BISWAS, PRIYANKA

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Prototype Report

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# **Screens Developed**

## **Home page**

The home page of the “Joaquina Dental Clinic” is he first page that user lands on. We have tried to incorporate several elements like: happy and smiling faces, a friendly mascot, registration link, and recommendations etc. to offer a welcoming and warm experience for our present and prospective clients.

## **Login page**

We have implemented a very simple Login page without much clutter. An existing client can visit this page and enter their credentials to navigate to their personalized information page.

## **Registration page**

A new customer can use the “Register Now” button either from the Home page or the Login page to register to our dental services. A welcoming experience has been introduced by means of welcome messages on the page.

# **Functionality**

All the three pages described above have been designed to be displayed on multiple platforms namely: phone, tablet and desktop.

# **Hosting**

We have used Microsoft Azure for hosting our website.

# **Tables Used**

## **Patient**

The Patient holds the information of existing patients.

**Backend details**

# **Entity Framework**

We have used the MVC architecture to implement our Entity Framework and work with the relational data.

## **MVC Architecture**

The MVC architecture separates the application into three logical components as follows:

### **Model**

This component corresponds to all data related logic like the data that is being transferred between the View and Controller components or any other business logic related data.

### **View**

This component supports the UI logic of the application.

### **Controller**

This component acts as an interface between Model and View components to process all the business logic, data manipulation using Model and final output rendering using View.

# **Design Elements Implemented**

## **Golden ratio**

Two aside tags have been used two achieve a golden ratio (1.618:1) in the Home page.

## **Baby-face bias**

The baby-face bias has been implemented in the website logo/mascot “Mr. Toothy”.

## **Looking Room**

The concept of looking room has been effectively used in the image slideshow of the home page to direct user’s attention to the “Register Now” button.

## **Color Palette**

We have employed Blue, Yellow and White as the main colors in designing our website.

### **Blue**

Blue color signifies calmness, trust and coolness. We have used this color to incite a feeling of trust and dependability in our clients.

### **Yellow**

Yellow signifies joy, happiness and positivity. We have used this color to represent a positive and welcoming image of our website.

### **White**

White signifies purity, righteousness and light. We have used this color to symbolize our vision and transparency of our services.

## **Design Persona**

“Mr. Toothy”, the mascot of our dental clinic is extremely warm and witty. He welcomes the clients with a happy welcome message and stays with them throughout the process of scheduling an appointment with occasional remarks filled with wit and humor.

# **Responsiveness Strategy**

## **Media Query**

We have used “Media Queries” to achieve responsiveness in our website design. It uses @media rule to include a block of properties only if a certain condition is true.