BACK TO SITEMAP

Home

Goal of this page

The homepage creates the first impression of Soap and provides an overview of what Soap offers. The goal is to show the user who Soap is, build trust, and guide them to the right place.

1 Introduction

Introducing Soap by showing and explaining what Soap is and what they offer, with a clear call to action that allows new and returning customers to directly book an appointment.

Navigates to: Booking flow (ClinicMinds)

2 Getting to know Soap

Create a first impression of the Soap experience. It builds trust and differentiation through USPs and authentic visuals.

Examples of USPs:

- Boutique experience
- Top-nodge doctors
- Personal treatment
- ...

3 Overview of treatments

Giving an overview of all the treatment types Soap offers. Emphasize is put on the most important categories. The section directs users toward the right category for their needs. In case users are unsure what to choose there is an option at the end of the section to book a consult with an expert.

Navigates to: Category page | Treatment detailpage | Talk to an expert

4 Highlight new treatment (optional)

This optional section gives the possibility to highlight a new innovation, like a new treatment to keep the client up to date of new treatments and show expertise.

Navigates to: Treatment detailpage

5 Reassurance from clients

Testimonials from clients to reassure the user that they are in good hands at Soap, combining written Google reviews with authentic video stories to create a stronger sense of trust and credibility.

6 Find us all across the country

This section reassures visitors by showing Soap's nationwide presence. It helps users see that there is likely a studio nearby, increasing confidence and encouraging them to continue toward booking.

Navigates to: Locations

7 Products (optional)

Carrousel that highlights skincare products that complement the clinic's treatments. It shows that Soap provides complete care both in the clinic and at home.

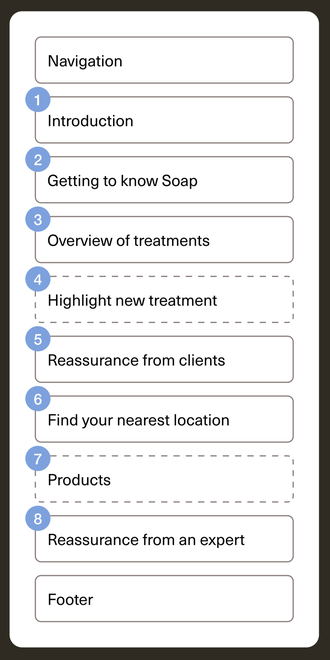
Navigates to: Product detailpage | Shop

8 Reassurance from an expert

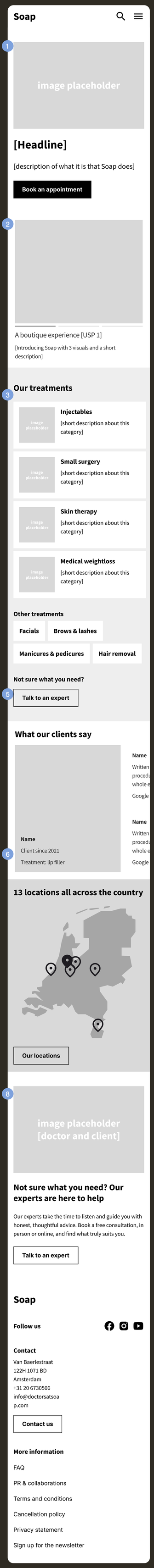
Reassures visitors who aren't sure where to start and encourages them to take the first step with honest, personal guidance from Soap's experts.

Navigates to: Talk to an expert

Schematic



Mock-up



Optional sections

