# CP1406/CP5638 Assignment 2 Report

**Your Name**: Ryan Ericson

**Site URL**:

## Updated Plan

**Goal**: The websites goal is to boost user engagement by 100%. This could be measured by the uptake in online bookings and asking how they found out about 100Smiles Dental Care. Introducing relevant information about their business, staff and promoting healthy dental habits with their business being a key part of the journey. The client gets first-hand information about the experience and staff with academic articles promoting the knowledge of the business. Promotion of the Annual Dental Check-up is included to develop a "life-long" journey

**Target Audience**:

The target audience would be families with children around the ages of 0 – 15.

To cater towards young families, various styling elements will be in use. Bright contrasting colours to appeal towards children. Images to break up long text and provide a visual focal point. Any important or relevant information is highlighted with bright colours to get readers attention.

Layout is easy to navigate due to its simplicity and standard nature, not breaking set conventions popularised by other websites the families and children visit. Content is accompanied by visual elements providing a call to action to focus upon to capture and retain information.

## Response to Assignment 1 Feedback

Describe the changes you made to the website based on the feedback received in Assignment 1. Describe each change and explain why it was made.

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| **Feedback received for Assignment 1** | **Changes made to the website and justification** |
| Images  About Us page has images too large. | Reduced Image size and changed to display: grid on desktop for better visual clarity and easier access. |
| HTML and CSS  Validation errors | Used Markup validation service to check for validation errors and corrected the errors |
| Interface design  Need to check white spaces in "Services" page. | Added visual elements to draw attention and to remove the abundance of whitespace. |

## Usability Testing Plan

Provide the testing plan you developed for usability testing by completing the table below. Follow the teaching in the subject to do this well.

* Record a minimal set of user information for reference. Consider only relevant details that would help you understand the testing results, like name, age, and any other relevant information.
* Write three pre-test questions to ask your users prior to the test. These questions should be aimed to gather information regarding your users as a potential user of the site, or understand their experience with the content or technology.
* Test tasks:
  + Write three tasks for the user to perform using your site.
  + Do not guide the user or give instructions unless necessary.
  + Use the “Think Aloud” method of gaining user feedback.
* Write three post-test questions to ask the user regarding their feedback for the site and the tasks.
* You may use quantitative usability questions if you feel these are appropriate.

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| **Question/Task** | **Plan** |
| Pre-test Question 1 | Any favourite website or noteworthy examples? |
| Pre-test Question 2 | What do you prioritise in websites? Design, ease of access (information) or other? |
| Pre-test Question 3 | Do you use websites daily in your job/life? If so, any clear pain points/points of friction. |
| Task 1 | Make a scenario of them being new to the area and wanting to establish their life here. Probe them about their experience navigating the website using the think aloud method to gather their journey throughout the website. |
| Task 2 | (Context: Showed assignment 1 website) Find new information added to website. |
| Task 3 | Book an appointment |
| Task 4 (optional) | Using an alternate available device, do tasks again. (Phone, Tablet) |
| Post-test Question 1 | Was there any design/flaws or oversights experienced in testing? |
| Post-test Question 2 | Opinions on the design and how information was presented? |
| Post-test Question 3 | In regards to the purpose of the website, does it achieve it’s objective? |

## Usability Testing Results and Feedback

Document the observations, results, and feedback obtained from two users during the usability testing process. This should include a summary of the observations, feedback, and any specific issues or suggestions that were identified.  
  
**User 1**

**User information:** Family Member (Mother)

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| **Question/Task** | **Result/Observation** | **Issues/Suggestions** |
| Pre-test Question 1 | <https://www.myer.com.au/>  Not overwhelming.  Big search bar for easy product navigation.  Front page full of sales and popular products  Clean design | Could use more call to actions.  Reduce clutter on important pages.  More info on index page |
| Pre-test Question 2 | Design – Interesting to look at.  Doesn’t mind primary task is behind multiple steps.  However, does want clear information clarity. | Middle ground between clarity and interesting design is very small. |
| Pre-test Question 3 | No  No major points of friction. | Difference in users opinion. |
| Task 1 | Took time reading all information.  Liked the visual elements and colour  If first on search results or near the top, might not go to other results. | Search Engine optimisation.  More pictures |
| Task 2 | Did not take too long, as read all previously.  Certain pages got busier wile others remained the same. | Could add new page with relevant info or reorganize to different pages. |
| Task 3 | Starting from index page,  read information about appointment  took two minutes to book an appointment | While information is related, could add a reading flow to promote cohesion. People could read left to right or from left to bottom. |
| Task 4 (optional) | Found mobile simpler and more familiar | Add mobile specific travel options. (Hamburger menu) |
| Post-test Question 1 | No major design flaws . | Found navigation easy and design interesting. |
| Post-test Question 2 | Interesting enough to keep attention and not in the way of information | More audiovisual elements that don’t sacrifice readability/usability |
| Post-test Question 3 | Yes | Did enough between design and information conveyed to get a booking. |

**User 2**

**User information: Friend**

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| --- | --- | --- |
| **Question/Task** | **Result/Observation** | **Issues/Suggestions** |
| Pre-test Question 1 | <https://www.youtube.com/>  Likes dark mode  Sidebar for navigation  Liked YouTube logo changing depending on events (Christmas) | Could have toggle for darker mode. (could be lot of effort for not much gain as website use is not daily for target users)  More navigation options. Not exactly needed now but with the inclusion of more content could be an option or a phone exclusive for the time being. (Hamburger, sidebar)  Change logo or elements for Christmas/easter. Adds personalization and keeps it fresh. |
| Pre-test Question 2 | Ease of access for main purpose. Relevant information required at forefront without any fluff. | Alternative reader mode like reader view.  Bold Text for easier readability. |
| Pre-test Question 3 | Too many steps to reach purpose  Some forms ask for too much information | Have booking be a page away from index/main page.  Have an informative but short booking form to get information but does not make user lose interest. |
| Task 1 | Went straight to booking, read a bit of info and then entered info.  After completing booking, looked at other pages randomly. | Make front page entertaining and more than just info of staff and business. Could put announcements or “Our new dental technologies” along with meeting our staff. |
| Task 2 | Not too long. | Reorganize elements for more logical flow. |
| Task 3 | As noted in task 1 |  |
| Task 4 (optional) |  |  |
| Post-test Question 1 |  |  |
| Post-test Question 2 |  |  |
| Post-test Question 3 |  |  |

## Response to Usability Testing

Describe the changes you made or plan to make to the website based on the feedback received during usability testing. Describe each change and explain why it was made (or why you plan to make it).

1. …

## References

List and explain any sources where you got substantial help from outside the subject teaching.   
Remember that use of Generative AI (like ChatGPT) is not allowed in this assignment.

1. …