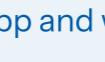
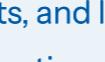
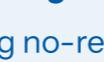
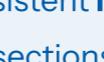
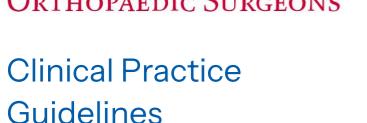


* User Interface (UI) = the website application's user-facing design and functionality.

Overview

 Purpose Ideated in 2003 and launched in 2006 to support orthopaedic professionals in learning, planning, performing, and teaching surgical fracture treatments.	 Value Proposition Empowering orthopaedic professionals with an all-in-one current, evidence-based digital resource for fracture management, offering step-by-step guidance, select video walk-throughs, over 30,000 high-quality illustrations, and learning/teaching tools.	 UI Strengths <ul style="list-style-type: none"> Intuitive navigation tools. Bold branding in footer, motion graphics, and use of logo as a design element. Home page with value propositions Diverse content: books, videos, guides, definitions, and visual lessons. Variety of button types. Innovative approach/features: high-quality 2D illustrations and interactive, zoomable skeletal models. 	 UI Drawbacks <ul style="list-style-type: none"> Layout not optimized for desktop. Navigation: minimal breadcrumbs, poor hierarchy, unclear sub page titles (adult vs. paediatric), remembers past choices but stages 1-5 stay static on repeat use. Weak design system: Buttons lack hover/click states, oversized padding. White space from oversized photos. Poor alignment, minimal layout variety. Dated visuals (e.g., old iPhone mock ups). 	 Purpose Provide concise, evidence-based paediatric clinical guidelines to support clinicians in assessing and managing children's health.	 Value Proposition Dedicated to supporting paediatric healthcare professionals with a comprehensive, evidence-based app and website resource, offering concise guidelines for assessment and management of common and serious conditions and tools for rapid clinical reference.	 UI Strengths <ul style="list-style-type: none"> Persistent navigation with clear buttons, hierarchy, breadcrumbs, and A-Z indexes. Card layouts with balanced white space. Credibility via strong disclaimers, policies, usage guidelines, sponsor call outs, and land acknowledgements. Effective visual tools: 3-column tables, flowcharts, zebra-striped indexes. Minimal footer with effective application of icons and sitemap. 	 UI Drawbacks <ul style="list-style-type: none"> Branding: minimal logos, generic buttons, graphics, and plain backgrounds. Unscaled images, gaps, and inconsistent text styling weaken the layout. Poor visual hierarchy and limited formatting variety on treatment pages. Lacking no-results/error pages and icons. Redundant information causing choice fatigue (e.g. 'In this section' column). Mobile issues with sizing and margins. No clear value propositions.
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