Title: Analysis and Design User Interface Project 1 Final Report

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Course Number: SEG3125

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2. Your previous experience in JavaScript development, and what you did as tutorial videos/readings to acquire the necessary skills to do the current project.

I have a very minimal background of web development with JS from my grade 10 Web Design course during my high school. Although, I am not particularly good with developing and writing javascript in general, this project allowed me to explore the language more. It allowed me to play around with new elements that enabled me to learn and at the same time to implement this technology into my website.

I learnt a bit of writing our own javascript from CSI3140 but would not consider myself as fluent in the language and more towards the beginner level. I learnt a lot more on how to code javascript while doing the project and hope to learn more and be fluent towards the language.

Gaining experience from my previous or current courses such as SEG3102, CSI3140 etc and basics from high school, with the videos and resources provided from the project documentation provided, it allowed me to not only explore more complexity for the language, it also allowed me to give alternative and better design towards my website.

The languages that I currently implement into my project started out from watching tutorials online and playing around with it to slowly implement features into my website. Most of the complex stuff was learnt from the internet and with the basics, I could implement the improved version of my figma design.

3. Business Service Type Chosen

I have chosen dentistry services for this project due to the lack of dentist center around the University of Ottawa's area, I thought it would be great to have a mockup of a university dentistry service and created a website based on this idea.

4. Inspiration sites (sites you looked at to be inspired for your mockups and/or final UI).

For the animations and home page layout , considering that I am an android user, at a certain point when I was a kid/teenager, I remember coming across the website https://www.android.com/versions/pie-9-0/ showcasing the newest Android OS, I really liked the design of having a big container on the main page and as you scroll , there are animations that slowly pop out and layout for you.

As for the mockup, I initially was inspired by the slides provided thinking that it would be a good design for my project, through peer review and evaluation and putting more thoughts into the design , lots of improvement should be done in order to fulfill different theories of how to deploy a better UI design. I was not particularly familiar with figma and was heavily limited to design within figma (for example I didn't know a page could contain multiple frames and didn't include content for scrolling down and focused more on making the figma button's hyperlinking into different pages than the design)

As for the original thought of the website design, https://www.ottawadentistry.ca, I briefly looked at it and understood what should be included in a dentistry website. Combining the color themes from https://www.uottawa.ca/en obtained from uottawa branding webpage, it inspired me to mix all the designs together into my website.

After mixing designs from my mockup and design ideas from different websites provided above, while coding my service website, I simultaneously ask my peers (not in this course) to give me constructive feedbacks to seek for improvement and allowing my final service page to provide a simple and informative structure.

5. All your original mockups (what you submitted in Peergrade).
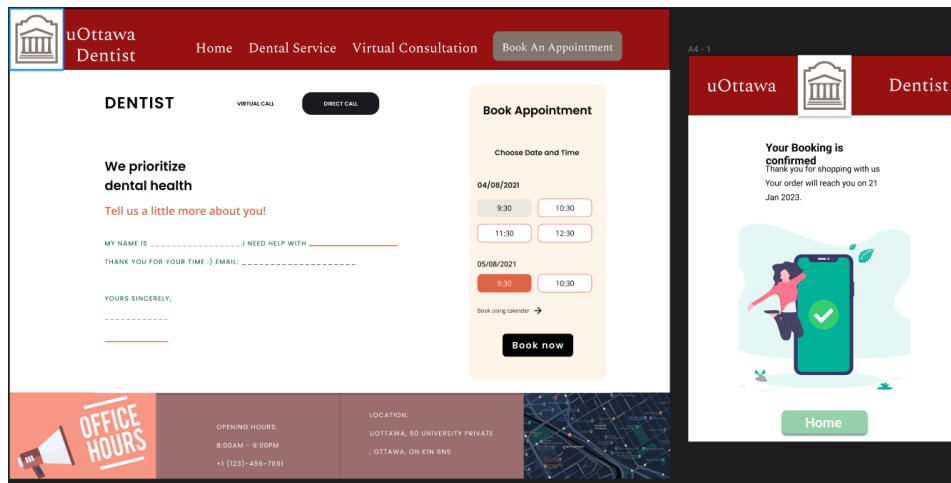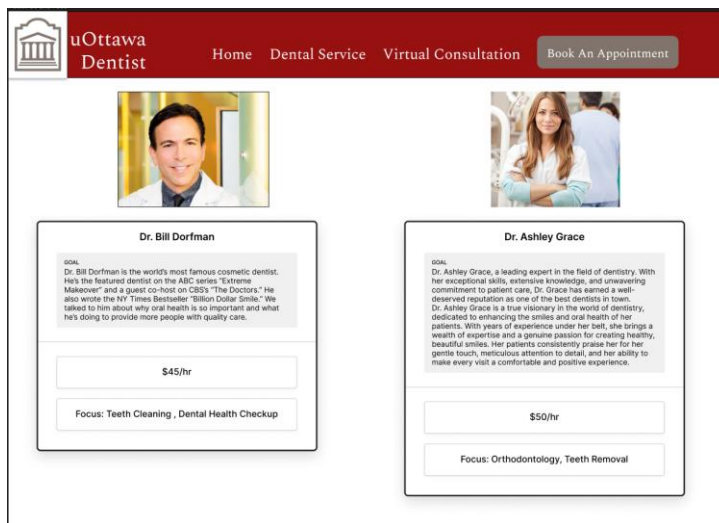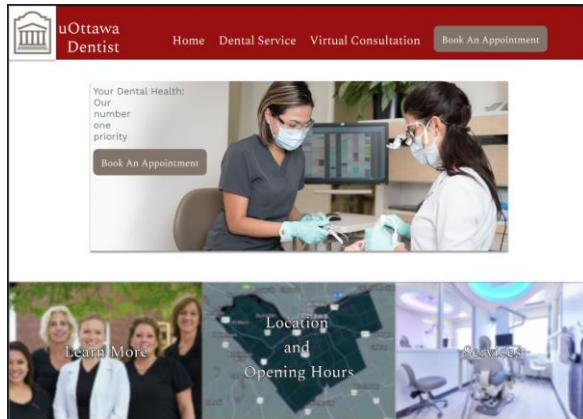
6. In relation to your mockups, a summary of at least 2 UI elements you kept, and at least 2 UI elements you changed, following the received comments at Step 2 of this project.

As stated before , from the limitations of my knowledge towards figma , although I did not understand how to fully use figma, from received comments towards my design, I noticed that all of my peers have a great appreciation towards the slogan at the main picture and the header (navigation bar) , in my final project , I redesigned a little more to fit the website's style but kept the basics of it.

I have changed the sections for the header bar as one of my comments explicitly pointed out to include service page and other necessary pages for users to understand where to go when needed. I have also changed the booking's design since one of the reviewers told me that just having a "I NEED HELP WITH" section could give unclear results.

7. A description of the two personas (with their goals) you chose to take into consideration in your UI, and why you chose those 2.

Reviewer#1:

Name: Nick Johnathon

Character: Nervous, Information Seeker, Tech-Resistant

Description: Nick is not very comfortable with technology and prefers more traditional forms of communication. He enjoys simple, user-friendly designs since he finds it difficult to navigate complex websites. To guarantee that he can get the essential information without feeling overwhelmed, Nick needs a dentist clinic website that provides clear directions, simple navigation, and minimal technical complications. Despite his worry, Nick wants to prioritize his oral health since he realizes how important

dental care is. He values dental experts who are kind, understanding, and patient with him. Nick is looking for a dentist clinic website that recognizes and responds to the demands of anxious patients by offering tools, endorsements, and details on anxiety-reduction strategies for dental appointments.

Reviewer#2:

Name: Jason

Character: Detail-oriented, quick learner, patient

Description: He is very tech-savvy. He is looking for a new dentist for regular checkups. He wants to see if there is any information for new patients.

Choosing these two persona's allowed me to understand that users should not feel complex to navigate my website, therefore I have included all crucial elements in the header and also included a siderbar (when click on uOttawa Dentist logo) allowing the easiness of accessing different tabs for this website. I also included additional inputs for the user to allow comments instead of just booking for a particular service.

8. A link to your UI (on Github pages or other hosting site).

https://axeltwc.github.io/

9. A link to your Bootstrap code (on Github or other accessible development site).

https://github.com/AxelTWC/AxelTWC.github.io

10. A presentation of 4 elements of your UI that relate to the concepts presented in class during week 3 on user goal-oriented interactions and week 4 on verbal and visual communication. For example, justify your choice of colors, typography, organization in your menus, etc.

With the presentation of UI concepts presented in class, firstly I have implemented the concept of visuals over text in my main page showing users the simplicity and better response towards information than straight text. Secondly, by using the color models of positioning different elements, it enabled me to understand what is necessary to hook the user's experience towards the website. With that being said , I also followed https://www.uottawa.ca/about-us/administration-services/brand for color tones to match our university's standard for designing. Thirdly, I also implemented the ideology of clear message in my website to ensure that all users should be able to understand what the direction and goal is when coming across this website with clear and concise words. It ensures that all text uses known words , concrete and specific. Lastly, I have followed one of the patterns provided from Goal Oriented Interactions to display multiple information at once, I really enjoy the idea of allowing the user to change information (alternating in time) while information is being displayed as a card with pictures and information. Therefore, I have deployed such organization pattern into my service, expert and review page. In addition , I have included concepts of visual animations to attract the user (could be found by scrolling down the page slowly)

11. Contribution to peers and feedback

1. Express positive feedback about specific UI elements in the design that you think are well thought out. Avoid generic comments such as "it's all good"... that's not useful for the designer. Rather highlight specific items that the designer should keep in his/her future version.

2. Express constructive feedback about specific UI elements in the design that you think are confusing or less inviting. Avoid generic comments such as "it's not clear"... that's not useful for the designer. Rather highlight specific items that they should modify in their future version and make some suggestions as to how they could change it.

3. In Step 1 of the project, I talked of a "generic" user who had various goals:

a. Find out the business name and type.

b. Find out the address, phone number as well as opening hours.

c. Find out the list of services provided, their description and costs.

d. Find out the list of service experts and what they do.

e. Book an appointment through a selection of a service, an expert and a date and time.

f. Enter their name and email to be able to book an appointment.

g. View a confirmation once the booking is done.

Comment on how the design allow him/her to perform the desired tasks.

4. We have discussed Personas in User Centered Design. You are asked to develop a persona that the designer will have to consider in their future version of their design:

- Provide a name for your persona
- Provide 3 intrinsic characterics for your persona
- Provide the relation to the technology and the relation to the domain of your persona
- Provide 1 goal that is not met by the actual functionalities offered. Choose a goal that would not be too difficult for the designer to satisfy. Also, try to think of a goal that is specific to the type of Service Web Site designed.

1. **Mosuto Cuts:**

   1. The presentation of the main page is well done as it creates a visible catch of the description of the website, I am well sure that with the logo at the middle of the page , it attracts users to understand and be hooked on what all this is about. The different layouts of different pages were well organized and with little words, allowed users to understand what and where to look for.

   2. Although the webpage itself looks really clean , however the color tone of page 2 in general seems to be less attractive compared to the first one. It is visible that you were using black and white as the main color theme but it could on the other hand be less catchy to a user, it would be recommended to change it towards the color of the contact section where as using gray and black.

   3. a. The designer did excellent by putting the logo at the middle and the name of the business on the top left with a bigger font compared to others b. Designer have a contact section where it shows address , phone number , email address and opening hours c. Designer have a service page/section on the price, description and what they provide. d. Designer have a expert page in the expert section listing out the experts. e. Book an Expert and book a service page has been set , with a really eye catching view of the "Your order" which shows cost , description and total f. Designer have a confirmation page for user to enter all the necessary details to allow for booking. g. Finalized Booking page shows the confirmation with a green tick indicating the booking is confirmed

   4. - Name of persona: Bob - Characteristics: - Empathetic Nature - Curious and inquisitive - Resilience - Having an empathetic nature shows that the person

is willingly to connect with the people who services him , therefore with barbers being the same as Bob , it would be fed with more connections and bonding. Since Bob is constantly curious about new things , he looks for different options whenever he have a haircut, however, he is not familiar with the internet therefore would be a bit different on the impact on a typical layout webpage. - Could add in another service called others and allow users to input what type of service they would like to use

2. **Everyday Fitness:**

   1. Clear on point for the layout of the UI , everything is visible and clear for the user to choose where to go to when needed. Excellent on having a header/title on the subpages where it shows which tab did the user clicked on or are at currently. I like how there is a log in page to allow users to come back after for more appointments to be booked.

   2. Although the webpage is very clear for the user to see , the coloring of the webpage could be changed up to be less bright, it is very catchy in some sort but looks a bit too bright for the user to be hooked into the webpage for a longer duration period. Would be recommended to add the word Location on top of the Location page like other pages.

   3. a. Have a logo and Title on the header of the pages stating Everyday Fitness b. Have a Location Page for showing address , phone number , email and opening hours c. Have a Service page showing description and cost d. Have a Trainers page showing experts descriptions e. Have an appointment page for selection of service , trainer , date and time with payment too f. Have a client info page for clients to enter their name g. Have a confirmation page to show user their booking reference and all the other details

4. - Name: Carol - Characteristics: - Intuitive insights - Adventurous - Disciplined - Carol is an adventurous person where she always explores around the world and would like to improve her stamina to further her exploration with hiking and other such activities. She understands that it is necessary to be consistently athletic. She is connected with technology and knows how to look for options for different sport activities. - It would be nice to include a chatting with expert feature for this type of business to allow the user to understand more on what plans or trainers needed to further improve the user needs.

3. **Byte and Needle (Tattoo Service):**

   1. Simple and not clustered, well presented webpage which includes everything needed to be presented, several tabs to indicate the user to where to look for. I like the theme of green and gold in such it represents the theme of tattoos. The nature of tattoos being green normally highlights the user on what service webpage he/she is looking at. Really liked the gallery page showing the work done by different artist

   2. Although the page looks really clear and clean , the coloring of the body could attract more users to hover around by changing to a more smooth color instead of white. The theme of the webpage is appreciated however on the input page for user's name , email and message , could be done in another page and the color could be changed unless the input words would also be white. The confirmation page could include a tick or a tattoo picture which indicates a confirmation in order to hook the user a bit more.

   3. a. The home page has the word Byte and Needle and Logo on the top right to show the name and type b. Contact page includes the address , phone

number , email and opening hours c. Service page have description of service provided and cost d. There is a artist page showing different artist and their description e. Booking page is included in the header and could input services, expert , date and time. f. In appointment page , it includes name and email to book appointment g. Have a confirmation page once booking is done

4. - Name: Alisa - Characteristics: - Authenticity - Optimistic Outlook - Humility - Alisa always would like to express her thoughts through art and would like people to understand what is going on her mind and through tattooing , shows her emotion and expression of her form of living her life. She barely uses new technology and the internet but would like to spread more of her artistic views. - Instead of making a FAQ page , it would be nice for have online live chat to satisfy the user needs.

4. **Bibliotech Restore:**

   1. Really visible and clear presentation on the service. The slogan is really eye-catching. Clearly layout, the Before and After elements would give the user a good representation of what will happen if she/he used this service. Appreciated on the process bar on book appointment page.

   2. The design is really neat but there should be some coloring for the webpage. It seems to be a bit too clustered , the nature of this kind of service probably needs a lot of information but it felt like a lot to read for some reason and would be nice to keep it less clustered when presenting information. Would catch the user if a icon of confirmation is added on the confirmation page.

   3. a. The home page has the word Bibliotech Restore and Logo on the top left to show the name and type b. Contact page includes the address , phone

number , email and opening hours c. Service page have description of service provided and cost d. There is specialist page showing different specialists and their description e. Book Now page is included in the header and could input services, expert , date and time. f. In client info , it includes name and email to book appointment g. Have a confirmation page once booking is done

4. - Name: Mason - Characteristics: - Inner Strength - Altruistic Nature - Intellectual Curiosity - Mason has been on par with newer technologies and knows how to use new tech at a standard level , Mason was curious on a broken item and was hovering around and notice the webpage in which caught his attention. - The FAQ page was really good , would be nice if it was changed to live chat or something really similar to show the experts on the level of damage/brokenness and what kind of service is really needed to fix the item.

12. Additional Notes

    1. Pressing on the uOttawa Dentist Logo will show a side bar for users who prefer to use a phone or for users who wish to reduce their browser resolution by half.

    2. Website should be able to fit any resolutions considering different monitor screens and resolutions.

    3. Reducing the resolution by half will cause the navigation bar to disappear, this is to fit different devices unexpectedly.

    4. Sliders in service , expert and review page should automatically scroll by itself by time and also allow user to manually change the slide whenever he/she wants to.