

# MEDIGROUP WEBSITE PROJECT

## HOME PAGE DESIGN



101 homepage.png

### Menu section



Item	Description	Test Result
Approved by: Jakob		Tested by: Truong, Nguyen Van – IT
facebook	Click to the icon. Open MG facebook in new browser tab <a href="https://www.facebook.com/MedigroupVietNamLtd">https://www.facebook.com/MedigroupVietNamLtd</a>	OK
You tube	Click to the icon. Open MG youtube in new browser tab <a href="https://www.youtube.com/channel/UC3XxZ4uzvURtm9EKpdB4f8w?view_as=subscriber">https://www.youtube.com/channel/UC3XxZ4uzvURtm9EKpdB4f8w?view_as=subscriber</a>	OK
linkedin	Click to the icon. Open MG lindkein in new browser tab <a href="https://www.linkedin.com/company/medigroup-vietnam/">https://www.linkedin.com/company/medigroup-vietnam/</a>	OK
Hotline	Phone number of HCM office. If open web by mobile, click and open phone call	OK
Language bar	Default is English language. <a href="http://demo.medigroupasia.com/">http://demo.medigroupasia.com/</a> Click to change to Vietnamese language. <a href="http://demo.medigroupasia.com/vi/">http://demo.medigroupasia.com/vi/</a>	OK

Search	Search words in MG website. Input search words in the search box to search content in MG website	OK
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Sub menu of Who we are menu (level 2)



Item	Description	Test Result
Approved by: Thu, Nguyen Le Nguyet		Tested by: Trang –HR
Our company & people	Click open Who we are page and go to first section	
Our vision, Mission & Values	Click open Who we are page and go to Vision/mission section	Sửa menu: Our Vision, Mission & Values
Our Customer & Partners	Click open Who we are page and go to Our customer section	Sửa menu: Customers or Customer?
Our management team	Click open Management Team page	Sửa menu. Our Management Team

Sub menu of Medical imaging menu (level 2)



Working in close partnership with hospitals in Ho Chi Minh City, Hanoi, Danang and Phnom Penh, to service over 2,000 customers throughout Vietnam and

Sub menu of Medical diagnostic menu (level 2)



## Call to actions section

Purpose:

(Iris input)

Category:

- Type: Pictures and headline
- frequency of change: 1 time or change with approval
- Who is request to update and prepare the content: Everyone
- Who is update: IT Website Adminsitration
- Who is approve: Group Director or CEO

Content Requirements:

- Pictures: size?, resolution, color, ... (Iris input)
- Headline: font, color, text, size(Iris input)
- Another for SEO as name, description, ...(Iris input)

Sample

<https://www.esaote.com/>

message about Actions, thinking




NEVER STOP  
SEEING THE UNSEEN.

## Never Stop Seeing the Unseen.

There is a universe to explore. It's inside of us. Whether by ultrasound, magnetic resonance imaging or information technology Esaote will never stop exploring that universe with its hidden depths, hard to reach and show: the universe of the human being.

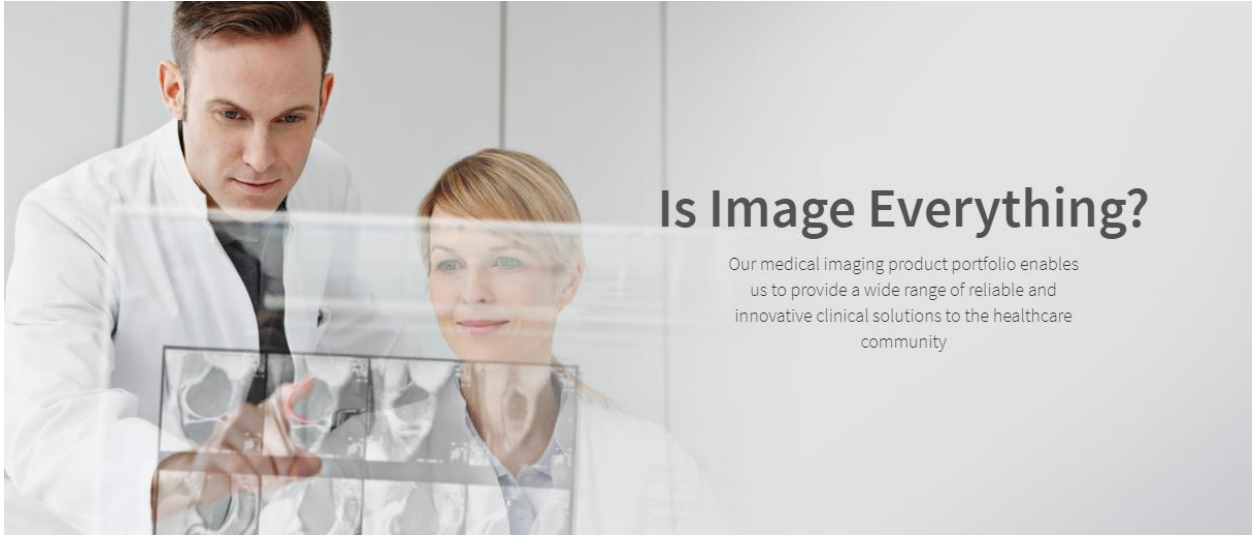
[VIEW VIDEO](#)

The message show vision



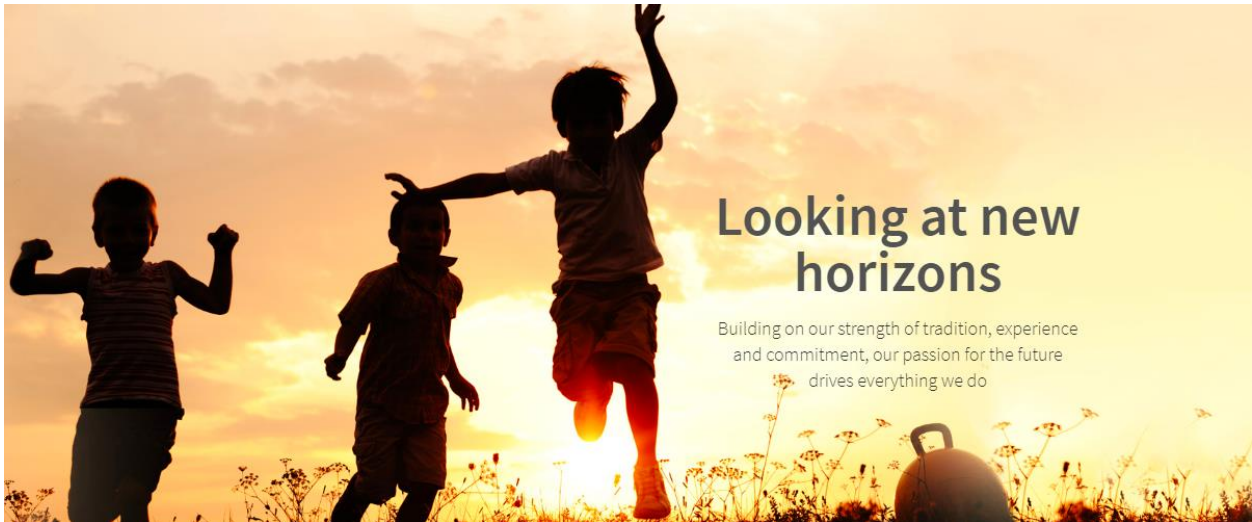
## A Clear Vision For Confident Care

Our vision is to excel as a leading medical imaging company by providing innovative clinical solutions from prevention to therapy



## Is Image Everything?

Our medical imaging product portfolio enables us to provide a wide range of reliable and innovative clinical solutions to the healthcare community



## Looking at new horizons

Building on our strength of tradition, experience and commitment, our passion for the future drives everything we do

From: <http://medigroupasia.com/>



# 20 Years

OF EXPERIENCES IN  
MEDICAL EQUIPMENT FIELD

- 1
- 2
- 3



# 20 Years

SERVING MORE THAN  
1000 HEALTHCARE FACILITIES  
IN VIETNAM AND SOUTHEAST ASIA

- 1
- 2
- 3



# 20 Year

BRINGING MODERN TECHNOLOGY  
TO HUMAN HEALTH

- 1
- 2
- 3

MG pictures and headline

Discuss with Jakob and Loan to prepare this content

1

2

3

# About Us

Purpose:

(Iris input)

Category:

- Type: Header + Text + Picture & headline
- frequency of change: 1 time or change with approval
- Who is update: HR will update in Sub page and it will automatic show to homepage (ask Iris to confirm)
- Who is approve: Group Director or CEO

Requirements:

- Header: (Iris input)
- Text: (Iris input)
- Picture & Headline: (Iris input)
- Another for SEO as name, description, ... (Iris input)
- 

## Sample

From Iris

Short description about your business includes headline and the description

ABOUT US (NEXT SCREEN) what is (Next screen)?  
Remove the text

MediGroup Asia Ltd. has, since 1995, been working in close partnership with the Vietnamese healthcare sector to support the constant strive for excellent healthcare.

remove this text. Move first sentence to our solution, the rest move to brands.  
Should same structure for text sections  
1. headline (about us)  
2. some text (Medigroup asia ....)  
3. pictures

**We draw on our global network to assemble a team of experts**

READ MORE

Headline and call to action to your people page

Wide banner for your team images => It help to easy for photo shooting your team in widescreen as one place

We combine the "about us" and the "people" as a one place on one screen.



## MG pictures and headline

1 Header: ABOUT US

2 TEXT: MediGroup Asia Ltd. has, since 1995, been working in close partnership with the Vietnamese healthcare sector to support the constant strive for excellent healthcare.

3 picture & headline

- Picture: from HR
- Headline: from HR

## Our solutions section

Purpose:

(Iris input)

Category:

- Type: Header + Text + content columns (ask iris: can 03 or 04 columns?)
- frequency of change: 1 time or change with approval
- Who is approve: Group Director or CEO
- Who is request to update and prepare the content: Everyone
- Who is update: IT Website Administration

Requirements: (Iris input)


- Header
- Text
- Picture & Headline
- Another for SEO as name, description, ...

Sample

From Iris

### OUR SOLUTIONS


Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.



#### Medical Imaging equipment

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

[READ MORE](#)



#### Diagnostics equipment

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

[READ MORE](#)

[Link to your Media Imaging equipment category page](#)

[Link to your Diagnostics equipment category page](#)

## Medigroup

### Imaging:

- Picture: from Nhu – IMA
- Header: Medical Imaging Equipment
- Description: From Nhu

### DIA

- Picture: from ms Nhu – DIA
- Header: DIAGNOSTICS Equipment
- Description: From ms Nhu – DIA

## Our Customer & our brands section

Purpose:

(Iris input)

-

Category:

- Type: Header + Text + logos
- frequency of change: 1 time or change with approval
- Who is approve: Group Director or CEO
- Who is request to update and prepare the content: Everyone
- Who is update: IT Website Administration

Requirements: (Iris input)

- Header
- Text
- Picture & Headline
- Another for SEO as name, description, ...

Sample

From Iris

The screenshot shows a website section with a dark blue background and a white wave pattern at the bottom. The top part is titled "OUR CUSTOMERS" and features four columns of statistics: "1000 PUBLIC & PRIVATE HOSPITALS", "50 CLINIC", "200 BEAUTY CENTERS", and "1500+ CUSTOMER TRUST US". Below this is a section titled "OUR BRANDS" displaying logos for CooperSurgical, Cheetah Medical, CryoLife, JOTEC, MEDICREA, and medifa. A "VIEW ALL" button and a "all brands. 02 rows" indicator are also visible. Three red callout boxes provide additional context: one points to the statistics, another to the brand logos, and a third to the background wave pattern.

Your highlight customer achievement with 4 parts. The number will count when the user visits the homepage

Your brand has 6 brand's logo with white color => It link to your partner/brand's page.

Transparence background: a technology wave in medical.

## Medigroup

Our customer:

- Header: OUR CUSTOMERS
- TEXT: MediGroup Asia has established itself as a leading system solution provider within ultrasound, life sciences and clinical diagnostic equipment and consumables.
- Icon & number: **ms Loan**

Our Brands

- Sequences logo: Echosens, Fujifilm, esaote, stago, alifax, radiometer, tcoag, human, sebia
- **Ms Loan confirm**



## New & Features section

Purpose:

(Iris input)

Category:

- Type: 03 content columns
- frequency of change: new News or Events
- This content will automatic show top of 3 new of the News or Events? Ask Iris


Requirements: (Iris input)

- Header
- Text
- Picture & Headline
- Another for SEO as name, description, ...

Sample


From Iris

**NEWS & FEATURES**




**Novartis Phase III IRIDIUM data in Lancet Respiratory.**

ser Experience Design (UXD or UX) in web design is the process of enhancing user satisfaction by improving the usability, accessibility, and efficiency of user interaction with websites.



**Standing for Racial Equity and Justice as One Novartis**

ser Experience Design (UXD or UX) in web design is the process of enhancing user satisfaction by improving the usability, accessibility, and efficiency of user interaction with websites.



**Disclosure of Payments to Healthcare Professionals**

ser Experience Design (UXD or UX) in web design is the process of enhancing user satisfaction by improving the usability, accessibility, and efficiency of user interaction with websites.

[VIEW ALL](#)

The reason why do we try to add the "News and features" at the next session is:

1. It help the homepage get the balance ratio between "text" and "HTML code" => It help for your SEO good better. Google bot will crawl your homepage first, it will see any update on the homepage. This is the signal for website engagement rate on Search Engine.
2. Next is help your the "news and features" has a backlink from the homepage's body content (excluded the header and footer navigation)

Medigroup

## Contact and footer section

Purpose:

(Iris input)

Category:

- Who is approve: Group Director or CEO
- Who is request to update and prepare the content: Everyone
- Who is update: IT Website Adminsitration

Requirements: (Iris input)

- Header
- Text
- Picture & Headline
- Another for SEO as name, description, ...

Sample

From Iris

**TELL US WHAT'S YOUR STORY?**

For further information on our services, please complete the form below and one of our team members will contact you

Full name \*

Email \*

Phone \*

From Company \*

How can we help you?

SEND MESSAGE

**Annotations:**

- A contact form in the homepage to help customer get quick support from the brand. The data will store in back-end CMS.
- Footer:
  1. Logo.description: it help for SEO "keyword" optimization in the future
  2. Second Sitemap => help to build more internal backlink to other pages
  3. The location helps the customer can see Medigroup's location => it also link to the contact page will multi-address
- How about more office in future?
- what description? Why black color

**COMPANY**

Who we are  
Medical Imaging  
Medical Diagnostics  
Careers  
News & Events  
Contact

**HO CHI MINH**

10th Floor, Brown Central Building,  
11 Doan Van Ba Street, Ward 12,  
District 4, Ho Chi Minh City, Vietnam

**DA NANG**

3rd Floor, Picobank Building,  
Lot A2, 30/4 Street Hai Chau District,  
Da Nang, Vietnam

**HA NOI**

7th Floor, VCCI Building,  
9 Dao Duy Anh Street,  
Dong Da District, Hanoi, Viet Nam

**PHNOM PENH**

# 16A, Street 310, Sangkat Boeung  
Kang Kang I, Khan Chamkarmon,  
Phnom Penh, Kingdom of Cambodia

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Rules for Email or Phone ?

Email to receive the message when click to Send message: [info@medigroupasia.com](mailto:info@medigroupasia.com) ?



Description in footer: ??