

Case Study:

Optimising Dr. Neha's Practice with a Website

Client Overview

Dr. Neha Kamat is a **practising psychologist** in Mumbai, specialising in **health, nutrition, and mental wellness**.

She came to Soma Health in need of a user-friendly, customised digital presence to streamline her practice and improve client engagement.

Objectives

- Streamline patient inquiries through a **structured website**
- Establish a **dedicated work contact** to improve work-life balance
- Develop a **standardised FAQ section** to reduce repetitive questions
- Implement **structured discovery call booking** with defined time limits
- Integrate **workflow management tools** to automate reminders for plan updates, enquiries, and scheduling
- **Automate appointment scheduling** and follow-ups
- Structure and implement an **automated payment system**



Services provided

Custom Wix

UI/UX Design

Web Design

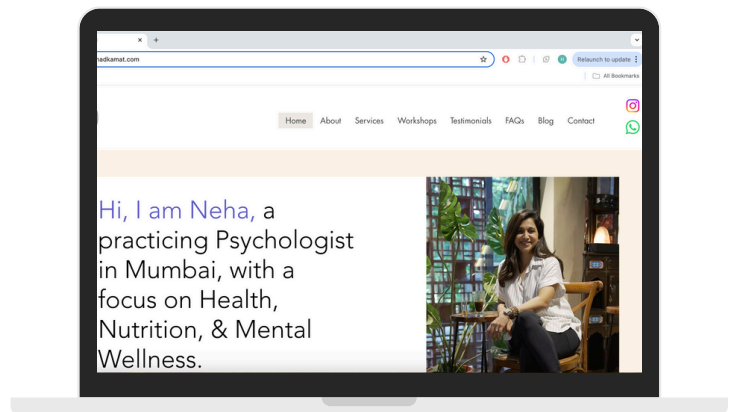
Web Hosting & Maintenance

Soma Health's Approach

Crafting a digital experience on Wix for Dr. Neha required balancing functionality with aesthetics.

We designed an intuitive platform through leveraging:

- Intuitive navigation and design
- Well-structured layout
- Clear call-to-action buttons
- Mobile-friendly optimisation
- Smooth and secure payment gateway



Styling

- ✓ **User-friendly and aesthetic** website with high quality photos.
- ✓ Built on **Wix** for flexibility, ease of management, and professional design.
- ✓ Font choice focused on a **clean and modern typeface** for better readability.
- ✓ Colour palette selected to create a **calming, professional, and welcoming** feel.

Thank You!

Please don't hesitate to reach out to us if you have any questions!

Prepared by
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