

Project Report – Project 1

Project 1 – Service Business Site

SEG 3125 – Analysis and Design of User Interfaces

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1. Previous experience in JavaScript development

As someone who is not experienced in JavaScript development, I acknowledge that I am still in the early stages of learning and exploring the intricacies of this powerful programming language. This was the first time I made an interactive website design using JavaScript and bootstrap. In order to gain the necessary skills to do the current project, I watched a few YouTube videos to understand how to set up a project with JavaScript, Bootstrap and HTML and read through the labs and tutorials of the SEG 3125 course which enabled me to make the high-fidelity prototype for the project.

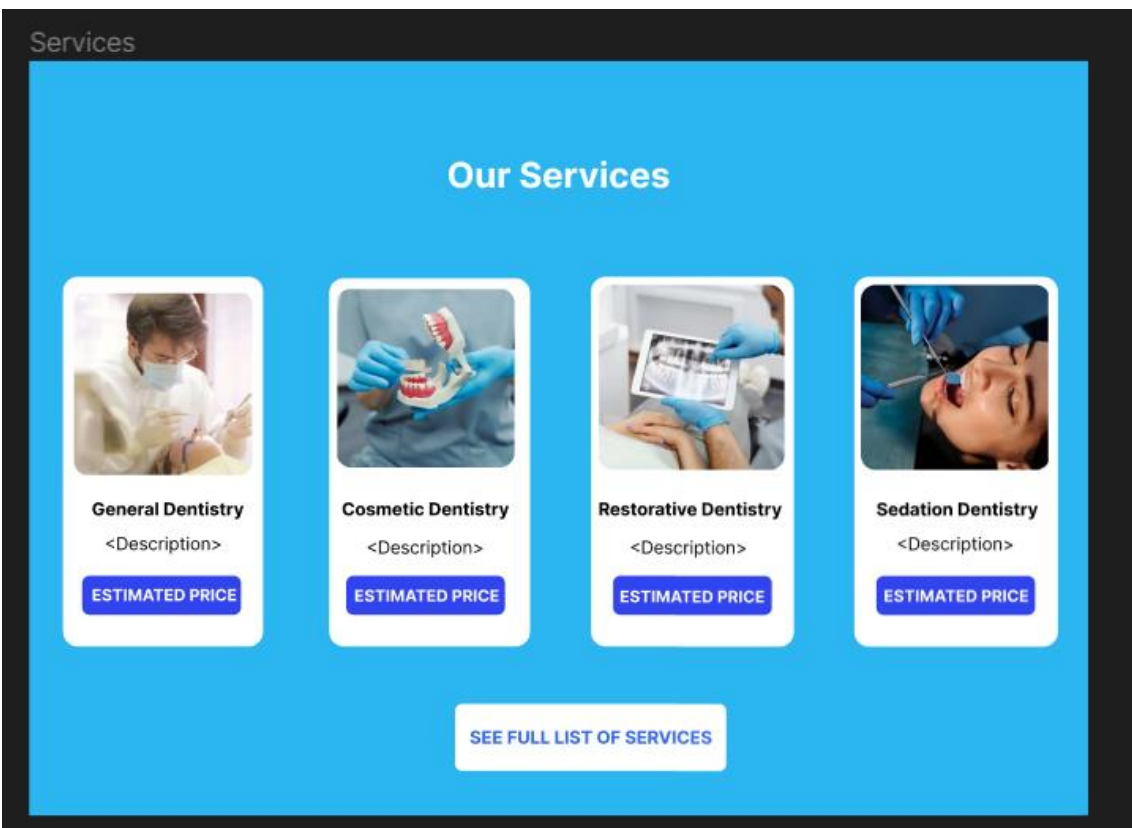
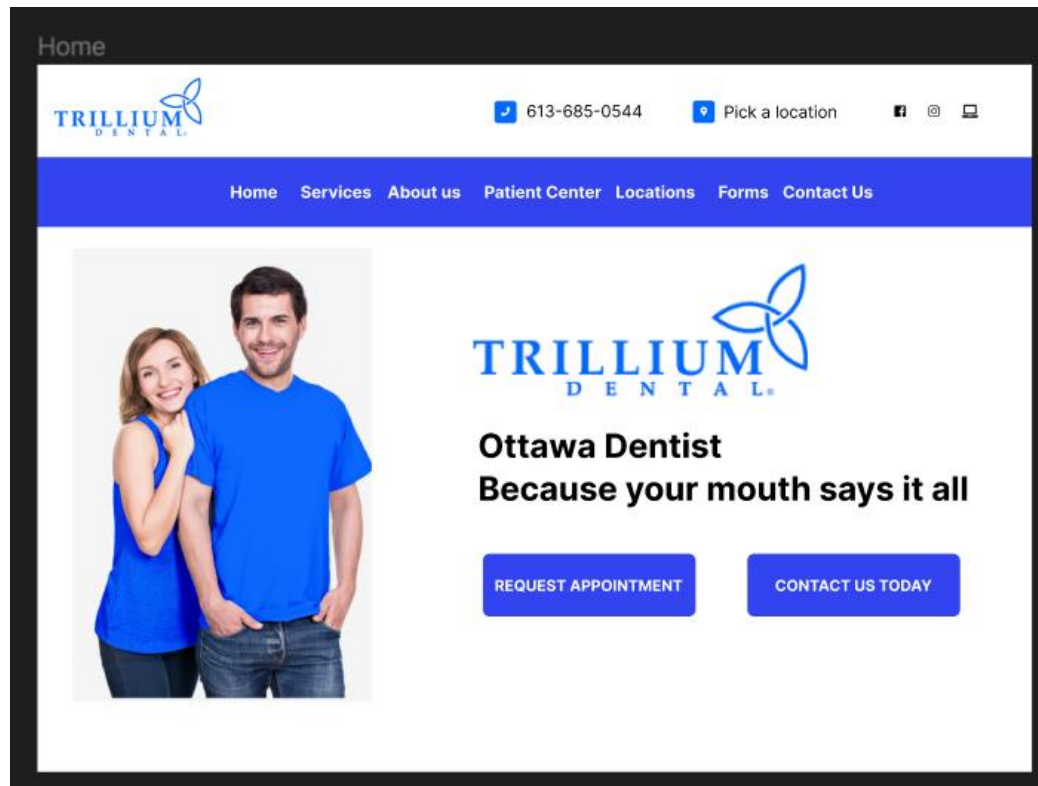
2. Business Service type chosen

For the SEG 3125 project, I decided to choose dentistry as the business service type for my model since it offers numerous opportunities to showcase the expertise and professionalism of a dental practice. Dentistry is a specialized field that focuses on oral health and dental care, and a well-designed website can effectively convey the importance of dental services and the benefits they provide. By highlighting various treatments such as general dentistry, cosmetic dentistry, and restorative procedures, the website can educate visitors about oral health and the range of services available. Additionally, the website can feature information about the dentists and staff and their qualifications. It can also provide a platform for patients to schedule appointments, access important resources, and find answers to frequently asked questions. Overall, a meticulously crafted website for a dentistry business can not only attract potential patients but also establish trust and credibility, emphasizing the commitment to exceptional oral healthcare.

3. Inspiration websites that were referred to while designing the mockups

The inspiration while making the mockups was <https://www.trilliumdental.ca/> since it is a website that has a simplistic design that can help the user navigate easily through the website and schedule an appointment with the business. I thought the website had an effective design however, I think that a few things could be changed in the website design to make it more seamless for the user to navigate through the website.

4. Original mockups submitted on Peergrade



Location



613-685-0544

Pick a location



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Contact Info

ADDRESS:

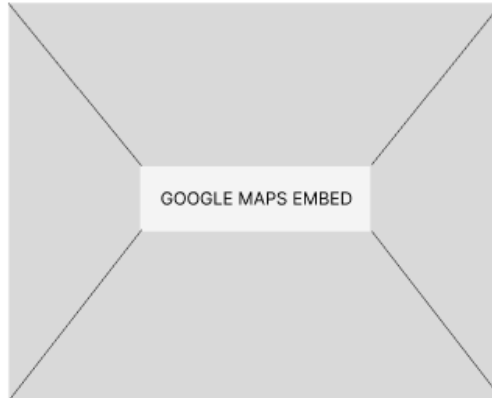
Street Address Line 1
City, Province
Postal Code

REACH US AT:

Phone: 613-773-0909
Email: altavista@trilliumdental.ca

HOURS:

Monday, Tuesday, Thursday 8:00am - 5:00pm
Wednesday 8:00am - 9:00pm
Friday 8:00am - 1:00pm



Experts



613-685-0544

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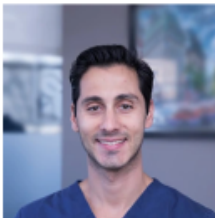
Dr. David Bartos

<Description of the expert>

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.

[OUR SERVICES](#)

[CONTACT US](#)



Dr. Demetrius Dalios

<Description of the expert>

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.

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Book an appointment



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Pick a location



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Get in touch with us



SUBMIT

Booking confirmation



613-685-0544

Pick a location



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Booking Confirmed!

Your booking has been confirmed for the <insert date> at <insert time>. You should receive an email confirmation for the same on the following email address : <insert email>

Here are the details of your booking:

Booking Number: 12345678

Date: 08/05/2023

Time : 10:00am - 12:00pm

Service : General dentistry

Expert : Dr. David Bartos

CANCEL RESERVATION

UPDATE RESERVATION

5. Elements that were retained after Step 2

- The "book an appointment" page was kept the same since the review I received for it was - it is very straightforward and easy to complete; the "booking confirmation" page also displays everything I would want to know as a user. Since the reviewer expressed positive feedback towards the book an appointment page, I made sure that I kept it the same in the final design.
- The contact us page was retained since the reviewer expressed positive feedback - The "contact info" page clearly shows all relevant information and google maps embed is a nice touch.

6. Elements that were changed after Step 2

- The navigation bar was changed to make it less cluttered and filter out menu options after receiving negative feedback for it after step 2 – Several buttons on the navigation bar at the top of each webpage seemingly lead to nowhere (about us, patient center, forms, contact us). Removing one of them could also make the navigation bar less cluttered.
- A menu option to view the page of experts was added since the reviewer mentioned that there was no direct way of accessing the page - It is also not clear in the design how a user would access the page of experts

7. Description of persons and their goals

1. Persona 1

- Name: Michael
- Age: 18
- Characteristics:
 - He has dental anxiety and feels nervous whenever he visits a dentist.
 - He's time efficient and does not like wasting a lot of time on booking tasks.
 - He is also comfortable using technology.
- Relation to technology and domain:

In Michael's opinion, a user-friendly user design can help him overcome his fear of the dentist and have a better overall dental experience. In order to schedule appointments, he is receptive to using new and upcoming forms of technology. He anticipates that the dental appointment scheduling website would have a user-friendly design that makes the appointment booking procedure straightforward.
- Goal:

Michael wants to have access to patient testimonials on the website. While the current version of the website allows him to book appointments, it lacks a section

where patients can share their experiences or leave feedback. This would ease his dental anxiety and help him make a better choice of the expert based on the reviews.

2. Persona 2

- Persona Name: Sophia
- Age: 29
- Intrinsic characteristics:
 1. Engaged Learner: Sophia has a keen interest in learning about dental health and the various treatments available. She actively engages with the dentist website's educational resources, such as informative articles, videos, and blog posts.
 2. Proactive Dental Care Seeker: Sophia takes her oral health seriously and actively seeks out information and resources to maintain a healthy smile.
 3. Lack of experience in terms of using technology - Sophia is not good with using different and complicated forms of technology and prefers simple forms of technology that don't require much skill or attention.
- Relation to technology - Sophia is not good with using different and complicated forms of technology and prefers simple forms of technology that don't require much skill or attention.
- Relation to domain - Sophia is a customer who actively looks out for her dental health and therefore frequently visits the dentist. She ensures that she is up to date with all the latest dental care methods and tries to maintain her oral hygiene.
- Goal - One goal that this website achieves is to allow the user to cancel or modify their existing booking. If a user wants to change the booking that they have with the business, they can do so since there is no option that is available for them to modify or cancel their session. In order to satisfy this goal, a button to update the booking or cancel it has been added to the website.

8. Link to UI (GitHub pages)

- Link - <https://manavisrrani.github.io/>

9. Link to bootstrap code (GitHub repository)

- Link - <https://github.com/ManavIsrrani/manavisrrani.github.io.git>

10. Presentation of 4 elements that relate to concepts presented in class

- For the website that I made for the project, I used 2-3 colors since the color usability guideline suggests that 2-4 colors should be used for a normal application, so I followed this guideline and used colors sparingly. The primary objective of colors is to establish a theme throughout the website so that it is not monotone for the reader when they navigate through the website.
- There is a diverse range of typography used on the website since css styles have been added to several different heading tags(<h1> to <h6>) in order to make the website look less monotonous and more appealing for the user to read through.
- There are several different types of organizational patterns used such as cards, lists and alerts. Cards are used to display information for the location section such as the contact information and opening hours for each of the locations where trillium dental is present. Lists are primarily used in the navigation bar to help the user easily navigate through the webpage by choosing from the menu options. Alerts are used in the appointment.html webpage to show that the reservation has been cancelled or modified.
- Icons have also been used while making the website since they are a visual representation of an object or idea. For the website, I used icons to display the email and phone number of the clinic to the user since they satisfy their primary purpose of communicating meaning to the user without adding fancy designs. When the user looks at the mail or phone icon, they know that it means that the email address next to it will be used to contact the clinic in case the customer has any queries.

Appendix

Title of the reviewed website: Palestine dentistry

1. The elements of the UI are well organized and are arranged in a clear and efficient manner. The UI seems to be intuitive to the user where they can easily navigate from the home page to all the other pages using the navigation menu. The name and the industry of the service are clearly indicated.
2. For the services section, the cost and further description of the service is not mentioned in the mockup and if that was included, the user would have a better idea of what each service is and how much it costs. In addition, the first name is mentioned 3 times in the appointment form that needs to be changed as well to avoid repetition
3. The home page clearly indicates the business name and type and is therefore a great way to inform the user about the business. The second page shows the address of the clinic, the phone number, and the opening hours of the clinic. There is also a list of services, however their description and costs are missing. Overall, most of the objectives have been achieved by this UI.
4. Name: Bob
Age: 38
Intrinsic characteristics:
 1. Knowledgeable - Bob is very knowledgeable in terms of different types of dental services and their costs.
 2. Adaptive - Bob is adaptive in terms of being able to use different styles of UI since he has been doing this for a long time.
 3. Dynamic: Bob adapts to various situations and contexts, continuously learning and evolving her knowledge and skills.

Relation to technology - Bob is good at using different types of technology since he has been in the industry for over a decade.

Relation to domain - Bob is deeply connected to the domain she operates in, staying up to date with the latest advancements, trends, and information related to the specific field. This allows him to provide specialized and relevant insights to users.

One goal that can be achieved by this design is to inform the user about the description of the different services that are being offered by the clinic and add a button that allows them to look at the price of each individual service which will make it easier for them to know exactly which service they want and how much it costs. The "more" button is too vague and is not specific enough for the customer to have enough information about the service and its cost.

Title of the reviewed website: TrainMMA

1. The UI overall is very well designed for its target audience and ensures that the user can easily navigate through the web pages using the menu options available on the home page. The expert's page is particularly well designed since it shows an image of all the wrestling and boxing coaches along with their achievements which might help the user choose the right expert for them.
2. The home page could be slightly differently designed since the home page shows a variety of different boxing and wrestling champions however, it might be difficult for the user to understand what the website is about since there isn't a specific business type mentioned(although the name says mma). If there was something like "boxing gym" mentioned on the home page of the website, the user would have a better idea of what the website is about, and it would make it easier for them to navigate through the website. In addition, I think that the phone number and other contact details should be explicitly mentioned on the home page so that the user can contact the business without having to navigate through menu options.
3. The business name is clearly mentioned; however, the business type is implicitly mentioned in the name - TrainMMA. The address and the phone number are mentioned, but I think it would be much better if it was explicitly shown on the home page so that it is easy for the customer to contact the business. The list of services has been mentioned along with the experts and adequate information about the service and the trainer have been included. The form to sign up for one of the sessions is designed well with all the required fields that the user might need to sign up for the session. After the user finishes the payment, a booking confirmation message is also received by the user in order to ensure that the booking is successful for them.
4. Persona Name: Alex Foster
Age: 24
Intrinsic Characteristics:
 1. Analytical: Alex has a natural inclination to analyze information and extract insights. He enjoys breaking down complex problems and finding logical solutions.
 2. Supportive: Alex offers empathy and encouragement to users, assisting them in achieving their health and wellness goals.
 3. Friendly: Alex is warm and approachable, making users feel comfortable while interacting with him in case they have questions about the website design.

Relation to technology - Alex is good with most basic forms of technology since he likes analyzing and solving different problems related to websites. However, Alex does not have any knowledge about programming website, he is more interested in how the website looks.

Relation to the Domain: Alex specializes in providing support and guidance on using and navigating a service website effectively. He is well-acquainted with the website's features, functionalities, and best practices to optimize user satisfaction.

One goal that this website fails to achieve is to allow the user to cancel or modify their existing booking. If a user wants to change the booking that they have with the business, they are unable to do so since there is no option that is available for them to modify or cancel their session. In order to satisfy this goal, a button to update the booking or cancel it should be added to the website.

Title of the reviewed website: Crown Dentistry

1. The home page for the mockup is very well designed with the elements of the webpage being aligned in a way that makes navigation for the user easy and efficient. It has a good number of pictures to help the user truly understand what type of business it is and the services that are offered by the business. The addition of FAQs makes it easier for the user to find answers to commonly asked questions and therefore it is a great element that is added to the home page.
2. There seem to be a lot of elements containing text on the home page. I think it would be better if the amount of text on the home page is reduced so the user does not have to read a lot to understand what the business is and the services that are offered by the business. One more element that could be improved is the form for booking the appointment. One of the goals mentioned is that the user should be able to choose the service and the expert, however in the mockup form, the user can't choose the service or the expert and therefore the goal is not fulfilled.
3. The home page clearly shows the name of the business and the type of service that the business provides. The address, phone number as well as opening hours can be seen on the about us page which is an efficient way of displaying this information. The list of services is clearly mentioned along with their prices, which gives the user a clear idea of the different services offered and how much they cost. I think there should be a description for each of the services so that the user can better understand what each service is. The booking appointment form is well designed but lacks essential elements such as giving the user an option to choose a service or an expert. The booking confirmation notifies the user that the booking has been made with the business.
4. Persona Name: Sophia
Age: 29

Intrinsic characteristics:

1. Engaged Learner: Sophia has a keen interest in learning about dental health and the various treatments available. She actively engages with the dentist website's educational resources, such as informative articles, videos, and blog posts.
2. Proactive Dental Care Seeker: Sophia takes her oral health seriously and actively seeks out information and resources to maintain a healthy smile.
3. Lack of experience in terms of using technology - Sophia is not good with using different and complicated forms of technology and prefers simple forms of technology that don't require much skill or attention.

Relation to technology - Sophia is not good with using different and complicated forms of technology and prefers simple forms of technology that don't require much skill or attention.

Relation to domain - Sophia is a customer who actively looks out for her dental health and therefore frequently visits the dentist. She ensures that she is up to date with all the latest dental care methods and makes an effort to maintain her oral hygiene.

One goal that this website fails to achieve is to allow the user to cancel or modify their existing booking. If a user wants to change the booking that they have with the business, they are unable to do so since there is no option that is available for them to modify or cancel their session. In order to satisfy this goal, a button to update the booking or cancel it should be added to the website.

Title of the reviewed website: Top Rizz Cuts

1. The UI is very well designed with the name and type of business explicitly mentioned on the home page. Including a quote from a customer adds credibility to the business and therefore I think it is a great feature on the home page. The UI is well organized, and it is easy for the user to navigate through the webpages. Great job to the designer!
2. I think the confirmation page should have a message saying "booking confirmed" so that the user is assured that the booking has been made. In addition, a message confirming the date and time of the booking should be added so that the customer can verify the booking that has been confirmed and can view the date and time for the booking.
3. The home page clearly shows the name of the business and the type of service that the business provides. The address, phone number as well as opening hours can be seen on the about us page, which is an efficient way of displaying this information. The list of services is clearly mentioned along with their prices, which gives the user a clear idea of the different services offered and how much they cost. The experts and services are well described and shown in an organized way. The prices of the services are explicitly mentioned so it is easy for the customers to know the price of the services. The booking appointment form has all the essential fields that are required to make the booking. The only improvement can be made in the booking confirmation message where it explicitly says that the booking is confirmed along with the date and time for the booking.

4. Persona Name: Toby Brown

Age: 43

Intrinsic characteristics:

Punctuality: Toby Brown is known for his exceptional punctuality when it comes to his appointments at the barber. He values his time and understands the importance of arriving on time to ensure that his barber can provide him with the best service. Toby can be relied upon to be prompt for his scheduled appointments, allowing the barber to efficiently manage their schedule.

Attention to Detail: Toby pays great attention to detail when it comes to his haircuts. He communicates his desired style and preferences clearly to the barber, ensuring that they understand his expectations. Toby appreciates meticulous work and expects the barber to take precise care in delivering the desired outcome. He appreciates barbers who pay attention to even the smallest details, ensuring a clean and well-groomed look.

Openness to Suggestions: Despite having specific preferences, Toby Brown is open to hearing suggestions from his barber. He understands that barbers are professionals who have expertise and knowledge about different hairstyles and

grooming techniques. Toby is willing to listen to their suggestions and advice, trusting their expertise to make recommendations that may enhance his overall look. This openness to suggestions fosters a collaborative relationship between Toby and his barber, resulting in a positive and satisfying experience.

Relation to technology - Toby is not good with using different and complicated forms of technology and prefers simple forms of technology that don't require much skill or attention.

Relation to domain - Toby is a customer that values punctuality and pays a lot of attention to detail. Toby generally appreciated recommendations from barbers and wants them to have constructive input towards his haircut

One goal that this website fails to achieve is to allow the user to cancel or modify their existing booking. If a user wants to change the booking that they have with the business, they are unable to do so since there is no option that is available for them to modify or cancel their session. In order to satisfy this goal, a button to update the booking or cancel it should be added to the website.