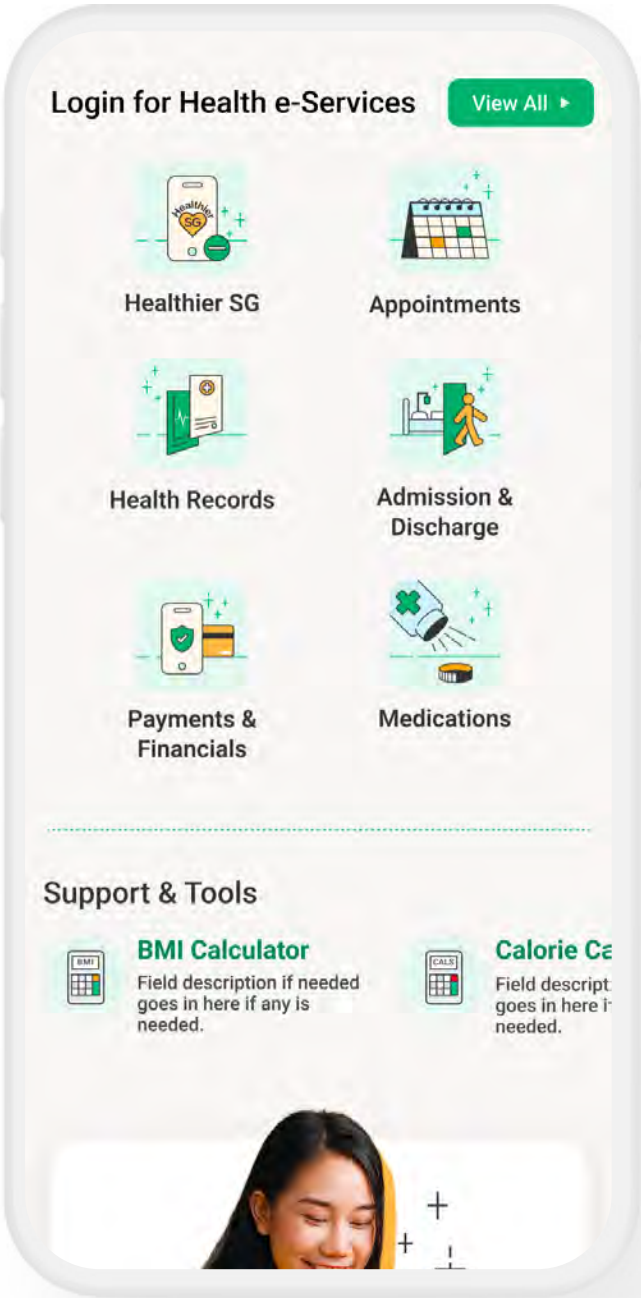


Mobile Homepage

Fold 3




Fold 4



Mobile Homepage

Fold 5




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Type your email here

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Sign-up for our Newsletter




Fold 5.5



Download HealthHub Mobile App


One-stop access to all your health services and records.





HealthHub

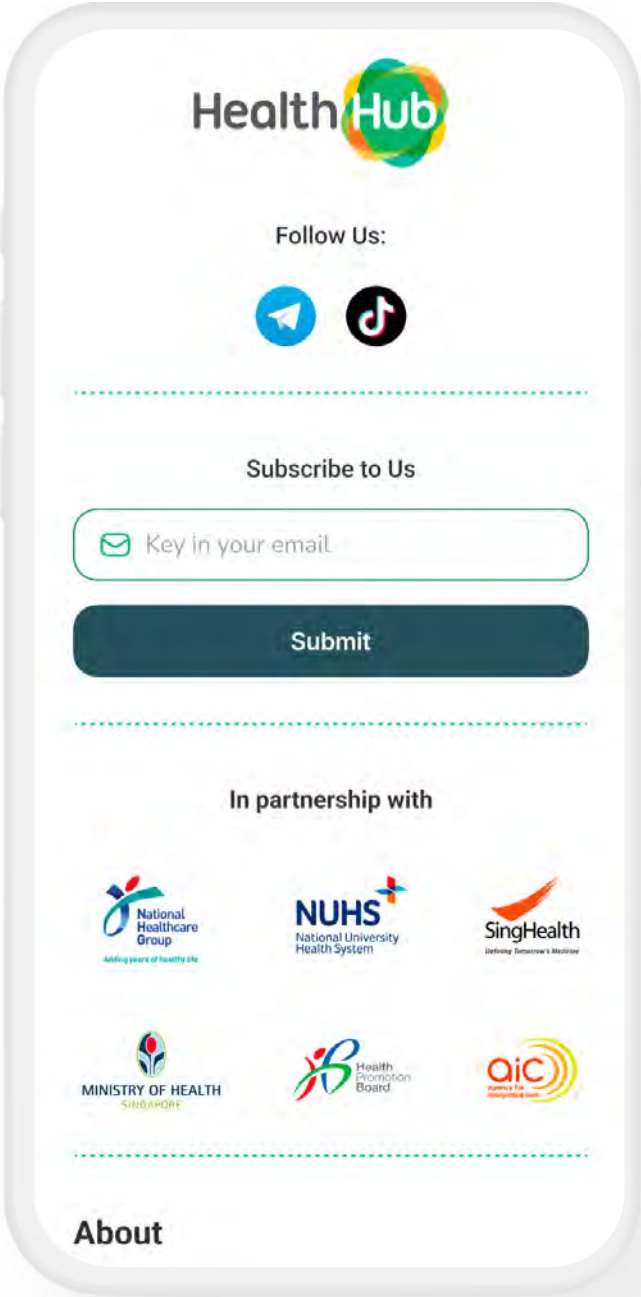
Follow Us:



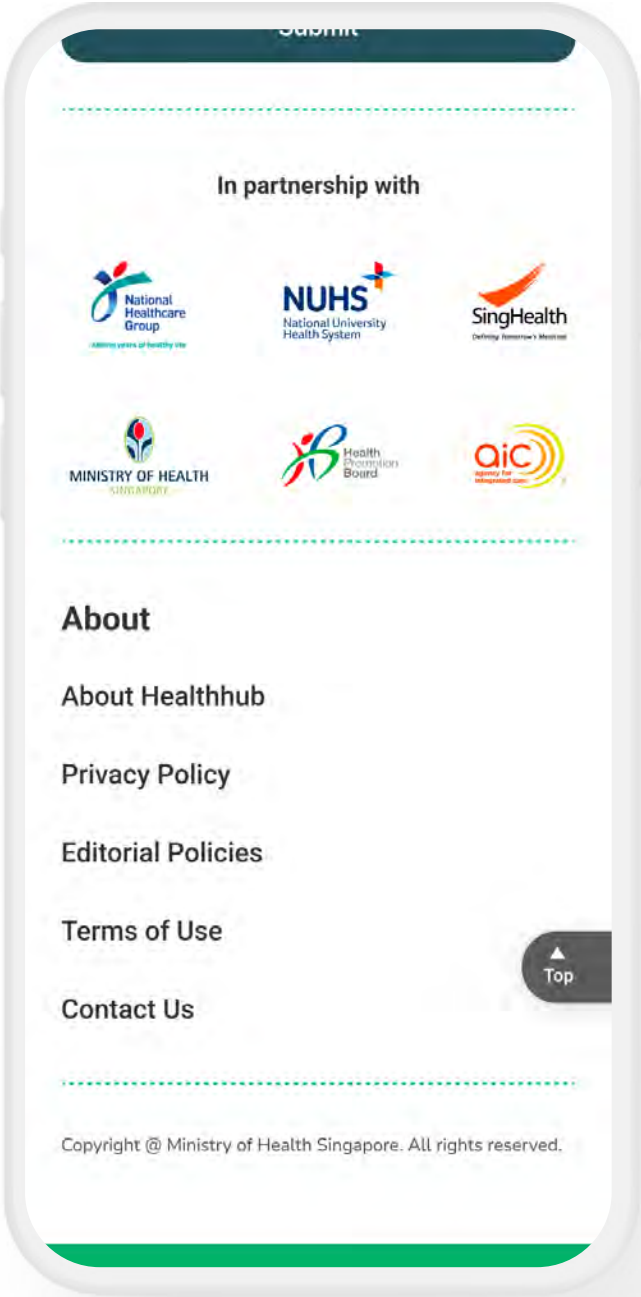
Subscribe to Us

Mobile Homepage

Fold 6



Fold 6.5



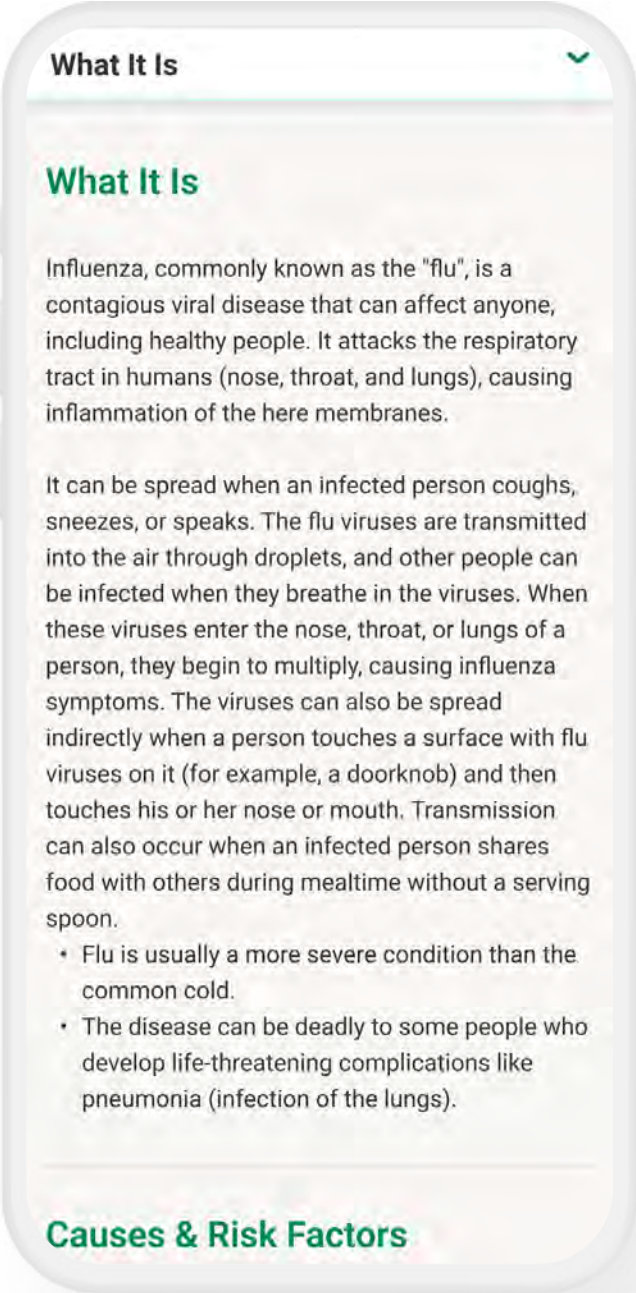
Mobile Homepage

Icons



Mobile Sample Article

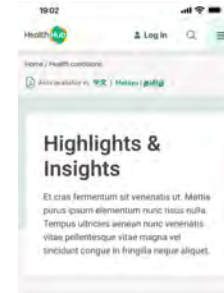
[Direct link](#)



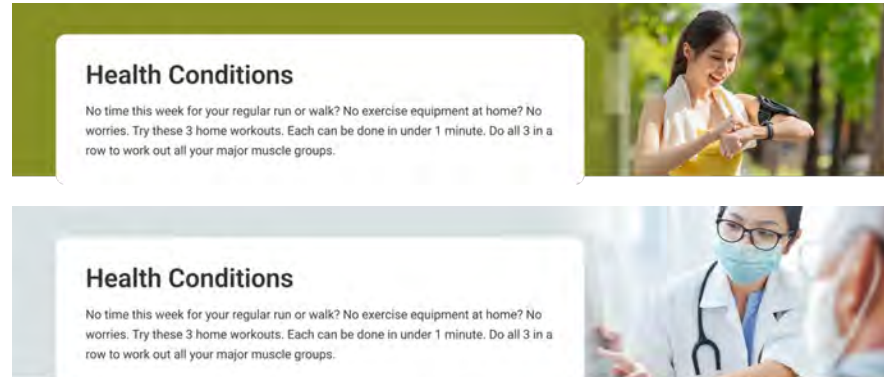
Articles header design Proposals

- As we progress with the design of the actual article template, there is **potential for further refinement** of these images.

Highlights & Insights

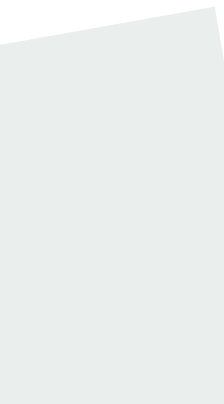
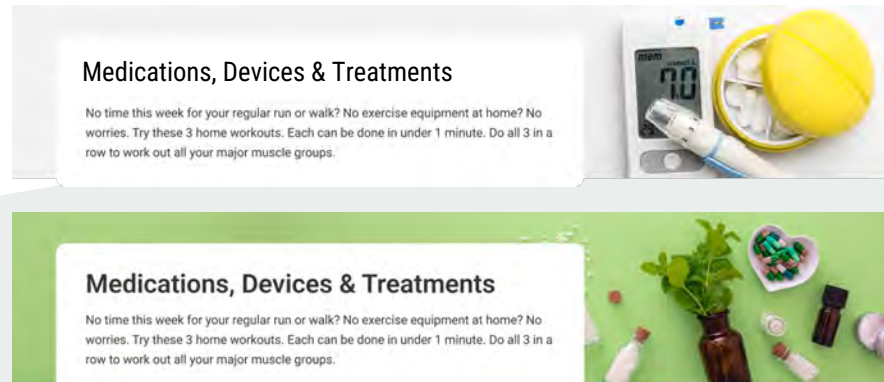


Health conditions



The mobile version will show the image's left side to maintain a clean visual appearance.

Medications, Devices & Treatments



Articles header design Proposals

- As we progress with the design of the actual article content, there is potential for further refinement of these images.

Well-being & Lifestyle

Well-being & Lifestyle

No time this week for your regular run or walk? No exercise equipment at home? No worries. Try these 3 home workouts. Each can be done in under 1 minute. Do all 3 in a row to work out all your major muscle groups.



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No time this week for your regular run or walk? No exercise equipment at home? No worries. Try these 3 home workouts. Each can be done in under 1 minute. Do all 3 in a row to work out all your major muscle groups.



Support & Tools

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