

Website Creation for One of Hong Kong's Top Healthcare Groups

UMP is a leading healthcare group in Hong Kong, specializing in a wide range of healthcare services through its chain of clinics and panel network. The group needed an online presence that matched its reputation and allowed efficient communication of the diverse services it provides.

Business Strategy

Brand Strategy

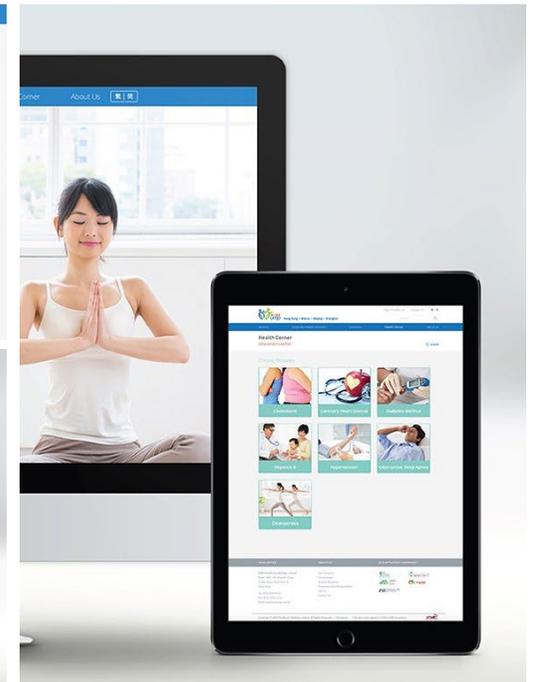
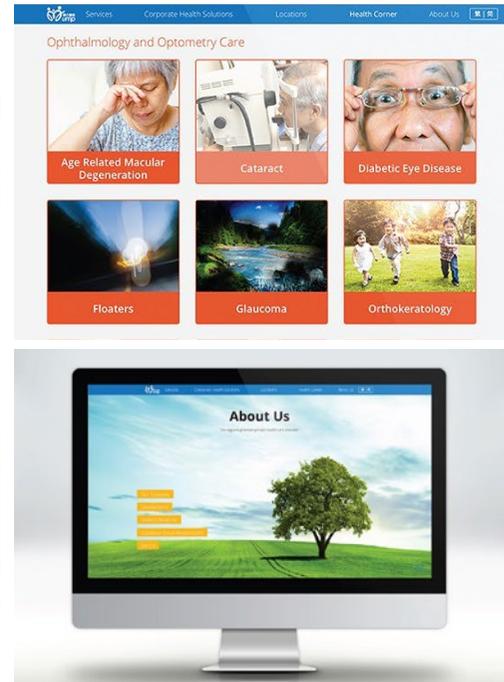
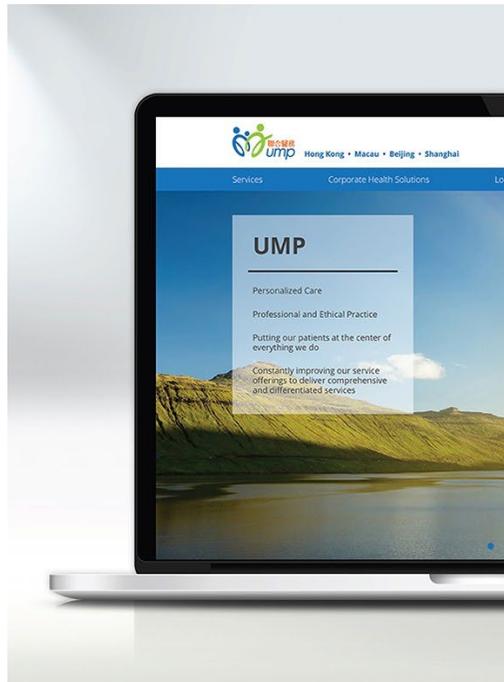
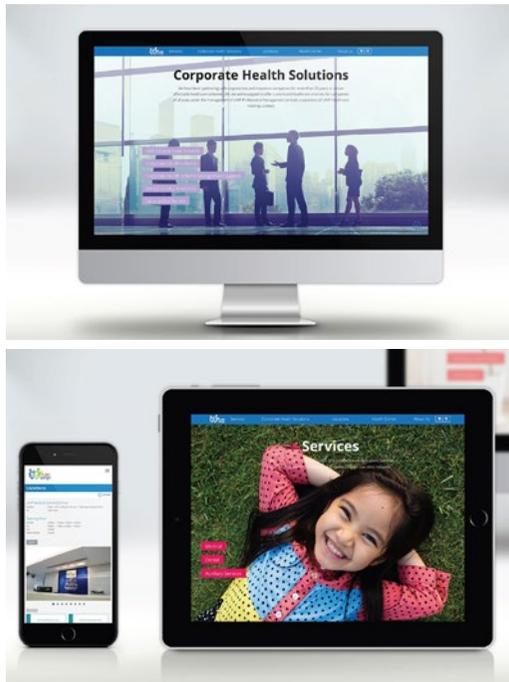
Design and Touchpoints

Digital & Social Media

UI and UX Design
Brand Website
Analytics

UMP Website Design

Website Creation for a Leading Healthcare Group



Base Creative ensured simplified and high-quality UI and UX through writing, design and coding of the site. Each module and section of content on the site was rewritten, rearranged and categorised so that the online experience is client-first and intuitive.

Scope of Work Business Strategy

Brand Strategy

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Analytics