

Coding – online appointment booking website:

Duaa Beleid 5.1A GRD – Task 2

about, aim and service:

Aim: To offer users and clients a simple, accessible, and always available customer care experience. Clients now have the freedom to book an appointment at their own convenience, without the hassle of making a phone call or waiting on hold.

Difference: We prioritize a clean, minimalist, and user-friendly design approach. The booking experience is personalized, allowing clients to select treatments tailored specifically to their unique skin concerns and needs.

Purpose: To make the booking process easier and more convenient while improving the overall client experience through 24/7 access and personalized treatment options based on their needs.

pages with functionalities:

- **Home Page**
- Features a clear call-to-action (CTA)
- Highlights featured services for easy navigation
- articles with links to other available pages.
- **Service Page**
- Lists all available facials
- Includes brief descriptions of each facial
- Shows pricing for each service
- **Booking Page**
- Displays a calendar with available dates and free time slots
- Allows users to book sessions easily based on their schedule
- **About Page**
- Provides information about the clinic
- Introduces the team behind the services
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- **Contact Page**
- Includes a Google map for easy location access
- Links to social media pages
- Contains a simple reviews and comments section to increase credibility and trust.
- Allows users to sign in
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- **Additional Features**
- Calendar shows available dates and time slots for booking
- Brief service descriptions explain what each facial includes
- Customer review section to build trust and credibility



persona 1 -

Name: Sarah

Age: 24

Occupation: Social Media Manager

Location: Malta

Personality: Ambitious, time-conscious, values efficiency

Pain Points & Needs:

- Has a tight work schedule and limited time for self-care.
- Prefers to book appointments online rather than calling and waiting or visiting the clinic.
- Wants quick access to available time slots to fit skincare into her busy schedule (doesn't like the confusion a receptionist could make)
- Needs a clear and simple UI to book with minimal effort.

Goals & Behavior:

- Wants professional facials to maintain healthy and glowy skin.
- Would appreciate reminders for upcoming appointments.
- Likes reading customer reviews before booking.

How She Uses the Website:

- Clicks on the "Book Now" CTA as soon as she lands on the page.
- likes reading facial descriptions before selecting a treatment.
- Creates a profile to track her past treatments and upcoming sessions.

special needs:

- time-constrained
- very busy - mostly likely to forget the appointment

frustrations:

Complicated Booking Process: Too many steps or a confusing interface.

Limited Availability: No real-time updates on available slots.

Unclear Service Information: Vague or hard-to-find facial descriptions.



persona 2-

Name: Naiomi

Age: 23

Occupation: Freelancer and content creator (skin enthusiast)

Location: Malta

Personality: Detail-oriented, beauty-conscious, loves self-care

Pain Points & Needs:

- Wants personalized skincare solutions based on her specific skin concerns.
- likes luxury experiences.
- Looks for trust indicators (e.g., client testimonials, high-quality images).

Goals & Behaviour:

- Enjoyed exploring new treatments and experiences and if they are suitable for her skin type to try out.
- Always looking out for client reviews and ratings.
- always looking out for promotions.

How She Uses the Website:

- Spends time reading service descriptions before booking.
- Leaves a review.
- since she is a content creator, she might post a review about the experience on her social media.

special needs

- dyslexia
- needs detailed description
- would prefer to see customer reviews and images for trust and credibility.

frustrations:

No Trust Indicators: Missing customer reviews, ratings, or high-quality images.

Lack of Visual Content: No quality images or videos of treatments



persona 3-

Name: Rita

Age: 52

Occupation: Housewife

Location: Bigru

Personality: Health-conscious, values high-quality service, prefers simplicity

Pain Points & Needs:

- Concerned about aging skin and maintaining a youthful glow.
- Not very familiar with tech, so needs an easy-to-use booking process.

Goals & Behavior:

- Look for anti-aging facial treatments and long-term skincare plans.
- doesn't trust technology, and needs realistic reviews.
- wants professional and trustworthy services.
- may give a call to the clinic after booking online appointment to confirm it was made.

How She Uses the Website:

- needs good readability.
- looking out for prices.
- likes having a look to when there is an available time slot

Special needs:

- prefers big text and clear layout
- may need assistance (for this write phone number or reach out message box)

frustrations:

Unclear Pricing: If the pricing is hidden or unclear, it may cause confusion and frustration.

Limited Assistance: If there's no easy way to contact support (like a phone number or reach-out), she may feel frustrated and hesitant to book.

No Clear Availability: If the available time slots aren't obvious or easy to find, it could be annoying for Rita.

IPO CHART

INPUT	PROCESS	OUTPUT
Book an appointment	redirects	Takes to booking page
Hover on list of treatments on hp	Clickable articles	
List of treatments on hp	Click to redirect	Takes to services page
Click About us	redirects	Takes to about page
SERVICES PAGE		
Overview of treatment	scroll	Readable articles
Click on treatment	Click to redirect	Redirects to booking page
BOOKING PAGE		
Hover on list of treatments	Color change	Shows its clickable
Click on the treatment	Color change	Kind of treatment confirmed
Calendar with clickable dates	Color of date change	Date of treatment confirmed
Boxes with available time slots	Color of time slot change	time of treatment confirmed
Clickable done button	Color change	Booking confirmed
LOG IN PAGE		
Click on email address field	Type in field	Customer would write in their email address
Click on password field	Type in field	Customer would write in their password
Clickable log in button	Color change	logging in confirmed
ABOUT US		
Articles with about stories	Scroll only	
Services article with clickable button	redirects	Take to treatments page
Client review comments	Scroll only	
Clickable facial articles with images	redirects	Takes to services page
MENU		
Clickable booking button	redirects	Takes to booking page
Clickable home pg button	redirects	Takes to home pg page
Clickable services button	redirects	Takes to services page
Clickable about us button	redirects	Takes to about us page