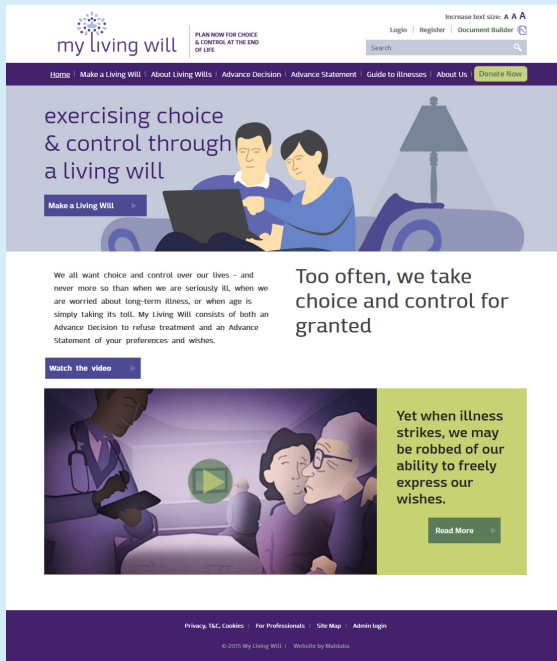


MALDABA

SOFTWARE DEVELOPMENT FOR HUMANS

My Living Will



The screenshot shows the homepage of the 'my living will' website. The header includes the logo 'my living will' with a tagline 'PLAN NOW FOR CHOICE & CONTROL AT THE END OF LIFE', navigation links (Home, Make a Living Will, About Living Wills, Advance Decision, Advance Statement, Guide to Illnesses, About Us, Donate Now), and utility links (Login, Register, Document Builder, Search). The main content area features a large illustration of a man and a woman looking at a laptop, with the headline 'exercising choice & control through a living will' and a 'Make a Living Will' button. Below this is a text block explaining the service: 'We all want choice and control over our lives – and never more so than when we are seriously ill, when we are worried about long-term illness, or when age is simply taking its toll. My Living Will consists of both an Advance Decision to refuse treatment and an Advance Statement of your preferences and wishes.' To the right is a section titled 'Too often, we take choice and control for granted'. Below the text is a 'Watch the video' button and a video player showing a doctor and a family. To the right of the video is a text block: 'Yet when illness strikes, we may be robbed of our ability to freely express our wishes.' with a 'Read More' button. The footer contains links for 'Privacy, T&C, Cookies', 'For Professionals', 'Site Map', and 'Admin login', along with the copyright notice '© 2015 My Living Will | Website by Maldaba'.

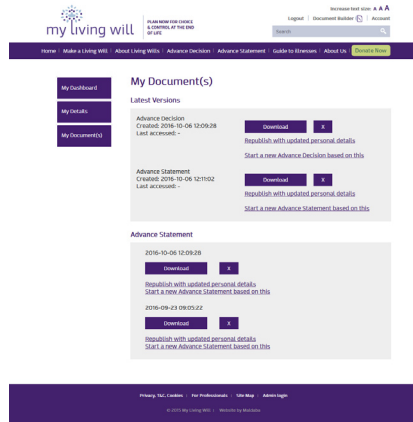
A case study



Maldaba facilitated the creation of end-of-life healthcare charity, My Living Will.

My Living Will co-founders Isky Gordon and David Metz knew they had something to offer when it came to raising awareness of recent changes to Government legislation, and were passionate about empowering people to make end-of-life healthcare choice that are right for their individual circumstances and preferences.

They came to Maldaba because of our track record in personalised healthcare-related decision-making (Maldaba had already worked on My Contraception Tool with Brook and the Family Planning Association). What they received was an end-to-end service including advice on the vehicle to create for the project, positioning, identity, branding, visual design and implementation of the website.

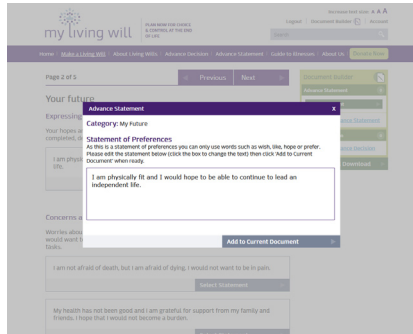


“What struck us was Maldaba’s prior experience in health-related websites which involved decision-making. I would recommend Maldaba. They’ve helped us a lot to clarify our thinking and have delivered a website which is very functional.”

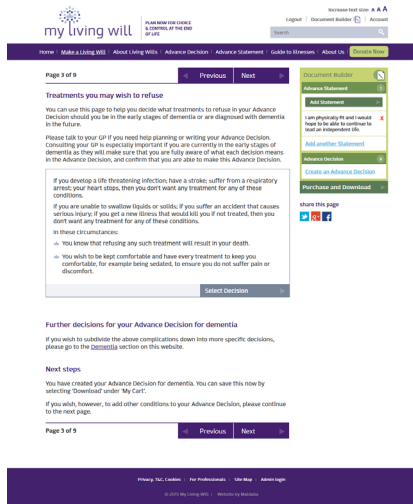
David Metz, co-founder and trustee of the My Living Will charity



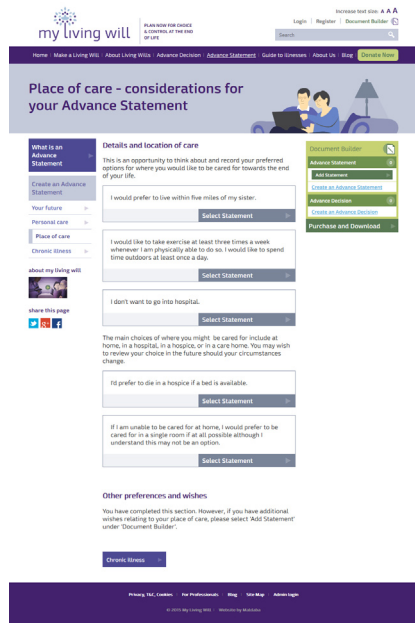
Most importantly Maldaba provided My Living Will with the tools to manage the system powering the website, which allows visitors to create and download personalised Advance Decisions (ADs) and Advance Statements (ASs).



In-keeping with Maldaba's approach to reduce our clients' reliance on us for day-to-day activities, Maldaba provided the charity with the ability to easily control vast amounts of content, including often repeated content in different contexts, as well as the facility to manage the legal wording of the downloaded Advance Decisions, in-keeping with the directions from the Court of Protection.



For the first time ever, website visitors are able to construct ADs and ASs that reflect their individual circumstances and wishes, reducing the barrier that previous template versions are known to create. Maldaba ensured that copious user testing at each stage of the process resulted ultimately in a message correctly delivered on-target, with a brand and website to match.



To find out more, and to talk to us about how Maldaba can help you or your organisation get the most out of technology, contact us for a chat:

E-mail: hello@maldaba.co.uk

Phone: 07866 462 710

Twitter: [@MaldabaUK](https://twitter.com/MaldabaUK)



MALDABA
SOFTWARE DEVELOPMENT FOR HUMANS

