**Chris Hinson 07203712 Noah’s Pet Clinic**

**Design Justification**

My approach to building the design has focused on functionality within a minimalistic design structure. Each page should convey its information as simply as possible. I have chosen to do this because it is likely that any Noah’s pet clinic users who are choosing to interact with the clinic through their website instead of their storefront are likely to have a basic understanding of how to use computers and the internet.

I have chosen to create as much functionality as possible so that the website is both useful to customers and staff. There is some conflict of interest in this as it is a multipurpose design however with further work the website could be given a log in feature which would allow the pages for guests and staff to be differentiated.

The website has a logo in the corner which will link you back to the **Index** page. There is a navigation bar on each page that links to each other page on the website and a footer with some simple contact information. The **Index** page will introduce you to our company and familiarize users with our logo. The **Gallery** page displays pictures of some of our previous patients and a brief descriptions of how we helped them. The **About us** page has some information about NPC and a few pictures. The **Contact us** page gives some information on how to contact **NPC** and a form you could fill out with a user’s contact information and their query which will be stored in the database. The **Apps DB** page displays a list of appointments. The **Doctors DB** displays a list of all the Doctors on staff. The **Pets DB** displays a list all the pets in NPC’s database. The **Search Pets** has a form which can be filled out with a pet’s name and will display any pets which have a name like the one entered in the form. The **Add Pets** page displays a form which has the details that could be filled into a pet entry. Submitting this form will add the pet to the NPC database. It can be check by viewing the **Pets DB** page.

-There is an that greets the user and introduces them to NPC. It has the NPC company logo and slogan on it.

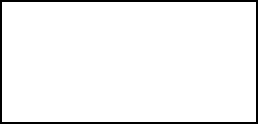
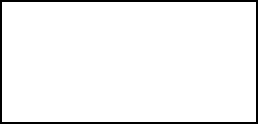
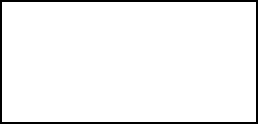
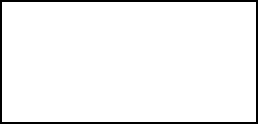
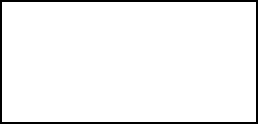
-There is a gallery page with pictures of some of our previous patients on. Users can click on the pictures to view a larger version of the pictures.

-There are **Apps DB**, **Doctors DB** and **Pets** **DB** pages that let users directly view the database. There are also query and input pages. **Search Pets** allows users to query the database and view records based on a pets name. **Add** **Pet** allows users to add a record to the pets table in the database. This can be checked by viewing the **Pets DB**. **Contact Us** allows users to add their details to the contacts table in the database.

**Structural Design**

* All pages are able to connect to each other through the nav bar
* Contact us, search pets and Add pets all have forms
* Gallery and about us have pictures
* Appointment DB, Doctors DB and Pets DB display tables from the database

Homepage



Gallery

About us

Contact us

Appointments DB

Add Pets

Search Pets

Pets DB

Doctors DB

**Storyboard: Homepage**

Small Logo Navigation bar Navigation links

Welcome text

Big Logo

Company motto

Footer with contact details

Content: Welcome and company motto

Graphics: Background and Logo

Actions: Link in Nav bar to all other pages on the web site

**Storyboard: Gallery**

Small Logo Navigation bar Navigation links

Pictures Descriptions

Footer with contact details

Content: Descriptions of patients

Graphics: Background, Logo and pictures in gallery

Actions: Link in Nav bar to all other pages on the web site

**Storyboard: Search Pets**

Small Logo Navigation bar Navigation links

Title text

Form to search pets

Table returned from search

Footer with contact details

Content: Header and search form and table built depending on results

Graphics: Background and Logo

Actions: Link in Nav bar to all other pages on the web site, searches database using the details gathered in the form to return results from the pet table

**Design Evaluation**

I built a design evaluation form based off 4 core principles, asking user to focus on the Accessibility, Identity, Navigation and Content with space for any feedback that doesn’t fit into those categories. I chose those categories as I felt they directed feedback to the most important places. I designed the questionnaire myself based off Dr. Peter J. Meyers 25 point website usability checklist. Due to time limitations I was only able to have 3 users go through the website but I have included a blank form version of the document and their responses on the pages below.

**Design Evaluation Form**

Please Navigate through the following webpages and attempt to use any functions

Home

Gallery

Database – Apps DB

Database- Doctors DB

Database- Pets DB

Database- Search Pets

Database- Add Pets

About us

Contact us

After Completing the above instruction please use the site until you feel familiar with it.

**Section I. Accessibility**

1.Do you feel that the text is readable in all areas of the website? If not, where did you have difficulty reading and what was the issue (text to small, difficult to read on the background)?

2. Do you feel that the images, forms and tables were clearly displayed? If not what difficulties did you face in understanding/using them?

3. Did you feel that you had to wait for an unnecessarily long time at any point whilst using the website? If so where?

4. Did you ever feel like the website had stopped responding to you? If so what action did you take?

Please scroll down

**Section II. Identity**

5. Were you able to identify the Company Logo?

6. From looking at just the logo do you feel you can identify the companies purpose?

7. From looking at the Home page did you have a feeling of what services might be offered by the website?

8. Could you easily identify somewhere on the website that might give you more information about the company? If yes, did you feel that you found enough information about the company?

9. Did you feel you had sufficient information to contact the company if required to?

**Section III. Navigation**

10. Did you find the navigation bar easy to read, use and understand? If no, what difficulties did you face?

11. Could you get to your intended destination on the website within 3 clicks? If not where were you, where did you want to get to and how many actions did it take?

12. Did you encounter any navigation taking you to somewhere on the site that you didn’t intend to go to? If so what happened?

**Section IV. Content**

13. Given you understanding of the company, did you feel the style and colours used were appropriate for the company? If not, what did you find inappropriate?

14. Did you feel the page titles and navigation headings were appropriate to the content on each page? If not, what did you find inappropriate?

15. Did any of the pages not react in a way which you expected them to? If So what happened and what were you expecting?

**Section V. Final Comments**

16. If there are any final comments you would like to make about the website that don’t fit in with the above questions please write them below….

Thank you for your time!

**Feedback 1**

**Section I. Accessibility**

1.Do you feel that the text is readable in all areas of the website? If not, where did you have difficulty reading and what was the issue (text to small, difficult to read on the background)?

Text size is good but I found the text difficult to read over the dog’s face sometimes

2. Do you feel that the images, forms and tables were clearly displayed? If not, what difficulties did you face in understanding/using them?

Yes, but I expected the two galleries to function the same

3. Did you feel that you had to wait for an unnecessarily long time at any point whilst using the website? If so where?

The 3 database pages returning all results took a bit longer than the other pages to load but the rest were fine

4. Did you ever feel like the website had stopped responding to you? If so, what action did you take?

no

**Section II. Identity**

5. Were you able to identify the Company Logo?

yes

6. From looking at just the logo do you feel you can identify the company’s purpose?

yes

7. From looking at the Home page did you have a feeling of what services might be offered by the website?

no

8. Could you easily identify somewhere on the website that might give you more information about the company? If yes, did you feel that you found enough information about the company?

yes

9. Did you feel you had enough information to contact the company if required to?

yes

**Section III. Navigation**

10. Did you find the navigation bar easy to read, use and understand? If no, what difficulties did you face?

I thought that clicking the database link in the navigation bar might take me to a page explaining what its function is

11. Could you get to your intended destination on the website within 3 clicks? If not where were you, where did you want to get to and how many actions did it take?

Yes

12. Did you encounter any navigation taking you to somewhere on the site that you didn’t intend to go to? If so what happened?

No

**Section IV. Content**

13. Given your understanding of the company, did you feel the style and colours used were appropriate for the company? If not, what did you find inappropriate?

yes

14. Did you feel the page titles and navigation headings were appropriate to the content on each page? If not, what did you find inappropriate?

Yes but I didn’t realise that Apps meant appointments

15. Did any of the pages not react in a way which you expected them to? If So what happened and what were you expecting?

The Add pet page let me add a pet without filling any fields in

when I tried to search for a pet it took me to the contact page

the contact page let me send an email without filling any fields in

**Section V. Final Comments**

16. If there are any final comments you would like to make about the website that don’t fit in with the above questions please write them below….

It would have been nice if the photos didn’t open on a new tab and take you away from the website but it’s not a big issue

**Feedback 2**

**Section I. Accessibility**

1.Do you feel that the text is readable in all areas of the website? If not, where did you have difficulty reading and what was the issue (text to small, difficult to read on the background)?

The text is readable, though I would have chosen a consistent colour scheme for the text

2. Do you feel that the images, forms and tables were clearly displayed? If not what difficulties did you face in understanding/using them?

All were clearly displayed and easy to understand

3. Did you feel that you had to wait for an unnecessarily long time at any point whilst using the website? If so where?

No

4. Did you ever feel like the website had stopped responding to you? If so what action did you take?

When trying to search for a pet it kept taking me to the contact us page instead. I navigated back and tried a name that should work but the same thing happened.

**Section II. Identity**

5. Were you able to identify the Company Logo?

Yes, though the logo in the top left of the screen is too small

6. From looking at just the logo do you feel you can identify the companies purpose?

Yes

7. From looking at the Home page did you have a feeling of what services might be offered by the website?

I could tell that it would be some sort of health service but no more specifics.

8. Could you easily identify somewhere on the website that might give you more information about the company? If yes, did you feel that you found enough information about the company?

Yes, the about us page provides plenty of information.

9. Did you feel you had sufficient information to contact the company if required to?

Yes, a phone number is always present and there is a form to fill in on the contact us page.

**Section III. Navigation**

10. Did you find the navigation bar easy to read, use and understand? If no, what difficulties did you face?

The navigation bar was easy to use but Apps DB is a vague name and I would say that abbreviations shouldn’t be used in the nav bar.

11. Could you get to your intended destination on the website within 3 clicks? If not where were you, where did you want to get to and how many actions did it take?

Yes.

12. Did you encounter any navigation taking you to somewhere on the site that you didn’t intend to go to? If so what happened?

When trying to search for a pet it always took me to the contact us page.

**Section IV. Content**

13. Given you understanding of the company, did you feel the style and colours used were appropriate for the company? If not, what did you find inappropriate?

The style is good but I would choose a different, lighter colour scheme.

14. Did you feel the page titles and navigation headings were appropriate to the content on each page? If not, what did you find inappropriate?

Yes except for the Apps DB and other headings with DB in them. I think it would be better to display the full name.

15. Did any of the pages not react in a way which you expected them to? If So what happened and what were you expecting?

The search pets function as mentioned earlier. The about us images also look like they can be interacted with but nothing happens.

**Section V. Final Comments**

16. If there are any final comments you would like to make about the website that don’t fit in with the above questions please write them below….

N/A

**Feedback 3**

**Section I. Accessibility**

1.Do you feel that the text is readable in all areas of the website? If not, where did you have difficulty reading and what was the issue (text to small, difficult to read on the background)?

Yes

2. Do you feel that the images, forms and tables were clearly displayed? If not what difficulties did you face in understanding/using them?

yes

3. Did you feel that you had to wait for an unnecessarily long time at any point whilst using the website? If so where?

no

4. Did you ever feel like the website had stopped responding to you? If so what action did you take?

No it did not

**Section II. Identity**

5. Were you able to identify the Company Logo?

yes

6. From looking at just the logo do you feel you can identify the companies purpose?

yes

7. From looking at the Home page did you have a feeling of what services might be offered by the website?

yes

8. Could you easily identify somewhere on the website that might give you more information about the company? If yes, did you feel that you found enough information about the company?

yes

9. Did you feel you had sufficient information to contact the company if required to?

yes

**Section III. Navigation**

10. Did you find the navigation bar easy to read, use and understand? If no, what difficulties did you face?

Had to move screen up and down

11. Could you get to your intended destination on the website within 3 clicks? If not where were you, where did you want to get to and how many actions did it take?

yes

12. Did you encounter any navigation taking you to somewhere on the site that you didn’t intend to go to? If so what happened?

no

**Section IV. Content**

13. Given you understanding of the company, did you feel the style and colours used were appropriate for the company? If not, what did you find inappropriate?

yes

14. Did you feel the page titles and navigation headings were appropriate to the content on each page? If not, what did you find inappropriate?

All settings correct

15. Did any of the pages not react in a way which you expected them to? If So what happened and what were you expecting?

All pages worked

**Section V. Final Comments**

16. If there are any final comments you would like to make about the website that don’t fit in with the above questions please write them below….

N/A

**Response to feedback**

I have fixed issues that the feed back forms pointed out to do with the search pets function

I have renamed Apps DB in the database submenu to Appointments DB

I have changed how the pictures in the about us page to match the gallery.

I have not changed the colours and styles despite feedback as it is a subjective topic and I would prefer a larger sample size before restyling the whole site.