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# Design Mockup Report

TEAM 18

BISWAS, PRIYANKA  
KAKARLA MATHAM, DINESH  
LANKALA, SAGAR CHANDRA REDDY  
NARRA, DILEEP REDDY  
NEELAGIRI, NITISH

**ISYS 631 603**

MAYS BUSINESS SCHOOL, TEXAS A&M UNIVERSITY

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# Design Section

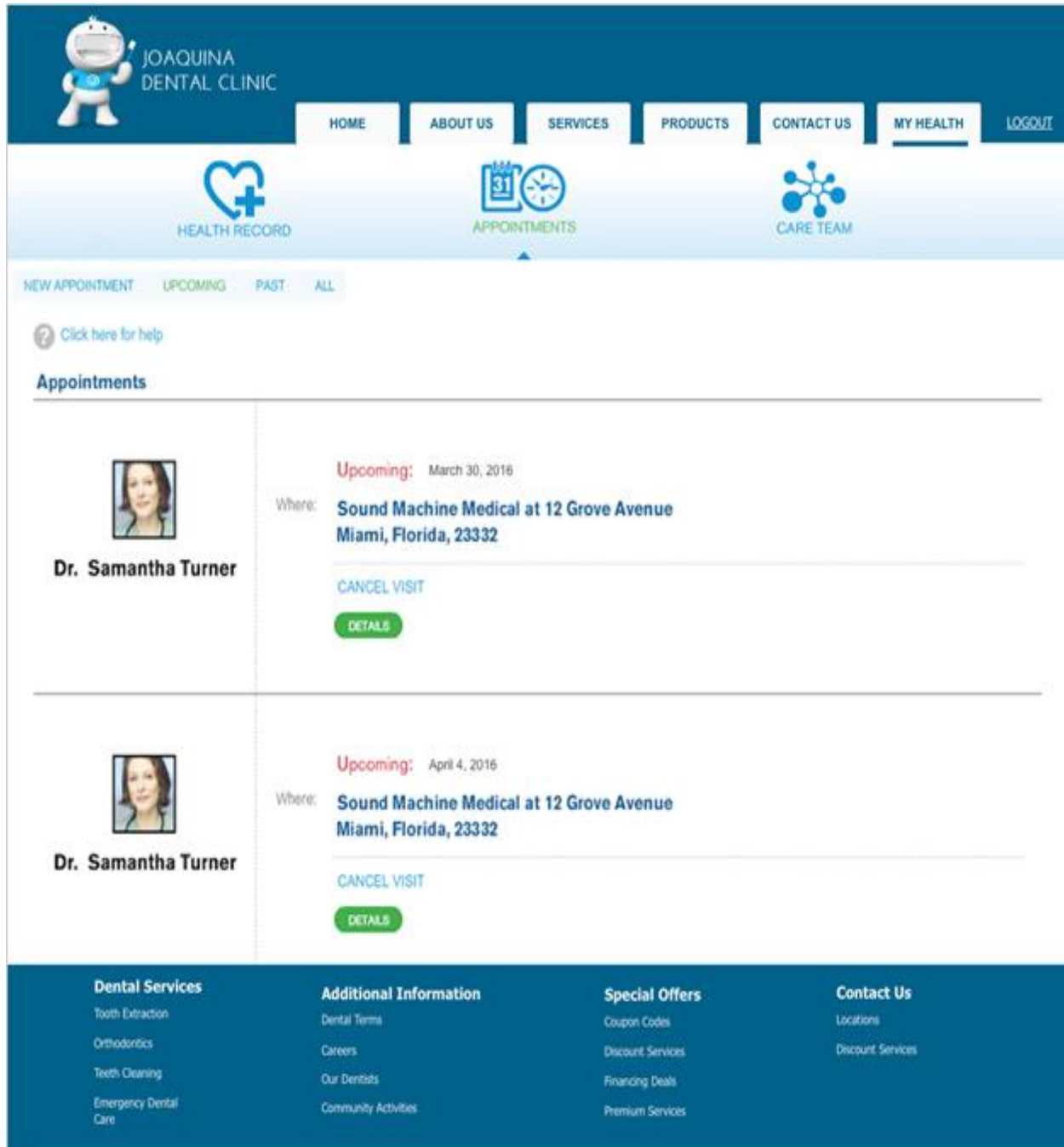
## Screenshots

The screenshots of the various pages on different versions like desktop, mobile and tab are given below.

### Desktop Version



*Home Screen for the Desktop version*



*Patient Screen for the Desktop version*

The image shows a desktop login screen for the Joaquina Dental Clinic. The header is dark blue with a white robot mascot on the left holding a toothbrush. To the right of the mascot is the text "JOAQUINA DENTAL CLINIC". Further right is a navigation bar with white buttons: "HOME", "ABOUT US", "SERVICES", "PRODUCTS", and "CONTACT US". On the far right of the header are links for "LOGIN" and "SIGN UP". The main content area is white and contains a light gray login box. Inside this box, there are two input fields: "Username" and "Password". Below the "Password" field is a link that says "forgot password ?" and a Facebook icon. At the bottom of the login box are two dark blue buttons: "Login" and "Sign Up". The footer is dark blue and contains four columns of white text. The first column is titled "Dental Services" and lists "Tooth Extraction", "Orthodontics", "Teeth Cleaning", and "Emergency Dental Care". The second column is titled "Additional Information" and lists "Dental Terms", "Careers", "Our Dentists", and "Community Activities". The third column is titled "Special Offers" and lists "Coupon Codes", "Discount Services", "Financing Deals", and "Premium Services". The fourth column is titled "Contact Us" and lists "Locations" and "Discount Services".

JOAQUINA DENTAL CLINIC


HOME ABOUT US SERVICES PRODUCTS CONTACT US

LOGIN SIGN UP

Username

Password

[forgot password ?](#)



Login Sign Up

**Dental Services**

- Tooth Extraction
- Orthodontics
- Teeth Cleaning
- Emergency Dental Care

**Additional Information**

- Dental Terms
- Careers
- Our Dentists
- Community Activities


**Special Offers**

- Coupon Codes
- Discount Services
- Financing Deals
- Premium Services

**Contact Us**

- Locations
- Discount Services

*Login Screen for the Desktop version*



**JOAQUINA  
DENTAL CLINIC**

[HOME](#)
[ABOUT US](#)
[SERVICES](#)
[PRODUCTS](#)
[CONTACT US](#)
[LOGIN](#)
[SIGN UP](#)

### Primary Information

First Name

Last Name

Email

Contact

Gender

☐ Male
 ☐ Female

Date of birth

Address line 1

Address line 2

City

State

Country

Zipcode

### Login Information

Username

Password

Confirm Password

Register

**Dental Services**

- Tooth Extraction
- Orthodontics
- Teeth Cleaning
- Emergency Dental Care

**Additional Information**

- Dental Terms
- Careers
- Our Dentists
- Community Activities

**Special Offers**

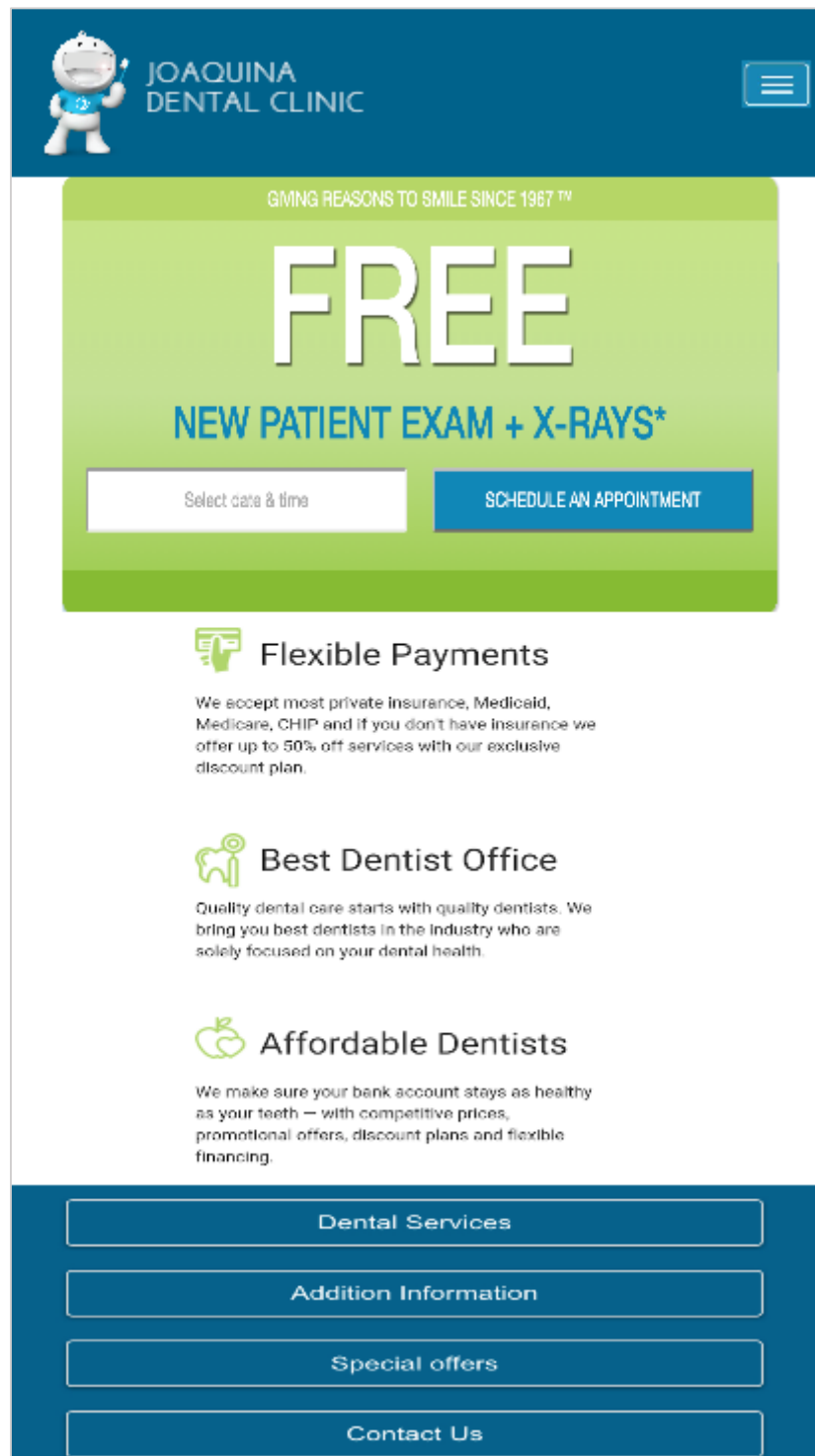
- Coupon Codes
- Discount Services
- Financing Deals
- Premium Services

**Contact Us**

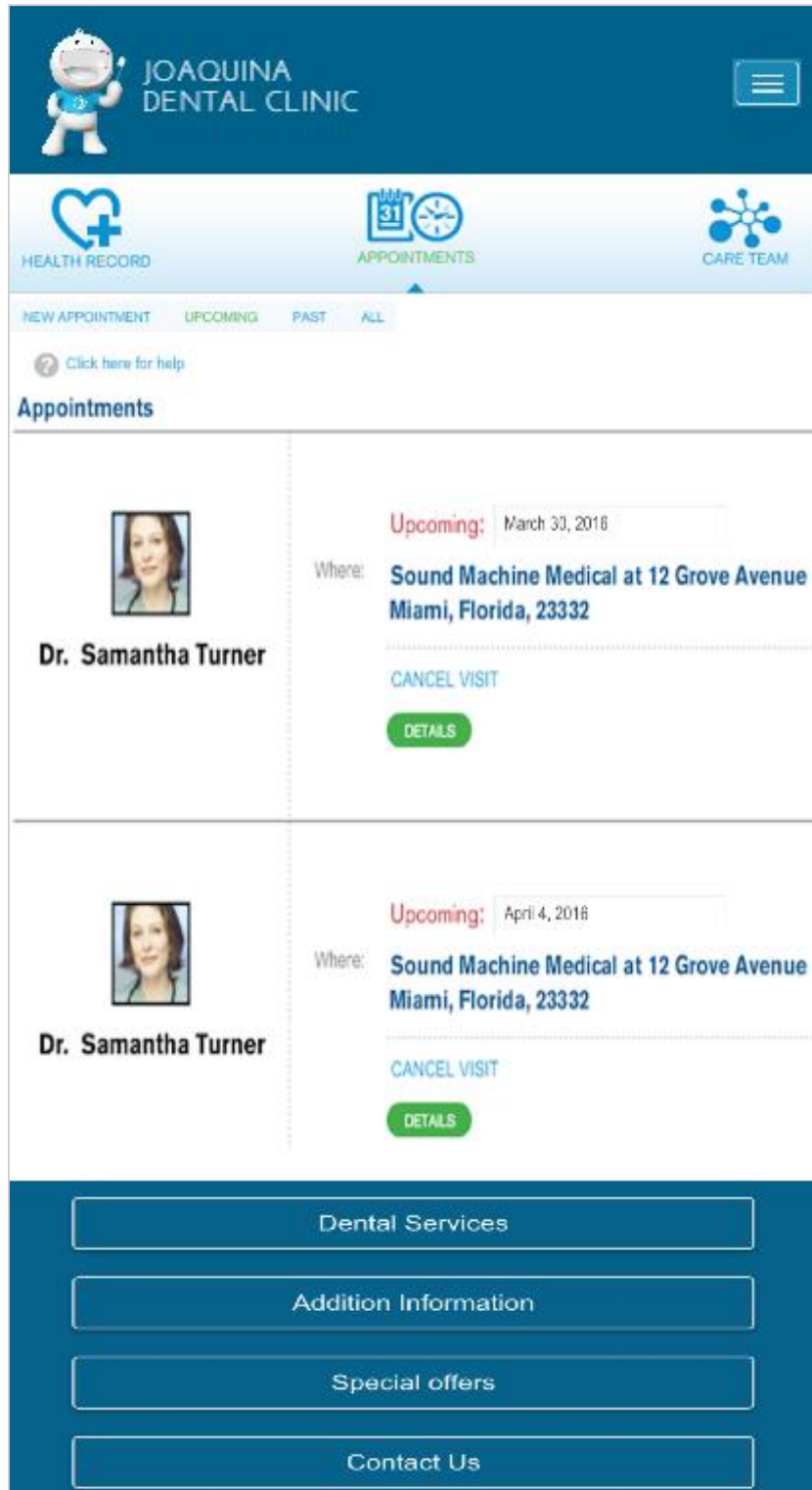
- Locations
- Discount Services

Registration Screen for the Desktop version

## Mobile Version

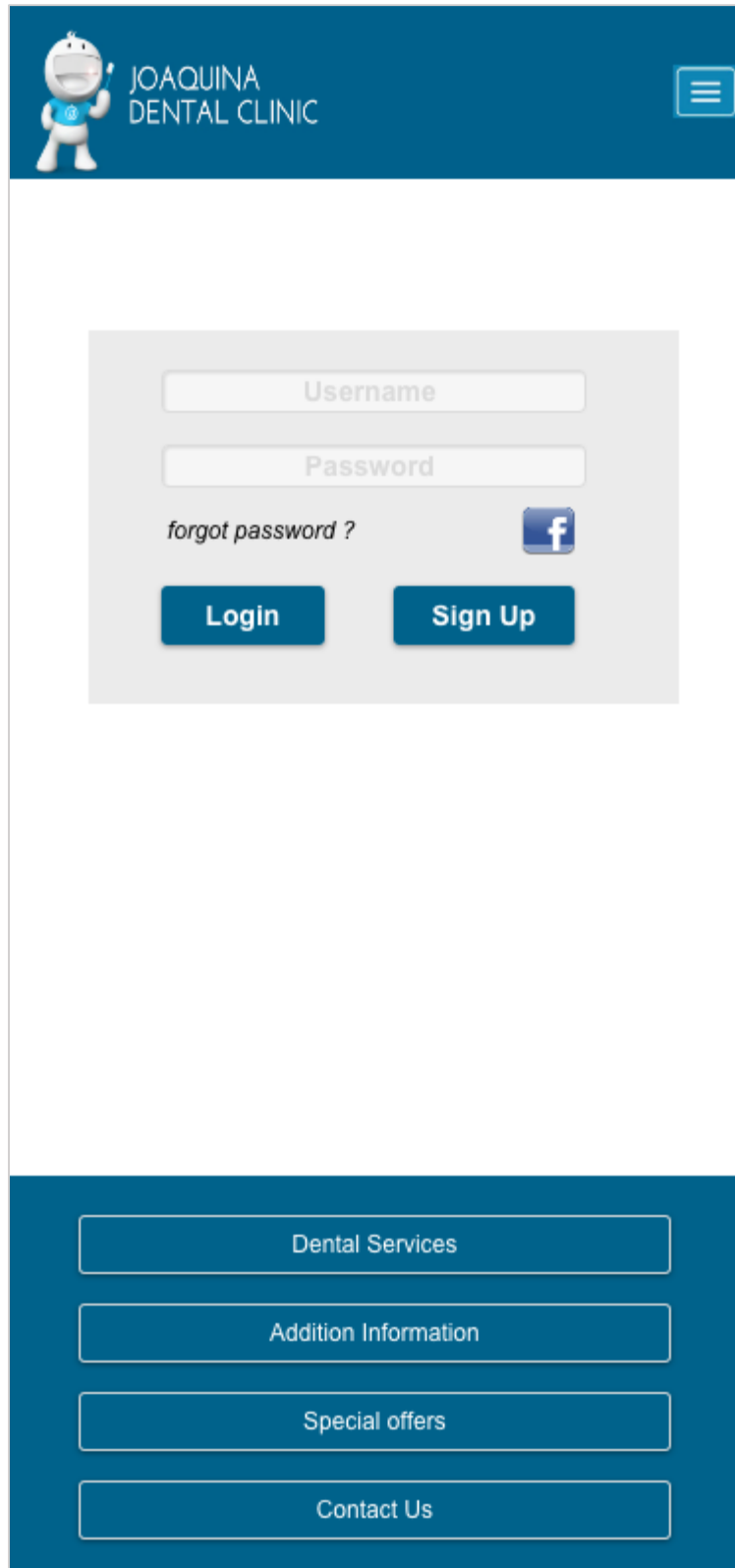


*Home Screen for the Mobile version*



*Patient Screen for the Mobile version*






The image shows a mobile app login screen for 'JOAQUINA DENTAL CLINIC'. The header is a dark blue bar containing a white cartoon character on the left, the clinic's name in white text, and a white menu icon on the right. The main content area is white and features a light gray rounded rectangle for the login form. This form includes two input fields labeled 'Username' and 'Password', a link for 'forgot password?' with a Facebook icon, and two blue buttons labeled 'Login' and 'Sign Up'. At the bottom, a dark blue bar contains four white buttons labeled 'Dental Services', 'Addition Information', 'Special offers', and 'Contact Us'.

JOAQUINA  
DENTAL CLINIC

Username

Password

[forgot password ?](#)



Login Sign Up


Dental Services

Addition Information


Special offers

Contact Us

*Login Screen for the Mobile version*



JOAQUINA  
DENTAL CLINIC



### Primary Information

☐ Male
 ☐ Female

Date of birth
 

11

### Login Information

☐ I agree to terms & conditions

Register

Dental Services

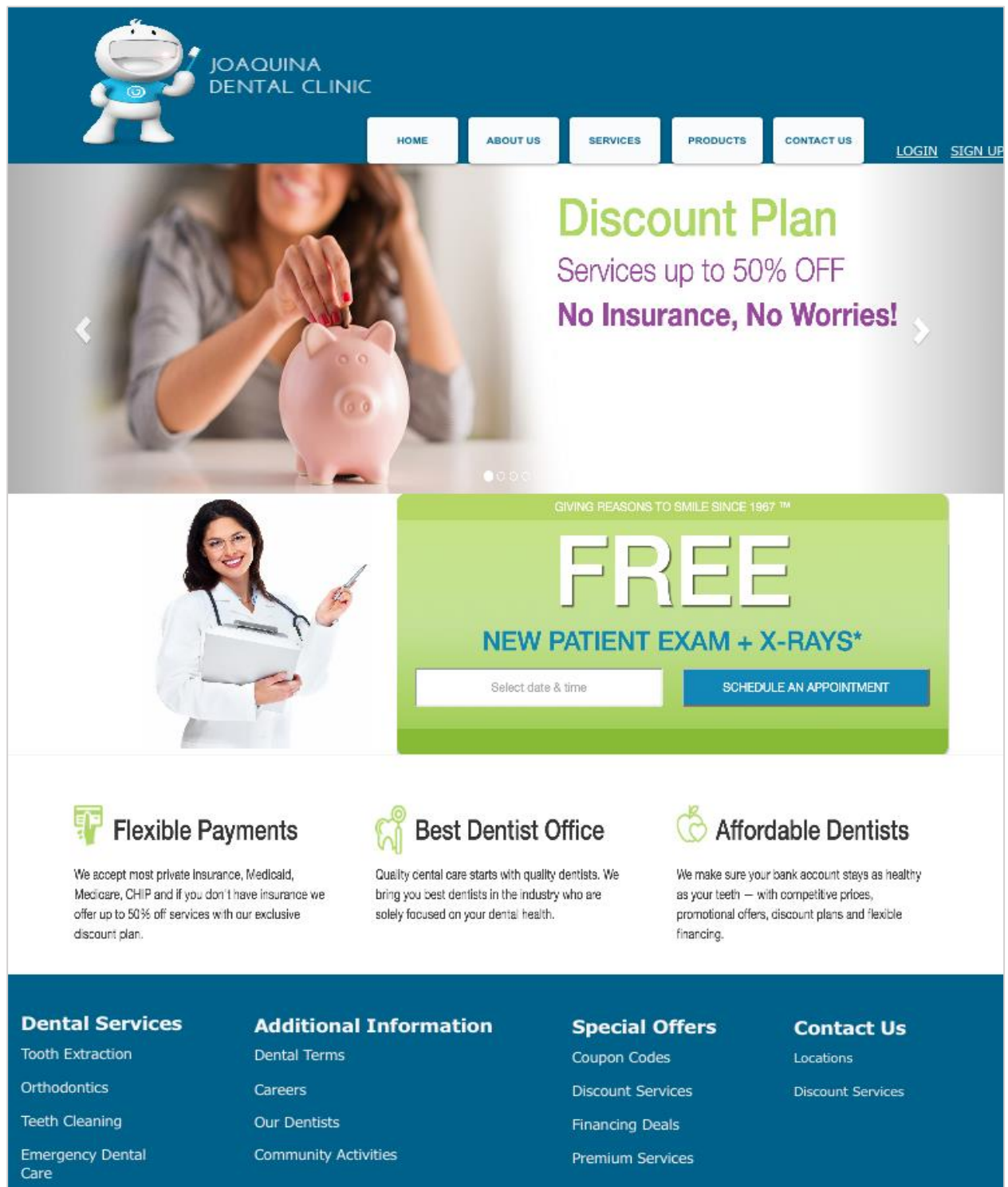
Addition Information

Special offers

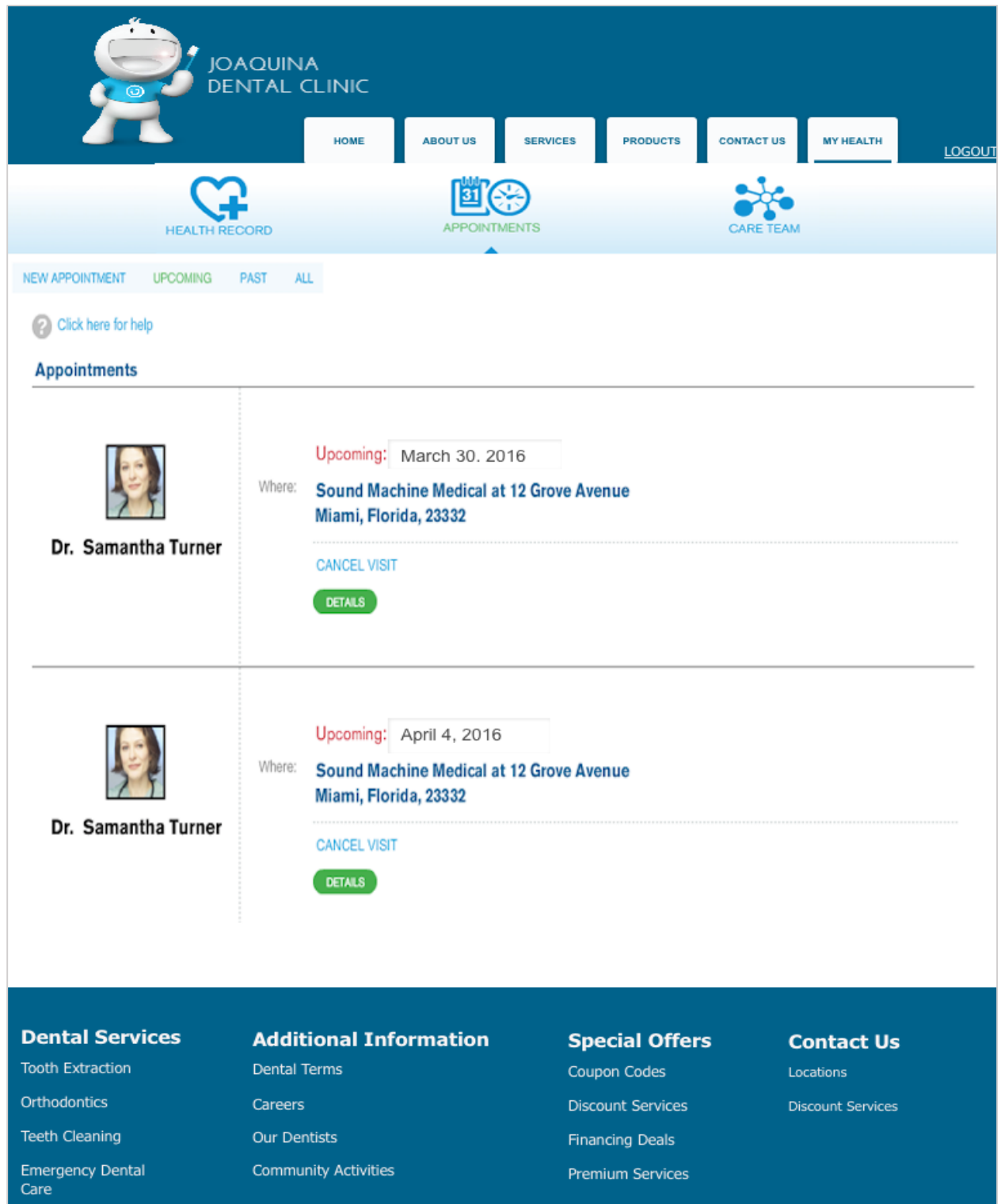
Contact Us

Registration Screen for the Mobile version


## Tab Version



Home Screen for the Tab version




Patient Screen for the Tab version



JOAQUINA  
DENTAL CLINIC

[HOME](#)[ABOUT US](#)[SERVICES](#)[PRODUCTS](#)[CONTACT US](#)[LOGIN](#)[SIGN UP](#)

[forgot password ?](#)

[Login](#)[Sign Up](#)

**Dental Services**

- Tooth Extraction
- Orthodontics
- Teeth Cleaning
- Emergency Dental Care

**Additional Information**

- Dental Terms
- Careers
- Our Dentists
- Community Activities


**Special Offers**

- Coupon Codes
- Discount Services
- Financing Deals
- Premium Services

**Contact Us**

- Locations
- Discount Services

*Login Screen for the Tab version*



JOAQUINA  
DENTAL CLINIC

[HOME](#)
[ABOUT US](#)
[SERVICES](#)
[PRODUCTS](#)
[CONTACT US](#)

[LOGIN](#)
[SIGN UP](#)

### Primary Information

First name

Last name

email

Contact XXX-XXX-XXXX

Gender

☐ Male
 ☐ Female

Date of birth

11

Address Line1

Address Line2

City

State

Country

Zip code

### Login Information

Username

Password

Confirm password

☐ I agree to terms & conditions

Register

#### Dental Services

- Tooth Extraction
- Orthodontics
- Teeth Cleaning
- Emergency Dental Care

#### Additional Information

- Dental Terms
- Careers
- Our Dentists
- Community Activities

#### Special Offers

- Coupon Codes
- Discount Services
- Financing Deals
- Premium Services

#### Contact Us

- Locations
- Discount Services

Registration Screen for the Tab version

# Design Principles employed

## Golden ratio

Appointment area in patient view has a golden ratio in that the image of the patient is in 1.618:1 with the content on the right of the image.

## Baby-face bias

The baby-face bias is in the logo of the website.

## Looking Room

The doctor directs the user towards the appointment section on the Home view of the website. This phenomenon uses the concept of Looking Room.

## Responsiveness

The responsiveness is achieved in all the screens of a view across different platforms in that the font size and content areas are aligned with the aspect ratio of the device at hand.

## Color Palette

The color palette of the website uses Blue as the dominant color, demonstrating trust and efficiency of the brand. White has been used as a subordinate color to blue and exhibits peace and calmness to the user. Green is an auxiliary color that offers freshness to the user's experience.

# Incorporation from the User Persona and Design Persona

## From User Persona

The website has been designed to cater users of different age groups and constitute most of the users of the website. The website particularly engages the users who seek quick actions. It also gives a personal touch to the elderly with clear font and wide content areas.

## From Design Persona

Visual Lexicon and Engagement Methods from the Design Persona have been incorporated while developing the mock-up screens. The color wheel has been taken into reference while choosing appropriate colors for various components in the application. The typography of the application maintains a consistent and comfortable outlook with sans serif heading and appropriate weight in the font. The brand traits and the voice of the mascot will be introduced in further views of the website.

# Website development

## Software/Tool(s)

- Microsoft SQL Server
- Visual Studio

## Programming Language

- C#
- ASP.NET
- JQuery

## Hosting Website

- Microsoft Azure



## Conclusion

### Performance Evaluation Matrix

We would like to evaluate the performance of each team member using the below performance evaluation matrix and at the end of the project, each team member would assign points to every other team member. We would be submitting the averages of each team member and if the team member scores more than 95 out of 100, 100% of the team score can be awarded.

Criteria <hr/> Name of Team Member	Took initiative  (20)	Attended meetings scheduled  (25)	Adequately completed assigned work  (25)	Contributed to project completion  (30)	Total  (100)
Sagar Lankala					
Nitish Neelagiri					
Dinesh Kakarla					
Dileep Narra					
Priyanka Biswas					

### Meeting Schedule

We will be meeting weekly every Wednesday for two hour duration (5.30 PM – 7.30 PM) in West Campus Library (WCL). The frequency of the meetings might be increased depending on the amount of work that needs to be completed.

### Project Deliverables

- User Personas
- Design Personas
- Design Mockup
- Project Prototype
- Final Deliverable

## Learning Expectations

The IS Design project involves the designing of a website for a dental clinic. Throughout the course of the project we will deliver a variety of deliverables covering various aspects of a website design right from scratch.

The comprehensive nature of the deliverable helps us gain a better understanding of the essential details to be considered while designing an interactive and responsive website.

The various learning objectives include the following:

- Employing various design elements like: baby face bias, effective color scheme, simple design etc.
- Responsive Web Design to make the website compatible with different platforms.
- Typography and effective use of white space, Looking Room.
- Color wheel and its usage.
- Designing a friendly brand mascot.
- Conceptualizing User Schemas.

The course will help us understand and implement the above mentioned features and design an effective website.