

CanPlan Project Brief

Client

CanPlan

www.canplan.com

Client Summary

CanPlan is a planner specially designed for cancer patients and their caregivers to empower them to take control back into their hands and plan a roadmap to recovery. It provides daily reminders, step-by-step tracking and monitoring, and motivational guidelines for positive living.

Primary Objective

To design and develop a microsite that showcases the various features and benefits of CanPlan while reflecting the nurturing and upbeat tone of the brand.

Target Audience

- Cancer patients
- Caregivers
- Doctors
- Health organizations
- Any person affected by Cancer

Assets Needed

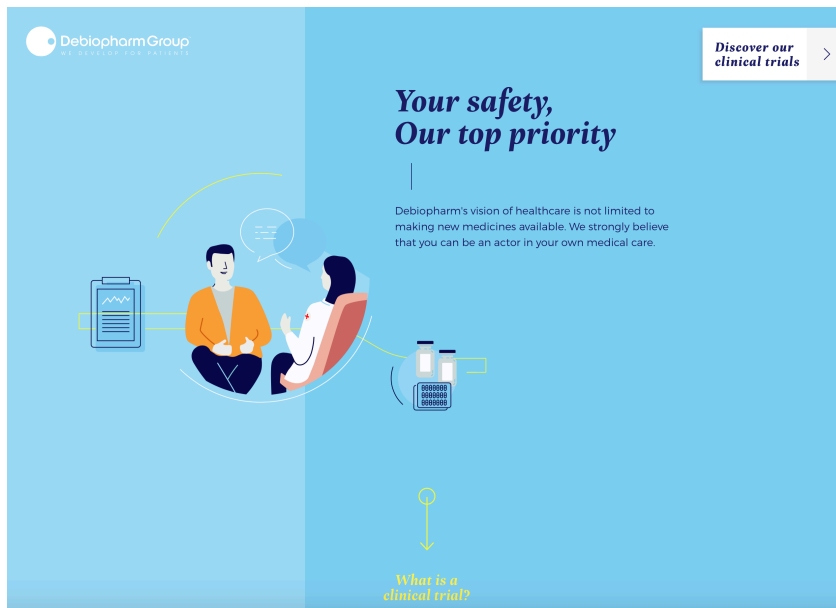
- About Info
- Product features/benefits info
- Logo

Deliverables

A fully functional and engaging microsite that is appropriate and consistent with the CanPlan brand.

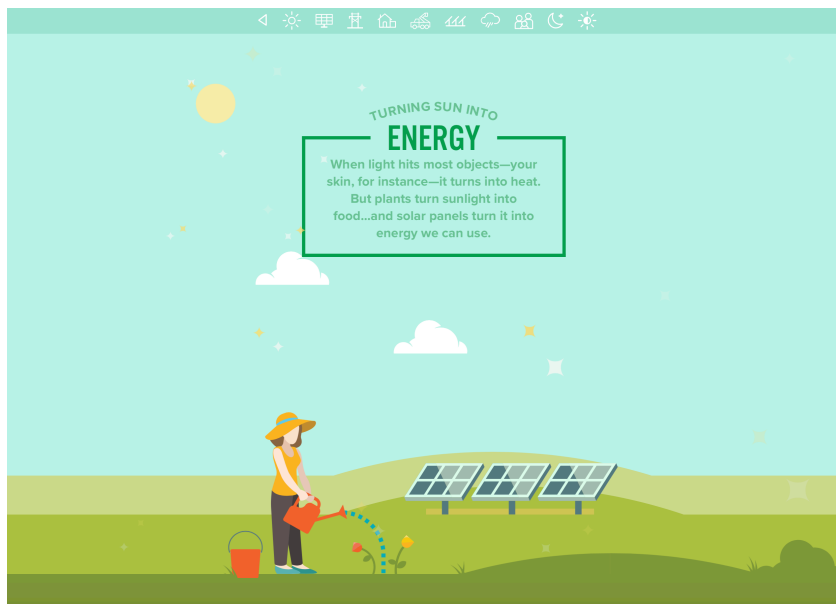
Inspiration/Precedents

Debio Farm



Source: <https://patients.debiopharm.com>

Power Moves



Source: <https://www.powermoves.com>