# CP1406/CP5638 Assignment 2 Report

**Your Name**: Kyle Everett

**Site URL**:

## Updated Plan

**Goal**: To see a steady uptick in patients doing their regular dental appointments with the client, as well as a significant uptick in clients using the new online form and converting patients from other clinics. More appointment time slots filled with patients, primarily new.

**Target Audience**: The target audience will be people in their mid-life years (Typically 30-40) who have younger children and older parents. The reason for this choice of target audience is because of the sway these individuals would have on their families, be it their children that do not have control of their dental choices yet, to their older parents who might want to be informed of better dentist clinics. The site will be presented as professional, clean, compact on details and easy to navigate. Colours of blue and white (Specifically whitesmoke not to strain the eyes) will primarily show this professional nature, while also offering a neutral base for the eyes. The text will be presented as concise while showing what is required to be shown, with an accompanying picture when required and appropriate. The pictures themselves will be sized in a way to not stretch nor distort the image. This type of image builds connection between the audience and the website, generating trust to the client.

## 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.

|  |  |
| --- | --- |
| **Feedback received for Assignment 1** | **Changes made to the website and justification** |
| Headings are too big and missing business name | Header on pages to include the business name and heading size reduced to improve readability and reminding the audience what the website is advertising. |
| Image resized appropriately | Images were resized when served to client via CSS, images instead resized externally to appropriate sizes. This ensures optimised images that look correct and served |
| Call to action added on needed pages. | Call to action is one of the most important parts of a website of this nature, a failure to include it is a failure of design. |

## 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.

|  |  |
| --- | --- |
| **Question/Task** | **Plan** |
| Pre-test Question 1 |  |
| Pre-test Question 2 |  |
| Pre-test Question 3 |  |
| Task 1 |  |
| Task 2 |  |
| Task 3 |  |
| Task 4 (optional) |  |
| Post-test Question 1 |  |
| Post-test Question 2 |  |
| Post-test Question 3 |  |

## 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:** …

|  |  |  |
| --- | --- | --- |
| **Question/Task** | **Result/Observation** | **Issues/Suggestions** |
| Pre-test Question 1 |  |  |
| Pre-test Question 2 |  |  |
| Pre-test Question 3 |  |  |
| Task 1 |  |  |
| Task 2 |  |  |
| Task 3 |  |  |
| Task 4 (optional) |  |  |
| Post-test Question 1 |  |  |
| Post-test Question 2 |  |  |
| Post-test Question 3 |  |  |

**User 2**

**User information:** …

|  |  |  |
| --- | --- | --- |
| **Question/Task** | **Result/Observation** | **Issues/Suggestions** |
| Pre-test Question 1 |  |  |
| Pre-test Question 2 |  |  |
| Pre-test Question 3 |  |  |
| Task 1 |  |  |
| Task 2 |  |  |
| Task 3 |  |  |
| 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. …