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Writing Assignment #2

As discussed in Writing Assignment #1, I am planning on updating my previous employer’s website and adding in admin, employee, patient and customer portals. Personally, I think this is a good idea for his business considering the site he has now is not within modern standards, has design flaws, and has been left unattended since its release.

First, I would like to perform a complete overhaul of the initial design, create a modern appeal that is pleasant to the viewer, and establish a responsive site. Second, a rework of the text. A lot of the content displayed in the current site is unprofessional and outdated such as the introductions to optometrists who are no longer employed, jokes, and lack of information. Third, an update of the pictures. The photos currently on display are not of the best quality and would need to be updated to provide more cohesiveness to a modern site. Fourth, provide the functionality to the user. There is absolutely zero functionality for any type of user within the current site, even the scheduling of appointments is done through a separate site. What I am envisioning is four different levels of access, such as customer, patient, employee, and admin. The customer view would provide the basic use of the site without a login showing informational text and allowing the scheduling of an appointment. The patient view would provide access to medical forms, order details, and the features in the customer view. Employee and Admin view I still need to work out the details with my employer to see how much access he wants of the employees and what he wants to view as an admin.

Other optometry sites are capable of these functionalities and I will continue to conduct more research on different sites. Most likely I will attempt to connect with other optometry businesses and ask about their site capabilities so that I may draw some inspiration. So far, I have worked on the website design and content overhaul and hopefully will have more work completed this weekend.