Project 1 – Service Business Site
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Previous Experience

I had little prior experience with JavaScript and had only built websites with rudimentary JavaScript capability. I used W3Schools tutorials to hone my skills by gaining a thorough understanding of JavaScript's fundamentals and grammar. Through their interactive courses, I practiced ideas like variables, functions, and loops.

The NetNinja video tutorials were also a huge assistance to me. The videos from NetNinja helped me develop simple web applications and gave me practical examples of JavaScript topics. I was able to see the code in action and comprehend how the various parts worked together thanks to this approach.

Additionally, I relied on online communities like Stack Overflow for assistance when encountering unfamiliar problems. By searching for similar issues and reading through the provided solutions, I was able to overcome obstacles and expand my knowledge.

Lastly, I turned to online forums like Stack Overflow for support when I ran across unexpected problems. I was able to overcome challenges and increase my knowledge by looking for comparable problems and reading the offered answers.

Business Service Type

I decided on a dental clinic for the Business Service because it provides a multitude of services and complements the blue and white colour scheme, which I believe best captures the sterile and professional attitude of a dental clinic.

Inspiration

As for sources of inspiration, I looked at the Nike and Kingsway Dental Clinic websites. While Nike's website demonstrated great use of vivid images and simple navigation, Kingsway Dental Clinic offered insights into dental-specific components and style.

Original Mock-up

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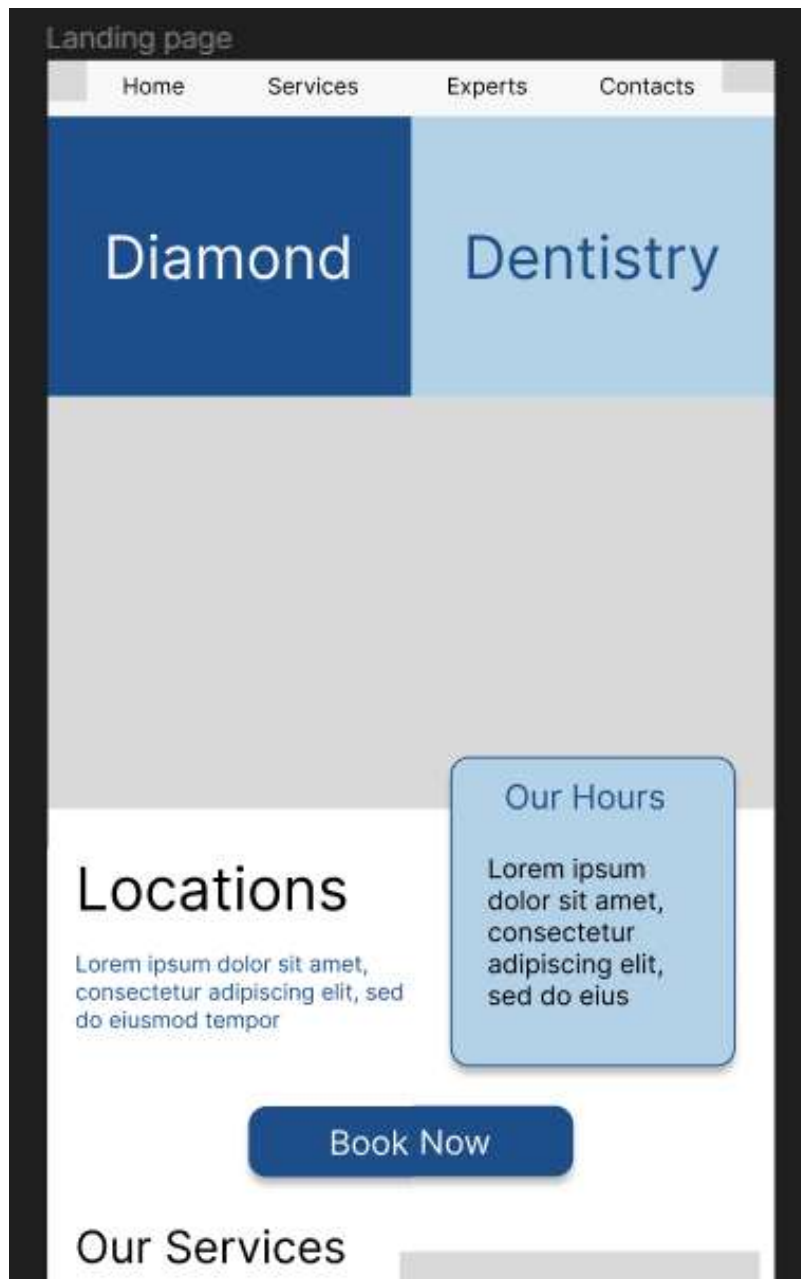
I used the mockup program Figma to make the design. It offers a user-friendly interface and collaborative tools that make design iterations and feedback effective.

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In terms of navigation, I plan to combine scrolling with a fixed toolbar to provide a smooth user experience across desktop and mobile devices. Additionally, smooth scrolling and the usage of anchor links would make switching between sections on larger pages straightforward.

Figma Link: https://www.figma.com/file/rXI1MrZ7cMTL3HQ4nHmtls/Project-1-step-1.3?type=design&node-id=0%3A1&t=PJkupFYmOTFCP3SE-1

a. Find out the business name and type. - Landing/Home Page

b. Find out the address, phone number as well as opening hours. - Hours and Locations on home page -

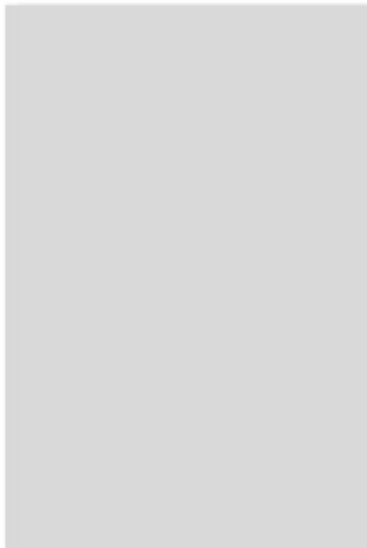Phone either by scrolling or "Contacts' on toolbar
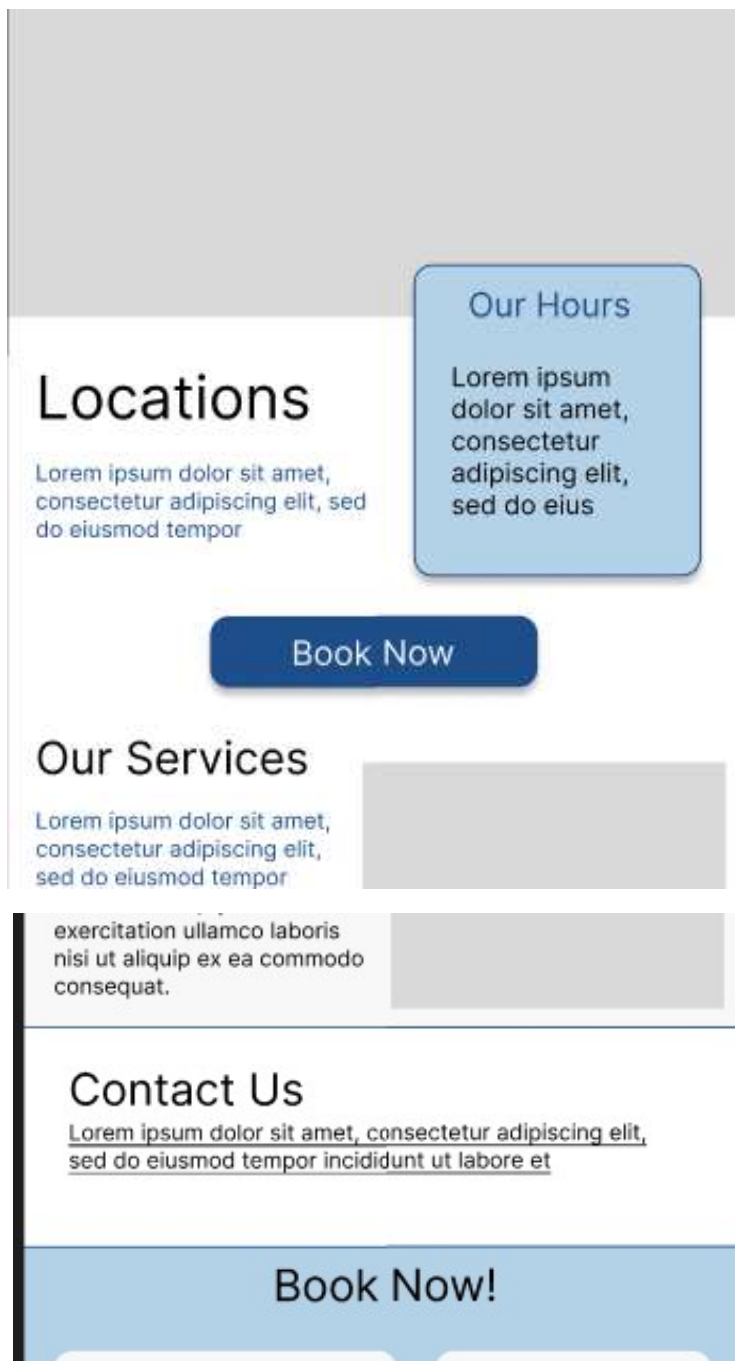
c. Find out the list of services provided, their description and costs. - Scroll or click "services" on toolbar

Our Services

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua. Ut enim ad
minim veniam, quis nostrud
exercitation ullamco laboris
nisi ut aliquip ex ea
commodo consequat.

PRICES HERE

Meet our experts

d. Find out the list of service experts and what they do. - Scroll or click "experts" on toolbar

Meet our experts

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua. Ut enim ad
minim veniam, quis nostrud
exercitation ullamco laboris
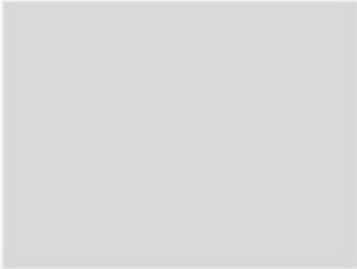nisi ut aliquip ex ea commodo
consequat.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua. Ut enim ad
minim veniam, quis nostrud
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nisi ut aliquip ex ea commodo
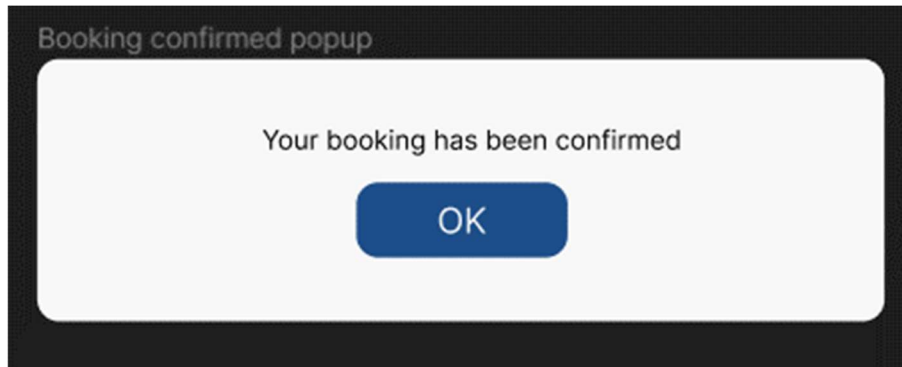consequat.

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

time. - Click "Book now" on toolbar or scroll to end

f. Enter their name and email to be able to book an appointment. - Click "Book now" or scroll to end

g. View a confirmation once the booking is done. - Booking confirmed pop up

Prototyping of your Service Business Site

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Refinements based on Feedback

Several improvements were made to the UI elements to improve the user experience in response to comments provided during Step 2 of this project. The colour scheme and the scrolling navigation were two UI components that weren't updated. The response observed that the colour scheme was " a good choice for a dentistry business," and produced a pleasant user interface. Positive comments were also made about the scrolling navigation tool, which gave clients an easy and mobile friendly approach to browse the information.

Two new UI components were introduced because of the feedback. An option for selecting the time slot in the book now section was the first addition. The feedback stressed the requirement for users to be able to select a certain time frame which was a simple oversight I made during the design process. This recommendation was taken into consideration, and a time selection component was included.

The second change centred on responding to criticism of the titles' consistency. The importance of having a uniform style and size for titles was something I had overlooked; this oversite was brought to my attention in the feedback. I ensured titles conformed to a consistent style and size throughout the interface. With this improvement, the user interface's readability was also improved, making it simpler for users to navigate and understand the content.

The specific issues and recommendations raised during the review process were addressed by adding a time selection function and implementing uniform headline styling and sizing. These improvements ultimately improved the site's usability and made the interface more visually pleasing.

Personas

Persona 1:

Name: Lydia Martin

Intrinsic Characteristics:

Age: 42 years old

Occupation: School Teacher

Lifestyle: Busy professional and mother of two children, health-conscious, values convenience and efficiency in services.

Relation to the Technology: Lydia is comfortable with technology. She frequently uses digital platforms for various tasks including shopping, booking appointments, and gathering information. She values services that offer online booking and information dissemination for convenience.

Relation to the Domain: Lydia and her family are regular visitors to the dental clinic. She values clear communication, accessibility, and flexible booking options due to her busy schedule.

Unmet Goal: Lydia wishes the dental clinic website had a feature that would allow her to book multiple appointments at once for her entire family. This feature would save her time and ensure that all family members get their dental check-ups in a convenient manner. Currently, she needs to make individual appointments for each family member, which can be time-consuming. A grouped booking feature or family account functionality would meet this goal.

I selected Lydia Martin as one of the personas I would design my website for because she is an accurate representation of a real user for a dentistry website. She also has realistic goals which would be useful for my site to satisfy.

I accomplished Lydia's goal by adding an extra option in the booking section. This extra input allows the user to select the number of patients they would like to make a booking for at the same time. I have included a tooltip when the user hovers over this drop down to identify the field for those you might be unfamiliar with the website. This meets Lydia's goal by allowing her to make only one booking for multiple family members.

Persona 2:

-Manny

-17 years old, male, high school student

-he moved to a new location and can no longer visit his previous dentist, but he knows he needs to get his wisdom teeth pulled as per his diagnoses, He is stressed for procedure and how much it will hurt, he can't wait to get it over with asap.

-Manny would like it if he can simply book an appointment in the future for his routine dental checkup but the website doesn't support that option yet. He doesn't want to wait for hours as a walk in either. He would like a simple checkup or a consultation appointment option

I chose Manny as my second persona to base my website construction on. This was for similar reasons as Lydia, but also because I felt his goal was vital to the sites function. I had missed a way for the user to select confirm and send their information for an appointment. This goal is important for Manny as well as many other users.

To meet this goal, I simply by adding a "submit" button at the end of the appointment form. This was a simple but vital fix to the website. For further confirmation of the user's appointment, I also display a popup with the appointment information.

Link to UI

https://ld-uo.github.io/SEG-3125-Project-1/

Link to code

https://github.com/LD-UO/SEG-3125-Project-1

Concepts From Class

In Week 3 on user goal-oriented interactions and Week 4 on verbal and visual communication, various of my site's UI elements were created with these concepts in mind. Four UI components related to these subjects are listed below, along with explanations for each.

Organisational Patterns: To encourage goal-oriented interactions, organisational patterns were added to the user interface. A good illustration of this is the use of tooltips. Input fields that the user may find confusing may have tooltips that provide more information or clarification. One specific example of this is the tooltip used to identify the select number of patients option in the book now section.

Dropdown lists were added as user input widgets to support goal-oriented interactions. The user input fields are constrained by these dropdown lists to only accept legitimate entries. Users are asked to select between several choices in the services field by the presentation of a specified set of possibilities, which lowers errors and speeds up goal achievement.

Navigational Patterns: To enable goal-oriented interactions and promote user exploration, navigational patterns, such as navigation bars, were put into place. The navigation bars on the interface offer a simple and reliable way to move between the various parts. Users can easily comprehend the content structure and move between relevant sections by clearly showing the navigation options, helping them achieve their intended goals.

Colours: The UI's colour scheme adheres to the rules of both verbal and visual communication. To establish a trustworthy yet sterile and health-conscious atmosphere, four distinct colours were used. The colours chosen were deliberately chosen to project an impression of professionalism and reliability, encouraging user perception and interaction with the site.

The design sought to improve verbal and visual communication within the interface and user goal-oriented interactions by applying the principles covered during class. The use of navigational patterns, organisational patterns, and user input widgets made sure that the users could accomplish their goals, while the colour schemes attempted to create a trustworthy and enjoyable user experience.

Appendix

Submission #1: Unnamed

The page's user interface matches colors with the images, creating a nice visual. The design is clean and straightforward, making it easy to locate items. The combination of these elements makes the user interface visually appealing and user-friendly.

The pictures in the navigation bar should be clearer so that their meaning is easier to understand. The purpose of the headers under the nav bar is unclear, would the user need to use each for different purposes? It would be helpful to include mockups of the other pages and show how to navigate between them.

a. The name and type seem to be shown on the home page by the title and background image.

b. I am unsure how the user would navigate to find this information, perhaps they might use one of the icons in the nav bar.

c. The user could use the icon in the nav bar resembling a tool box to view the list of services provided, their description and costs.

d. Scrolling down to the bottom of the home page may introduce the experts working and provide info on each of their specialties.

e. The user could use the icon in the nav bar resembling a calendar with a plus symbol and be sent to a new page where they can select a service, an expert and a date and time.

f. The account icon in the top right corner could open a log in page and prompt the user to enter their password and email.

g. A small pop up could be displayed upon registering for an appointment, you can also mention that an email has been sent to the user's account with their booking information.

The persona I propose is Lauren, she is quick tempered, always in a hurry and burnt out. She is accessing your website from a mobile device and has a basic understanding of laptops and phones but requires assistance in repairing one. Since Lauren is distressed and, in a hurry now that her device is broken allow her to book an appointment by navigating through less than 5 pages. Good luck!

Submission #2: Palestine dentistry

The use of arrows to show the path the user would use to navigate through the website is a good idea. The titles on the contact, services, experts, and request appointment pages are all very clean and tastefully done, I also appreciate the continuity between these pages keeping similar designs, helping the user quickly learn the layout of each page. Finally, the footer is a great idea for showing the user the contact information as well as offering connections to other platforms your service may be promoted on.

The home page has lots of white space, I suggest either making the images span the entire width of the page or changing the layout to make better use of space. Also on the first page request consultation button seems out of place as it is the only element being justified to the left, also I recommend making the button read "Request a Consultation," instead, so the text is easier to read.

One final small change would recommend is to replace the "More" buttons beneath the experts images with information about each expert respectively. This will cut down the on the number of pages needed to navigate to find this information.

a. The business name and type is described on the heading of each page

b. The address and phone number is given in the footer at the bottom of the page so the user must scroll down to it. The hours of operation are listed on the contacts page, this might be confusing to new users of the site.

c. The services can be access via clicking on the nav bar, from their the user can select to see more about this specific service, I think this is an intuitive way to keep the services page from being crowded.

d. Similarly the experts page is accessed via the nav bar with an option to read more.

e. The user must select the Request Consultation button on the home page and be sent to the Request an Appointment page, for the sake of continuity maybe it would be better for the button's text to match the name of the page.

f. Once on the Request an Appointment page the user can enter their information, there does not seem to be a "Submit," button

g. After requesting an appointment the user is redirected to a Thank you page.

Sarah is tech-savvy, detail oriented, and time conscious. Sarah embraces technology and relies on it for her work, she appreciates user friendly interfaces. Her relation to the domain is that she often uses service websites seeking reliable information, she uses these websites to discover and book services which meet her needs. Sarah's goal is to find out the availability of your chief dental experts without needing to call customer support.

Submission #3: Ottawa Fades Hair Salon

Mock-up's element spacing is consistently good, indicating that the elements are properly positioned and balanced on the page. Users can easily navigate the UI thanks to the simple to use and comprehend navigation bar. The user-friendly color scheme employed makes the interface easy to grasp and navigate. Overall, these beneficial features make the UI aesthetically pleasing and user-friendly, giving consumers a simple and pleasant experience.

The comprehensive mock-up can make modifications in the future more difficult and require additional work. The footer would be a better spot for the "as featured in" graphic because it doesn't fit well dividing the page into two. There is a lot of white space on the "Book Now" page, and centering the bottom image would improve the visual appeal.

a. The business type and name is clearly visible on the home page

b. The address and phone number is at the bottom of the page in the footer. It might be a better idea to make this information bigger or move it so that is easier to find.

c. The list of services is given on the services page which can be navigated to via the nav bar. There is a short title but no description aside from the price.

d. To find the list of experts you need to click the book now button which takes you to the booking page which can be a bit confusing. The way you have listed their area of specialization is very nice and simplistic.

e. The book now button leads to a page which walks the user through the booking process it is very clean and easy to understand.

f. The name and email must be entered during the appointment booking process. It is very easy to understand

g. After you have created the booking the booking confirmed page is shown. It contains a comprehensive list of details about the appointment without overwhelming the user.

The persona I propose is Mark Johnson, he has limited experience with technology and is not able to easily understand complex user interfaces. He is tech adverse avoiding unnecessarily using tech. Mark is detail oriented and appreciates clear instructions, he is also budget conscious and likes to easily compare prices. Mark is looking for where to get his monthly hair cut and is searching for an affordable price. His goal is to find a highly rated expert, to help with this include a user rating for each of the experts to help him.

Submission #4: Visionary Captures

The UI design stands out for being simple in its organization. The clean and uncluttered layout allows users to navigate the interface effortlessly, as the information is focused on only the essential components that would be needed to any user. The use of concise language adds to the straightforwardness of the UI, ensuring users can easily understand and interact with the interface. This simplicity and straightforwardness of the interface makes for an easy-to-use UI.

The current UI may appear uninteresting visually due to its lack of colour and simplistic appearance. The interface can become more interesting and appealing by adding a few well-chosen colours. To produce a more streamlined and aesthetically suitable layout, you could also increase the distance between items. The text is rather small and could be challenging to read. Readability can be improved by using a bigger, more readable font size. The overall effectiveness and user experience of the UI design can be enhanced by taking these factors into account.

a. The business name and type is displayed in the top left of every page making it easily visible.

b. The hours and the address are listed on the "About us" page which can be reached via the navigator. This might be confusing to a user as they might not connect the pages content with the title displayed on the nav bar.

c. The services are listed on the page which can be reached via the "services" button on the navbar

d. There is a page featuring the photography experts, however I am not sure as to how the user is expected to navigate to this page

e. On the home page is a "Book now" button which directs the user to the book now page was the user can enter their booking information.

f. After entering their booking information they the user clicks "Book Now" to navigate to the customer information page, this might be confusing because the user is already on the "Book now" page. On the customer information page, the user can enter their personal info.

g. Next clicking to confirm the booking the user will be directed to the Booking confirmed page with the information about the booking.

Lisa Rodriguez is a socially connected, detail-oriented and budget-conscious individual. She is familiar with service booking tools and understands the general guidelines used in these websites. Lisa is starting a company and needs photos for her website, she has viewed may other photographer's websites. She would like to contact customer service and find out more information, make an easy way for her to find the customer service line and contact a representative.