

Jasmine Pawliw

NSID: sob127

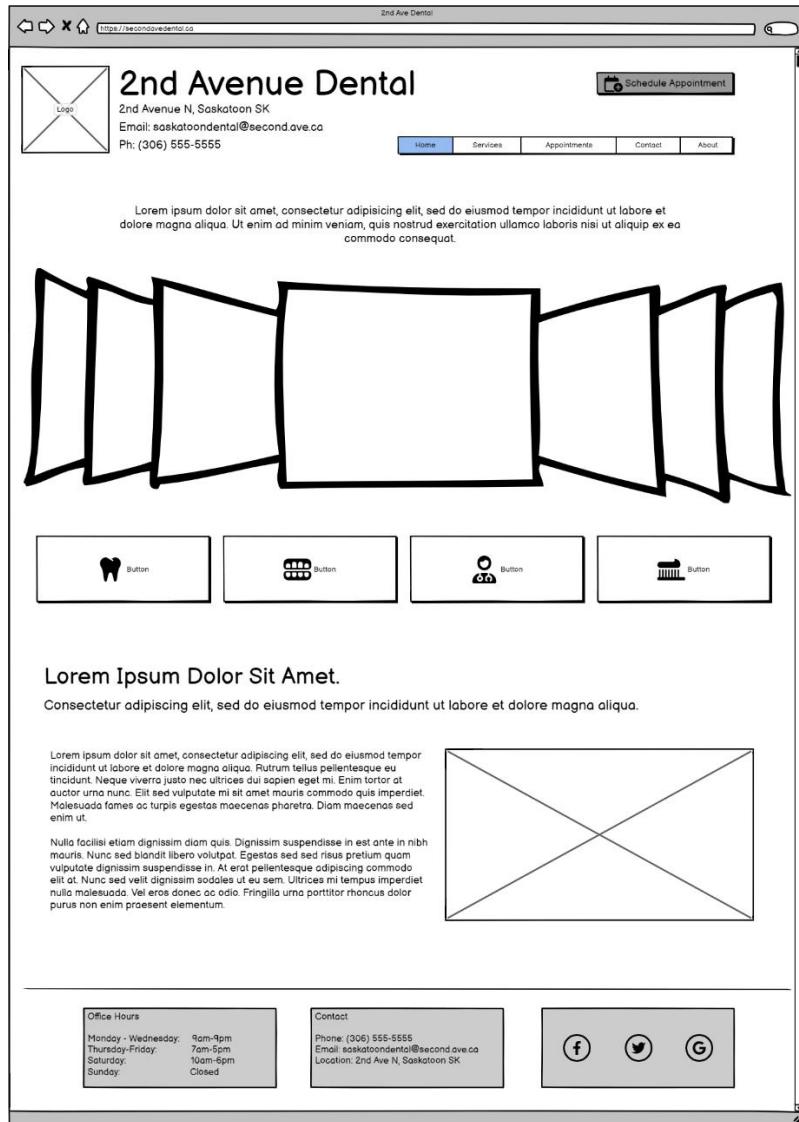
Student #: 11309010

Dr. Madison Klarkowski

CMPT 281

Assignment 2: Design Journal

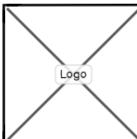
A) Wireframes



Wireframe 1 Landing Page

2nd Ave Dental

<https://secondavedental.ca/services>



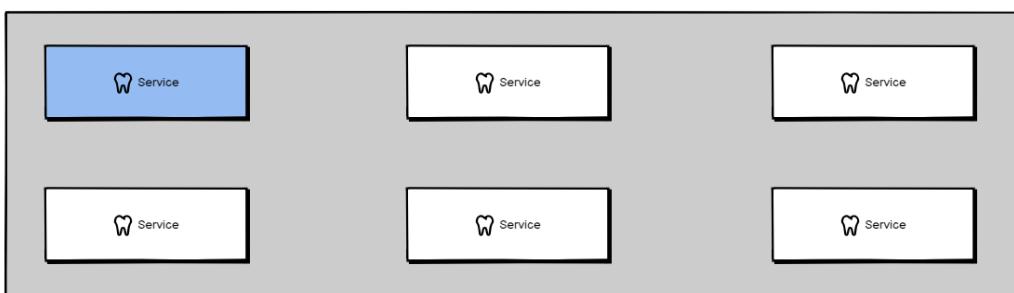
2nd Avenue Dental

2nd Avenue N, Saskatoon SK
Email: saskatoondental@second.ave.ca
Ph: (306) 555-5555

Schedule Appointment

Home Services Appointments Contact About

Services



Service

Service

Service

Service

Service

Service

Chosen Service

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Office Hours

Monday - Wednesday: 9am-9pm
Thursday-Friday: 7am-5pm
Saturday: 10am-6pm
Sunday: Closed

Contact

Phone: (306) 555-5555
Email: saskatoondental@second.ave.ca
Location: 2nd Ave N, Saskatoon SK

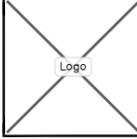


[Home](#) > Services

Wireframe 2 Services Page

2nd Ave Dental

<https://secondavedental.ca/appointments>



2nd Avenue Dental

2nd Avenue N, Saskatoon SK
Email: saskatoondental@second.ave.ca
Ph: (306) 555-5555

Schedule Appointment

Home Services Appointments Contact About

Appointment Booking

Patient Information

First Name _____ Last Name _____
Email _____ Phone _____
 New Patient Existing patient
 service service service
 service service service
 service service service
Message _____

Available Appointments

Preferred date: mm / dd / year 

Preferred time: AM PM

November 17, 2022 at 9am
November 17, 2022 at 9am
November 17, 2022 at 10:30
November 17, 2022 at 11:30am

Appointment date: November 17, 2022
Appointment time: 9:00am

Submit

Office Hours

Monday - Wednesday: 9am-9pm
Thursday-Friday: 7am-5pm
Saturday: 10am-6pm
Sunday: Closed

Contact

Phone: (306) 555-5555
Email: saskatoondental@second.ave.ca
Location: 2nd Ave N, Saskatoon SK

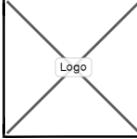
  

[Home](#) > Appointments

Wireframe 3 Appointments Page

2nd Ave Dental

<https://secondavedental.ca/contact>



2nd Avenue Dental

2nd Avenue N, Saskatoon SK
Email: saskatoondental@second.ave.ca
Ph: (306) 555-5555

Schedule Appointment

Home Services Appointments Contact About

Contact

Contact Form

First Name Last Name

Email Phone

Subject

Message

Submit

Location photo

2nd Avenue Dental

Address
111 2nd Avenue North Saskatoon SK, S1K 1K1

Phone
(306) 555-5555

Email
saskatoondental@second.ave.ca

Office Hours

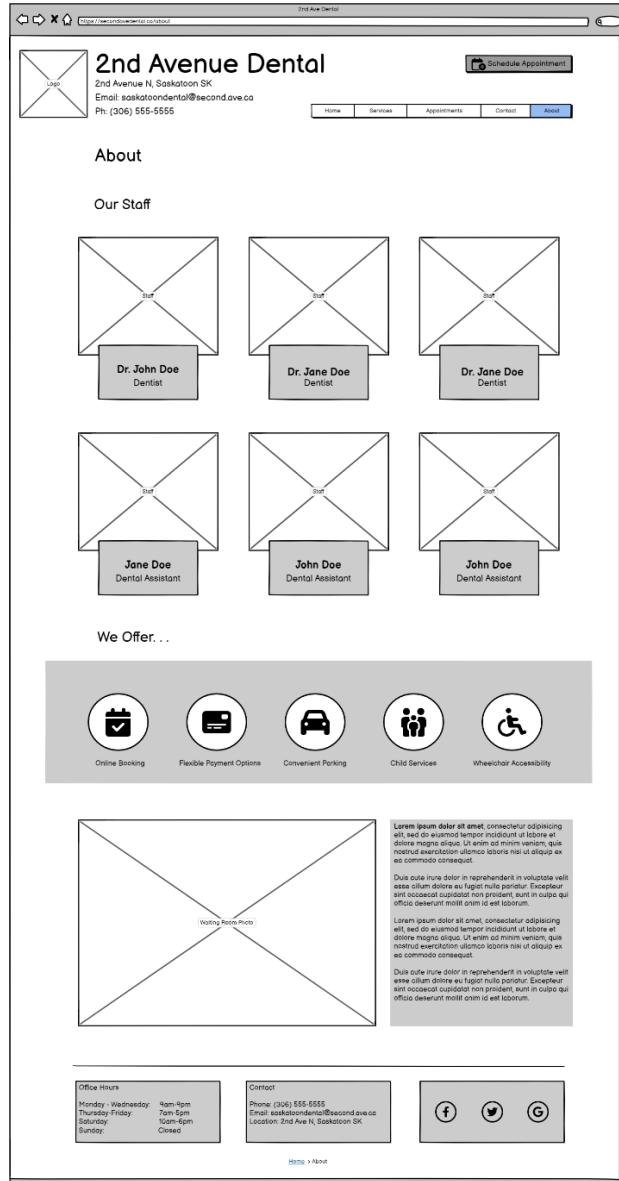
Monday - Wednesday: 9am-9pm
Thursday-Friday: 7am-5pm
Saturday: 10am-6pm
Sunday: Closed

Contact

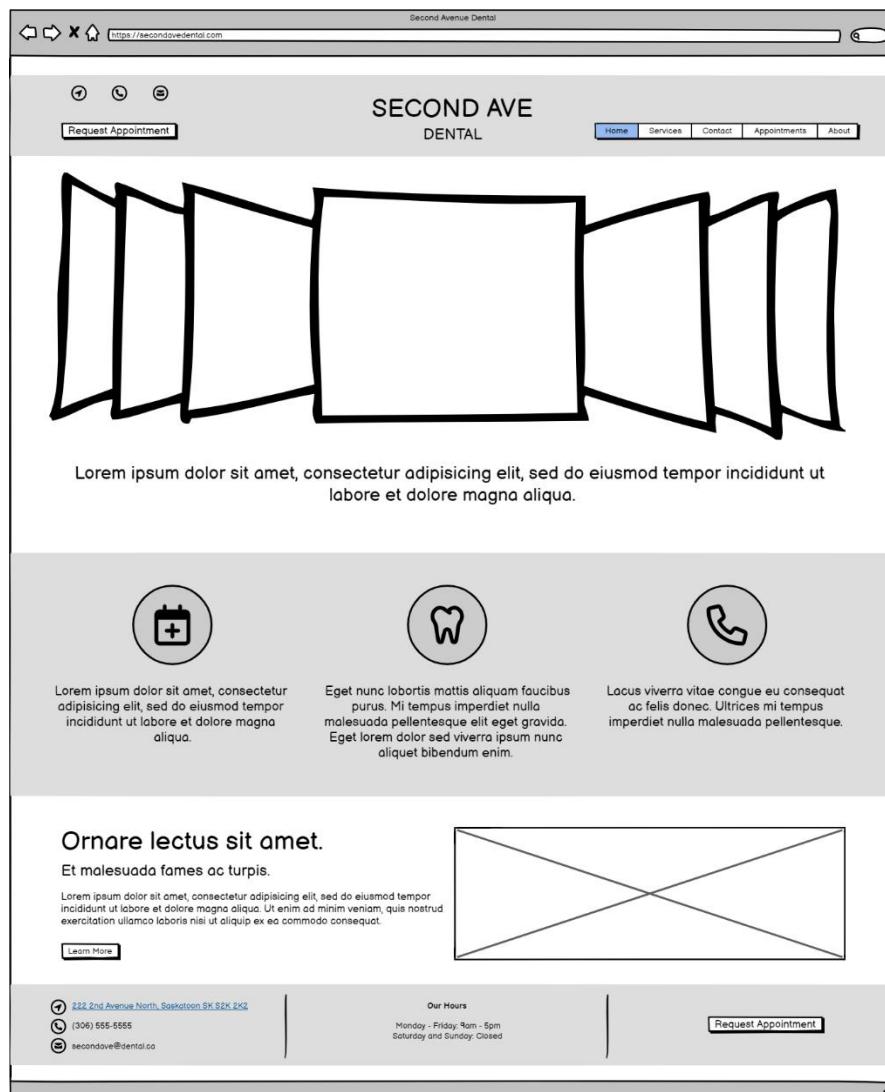
Phone: (306) 555-5555
Email: saskatoondental@second.ave.ca
Location: 2nd Ave N, Saskatoon SK

[Home](#) > Contact

Wireframe 4 Contact Page



Wireframe 5 About Page



Wireframe 6 Landing Page

Second Avenue Dental
<https://secondavedental.com/services>

SECOND AVE DENTAL

Request Appointment

Home Services Contact Appointments About

Services

- Service >
- Service

Selected Service

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Erat imperdiet sed euismod nisi. Sed euismod nisi porta lorem mollis aliquam ut porttitor. Placerat quis ultricies lacus sed turpis tincidunt id aliquet. Arcu ac tortor dignissim convallis aenean et tortor at. Non tellus orci ac auctor augue mauris augue neque. Fermentum odio eu feugiat pretium nibh ipsum consequat nisl. Tincidunt vitae semper quis lectus. Ut placerat orci nulla pellentesque dignissim enim. Curabitur vitae nunc sed velit dignissim sodales ut eu. Lacinia quis vel eros donec ac odio tempor.

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Our Hours

Monday - Friday: 9am - 5pm
Saturday and Sunday: Closed

Request Appointment

Wireframe 7 Services Page

Second Avenue Dental

<https://secondavedental.com/contact>

Request Appointment

SECOND AVE

DENTAL

Home Services Contact Appointments About

Contact Us

First Name _____ Last Name _____

Phone _____ Email _____

Message

Submit

📍 We are located at [222 2nd Avenue North, Saskatoon SK S2K 2K2](#)

📞 Phone: (306) 555-5555

✉️ Email: secondave@dental.ca

📍 [222 2nd Avenue North, Saskatoon SK S2K 2K2](#)
📞 (306) 555-5555
✉️ secondave@dental.ca

Our Hours

Monday - Friday: 9am - 5pm
Saturday and Sunday: Closed

Request Appointment

Wireframe 8 Contact Page

Second Avenue Dental
<https://secondavedental.com/appointments>

SECOND AVE DENTAL

[Request Appointment](#)

[Home](#) [Services](#) [Contact](#) [Appointments](#) [About](#)

Appointment Booking

Please select a date:

NOVEMBER 2022						
S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

Please select a time of day:

Morning	Afternoon
---------	-----------

Service Service Service
 Service Service Service
 Service Service Service

[Submit](#)

We can also be reached by phone or by email

(306) 555-5555

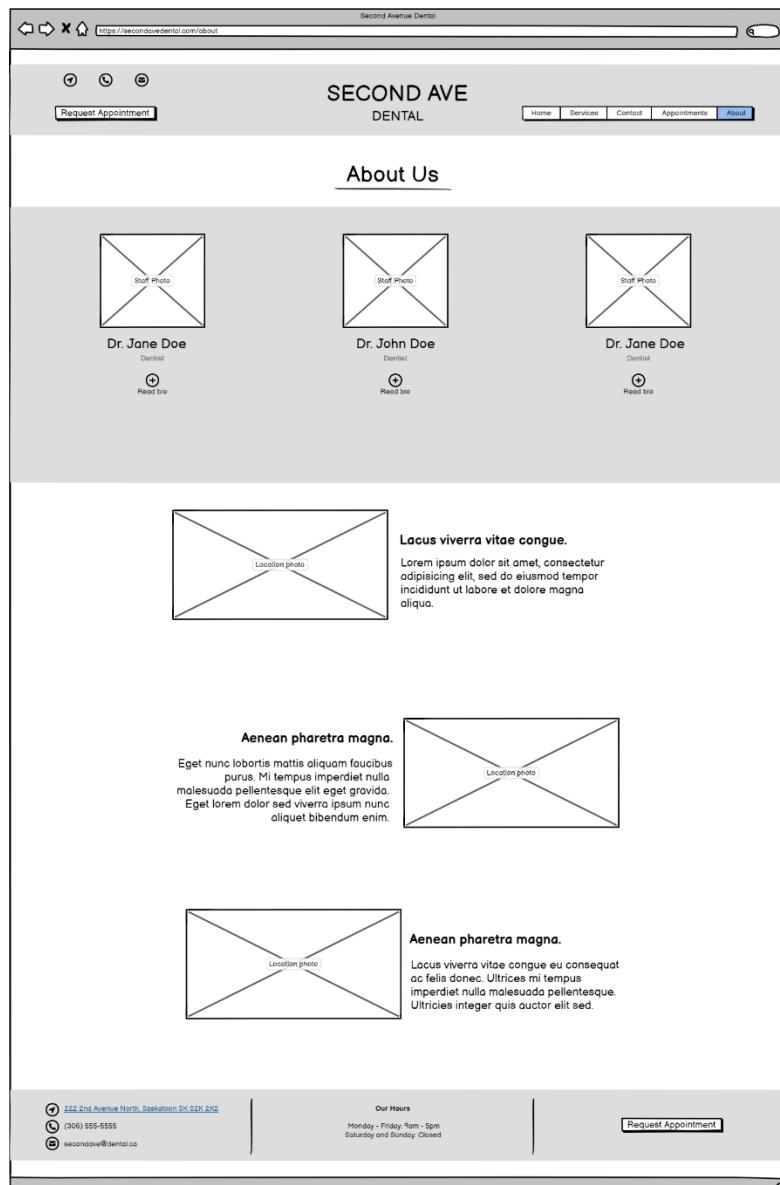
secondave@dental.ca

222 2nd Avenue North, Saskatoon SK S2K 2K2
 (306) 555-5555
 secondave@dental.ca

Our Hours
 Monday - Friday: 9am - 5pm
 Saturday and Sunday: Closed

[Request Appointment](#)

Wireframe 9 Appointments Page



Wireframe 10 About Page

B)

1. Preston Dental Centre

The screenshot shows the Preston Dental Centre website. At the top, there is a navigation bar with various tabs and links. Below the navigation bar, the Preston Dental Centre logo is on the left, followed by a menu with categories like Home, About Us, Our Services, Virtual Smile, Patient Resources, and New Patient. To the right of the menu is a large blue button labeled "REQUEST APPOINTMENT". Below the menu, there is a section titled "Make an Appointment Request" with text for returning patients and new patients. On the right side of the page, there is a photograph of a dental treatment room with a dental chair and a painting on the wall. A speech bubble with a profile picture and the text "Hi there, have a question? Text us here." is overlaid on the image. In the bottom left corner, there is a small, semi-transparent downward-pointing arrow icon.

The landing page of Preston Dental Centre, based out of Toronto, has a nice minimalist, clutter-free design. The arrow in the bottom left corner is animated to move up and down which is an eye-catching way to point the user in the direction of their appointment request form, seen in the screenshot below. I don't like the alignment of the text in the button bar of the banner as

'Home' is centred in the middle of the other two-worded options. I would like to use their thoughtful animation but ditch the unaligned banner text.

The screenshot shows the Preston Dental Centre website's appointment request form. At the top, there is a navigation bar with links to various dental offices and a search bar for 'prestidental.ca'. Below the navigation is the Preston Dental Centre logo and a main menu with 'Home', 'About Us', 'Our Services', 'Virtual Smile', 'Patient Resources', 'New Patient', and a large blue 'REQUEST APPOINTMENT' button. The main form area has five input fields: 'FIRST NAME', 'LAST NAME', 'EMAIL ADDRESS', 'PHONE NUMBER', and a dropdown for 'CHOOSE TIME OF DAY'. To the right of these fields is a calendar titled 'NOVEMBER 2022' showing dates from 30 to 26. A pop-up message in the bottom right corner says 'Hi there, have a question? Text us here.' with a text icon.

FIRST NAME

LAST NAME

EMAIL ADDRESS

PHONE NUMBER

CHOOSE TIME OF DAY

NATURE OF APPOINTMENT

NOVEMBER 2022

SU	MO	TU	WE	TH	FR	SA
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	

Hi there, have a question? Text us here.

The middle of Preston Dental Centre's landing page has a well-designed appointment request field set. The proximity and contrast are thoughtfully done, and their calendar makes clear which days have already passed and thus are unavailable. The pop-up in

the bottom left corner is very distracting, however – I don't plan on using pop-ups on my website, but if I were using them I would have the pop-up disappear after having scrolled.

2. Vancouver City Centre Dental

A screenshot of a Google Chrome browser window showing the Vancouver City Centre Dental website. The address bar shows the URL: vancouverdentalclinic.com/our-services/. The page features a dark blue header with the clinic's logo (a lion) and name "VANCOUVER CITY CENTRE DENTAL". Below the header is a navigation menu with links: Home, About Us, Our Services, Patient Information, Blog, Contact Us, and a prominent "Request an Appointment" button. The main content area has a dark background with white text. At the top of this area, there are social media icons for Facebook and Twitter, along with contact information: "Call Us: (604) 682-1601" and "info@vancouverdentalclinic.com". The rest of the page content is visible below the fold.

Dental Services Offered At Your Vancouver Dentist

Vancouver Smiles! Your Vancouver dentist here at [Vancouver City Centre Dental Clinic](#) offers a range of services to enhance the health and beauty of your smile!



Invisalign® Clear Aligners



Wisdom Tooth Extractions



Sedation Dentistry

Vancouver City Centre Dental's page for services effectively uses repetition for its images, which is something I will plan to have on my own services page. The very subtle shadow behind the image is a nice touch, as it lets the user know that you can click on it for more information. Their header is far too large in my opinion and has a lot of negative space that is not being used.

The screenshot shows a web browser with multiple tabs open at the top, including 'Assignment', 'Landing Pac...', 'Appointme...', 'Services You...', 'halifax dent...', 'montreal dent...', 'calgary dent...', 'saskatoon dent...', and several Google search results. Below the tabs is a toolbar with links to YouTube, Apple Music, Gmail, School Mail, Amazon, Canvas, PAWS, Google Docs, University Library, Thesaurus, PLSC 214 Extra Pract..., and Other bookmarks. The main content area has a dark blue header with the Vancouver City Centre Dental logo (a lion) and the text 'VANCOUVER CITY CENTRE DENTAL'. Below the header is a navigation bar with links for Home, About Us, Our Services, Patient Information, Blog, Contact Us, and a prominent 'Request an Appointment' button. The main content area is divided into four columns: 'Quick Links' (Home, About Us, Our Services, Patient Information, Blog, Location, Contact Us, Request an Appointment), 'Contact Info' (Vancouver City Centre Dental, address: 711 Richards St, Vancouver, BC V6B 3A6, phone: (604) 682-1601, Contact Us), 'Our Hours' (Mon: 7:00am - 6:00pm, Tue: 7:00am - 7:00pm, Wed: 7:00am - 6:00pm, Thu: 7:00am - 8:00pm, Fri: 8:00am - 6:00pm, Sat: 8:00am - 3:00pm, Sun: Closed), and '123Dentist Member' (At Vancouver City Centre Dental, we're very proud and fortunate to be members of 123Dentist - Community Dentist Network. Learn more about the 123Dentist network here). The footer contains the copyright notice '© Copyright Vancouver City Centre Dental' and social media links for Facebook and Twitter.

The footer for Vancouver City Centre Dental could be quite polarizing, but I like it. Though it is rather large, the user could realistically just scroll to the bottom of any page and retrieve quick information. I do think a little more thought could have gone into

the proximity of the content though, specifically in the ‘Contact Info’ section, as it is not very readable. I will be using a footer such as this, but with better proximity between items.

3. Halifax Dental Group

The screenshot shows a web browser window with the URL halifaxdental.ca/contact. The page features the Halifax Dental Group logo at the top left. A navigation bar includes links for Home, Dentists, Blog, Services, and Contact, along with a prominent blue button for the phone number 902-482-3888. Below the navigation is a large, dark banner image showing a smiling person's face. The main content area is divided into two sections: 'BOOK A VISIT' on the left and 'Contact' on the right. The 'BOOK A VISIT' section contains fields for Name (First Name and Last Name), Email Address, and Phone number. The 'Contact' section provides the address 'Suite 260, 5991 Spring Garden Road, Halifax, NS' and the operating hours 'Monday - Friday 8am - 5pm', followed by a 'CONTACT' button.

Assignment | Landing Pa | Appointme | Services Yo | Contact us | montreal d | calgary den | saskatoon c | +

halifaxdental.ca/contact

YouTube Apple Music Gmail School Mail Amazon Canvas PAWS Google Docs University Library Thesaurus PLSC 214 Extra Prac... Other bookmarks

Halifax Dental GROUP

Home Dentists Blog Services Contact 902-482-3888

BOOK A VISIT

Name *

First Name

Last Name

Email Address *

Phone *

Contact

► LOCATION

Suite 260, 5991 Spring Garden Road, Halifax, NS

✖ HOURS

Monday - Friday
8am - 5pm

✉ CONTACT

The image height on Halifax Dental Group's website is honestly laughable. This contact page has very poor proximity; the image height could be double what it is, the form could be spaced out better, and the font for the contact field on the right should be a touch smaller.

A screenshot of a web browser displaying the Halifax Dental Group website. The URL in the address bar is halifaxdental.ca/after-hours-emergencies-halifax. The page title is "AFTER HOURS EMERGENCIES". The main content area features a large blue button with the phone number 902-482-3888. To the left, a sidebar lists various dental services. The overall layout is cluttered and lacks proper visual hierarchy.

Assignment | Landing Pa... | Appointme... | Services You... | After Hours | montreal d... | calgary den... | saskatoon c... | +

← → C ⌂ halifaxdental.ca/after-hours-emergencies-halifax

YouTube Apple Music Gmail School Mail Amazon Canvas PAWS Google Docs University Library Thesaurus PLSC 214 Extra Prac... Other bookmarks

Halifax Dental GROUP

Home Dentists Blog Services Contact **902-482-3888**

Services

AFTER HOURS
EMERGENCIES

ROOT CANALS

TEETH WHITENING

VENEERS

CUSTOM SPORT
MOUTH GUARDS

DENTURES

FILLINGS

DENTAL IMPLANTS

CROWNS

INVISALIGN

INLAYS, ONLAYS, AND
¾ CROWNS

DENTAL CLEANING

AFTER HOURS EMERGENCIES

The dentists at Halifax Dental Group are available to our existing patients of the practice for dental emergencies that occur outside of office hours. We can be reached for emergencies by calling the regular clinic phone number and following the recorded instructions. One of the dentists will respond to the call and help you with your problem.

Send us a message

Where we're located

I quite like the services navigation bar on the left of the page; it is easy to see all the available services and to click on one to get more information. I do think it could look a tad better though, with better contrast perhaps, or better alignment with the logo above. I may use this idea in my own website but plan to build on it aesthetically.

4. Blok Dental Studio

The screenshot shows a web browser window with the URL blokdental.com/book-an-appointment/. The page has a dark header with the Blok Dental Studio logo on the left and a navigation menu with links to HOME, DENTAL CLINIC, DENTAL SERVICES, BLOG, and BOOK AN APPOINTMENT. Below the header, there's a large "BOOK AN APPOINTMENT" button and a sub-section for "Same Day Appointments Available!". On the left side, there are two contact sections: "Call Us" with a phone icon and number 306.271.1197, and "Office Location" with a location pin icon and address #101-123 Avenue B S, Saskatoon, SK S7M 5X6. The main content area contains fields for Name (First and Last), Phone, Email, and Preferred Appointment Date, along with checkboxes for "Please Contact Me By" (Phone, Email).

BOOK AN APPOINTMENT

Same Day Appointments Available!

Call Us
306.271.1197

Office Location
#101-123 Avenue B S
Saskatoon, SK
S7M 5X6

Book An Appointment [Have A Question?](#)

Name *

First Last

Phone * **Email ***

Please Contact Me By

Phone Email

Preferred Appointment Date *

Blok Dental Studio has a very nice design for their appointment booking page, though I do think that the term 'Book an Appointment' may be misleading as it looks like the form is simply to request an appointment. I like the colours, icons, and tabs that they used for the submission forms.

The screenshot shows a web browser with multiple tabs open at the top. The main content area displays the Blok Dental Studio website. At the top, there is a navigation bar with links for HOME, DENTAL CLINIC, DENTAL SERVICES, BLOG, and BOOK AN APPOINTMENT. Below the navigation bar, there are two large portrait photos of dental professionals. On the left is a man, Dr. Parviz Yazdani, wearing a light blue shirt and tie. On the right is a woman, Dr. Anapaula Campos, wearing a white dental coat. Both photos have the 'BLNK DENTAL STUDIO' logo on them. Below each photo is the name of the professional and their title (Dentist), followed by a 'Read Bio' button and a small plus sign icon. The website has a clean, modern design with a white background and a dark header.

Assignment | Landing Page | Appointme | Services You | Teeth White | About Us | calgary den | saskatoon c | +

YouTube | Apple Music | Gmail | School Mail | Amazon | Canvas | PAWS | Google Docs | University Library | Thesaurus | PLSC 214 Extra Prac... | Other bookmarks

BLNK
DENTAL STUDIO

HOME DENTAL CLINIC DENTAL SERVICES BLOG BOOK AN APPOINTMENT

Dr. Parviz Yazdani
Dentist
[Read Bio](#) +

Dr. Anapaula Campos
Dentist
[Read Bio](#) +

The about section of Blok Dental Studio's website is also very nice, with great proximity and good use of repetition. I like that their 'Read Bio' is optional, as it promotes a minimalist design with little text but does not forgo the information. I plan to make some of the less vital information clickable instead of readily presented because of how clean this looks.

5. East Village Dental

The screenshot shows the homepage of East Village Dental's website. At the top, there is a dark navigation bar with various links and social media icons. Below the bar, the website features a large, modern dental office interior as the background. Overlaid on this image is the text "Your Professional and Caring Dentist Calgary" in a large, white, sans-serif font. A smaller line of text below it reads "East Village Dental: the dentist in Calgary where dental expertise meets compassion." In the bottom right corner of the main image area, there is a blue button with the text "Request an Appointment". The overall design is clean and professional, emphasizing the dental office's modern facilities and compassionate care.

East Village Dental has a great size header; this is the height of header that I will aim for as it has all the appropriate information without taking up half of the page. I do think that their ‘Request Appointment’ button could have better contrast in the header, just to bring more attention to it.

The screenshot shows a web browser with multiple tabs open at the top. The main content is the 'Request an Appointment' page for East Village Dental. The page features a large, semi-transparent background image of a city skyline with the words 'NETFLIX' and 'NARCOS' visible. At the top, there's a navigation bar with links for Home, About, Forms, IV Sedation, Invisalign, Services, Resources, Contact, and Join Our Team. Below the navigation is a prominent blue header with the text 'Request an Appointment'. The form itself has fields for Patient Name (First and Last), Contact Phone, and Contact Email. Underneath the form, there's a section titled 'Preferred Appointment Times' with a note: 'Please select at least three times that work for your availability. We will do our best to accommodate your needs.' A section labeled 'Option 1' is shown with fields for Date and Time, both currently set to '8:00 AM'.

I really do not care for this ‘Request Appointment’ page. I think that having ‘Option 1’ (and lower on the page ‘Option 2’, ‘Option 3’, etc.) for requesting appointments is a very convoluted way to address this issue. I think it is best to present what is already

available or have a range of dates, days, or times that work best for the user. I also think their background image (which looks like just Netflix in the screenshot but is actually their waiting room) is a poor choice. The fieldset should not be translucent here!

6. Downtown Dental

The screenshot shows a web browser window with the URL dtdyx.e.ca/dental-services/. The page title is "6. Downtown Dental". The main content area features a dark blue header with the "Downtown Dental" logo, a navigation menu with links to "What We Do", "Why Us?", "Patient Info", "Dental FAQs", "Contact Us", and an "invisalign® PROVIDER" badge. A prominent green button on the right says "Book an Appointment". Below the header, the page title "What We Do" is displayed in large white text. The left column contains a circular icon with a tooth and a dental mirror, followed by the text "Check-ups and Dental Hygiene" and a detailed paragraph about regular dental check-ups. The right column contains a circular icon with a tooth and a dental tool, followed by the text "Preventative Care" and a detailed paragraph about preventative dentistry services.

What We Do



Check-ups and Dental Hygiene

Regular dental check-ups and cleanings are the foundation for a lifetime of good dental health. We believe the best treatment for good oral health for your whole family is preventative care. This includes regular visits that allow our dentists to assess the health of your teeth and gums, provide regular cleanings and fluoride treatments. We will also help you customize a schedule unique to



Preventative Care

We're here to help you ensure your oral health for years to come. Our preventive dentistry services include regular dental cleanings, sealants, and any procedures used to slow and stop tooth decay and oral diseases. Our goal is to keep you and your mouth as healthy and clean as possible so you can maintain your natural teeth for life.

The Downtown Dental service page is very clean looking; I quite like how the header blends in with the background of the heading for the page. I also really like their use of icons. They are a great size and replicate the real world in their intention.

A screenshot of a web browser window showing the Downtown Dental website. The address bar displays 'dtdyx.ca/dental-services/'. The page features a dark header with the 'Downtown Dental' logo, navigation links for 'What We Do', 'Why Us?', 'Patient Info', 'Dental FAQs', and 'Contact Us', and an 'invisalign PROVIDER' badge. A prominent green button on the right says 'Book an Appointment'. Below the header, the main content area has a dark background with white text. The first section is titled 'Additional Services' and lists various dental services with corresponding icons. The second section, titled 'Cosmetic Dentistry', includes an icon of a smile, a descriptive paragraph, and a vertical scroll bar on the right side of the content area.

Additional Services

-  [Wisdom Teeth](#)
-  [Dental Restorations](#)
-  [Cosmetic Dentistry](#)
-  [Emergency Care](#)
-  [Implants](#)
-  [Sleep Dentistry](#)
-  [Root Canal Therapy](#)
-  [Mouthguards](#)
-  [Whitening](#)



Cosmetic Dentistry

Here's the truth. The majority of people don't have a dazzlingly white, perfectly straight smile. Even healthy teeth can look stained, get chipped, or be a little crooked. At Downtown Dental, we help our patients achieve the smiles they've always wanted. Whether it's tooth whitening, porcelain veneers, or Invisalign treatment, we will help you get the smile you've always dreamed of.

As you scroll down their services page, it gets even better! For the 'Additional Services' they implemented a navigation bar on the side like Halifax Dental had, but they did it in a much more aesthetically pleasing way. I like the vertical rule between the content and the buttons, and their better use of contrast and proximity.

7. Midtown Dental

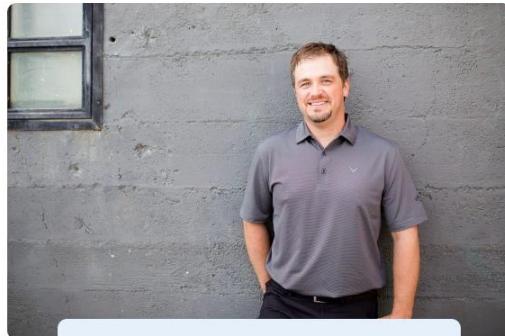
The screenshot shows a web browser with multiple tabs open at the top. The main content area displays the Midtown Dental Clinic website. At the top left is the clinic's logo, "MIDTOWN DENTAL CLINIC". To the right are navigation links for "Dental Services", "Our Dentists", "Our Clinic", "News", and "Contact", along with a prominent purple "BOOK APPOINTMENT" button featuring a calendar icon. Below the navigation is a map of downtown Saskatoon, highlighting the location of Midtown Dental Clinic at 201 1 Ave S. A callout box on the map provides the address (201 1 Ave S, Saskatoon, SK S7K 1J5), a 4.5-star rating from 30 reviews, and a "View larger map" link. To the right of the map, large purple text reads "Call Or Email Us To Book An Appointment". Below this, smaller text specifies the clinic's address: "8th Floor, Midtown Tower, 201 1 Ave S #801, Saskatoon, SK S7K 1J5". Further down, there are two contact options: "Phone" with the number (306) 652-8575 and "Email" with the address appointment@midtowndentalclinic.ca. Each contact option has a corresponding purple button labeled "CALL US" or "EMAIL US" with an icon.

Midtown Dental's website has good use of contrast as the purple really pops against the white. Their 'Book Appointment' button is very clear to the user and also uses an effective icon, unlike most others that have been seen thus far! Additionally, their text is very well-spaced, lending to good proximity. That being said, this is the page provided after clicking 'Book Appointment'. Very misleading for the user since they have no online booking option.

A screenshot of a web browser window. The address bar shows the URL midtowndentalclinic.ca/saskatoon-dentists/. The page content is visible below the header.

Dentists ready to help in Saskatoon

Our Dentists



Dr. Bobby Hubbard

DMD



Dr. Stephanie Soroski



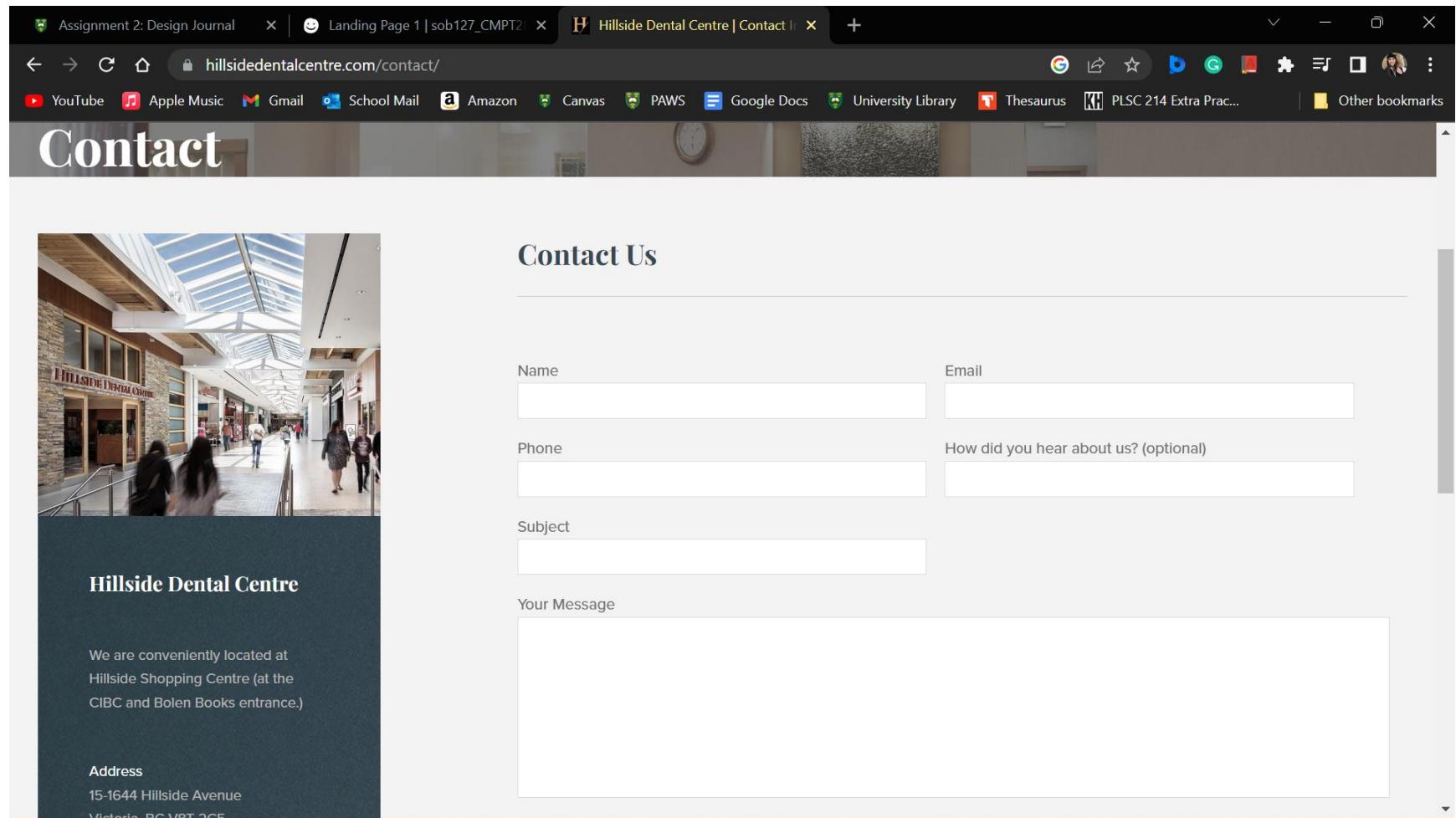
Dr. Brett Langill

DMD



I like Midtown Dental's about page! Their layout is fantastic in all CRAP design aspects. The shape of the photos and name cards are consistent, the images are spaced adequately from each other, the name cards are appropriately contrasted from the image, and they are all aligned with the top border (not seen in the screen cap). I think this is an eye-catching and effective way of displaying the staff and I would like to do something similar for my website.

8. Hillside Dental Centre



The screenshot shows a contact form for Hillside Dental Centre. At the top, there's a header with the title "Contact Us". Below the header, there's a large image of a shopping mall hallway with a glass ceiling and people walking. To the left of the main content area, there's a dark sidebar with the "Hillside Dental Centre" logo and some address information.

Contact Us

Name

Email

Phone

How did you hear about us? (optional)

Subject

Your Message

Hillside Dental Centre

We are conveniently located at
Hillside Shopping Centre (at the
CIBC and Bolen Books entrance.)

Address
15-1644 Hillside Avenue
Victoria, BC V8T 2C6

I really like this contact page for its minimalist design and use of contrast. I think that having the dark info section makes this page stand out without being overwhelming for the user. The form has the necessary information and nothing more, which I think is really important for forms!

Assignment 2: Design Journal | Landing Page 1 | sob127_CMPT214 | Victoria BC Dental Services | Hillside Dental

hillsidedentalcentre.com/services/

YouTube Apple Music Gmail School Mail Amazon Canvas PAWS Google Docs University Library Thesaurus PLSC 214 Extra Pract... Other bookmarks

Services

Bridges



Bridge Dental Restoration

Dental bridges are fixed, or permanent, restorations that replace one or more missing teeth. Generally, bridges are made of two crowns with an artificial tooth fused in between. Bridges can also replace larger numbers of teeth when supported by dental implants.

Bridges are an effective and beautiful treatment that can provide excellent, durable results while helping to improve speaking, chewing, and a variety of other problems associated with missing teeth.

For smaller bridges, we are able to fabricate dental bridges right here in our office the same day. For such procedures, we use CEREC® technology. CEREC® allows us to take a 3D image of the restoration area, digitally create a perfect fitting replacement, then output the design to a milling machine for your custom bridge.

Bridges versus Implants

It used to be that bridges were your only option when you lost a tooth. That meant prepping the adjacent healthy teeth for the bridge. However, with dental implants, we replace just the individual tooth for a stronger and longer lasting result. Bridges, however, remain good options if there are issues with the neighbouring teeth.

Like Downtown Dental and Halifax Dental, Hillside Dental has a nice service page with a navigation bar to the left. I don't like this one as much as the other two, however, because it forces the user to the part of the page where their chosen service is instead of simply changing the information field. This navigates the user down the page, away from the navigation bar, defeating its purpose.

9. Belvedere Dental

The screenshot shows a web browser window with the URL belvederedental.ca/why-choose-us. The page has a blue header with navigation links: Home, Our Team, Our Services, Why Choose Us? (which is highlighted in yellow), New Patients, Appointment, Contact, and a search icon. Below the header is a large grey section titled "FOR YOUR CONVENIENCE". This section contains five white rectangular cards, each with an icon and text:

- Convenient Location**: We are located in Charlottetown at 184 Belvedere Ave.
- Wheelchair Accessible**: Our modern facility is wheelchair accessible.
- Plenty of Parking**: Our modern facility has plenty of parking available.
- Online Scheduling**: We offer online appointment scheduling as well as appointment reminders.
- Payment Options**: Our **flexible payment options** make it easier to get the services you need.

At the bottom of the page, there is a footer section with the text "We look forward to giving you a" followed by a small upward-pointing arrow icon.

I think that this 'For Your Convenience' section is a great idea for an 'About' section since it provides information on the location that might be useful for the user. The design makes great use of icons, and it overall looks clean. I plan to implement something similar on my 'About' page!

The screenshot shows a web browser window with multiple tabs open. The active tab is titled "Appointment - Belvedere Dental". The URL in the address bar is belvederedental.ca/online-dental-appointment. The page content includes a navigation bar with links to "Our Team", "Our Services", "Why Choose Us?", "New Patients", "Appointment" (which is highlighted in blue), "Contact", and a search icon. Below the navigation bar, a message encourages users to complete a form to receive a confirmation. The form itself is contained within a light green fieldset. It includes dropdown menus for "I am" and "I need", and input fields for "Preferred Appointment Time", "Referred By", "Preferred Dentist", "First Name *", "Last Name *", "Telephone *", "Email *", and "Address *". A note at the bottom of the form states that fields marked with an asterisk (*) are mandatory. A large blue "REQUEST APPOINTMENT" button is located at the bottom left of the form area. To the right of the form, there is a sidebar with the heading "You can also call our office at" followed by three contact entries: "Dr. Connolly (902) 566-4526", "Dr. Robinson (902) 566-5199", and "Dr. Mullins (902) 894-7326".

Simply complete the form below and a member of our team will contact you shortly to confirm your appointment.

I am I need

Preferred Appointment Time Referred By

Preferred Dentist

First Name * Last Name *

Telephone * Email *

Address *

Fields marked with * are mandatory.

REQUEST APPOINTMENT

You can also call our office at

Dr. Connolly (902) 566-4526

Dr. Robinson (902) 566-5199

Dr. Mullins (902) 894-7326

I don't like this appointment request page for its use of background colour in the form fieldset and its lack of icons. The colour is not used anywhere else in the site and makes the design look rather cheap. The fields use somewhat obscure language (i.e. 'I am', 'I need', etc.) so I really think they would benefit from icons of some sort.

10. Windsor Park Dental

The screenshot shows a web browser window with the URL windsorparkdental.ca. The page features a large, dark background image of a smiling child. Overlaid on this image is the text "WE'RE ACCEPTING NEW PATIENTS!" in white capital letters. Below this, a smaller text block reads: "We're a group of dental professionals offering comprehensive general & cosmetic dentistry in a modern and friendly environment. New patients are ALWAYS welcome!" At the bottom left of the image, there is a blue button with the text "REQUEST AN APPOINTMENT". To the right of the image, there is a small blue square icon containing a white wheelchair accessibility symbol. The top navigation bar includes links for HOME, OUR TEAM, OUR OFFICE, PATIENT INFO, SERVICES, and CONTACT US, along with a search icon. A banner at the top right of the page says "New Patients Always Welcome" and provides the phone number "(306) 781-7373". The browser's address bar also displays the website's URL.

Windsor Park Dental's landing page has a welcoming feel. The choice to darken the background image was a good one, as it promotes good contrast for the text, but more importantly the 'Request an Appointment' button. I think that the centre alignment of the content is a nice choice for this page, as it promotes a welcoming atmosphere.

Assignment 2: Design Journal | Landing Page 1 | sob127_CMPT211 | Regina Dentist | Windsor Park De | Appointment - Belvedere Dental | +

windsorparkdental.ca

Welcome (306) 781-7373

SERVICES CONTACT US Q

WINDS DEN

NEW PATIENTS ARE ALWAYS WELCOMED AT OUR PRACTICE!

Give us a call or fill out the form below and one of our friendly team members will be happy to help you!

First name

Last name

Email*

Phone number*

I appreciate that the page has a pop-up for appointment requests instead of navigating to a new page. It makes it easy for the user to submit the form, and then further explore the page or exit without having to click around as much. I do think that the pop-up could make better use of proximity, such as having the first and last name fields on one line.

C)

The screenshot shows the homepage of the Second Avenue Dental website. At the top, there is a header bar with icons for location, phone, and email, followed by a "Request Appointment" button. The logo "2nd Ave DENTAL" is prominently displayed. A navigation menu includes links for Home, Services, Contact, Appointments, and About. Below the header is a large image of a dental professional working with a dental model. A green callout bubble contains the text "Welcome to Second Avenue Dental". The main content area features four service icons: a tooth, a grid, a dental tool, and a person. Below these are two columns of text and images. The left column contains the placeholder text "Lorem Ipsum" and "Dolor Sit Amet", followed by a "Learn More" button. The right column contains the placeholder text "Duis Autem Irure Dolor" and "Excepteur Sint", accompanied by an image of a dental professional attending to a patient. At the bottom, there is a footer section with contact information (address, phone, email), "Our Hours" (operating times), and social media links for Facebook, Twitter, and Google+.

Request Appointment

2nd Ave DENTAL

Home Services Contact Appointments About

Welcome to Second Avenue Dental

Lorem Ipsum

Dolor Sit Amet

Duis Autem Irure Dolor

Excepteur Sint

Lorem Ipsum Dolor Sit Amet
Consectetur Adipiscing Elit

Odio ut enim blandit volutpat maecenas volutpat blandit. Egestas erat imperdiet sed euismod nisi porta lorem. At risus viverra adipiscing at in tellus integer feugiat scelerisque. Eu ultrices vitae auctor eu. Gravida quis blandit turpis cursus.

[Learn More](#)

A dental professional in teal scrubs is attending to a patient lying in a dental chair.

222 2nd St N, Saskatoon SK S2K 2S2

Ph: (306) 555-5555

Email: second_ave@dental.ca

Our Hours

Monday-Friday: 9am-7pm
Saturday: 11am-5pm
Sunday: Closed

[Request Appointment](#)[Home](#) [Services](#) [Contact](#) [Appointments](#) [About](#)

Our Services

- Quis Nostrud
- Proident
- Voluptate Velit
- Cillum
- Occaecat Cupidatat
- Deserunt Mollit
- Reprehenderit

Voluptate Velit

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222 2nd St N, Saskatoon SK S2K 2S2
 Ph: (306) 555-5555
 Email: second_ave@dental.ca

Our Hours
Monday-Friday: 9am-7pm
Saturday: 11am-5pm
Sunday: Closed

