

Contents

Juan Carrillo
Des 3205-Spring 2024
Project 2 abstract,
Personally Selected Website

EAST HIGHLAND DENTISTRY

Contents.....	1
Design Brief.....	2
Persona	3
Mood board	4
Typography and color	5
Website wire frame	6
Original site screen shot	7
Redesigned site screen shot-desktop and mobile.....	8



Design Brief

Project Research:

The East Highlands dentistry is a dentists office located in Highland, California. East Highland is an interesting place that is a hub of dentist activity due to the variety of offices around that location. The name “East Highland Dentistry,” is nothing special as it has similar names to other dentists around its perimeter, but is more determined to be the best dentistry in highland. Their slogan “Smile bigger and brighter,” is really effective in catching the audience’s attention. There are other dentists near the East Highland Dentistry that have the similar names but not exactly the same. Their initial website was updated for 2024, but there are issues with it. Two of the tabs are non-functional which are the “Gallery tab” and the “About” tab. The images used in their services tab are exactly the same with no variety. It is rather clustered with a lot of information that isn’t really necessary such as the “Testimonial Tab”. It is a tab that mainly consists of reviews from patients which clutters the top page tab. The East Highland Dentistry can provide a much more functional experience online along with an amazing quality dentist appointment in-person.

Project Summary:

The East Highland Dentistry is a dental office that probably has more information than is described in the official website. The issue with the site is that it is really outdated and too “Sterile”. The website itself is too clean, meaning that the color pallet is pretty bland, and not really interesting to look at. There are some other shortcomings from the website that need some improvement.

- A more appealing color pallet.
- More variety in the images of the website.
- The services have icons that are not interactable, or have any links. They don’t have their own sub-tabs for each service.
- The emergency tab is isolated and not spread across the other tabs to signify its importance.
- The contacts show the address of the office but it doesn’t have an interactable map.
- No gallery.
- Insurance info not available on the website.
- No calendar for organization.

My plan is to overhaul the UI so that it’s much easier to maneuver the website, along with organizing the information so that their information placement makes sense and it’s easy to find. The goal is to make this dentistry stand out from their competitors with a functional website that provides the user to comfortably set up a future appointment with them. A calendar inclusion and insurance tab can help with the overall clean user experience. The calendar would be useful for scheduling appointments, and the insurance tab can help with confusion when it comes to assisting with the appointment procedure for Adults and Kids.

Target Audience:

The target audience are children and adults from the range of 20-50 years old who have check-ups soon and are looking for reliable dentistry.

Desired Message:

A family friendly dentistry that works hard to provide the most affordable and effective service in East Highlands. We make sure we provide attention to your personalized needs and help you choose the right dental procedures to ensure your future health. We always put your dental health first above all.

Look and Feel:

The site should be easily maneuverable along with being visually appealing to the visitors of the site. The site should prioritize utility as it should help people understand what goes on in that dentist and how they can communicate with them. The feel should be welcoming, friendly, and relaxing. The imagery should be inspiring and friendly as to encourage people to visit more and not be so anxious to get checkups there.

Persona



Name: Tony Wells

Age: 29

Work: **Architectural** Engineer

Status: Kids, Married

Location: San Bernardino, CA

Easy Going

Smart

Friendly

Hard-Working

Goals

- Spend plenty of quality time with family.
- Staying healthy for a long time, to set an example.
- Climb the highest mountains in California.

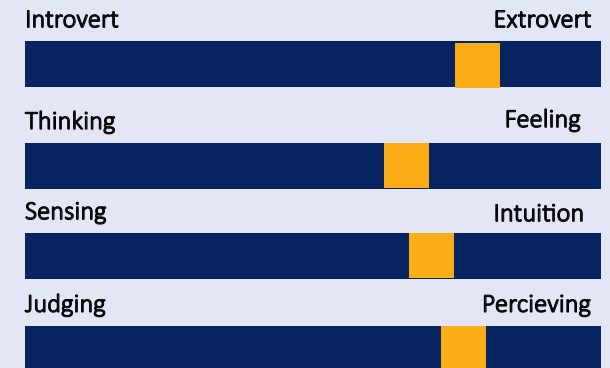
Frustrations

- Poor Quality Services
- Confusing Websites

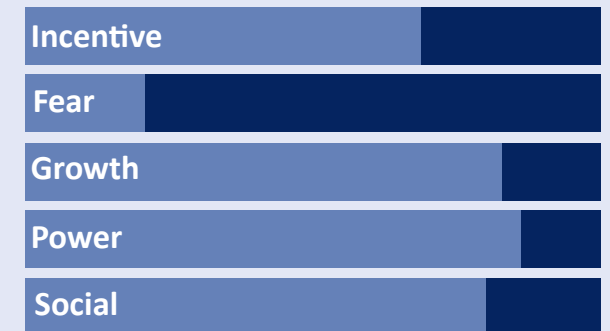
Bio

My name is Tony Wells and my profession is being an Architectural Engineer at PneuDraulics Inc. I do make a salary of \$85,000- \$105,000 a year which is enough to be able to support myself and my family for the long run. The most important aspect of life is one's own health, and I do believe that personal hygiene makes a big difference. There are many dentists scattered around Highland, CA so it is rather difficult to choose which one for the best personalized oral care.

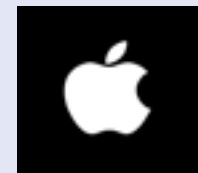
Personality



Motivation



Brands



Mood board



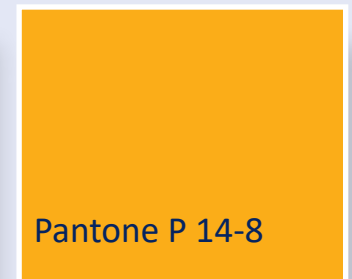
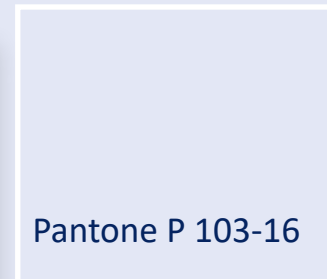
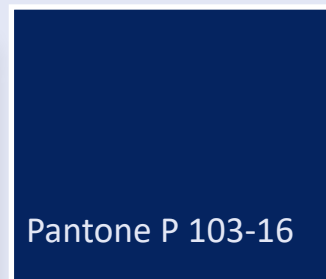
Typography and color

EAST HIGHLAND DENTISTRY - Cambria Bold

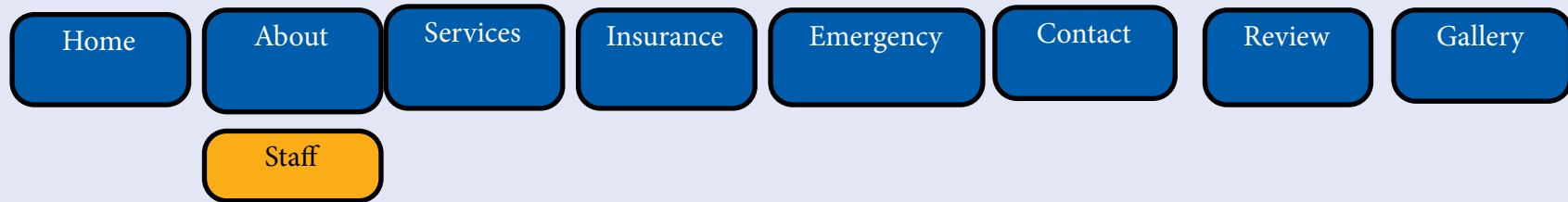
East Highland Dentistry - Calibri Regular

Text is smaller, but still easy to read in large amounts.- Calibri Light

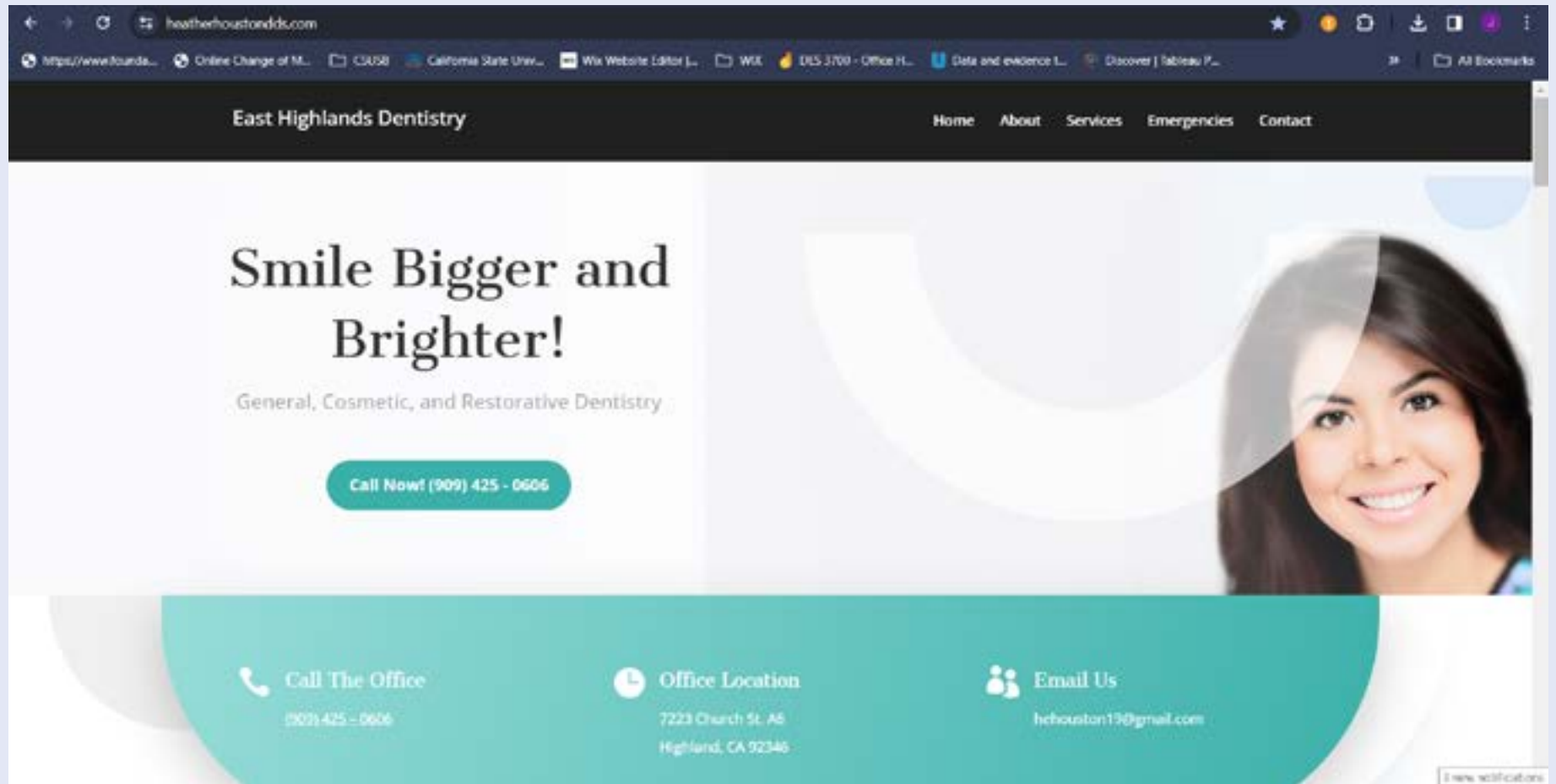
Id eos qui inctur alicil ex et, sit et moluptur reiunt aut aut quis nonsequat dolupta turion estius, quasped quis etur aut rerum lam volum quiditas as peruntibero imaio debis ute netus eatatem. At voles nim ad ma que rehendistrum aut moloremqui sequid el et aborem ipicia sed moluptas cores et que dolupiciur, que porrovit hiciaspedic tem que plibusdant in nonet plignimo ea quate Id eos qui inctur alicil ex et, sit et moluptur reiunt aut aut quis nonsequat dolupta turion estius, quasped quis etur aut rerum lam volum quiditas as peruntibero imaio debis ute netus eatatem. At voles nim ad ma que rehendistrum aut moloremqui sequid el et aborem ipicia sed moluptas cores et que dolupiciur, que porrovit hiciaspedic tem que plibusdant in nonet plignimo ea quate



Website wire frame



Original site screen shot



<https://heatherhoustondds.com/>

Redesigned site screen shot-desktop and mobile



<https://007508664.wixsite.com/carrilloj-des3205-p2>