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CS 371  
Wk. 10: Project  
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# Design

I made some changes to the spec based on feedback from the original. There are some other changes that were made to make the user experience better based on how the actual site looked upon completion. All changes are noted in red text.

## Executive summary

TheNielsenClinic.com is a doctor's website designed to educate people about himself, functional medicine and the services his office offers. It should be inviting, intuitive and informative.

## Design

# Breadth-first Design

## Home Page



**N** IS FOR THE LOGO

These designs were created to lessen the amount of material on the home page as per Q #20, I #4, #5, #6

**≡ MENU**



# Depth-first design

Q = Question I = Interviewee



Removed most text and consolidated photos to one area. Skipped duplicate photos as per Q #6, I #1. Simplified navigation menu as per Q #17, I #3



Three photos feels too busy. Changed to a single photo. Q #21, I #4

## Home Page



Mission statement doesn't change but events do. Need something on landing page that changes and entices users back as per priority # 1.



Added social media at bottom. Made footer legible unlike original.

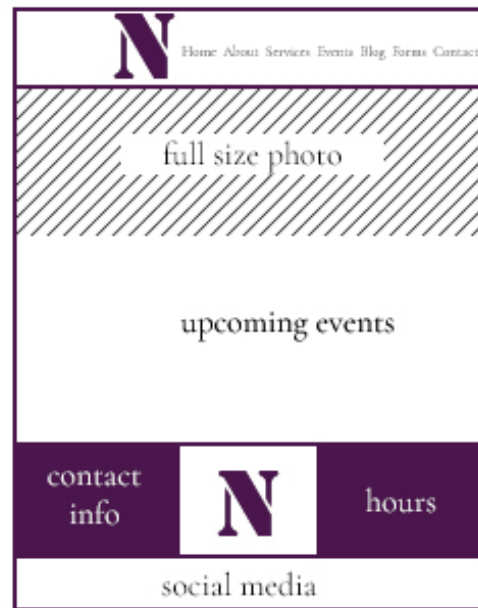
# Depth-first design

## Additional changes

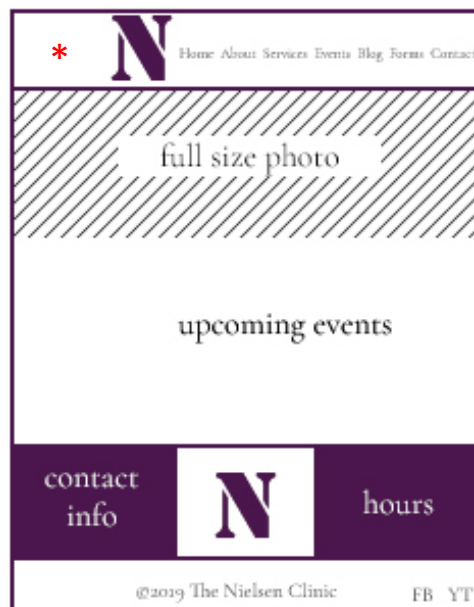


Initially I created a collapsed menu to simplify the look. (uncluttered...priority # 1)

## Home Page



The collapsed menu was retained for the mobile version but a full menu is used for larger devices. Research shows collapsed menus are not as effective as regular ones so I switched it. (priority #3, easy mental mode)



I changed the footer to include the copyright of the site. It wasn't visible because of low contrast on the original site. I also moved the social media icons to the right as is convention. (priority #2) I added a message of "For educational purposes" at the top left where there's a \* to minimize possible problems.

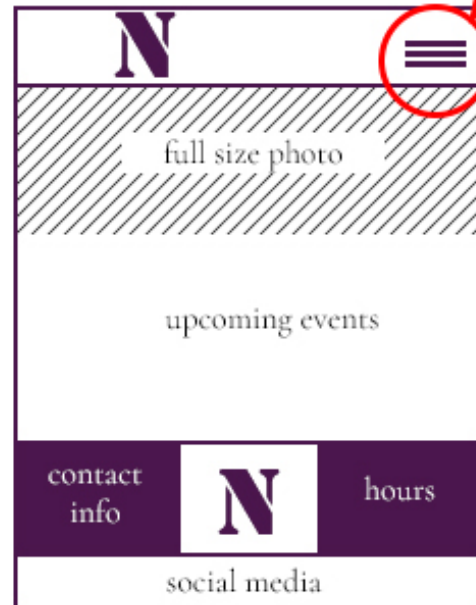
## Prototype with mobile device

### Storyboard

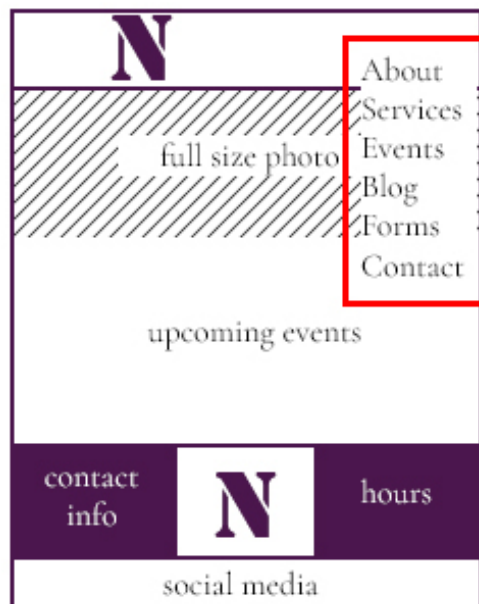
### Home Page



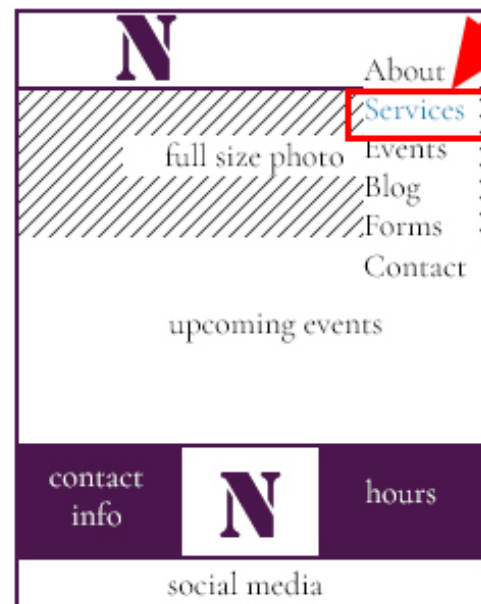
User opens home page. User views top photo. User scrolls vertically to read upcoming events.



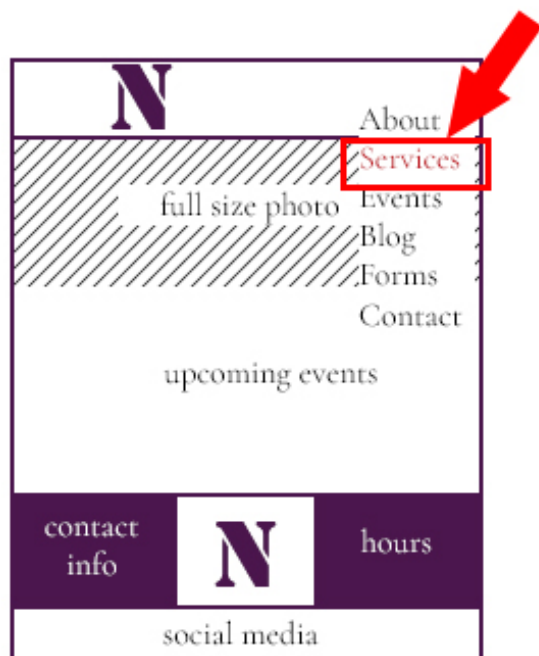
User clicks menu button.



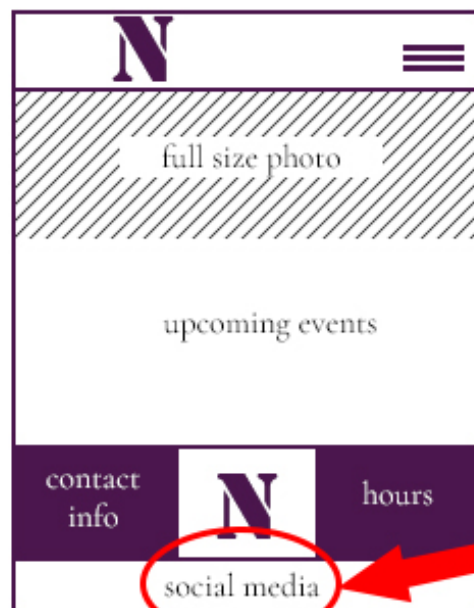
Drop down menu appears.



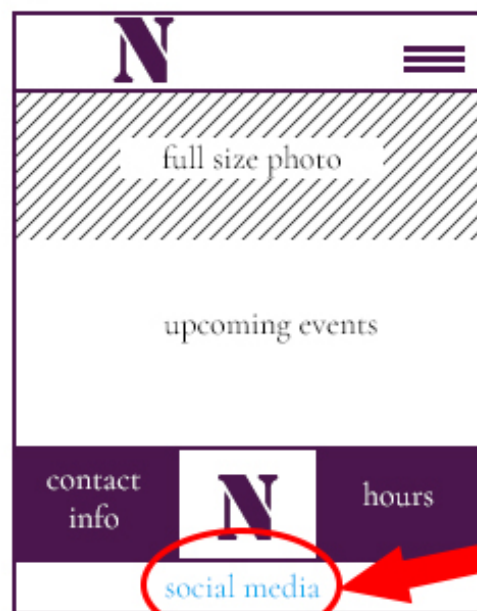
User hovers over "Services" in menu. Text changes color to indicate selection.



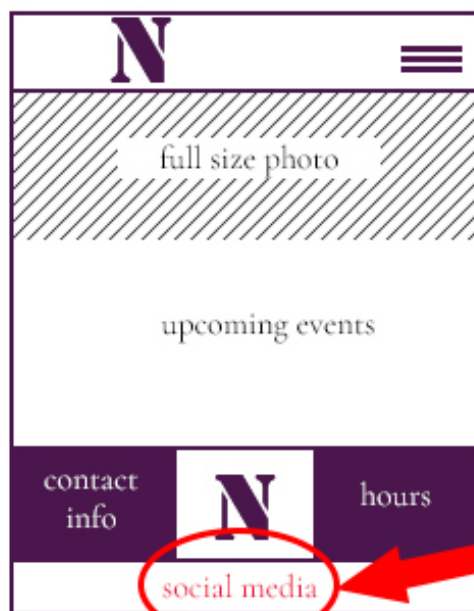
User can click link which causes the link to change colors and to switch to different page.



User stays on home page and scrolls to bottom. User hovers over a social media link.



Social media link changes color.



If user clicks social media link, it changes color and sends user to social media page.

# Specification

## Executive summary

TheNielsenClinic.com is a doctor's website designed to educate people about himself, functional medicine and the services his office offers. It should be inviting, intuitive and informative.

## Criteria

Priority 1	Priority 2	Priority 3
User should be enticed to use site.	Site info must be reputable.	Mental model should have simple learning curve.
Site should be uncluttered to facilitate finding info readily.	Site should not be complicated.	Site should be up-to-date.
	Layout should be similar to other sites to be familiar.	
	Design should be intuitive.	

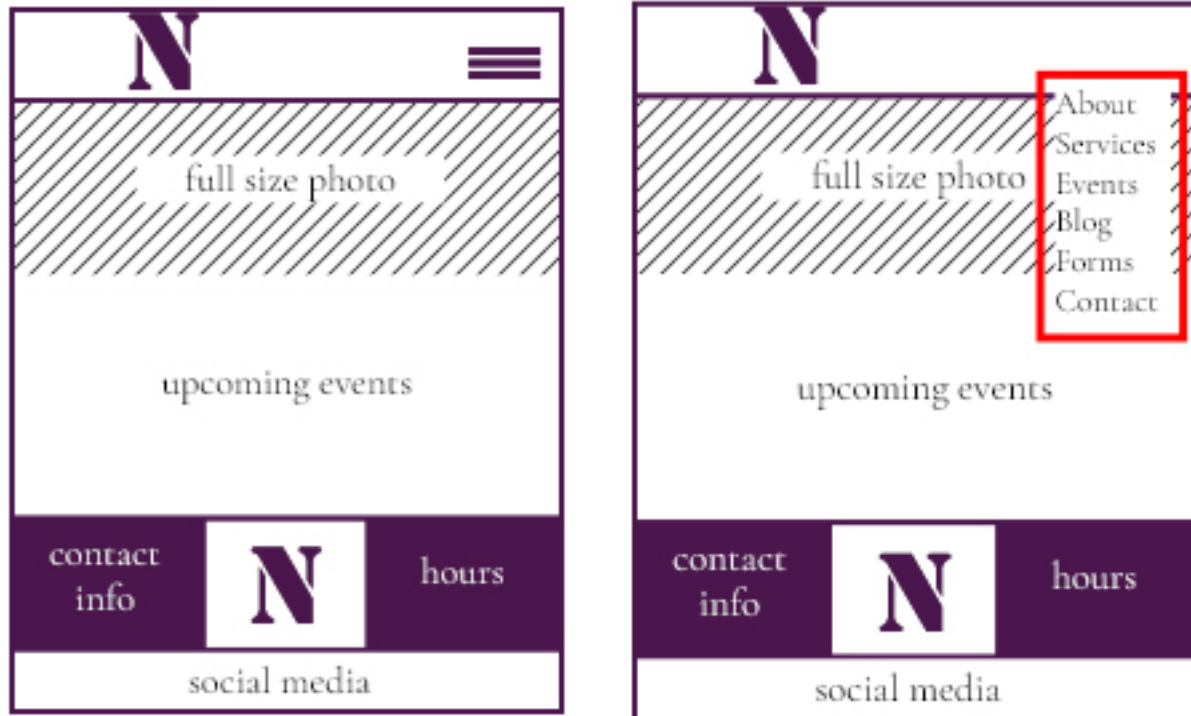
## Persona

Ingrid is a 46-year-old female who enjoys outdoor activities and puts great emphasis on her health. She is relatively healthy, but when she has health issues, she is quick to consult a doctor. Ingrid prefers doctors who practice functional medicine.

## Scenario

Ingrid had an accident mountain biking and tweaked her knee. She is worried because it seems to be more than a simple sprain. Ingrid looks at thenielsenclinic.com for information about her injury and to check the hours of the office. **Ingrid goes to [www.thenielsenclinic.com](http://www.thenielsenclinic.com). She scrolls down the page and quickly sees the hours of the clinic on the lower right side of the page.**

## Representative screenshots



Home page with closed menu and with drop down menu.



## Detailed design

### Structure

#### Header

Header consists of logo and drop-down menu.



Header with collapsed menu retained for mobile devices, but it was switched to have a full navigation bar header for larger devices. After researching navigation menus, I discovered collapsed menus are not as effective for various reasons (SEO and other). I opted to use a full menu instead. I added a message “\*\*\*For Educational Purposes\*\*\*” to the left of the logo to mitigate potential problems. I added boxes around the navigation menu items when you hover over them in larger views (ie. not on mobile devices). Only changing the color of the menu item on hover didn’t seem to make it clear enough which item was being chosen. The box makes it clear.



#### Logo



represents actual logo which is this:



Clicking the logo from any page will return user to home page.

#### Closed menu



#### Open menu (drop down menu)

Three bars disappear and vertical list appears.







Overlays photo represented with diagonal lines.

Has white background to display properly over the top of the photo.

List is comprised of links to other views.

Clicking links will send user to selected page.

About  
Services  
Events  
Blog  
Forms  
Contact

Default	Disabled	Enter-focus	Tab-focus	Hover	Pressed
					

Property	Value
Font	Corbel
Font size	1.5em
Font weight	bold
Padding	.2em
Margin	.2em
Color	#4B164D
Border style	solid
Border color	#000000
Border width	.1em

Full size (screen width) photo



A photo of Dr. Nielsen, the office or other inspiring photo should be used here.

Here is a sample photo for this spot:



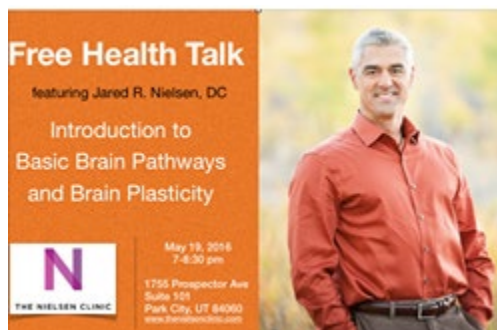
## Container for upcoming events

This can be a calendar image, a video explaining an upcoming event or a flyer about an upcoming event.

Here are some examples of what to use:



## Concussions: The Telltale Sings



## Footer A

This includes the contact info:

Clinic name  
Address with link to Google maps  
Phone number  
Email

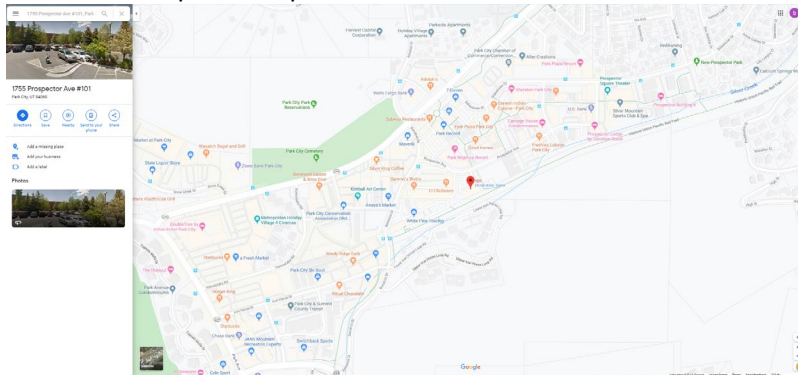
Logo:



Hours of clinic:

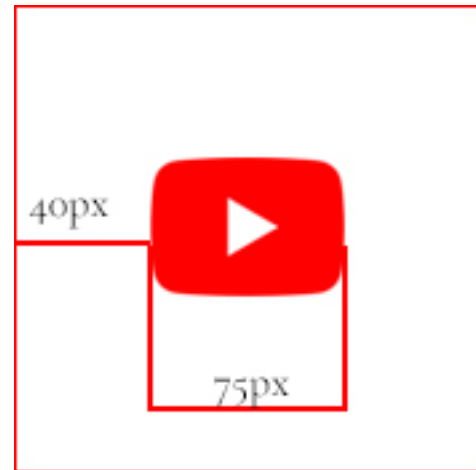
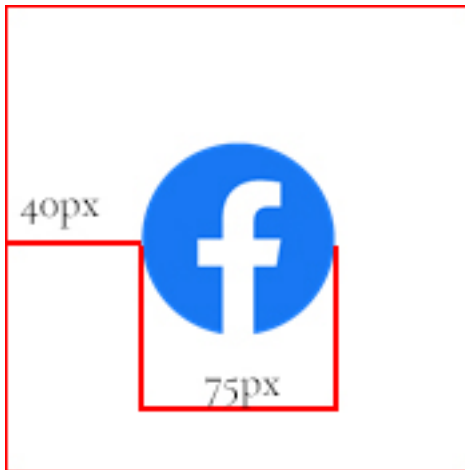
M-W-Th 8am-6pm  
T 2pm-6pm












Clicking on map link within contact info will present user with an enlarged Google map overlay of address. Example of map:



## Footer B

Icons of social media. Clicking on them will bring user to social media page of the clinic.  
Use official logos, respecting usage rules (min. 50% white space around icon, etc.)  
Examples of social media icons are:



Default	Disabled	Enter-focus	Tab-focus	Hover	Pressed
					
					

I changed the hover color from grey to black to make the contrast stronger.

## Interviews

I had not included my interviews in the original specifications but am doing so this time as I refer to the interviewees' answers in the designs. I included a second round of questions below. They're colored in red because they were extra data I felt I needed as I began to design the site.

My project for this class involves analyzing a doctor's website. I interviewed three people and used these questions as the basis for the interview.

The interviewees used my project site for a minute or two before I interviewed them. With most questions they would offer multiple answers. I tried to choose answers that were unique to them. Answers that were duplicated were used for at least one of the participants so they were represented as well.

Interviewees #1 and #2 seemed most critical and to have high expectations. Interviewee #3 seemed less bothered by the idiosyncrasies that bothered the other two. Interviewee #1 was a male, aged 51. He is well educated, runs his own financial consulting business and considers himself to be well versed with using the internet. He's a dad of teenage hockey-playing kids and health is important to him. Interviewee #2 was a 46 year old female who uses medical care a few times a year and would likely use this site. She's an outdoor enthusiast and takes health seriously. She is an avid reader and likes information. Interviewee was a 27 year old female, single, college student. Health care hasn't been very important to her as she's always been healthy. She didn't seem as interested in the site as the other two.

1. Are you more likely to use a doctor's website to find medical information or office hours?

- Interviewee #1
  - Office hours
- Interviewee #2
  - Office hours
- Interviewee #3
  - Medical information

2. What do you look for on a website to assure you of sound medical advice?

- Interviewee #1
  - Accreditations

- Interviewee #2
  - Ongoing education certificates
- Interviewee #3
  - Which school the doctor attended

### 3. Which school the doctor attended

Are you entertained or annoyed by a lot of animation?

- Interviewee #1
  - Usually annoyed
- Interviewee #2
  - It depends but usually I don't like it
- Interviewee #3
  - I'm not going to a doctor's site to be entertained so I find the animation annoying.

### 4. Do you find this site professional looking?

- Interviewee #1
  - No. It looks like it was created by an amateur.
- Interviewee #2
  - Kind of. Not really professional but not really not professional.
- Interviewee #3
  - No. My middle schooler builds better sites.

### 5. What is needed to be considered "professional?"

- Interviewee #1
  - It needs to be smooth. It seems like it's trying too hard to be a site and stuff is crammed everywhere.
- Interviewee #2
  - It should be more consistent and look more up-to-date.
- Interviewee #3
  - Hmm. I don't know.

### 6. Is there anything that is overdone with this site, and if so, what?

- Interviewee #1
  - There are too many identical pictures. The picture loses its effect with so many duplications.
- Interviewee #2
  - The logo is everywhere. It's too much.



- Interviewee #3
  - There is so much text! And so many menus I don't know where to start!

7. Are you more interested in more "sciencey" articles or testimonials?

- Interviewee #1
  - I guess I like both. Probably leaning toward testimonials.
- Interviewee #2
  - I like "sciencey" stuff.
- Interviewee #3
  - It depends how well they're done.

8. If there are links that lead away from the site, do you find that annoying?

- Interviewee #1
  - Yes! I get lost and often don't return.
- Interviewee #2
  - I usually right click and open a new tab so it doesn't really bug me.
- Interviewee #3
  - It depends on how interesting the links are.

9. On a scale of 1-10, how frustrating is it to not be able to search a site?

- Interviewee #1
  - 10!
- Interviewee #2
  - 10!
- Interviewee #3
  - Depends what I'm looking for so probably a 7.

10. On a scale of 1-10, how annoyed are you by not being able to locate something you expect to find on this site?

- Interviewee #1
  - 10
- Interviewee #2
  - 10
- Interviewee #3
  - 10

11. If a site has issues that make it difficult to navigate, how likely are you to give it a second chance in the future?

- Interviewee #1
  - I probably won't use it again.
- Interviewee #2
  - I might go to the site if I forget how bad it was.
- Interviewee #3
  - I might use it again...

12. If a doctor's website has technical problems, do you judge the doctor through that lens?

- Interviewee #1
  - Not really
- Interviewee #2
  - Kind of. I wonder if they care about quality?
- Interviewee #3
  - No

13. Are you more likely to visit this site on your phone or a larger screen like a laptop?

- Interviewee #1
  - phone
- Interviewee #2
  - phone
- Interviewee #3
  - phone

14. Is there anything missing on this site that you usually find on other sites?

- Interviewee #1
  - Ability to search
- Interviewee #2
  - It would be nice to see more photos of things related to the office.
- Interviewee #3
  - I don't know.

15. Do broken links or materials that needing updating sway your opinion of a site?

- Interviewee #1

- I'll probably judge the site less professional.
- Interviewee #2
  - I don't want to stay on a site like that.
- Interviewee #3
  - Yeah. I expect to find current material.

16. Do the colors on this site enhance or obstruct your use of this site? For example, is there enough contrast to make the site easily legible?

- Interviewee #1
  - They make it really hard.
- Interviewee #2
  - The text is hard to read in places.
- Interviewee #3
  - I like the color scheme.

17. What slows you down about this site?

- Interviewee #1
  - I don't know where to start.
- Interviewee #2
  - I can't find what I want very quickly.
- Interviewee #3
  - There are too many choices.

18. Is this site intuitive or do you find yourself confused with the site?

- Interviewee #1
  - confused
- Interviewee #2
  - It's not user friendly
- Interviewee #3
  - Confused

Round 2 of interviews, needed better data

I interviewed three women between the ages of 29-55 with a few open-ended questions. Here's the result:

19. What is your impression of this site?

- Interviewee #4
  - Oh my gosh! What is even happening?!
- Interviewee #5
  - It's just too cluttered.
- Interviewee #6
  - It's hard to find anything.

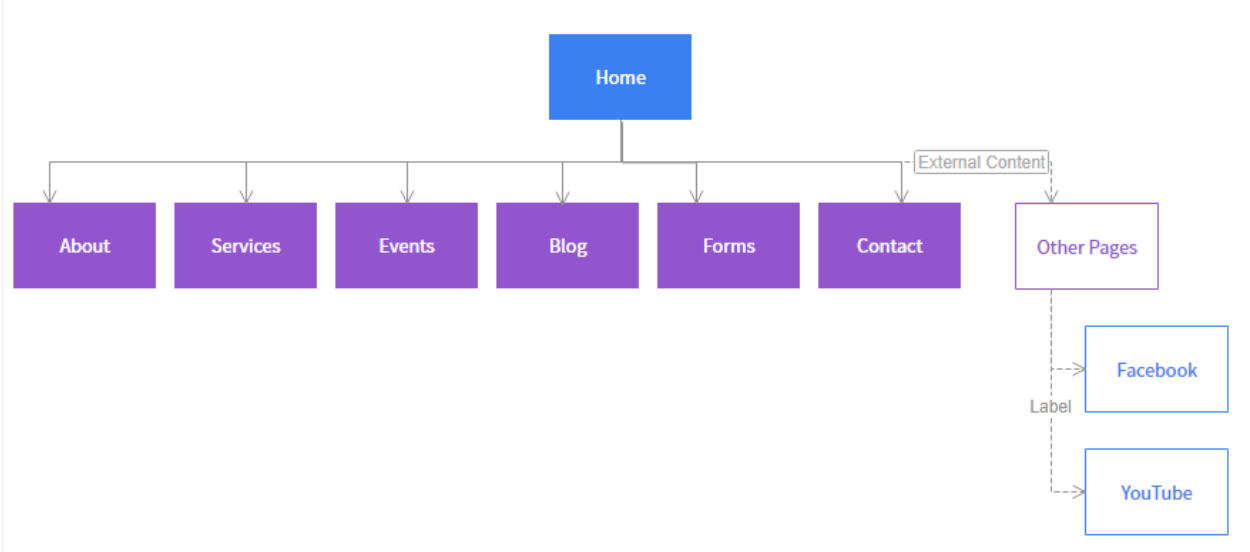
20. What could help this site be better?

- Interviewee#4
  - Move most things off the home page
- Interviewee#5
  - Clean it up and organize it better.
- Interviewee#6
  - Less stuff on the main page.

21. Do you enjoy this site? Please explain your answer.

- Interviewee #4
  - No. It's too much to sift through. It's aggravating.
- Interviewee #5
  - No. It feels like too much of an advertisement.
- Interviewee #6
  - No. I can't find what I need.

Site map



## Rubric

10 Ponder : Project Submission (Updated)										
Criteria		Ratings						Pts		
Fully Implemented	20.0 pts Exceptional Every control works as the user expects		18.0 pts Good All the features in the spec are implemented		14.0 pts Acceptable One feature does not work as the user expects or as the spec describes		10.0 pts Developing One feature described in the spec is missing		0.0 pts Missing More than one feature is missing	20 pts.
No Defects	20.0 pts Exceptional No bugs can be found	18.0 pts Good One or more minor bugs exist that the average user would probably not find			14.0 pts Acceptable One obvious defect	10.0 pts Developing A bug exists that severely impacts a common user scenario			0.0 pts Missing There are many glaring bugs	20 pts.
Application of Standards	20.0 pts Exceptional There is no room for improvement in the use of color, typography, and layout as well as applicable web, mobile, or desktop standards		18.0 pts Good The design follows all relevant layout, color, and typography guidelines		14.0 pts Acceptable One aspect of the design does not adhere to the standards	10.0 pts Developing One obvious or gross violation of a standard seriously degrading the overall quality of the design			0.0 pts Missing No knowledge of applicable standards is demonstrated in the product	20 pts.
Overall Impact	40.0 pts Exceptional Stunning	36.0 pts Good The target user is likely to be "pleased" with the design and all their needs will be met			28.0 pts Acceptable One aspect of the design distracts from the overall visual impact		20.0 pts Developing The quality of the visuals presents usability issues		0.0 pts Missing The design is difficult to look at	40 pts.
Total Points:100 pts.										