

# Assignment 2 & 3 Cover Page

In these assessments, you will be iteratively designing (Assignment 2) and developing (Assignment 3) a website for a fictional Saskatoon based dentist, called “2nd Avenue Dental”. This made up company wants you to create a modern, functional website shell for their company. The client has very little understanding of what they need on their website, but know that they know they want:

- A home page that displays a slideshow of images (also called a carousel)
- A “Contact Us” form, with JavaScript that submits
- A page that lists their services
- An “About Us” page for the dental team
- A page to submit appointment requests
- A clutter free design
- A design that is easy to navigate
- A design that appeals to a broad range of people

**More details and requirements appear on subsequent pages.**

NB: This is not all that your design should include. Assignment 2 requires that you examine websites from other companies in this domain. You should determine what some of the other common features are, and incorporate them into your design.

For each assessment, submission, please follow the filename convention:

NSID\_CMPT281\_Assignmentx.zip

## Assignment 2

For Assignment 2, you should document the design process for your implementation of the client brief.

Your client does not want you to fill in any of the information about what types of services that they provide—they are medical professionals and will handle that. For now, you should use 'lorem ipsum' dummy text throughout the website, so that you can populate the page, and get a feel for how much content needs to exist on each page. To generate Lorem Ipsum, visit: <https://loremipsum.io/>

Images for the website should be sourced from an open source website, such as Pixabay. <https://pixabay.com/images/search/dentist/>

For this assessment you should:

A) Create two distinct wireframes for at least five pages on your website (minimum 10 wireframes total). While there are many tools for creating wireframes, the industry tends to favour tools that allow for rapid iteration. Toward that end, I recommend using a tool like Balsamiq (<https://balsamiq.com/>) which will allow you to rapidly iterate low fidelity prototypes. When designing these websites, you should consider design factors, such as Contrast, Repetition, Alignment and Proximity.

B) You should examine 10 different dentistry websites. Take at least two screenshots from each website. For each screenshot, write a short 50-100 word paragraph explaining features of the design (that appear within the screenshot) that you like or dislike, and whether or not you want to incorporate them into your own web design.

C) Take screenshots of at least two pages of your final website design. To achieve this, you may use any one of the following techniques:

- i. Implement the HTML and CSS components of the website design and take screenshots of the design (nb: JavaScript functionality is not required at this point).
- ii. Use a high fidelity prototyping tool (popular examples include: InVision, Adobe Experience Design, Sketch, Webflow).
- iii. Draw the website using a photo or graphics editor (popular examples include: Adobe Photoshop, Adobe Illustrator, Gimp) Your client wants a conventional dentist website.

While there is often a place for highly creative designs, a local dentistry website is not one of them. Your client wants a functional and clutter-free website that is easy to navigate. You should aim to apply design theory such as Contrast, Repetition, Alignment and Proximity.

**Submission Deadline:** November 17, 23:59

**Weight:** 20%

All of the image files should be combined into a **landscape oriented** PDF file.

Accepted file types: This is an image heavy submission, and there is a possibility that your assessment will not fit within Canvas's upload limit. If this occurs, you should upload a ZIP or 7z file (that contains screenshots of your design) to either OneDrive, Google Drive, or DropBox. A link to these files should be submitted via Canvas. Please ensure that your submission is accessible to anyone with the link. If you share a private link that is inaccessible to graders, it may not be marked.

### Assignment 3

The core goal here is to implement the website described in the brief, and designed through Assignment 2.

You can (and likely should) change or improve your design based on what is submitted for Assignment 2.

You can use any web technologies at your disposal to develop your website, as long as you can submit the files and have them run in a local web browser without the installation of any third party software. This will mean that you can't rely on server side code such as .php (though really, it shouldn't be necessary for a website of this scope).

The functionality and usability of the website are extremely important, and will represent the largest percentage of your grade. **Your website will be assessed through a heuristic analysis.**

Heuristic analysis, also called heuristic evaluation, includes an analysis of 10 general design principles:

- 1) Visibility of system status
- 2) Match between system and the real world
- 3) User control and freedom
- 4) Consistency and standards
- 5) Error prevention
- 6) Recognition rather than recall
- 7) Flexibility and efficiency of use
- 8) Aesthetic and minimalist design
- 9) Help users recognize, diagnose, and recover from errors
- 10) Help and documentation

For more information on Heuristic Evaluation, see: <https://www.nngroup.com/articles/ten-usability-heuristics/>

You will also be assessed based on the degree to which you meet the brief's requirements.

**Submission Deadline:** December 6, 23:59

**Weight:** 40%

Accepted file types: You should submit ZIP or 7z file of all of your relevant files.

If the images in your design make the file too large, a link to the ZIP or 7z file should be uploaded to either OneDrive, Google Drive, or DropBox (check that your submission is accessible to anyone with the link, and that there are no time limits on the link). Your Canvas submission should be a .txt file containing a link to the files.

Students may alternatively host their website online. An announcement will be released with a link to several free services that provide hosting for small websites. Due to privacy concerns this is opt-in.