



Meet the new Village Fertility Pharmacy!

by Jason, August 2009

I am pleased to announce one of the newest additions to the Newfangled family, the redesigned [Village Fertility Pharmacy!](#)



This site, which went live on July 31, was a complete rebuild/redesign. This means that we went back to the drawing board prototyping and reimagined the entire site from the ground up. [Justin](#) designed it, [Dave](#) built it, and the entire VFP team worked tirelessly to populate their new site with expanded and updated content.

One of the biggest departures we took from the design of their original site was to do away with a traditional home page, opting instead to have two main sections that focus on the needs of Village's two types of site users: Patients (pictured above) and Medical Professionals (below). Another stylistic change is the absence of DHTML dropdown menus. In their place, we went with an exploded left-hand navigation, which makes the menu items for each section visible at all times and easily accessible.



Here's what the old Village Pharmacy site looked like. We built it in 2001, and it was designed by The Melton Agency. At the time, it was a solid website. As you can see, it now looks a bit outdated.

