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.

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.

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.

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.

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

Diamond 
Locations 
ipsLm sit 
do 
Experts 
Dentistry 
Our Hours 
Lorem ipsum 
dolor sit amet. 
consectetur 
adipiscing elit, 
sed do eius 
Book Now 
Our Services 

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

Locations 
sit amet. 
"'p'scing eat. 
do 
Our Hours 
Lorem ipsum 
dolor sit amet, 
consectetur 
adipiscing elit, 
sed do eius 
Book Now 
Our Services 
sit 
mfpiscing eit, 
wd do tempy 

A screenshot of a phone

Description automatically generated with low confidence

c. Find out the list of services provided, their description and costs. - Scroll or click "services" on toolbar

Our Services 
Lm dolor sit 
elit. 
clo eind 
inrßidunt dolor. 
aliqu. 
minim veniam, quis nostui 
nisi "t 
PRICES HERE 
Meet our exoerts 

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

A screenshot of a web page

Description automatically generated with low confidence

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

Book Now 
Our Services 

name 
Enter email 
Book Now! 
S elect Se V 
Select Specialist V 
Date V 

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

Book Now 
Our Services 

name 
Enter email 
Book Now! 
S elect Se V 
Select Specialist V 
Date V 

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

A screenshot of a pop up message

Description automatically generated with low confidence

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