

Unsolicited Redesign: Abbot Health's Lingo Biowearables Page.

Before:

Lingo for health and wellness

Our Lingo consumer biowearable is a continuous glucose monitor (CGM) that tracks your glucose in real time. Based on that information, personal insights help you build or adjust your habits so you can reach your goals. Lingo is available without a prescription.

After:

Lingo for blood sugar monitoring

Our Lingo biowearable never stops monitoring your blood sugar levels. You can use Lingo data to build good diet and exercise habits.

No prescription? No problem. [Learn more about Lingo consumer biowearables here.](#)

Problem:

The Lingo product description uses complex language and lacks a call-to-action. This may leave consumers feeling confused and uncertain about how to move forward.

Assumptions:

This is Direct-to-Consumer copy, not B2B copy. A medical professional would have little trouble understanding the value of the biowearables. I am assuming the audience includes people with limited understanding of medical terminology, non-native English speakers, limited education, and visual or hearing impairments.

Solution:

Simplify the medical terms in the text, add a call-to-action, and optimize for accessibility.

Treatment:

Clarified the exact use of the product. (Blood sugar monitoring, not just health and wellness).

Decreased complexity of language and terms.

Shortened sentences.

Adjusted reading level for lower education levels.

Added call to action.

Added a friendlier, more conversational tone while still maintaining a sense of authority.

Preserved SEO standards.

Lightened hyperlink text for contrast and accessibility.

Ended the description with a call-to-action.