

Website UX Review

–

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Hebamme

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Kurse

First impression Test

20 seconds test I take to answer some first Impact questions.

Use the questions to understand if that's the image and message you want your Website to deliver and discuss possible improvements.

- Is it immediately clear what the website is about?

Yes, the “Hebamme” Makes it super clear and anticipation about Mawiba is there.

- Who is it for?

Mothers: Mothers to be, Mothers in need for the Hebamme figure.

- What problem does it solve?

Problem Statement or **Solution is absent**. Website has “business card” structure.

- Is the primary CTA visible above the fold?

The main CTA states “Classes”. So is there. Considering the rest of the website it is **unclear** if it answers primary.

- Does the design feel trustworthy and current?

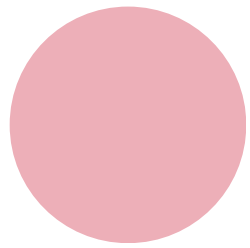
Yes.

- Is there visual focus or does everything compete for attention?

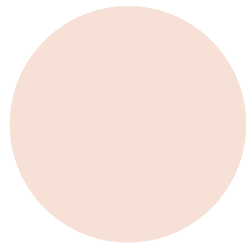
The full attention goes on the **section titles**. Background color very present.

Palette – Light

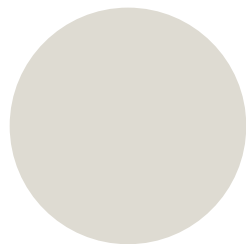
Current State



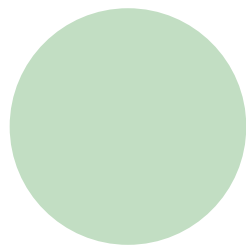
Main base #edafb8



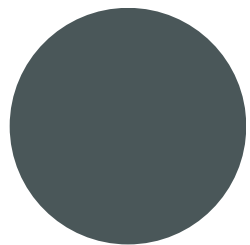
Cream – #f7e1d7



Sand – #dedbd2

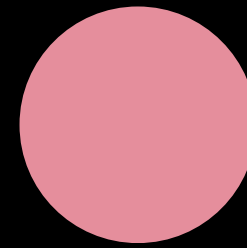


Sage – #c2dec3

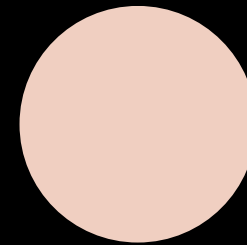


Slate – #4a5759

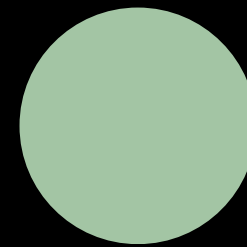
Dark



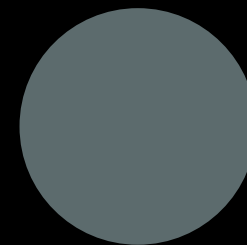
Main base #e58e9c



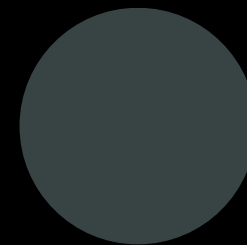
Cream – #f7e1d7



Sage Dark – #a3c5a4



Slate Light – #5c6b6d



Slate Dark – #384344

Light mode

Accessibility review

Usage

Background: cream #F7E1D7

Text: slate #4A5759

Primary buttons: pink #EDAFB8 (hover #E58E9C)

Accent: sage #C2DEC3

Pair	Contrast Ratio	AA Normal	AA Large	AAA Normal	AAA Large	Recommended Use
Text slate #4A5759 on Background	5.97 : 1	✓	✓	✗	✓	Body text, UI copy, headings
Button text slate #4A5759 on	4.08 : 1	✗	✓	✗	✗	Buttons only if label is large/bold
Button text slate #4A5759 on Hover	3.10 : 1	✗	✓	✗	✗	Hover state needs stronger text contrast
Text slate #4A5759 on Accent sage	5.19 : 1	✓	✓	✗	✓	Accent surfaces with normal text

Main issue in Light: primary buttons/hover don't meet AA for normal-size labels if they inherit text slate.

Practical fix:

Use text slate-dark (#384344) for button labels or black.

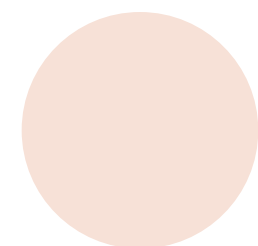
Notice however: on hover color adjustment (slightly lighter/less saturated hover instead of darker).

Light mode

Alternative Proposal of Palette



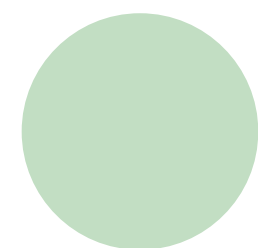
Main base #edafb8



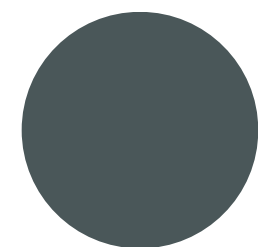
Cream - #f7e1d7



Sand - #dedbd2

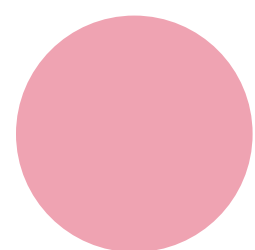


Sage - #c2dec3



Slate - #4a5759

to



Main base Pink #EFA3B2 (**Hover:** #E78A9E)

to



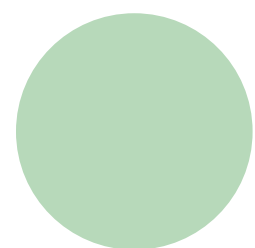
Cream - #FFF6F1

to



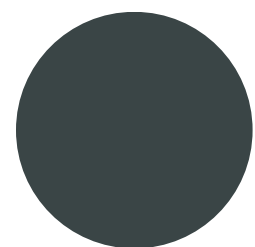
Sand - #dedbd2

to



Sage - #B7D9BA

to



Slate - #3A4546

Usage

Background: cream #F7E1D7

Text: slate #4A5759

Primary buttons: pink #EDAFB8 (hover #E58E9C)

Accent: sage #C2DEC3

Note:

For Button Text Use: #2B3334

Dark mode

Accessibility review

Usage

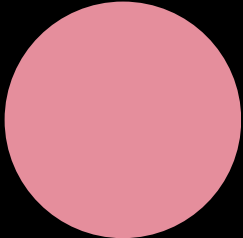
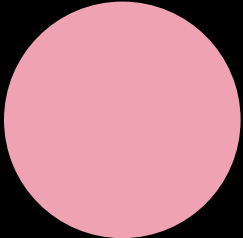
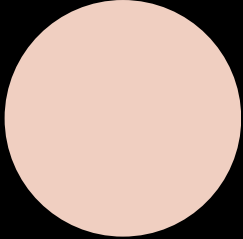
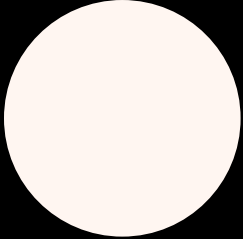
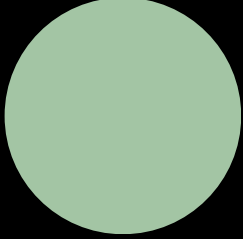
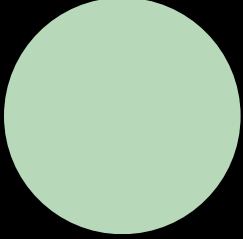
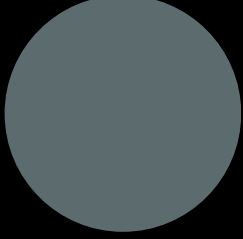
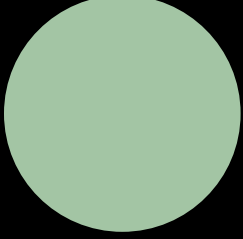
- Background: serenella.slate #4A5759 (from light mode palette)
- Text: serenella.cream #F7E1D7
- Primary buttons: serenella.sage #C2DEC3 (from light mode palette) (hover #A3C5A4)
- Accent: serenella.sage-dark #A3C5A4

Pair	Contrast Ratio	AA Normal	AA Large	AAA Normal	AAA Large	Recommended Use
Text cream #F7E1D7 on Background slate #4A5759	5.97 : 1	✓	✓	✗	✓	Body text, UI copy, headings
(As-defined risk) Button text cream #F7E1D7 on Primary sage #C2DEC3	1.15 : 1	✗	✗	✗	✗	Not readable if button inherits default text color
(As-defined risk) Button text cream #F7E1D7 on Hover/Accent sage-dark #A3C5A4	1.51 : 1	✗	✗	✗	✗	Not readable if it inherits cream text
Recommended Button text slate-dark #384344 on Primary sage #C2DEC3	7.07 : 1	✓	✓	✓	✓	Excellent for buttons/CTAs
Recommended Button text slate-dark #384344 on Hover sage-dark #A3C5A4	5.39 : 1	✓	✓	✗	✓	Great for hover/accent surfaces

Main issue in Dark: if components inherit text-serenella-cream, buttons become inaccessible on sage/sage-dark.
Fix: set button text to a dark token in dark mode (e.g. text-serenella-slate-dark).

Dark mode

Alternative Proposal of Palette

	Main base #e58e9c	to		Accent color for EXTRA: #EFA3B2
	Cream - #f7e1d7	to		Cream - #FFF6F1 (consistent with light)
	Sage - #a3c5a4	to		Sage - #B7D9BA
	Slate Light - #5c6b6d	to		Sage Dark - #A3C5A4
	Slate Dark - #384344	to		Slate - #2F3839

- Usage**
- Background: serenella.slate #4A5759 (from light mode palette)
 - Text: serenella.cream #F7E1D7
 - Primary buttons: serenella.sage #C2DEC3 (from light mode palette) (hover #A3C5A4)
 - Accent: serenella.sage-dark #A3C5A4

- Warning:**
- Mixing light and dark - not optimal.
 - Critical rule for Dark: on sage/pink surfaces, never use cream text; always use dark label text.

Palette – Light

Current State



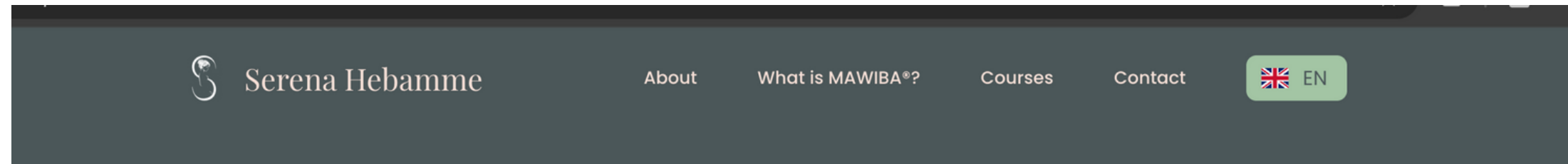
Brilliant, nothing to say.

TIP: Careful about contrast and transparency (No transparency is better so no more “extra colours” are created.)

Dark

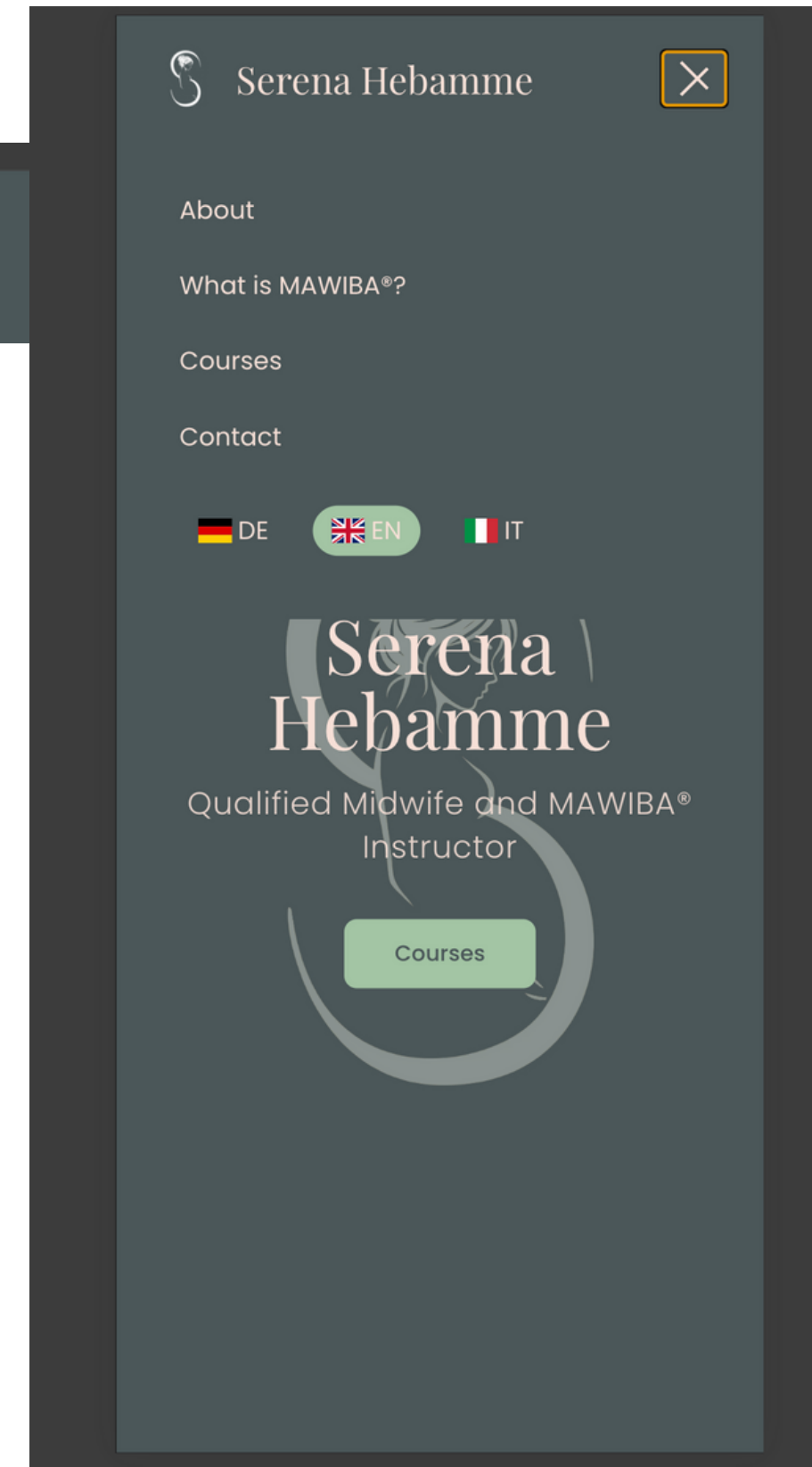


Structure & Navigation



Navigation and Structure are perfect for the one-page Structure.

- Careful, not sustainable long term 😊 – more pages WILL be needed eventually. (See Usability).
- **TIP:** Consider inverting colours in Mobile version for contrast and better Usability.
- **TIP:** Navigation Text is too small.



Usability

Serving suggestions from me



Issue 1: No problem Statements.

Even if a website works as a digital business card, it should still clearly present problem statements and solutions.

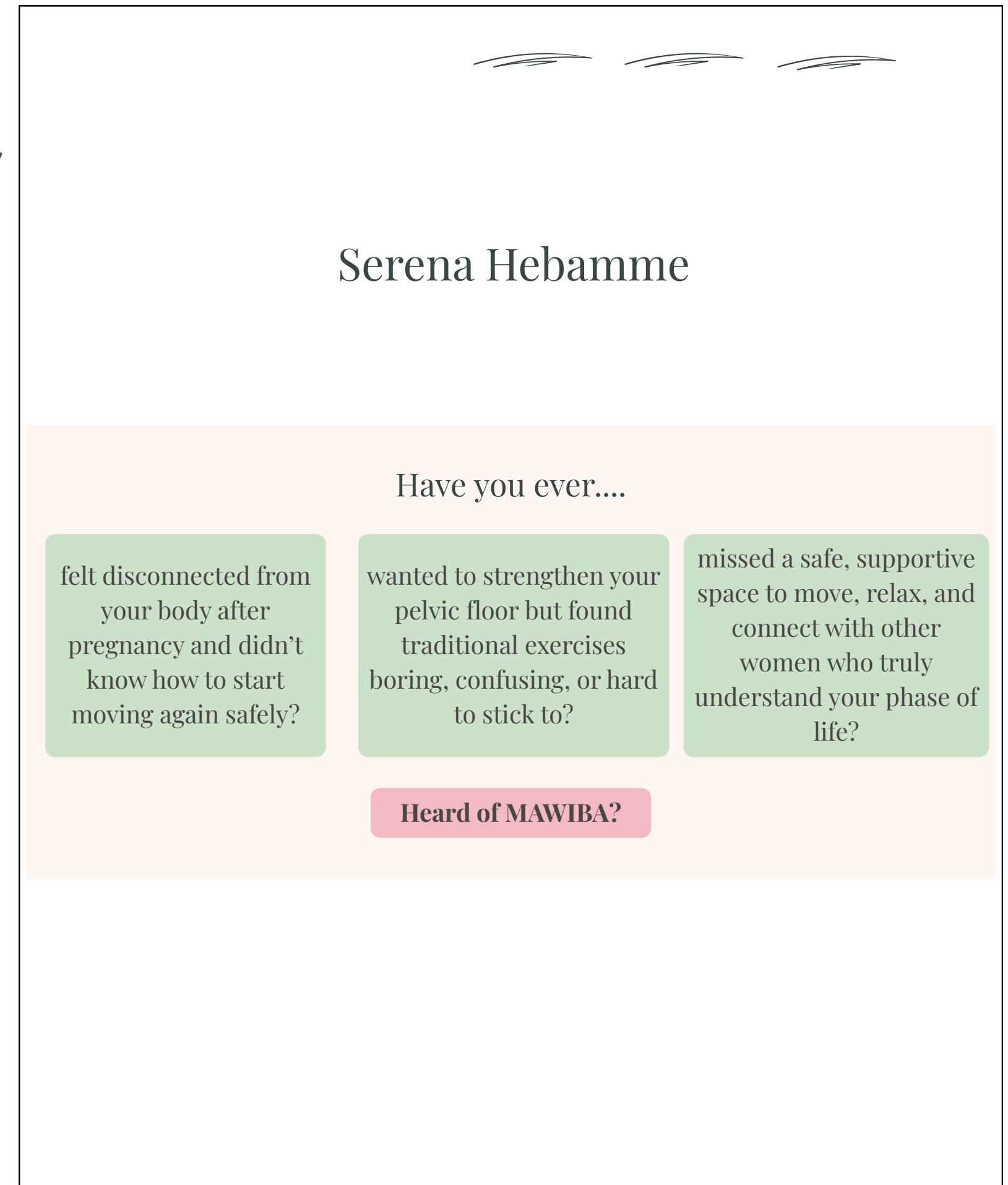
This helps the website move from being informative to being effective. **It has to be on the homepage second section to be Effective.**

This approach allows the website to:

- Create empathy – visitors feel understood and are motivated to get to know Serena
- Clarify services – clearly explain what problems are solved, with a clear distinction between the Midwife role and MAWIBA
- Lead to a clear CTA – guide users naturally to Contact me or Join a class

TIP1: A single-page structure can still work, but it is only partially suitable due to current or future multiple offerings. Are there? ;)

TIP2: If independent midwife services are not included, the content order should be adjusted (e.g. MAWIBA classes led by a qualified midwife). And the Fokus should go more on Mawiba.



Usability

Issue 2: Booking System



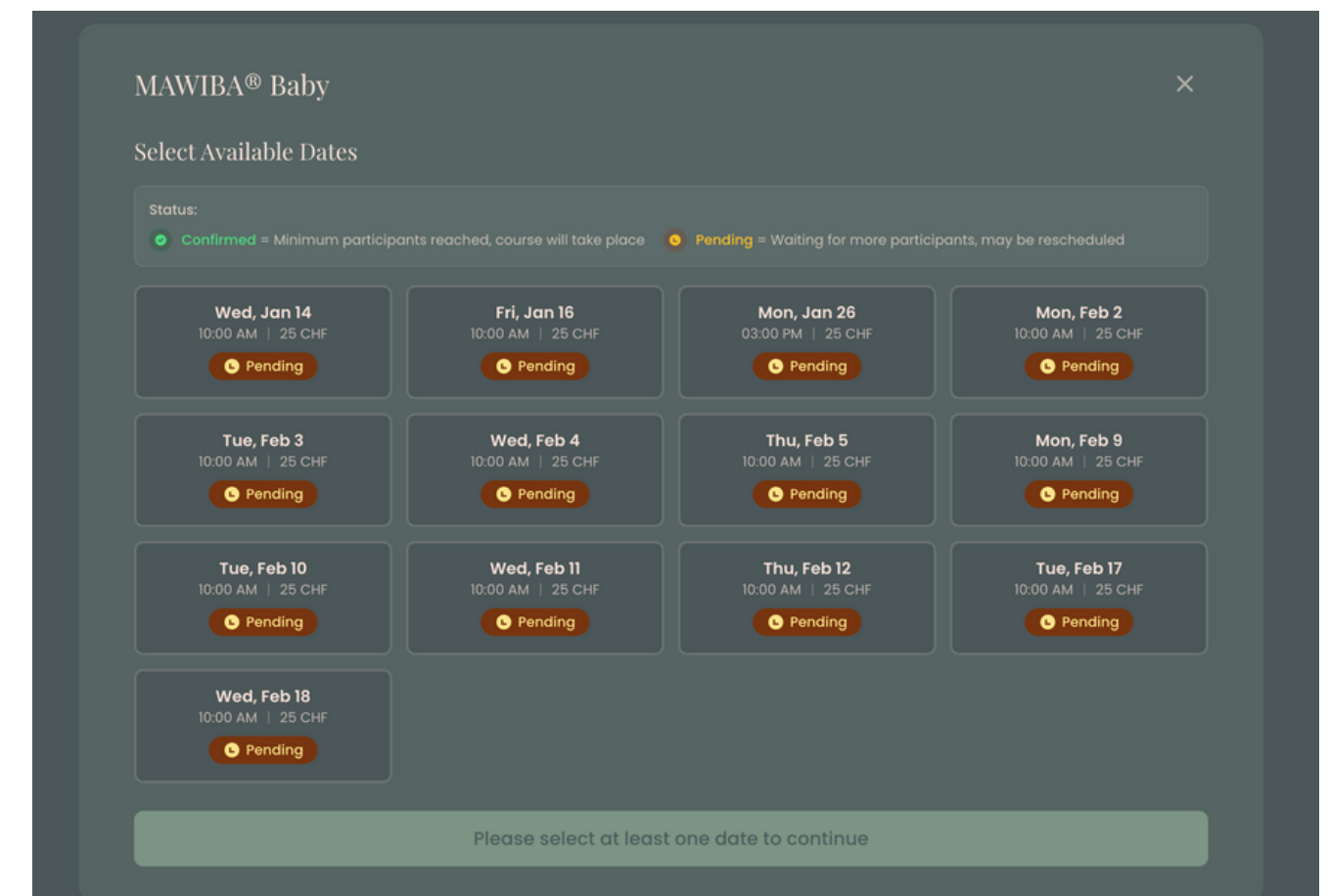
Issues:

- The widget is very much not in palette and gives a Desperate image. (Pending in another Color?)

Issues:

- The two section are too similar.
- The two section have tooo much TEXT!
- Their CTA goes to the same widget with no differentiations = confusing.
- Mobile Rendition of this part: Strongly Misaligned.

Extra: Alignment when getting there with Button “Courses” from Navigation shows too much top padding.



Usability

Serving suggestions from me



Issue 2: Booking System



Tip1: Color differentiation

Tip2: Cut the content and if needed send them to a Page with more details. Read more ➞ Mawiba info page.

Use the right logo
i dont have

Mawiba Pre

Perfect for:

- Staying fit and active during pregnancy
- Strengthening the mother-child bond through dance and movement
- A fun addition to childbirth preparation

BOOK A CLASS

READ MORE



Mawiba Baby

Perfect for:

- Gentle return to movement after childbirth
- Strengthening the pelvic floor through dance choreographies
- Close mother-child bonding during shared dance experiences

BOOK A CLASS

READ MORE

Usability

Issue 2: Booking System

Serving suggestions from me
(My Favorite)



Use the right logo
i dont have



Mawiba Pre

Perfect for:

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Mawiba Baby

Perfect for:

- Gentle return to movement after childbirth
- Strengthening the pelvic floor through dance choreographies
- Close mother-child bonding during shared dance experiences

BOOK A CLASS

READ MORE

Information Architecture

Issue 1: Information Delivery inconsistent “About me”



About Me

Hi, I'm Serena, a qualified midwife as well as a salsa and bachata instructor. I primarily work in the delivery room in Zurich and combine my passions to offer women unique support.

In my **MAWIBA® courses (Pre and Baby)** you can benefit from a dance concept with gentle pelvic floor training. It's ideal for pregnant women and moms with babies in carriers.

Dance, movement and lots of fun in a group – that and much more is MAWIBA®. While dancing keeps you fit and happy, a well-trained pelvic floor gives strength and energy for everyday life.

Stay active and in harmony with your body and your baby. Let's celebrate this wonderful phase together!

Issues:

- This About me presents Mawiba and not Serena.
- The UX Writing does not sound like Serena.
- It's a giant textwall without keywords.

Potential improvements:

- This Section should be in “short” at the very END of the Website Page (customary and meaningful).
- The section should Lead to a Page of “About me”.

P.S. Disclosing one's live on the internet is a big discussion topic, but here it is about to deliver the character and how much Serena believes in what she does for the empathy hook. 😊

Information Architecture

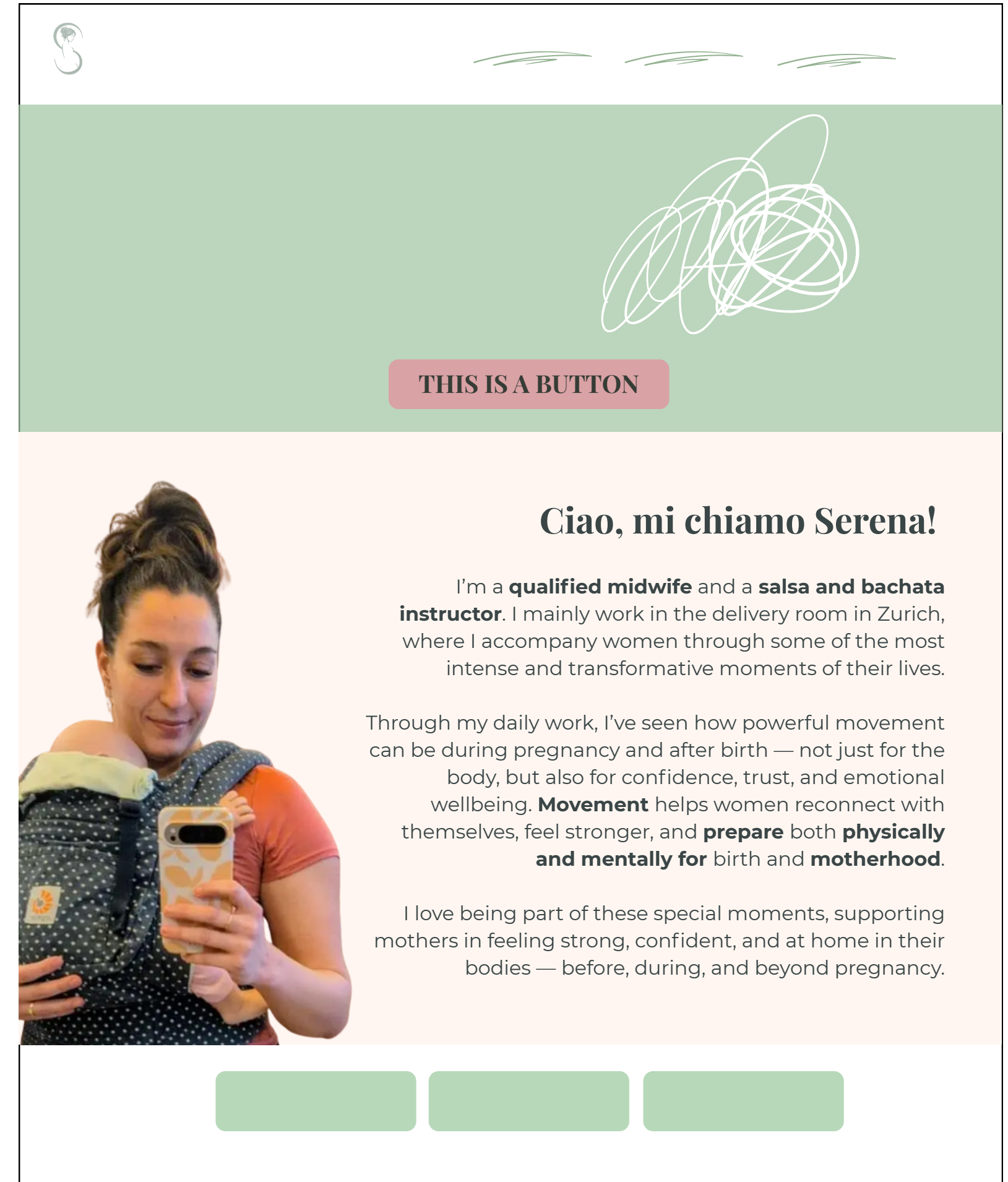
Issue 1: Information Delivery inconsistent “About me”

» Ideas for UX Writing of the Section

I’m a qualified midwife and a salsa and bachata instructor. I mainly work in the delivery room in Zurich, where I accompany women through some of the most intense and transformative moments of their lives.

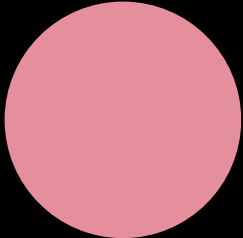
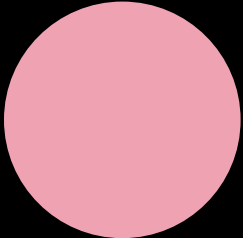
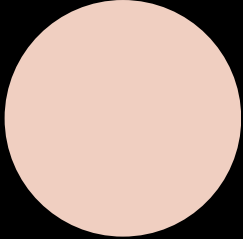
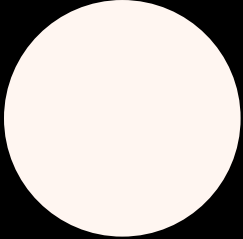
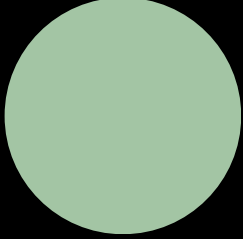
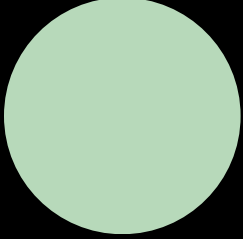
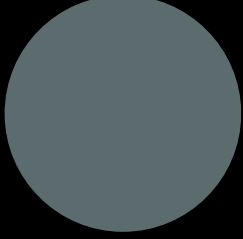
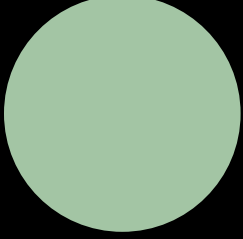
Through my daily work, I’ve seen how powerful movement can during pregnancy and after birth — not just for the body, but also for confidence, trust, and emotional wellbeing. Movement helps women reconnect with themselves, feel stronger, and prepare both physically and mentally for birth and motherhood.

I love being part of these special moments, supporting mothers in feeling strong, confident, and at home in their bodies — before, during, and beyond pregnancy.



Dark mode

Alternative Proposal of Palette

	Main base #e58e9c	to		Accent color for EXTRA: #EFA3B2
	Cream - #f7e1d7	to		Cream - #FFF6F1 (consistent with light)
	Sage - #a3c5a4	to		Sage - #B7D9BA
	Slate Light - #5c6b6d	to		Sage Dark - #A3C5A4
	Slate Dark - #384344	to		Slate - #2F3839

Usage

- Background: serenella.slate #4A5759 (from light mode palette)
- Text: serenella.cream #F7E1D7
- Primary buttons: serenella.sage #C2DEC3 (from light mode palette) (hover #A3C5A4)
- Accent: serenella.sage-dark #A3C5A4

Warning:

- Mixing light and dark - not optimal.
- Critical rule for Dark: on sage/pink surfaces, never use cream text; always use dark label text.

A collage of five circular images arranged horizontally. From left to right: a historic building with a clock tower, a person's legs in high heels, a pizza, a sleeping baby, and hands holding a baby.

Information Architecture

Issue 2: Mawiba Description leads to another Website

Redirecting to another Website on the own homepage should be avoided at all cost.

Tip: The CTA should go to the classes to be booked.

Tip2: Description of what Mawiba is is Textwall. Better reduce it here and create a Page for it.



What is MAWIBA®?

MAWIBA® is a dance concept with gentle pelvic floor training, designed for pregnant women, mothers with babies and all women of any age who love to dance. Developed together with a team of experts, MAWIBA® offers special choreographies for pelvic floor activation and body posture improvement. Dance and movement, pelvic floor training and lots of group fun for all women: this and much more is MAWIBA®. Dancing keeps you fit and happy; a well-trained pelvic floor gives strength and energy at any age.

[Visit MAWIBA® Website](#) ↗

Information Architecture

Issue 2: Mawiba Description leads to another Website

» Idea for a text.

MAWIBA® (pronounced “mah-WEE-bah”) is a dance concept with a secret superpower: pelvic floor training. 🧚‍♀️🌟 Designed for pregnancy, postpartum (baby welcome!), and every woman who wants strength, stability, and a mood boost — all wrapped into easy-to-follow choreographies created with expert input.





THIS IS A BUTTON

Mawiba - what is that?

MAWIBA® (pronounced “mah-WEE-bah”) is a dance concept with a secret superpower: pelvic floor training. 🧚‍♀️🌟

Designed for pregnancy, postpartum (baby welcome!), and every woman who wants strength, stability, and a mood boost — all wrapped into easy-to-follow choreographies created with expert input.

Discover more



Information Architecture

Issue 2: Mawiba Description leads to another Website

» Idea for the Mawiba page.

For this page i have no text but here an Outline:

TIP: Keep the text relatively short.

TIP2: Use nice personal images to connect with the audience.

Introduction / Hero

- Short description of Mawiba.

Personal touch

- Mawiba with Serena - the Midwife is dancing - Here goes directly to a section on the bottom with the 2 courses

The pelvic floor Story

- Explain what is that makes it good for the pelvic floor and give it a “biology explanation” - Some people react to this

The difference Between Pre and Baby

- This is wear all the text from the card goes.

The booking part.

- Like on the homepage.

All CTA must go to the booking part.



Serena Hebamme

So, whats this Mawiba?

I'm a qualified midwife and a salsa and bachata instructor. I mainly work in the delivery room in Zurich, where I accompany women through some of the most intense and transformative moments of their lives

Being a midwife allows me to bring medical knowledge, safety, and deep understanding of the female body into every class. At the same time, dance brings lightness, joy, and connection — turning training into something empowering rather than overwhelming.

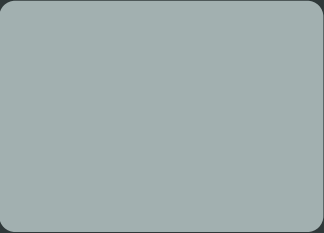




Mawiba with a Midwife: yep, I hear you

*tomorrow here! living active workshop day
language workshop beautiful living life! would energy
living would first index active energy to
growth living community would active energy life!
beautiful energy father index tomorrow here!*

BOOK A CLASS



Why is my pelvic floor involved an how?

*tomorrow here! living active workshop day
language workshop beautiful living life! would energy
living would first index active energy to
growth living community would active energy life!
beautiful energy father index tomorrow here!*

Find your class: Pre or Baby

*tomorrow here! living active workshop day
language workshop beautiful living life! would energy
living would first index active energy to
growth living community would active energy life!
beautiful energy father index tomorrow here!*

*tomorrow here! living active workshop day
language workshop beautiful living life! would energy
living would first index active energy to
growth living community would active energy life!
beautiful energy father index tomorrow here!*

Extra points

Extra adjustments needed

Contact:

- Separate the section with visual hints
- Add a contact form that goes to your email (if and when possible)

Footer:

- There is not footer with legal information... Careful about that.

Mobile:

- Mobile is not optimized and everything is aligned right.