

Pediatric Dental & Orthodontic Associates Website Redesign

Joshua Bradley

Project overview



The product:

The website was created to help users easily find a PDOA office near them, view information about the staff, etc. Our target users are parents.



Project duration:

May 2025 - August 2025

Project overview



The problem:

PDOA's current website was difficult to navigate leading to a bad user experience. The navigation itself was the primary problem, causing many users to have a difficult time finding information they needed



The goal:

Completely redesign their website so the navigation is more intuitive and users can quickly find the information they need. Likewise, curate the content to facilitate this navigation and aid in SEO improvement

Project overview



My role:

Intern UX Designer



Responsibilities:

Creating Sitemaps, wireframes, and low fidelity prototypes.

Understanding the user

- Personas
- Problem statements
- User journey maps

User research: pain points

1

Pain point

Key information such as what to expect on the first visit, downloadable new patient forms, and specific insurance or payment information is often hidden deep within the site architecture or is missing entirely.

2

Pain point

Many websites feel sterile and impersonal. They may lack high-quality, authentic photos of the office, staff, and dentists interacting with children.

3

Pain point

Websites often list services like "pulp therapy" or "space maintainers" with little to no parent-friendly explanation. This creates a knowledge gap and can cause anxiety.

4

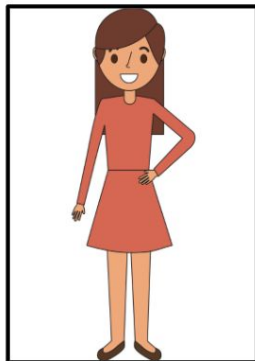
Pain point

Many dental websites are not optimized for mobile devices. Buttons can be too small to tap, text can be hard to read without zooming, and navigation menus are often clunky and difficult to use on a smaller screen.

Persona: Debra Atkins

Problem statement:

Debra is a mom who needs a pediatric dentist because she values the dental health of her children.



Debra

Age: 33

Education: College

Hometown: Florence, AL

Family: 2 children

Occupation: Accountant

"My kids' comfort comes first. I need to find a dentist we can trust, somewhere close by that makes scheduling our first visit simple."

Goals:

- Find a pediatric dentistry practice with a welcoming, kid-friendly environment.

Frustrations:

- Websites that don't show what the office environment looks like or provide information about the dentists

Debra is a mom who has just moved to Birmingham with her two young children. One of her first priorities is to establish healthcare for her kids, starting with a dentist. She is carefully researching local pediatric dentistry options. It's important for her to find a place where her kids will feel comfortable and safe.

User journey map

This map represents the user personas most likely path on PDOA's website. This also represents the most common path for people sharing her traits.

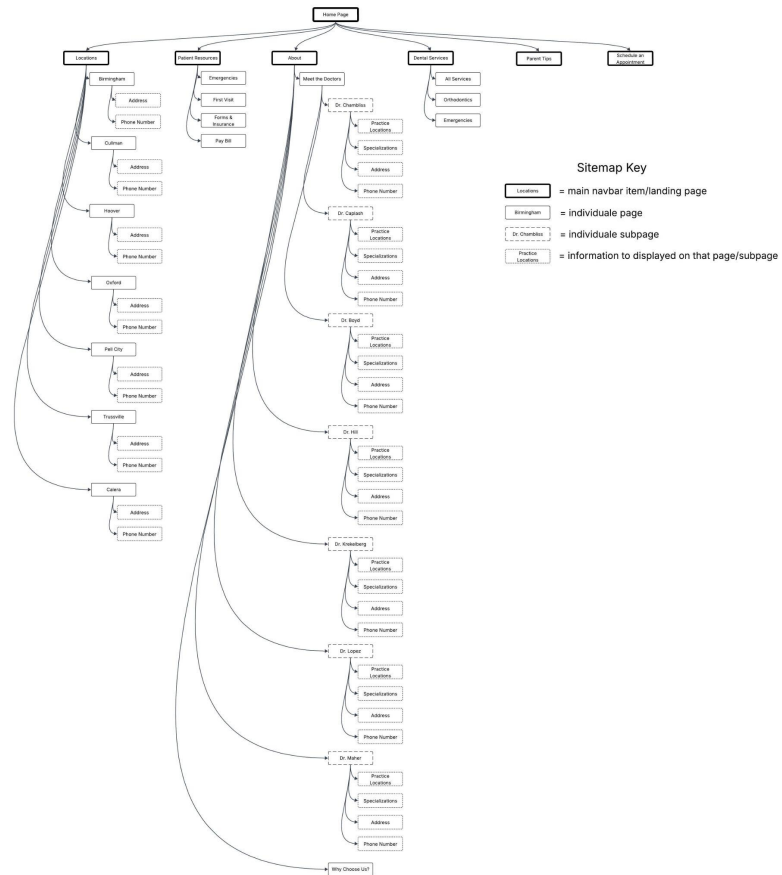
Persona: Debra Atkins

Goal: Find a reputable and safe dentistry for her children and schedule an appointment

ACTION	Find a convenient location	Review services that are offered	Learn More About the Dentistry	Find the Perfect Dentist	Schedule an Appointment
TASK LIST	<p>Tasks</p> <p>A.Clicks on the "Locations" link in the main navigation bar. B.Scans the list of locations or the interactive map to find the nearest one. She identifies the Birmingham office as a potential option. C. Clicks the "Learn More" button for the Birmingham location to view its specific address, hours of operation, and contact information</p>	<p>Tasks</p> <p>A.Navigates to the "Services" page using the main menu. B.Reviews the "Services & Treatment" section, noting child-specific options like "Mouth guards for Children," "Fluoride & Your Child," and "Dental Sealants" C.Clicks on a specific service to read a more detailed description of the treatment.</p>	<p>Tasks</p> <p>A.Clicks on the "About" tab in the navigation to verify the practice is trustworthy. B.Reads the "Our Commitment to Patients," "Our History," and notes the "Happy Kids and Parents" reviews to build confidence. C.Navigates to the individual location page for Birmingham and watches the "Tour Our Office!" video to see the environment her children will be in.</p>	<p>Tasks</p> <p>A.Clicks on "Our Team" in the navigation bar. B.Uses the "Filter By Location" feature to see the dentists who practice at the Birmingham location C.Clicks on an individual dentist's profile to review their education and professional memberships, confirming their qualifications.</p>	<p>Tasks</p> <p>A.Clicks the "Schedule Appointment" button in the website's header, which is always accessible. B.Fills out the contact form with her information and a brief message to request an appointment. C.Alternatively, she can easily find the direct phone number for the Birmingham location on the "Locations" page and calls to schedule.</p>
FEELING ADJECTIVE	Hopeful, Focused	Reassured, Informed	Confident, Impressed	Assured, Comfortable	Relieved, Satisfied
IMPROVEMENT OPPORTUNITIES	The interactive map could incorporate a feature to use the user's current location to display real-time distance to each dental office	On the "Services" page, link the "Common Problems" (like Tooth Decay) directly to the corresponding "Services & Treatment" to create a more intuitive user flow.	Enhance the "Happy Kids and Parents" section by adding more detailed written or video testimonials for stronger social proof.	Include a short, personal bio or a philosophy of care statement on each dentist's individual page to help parents like Debra feel a stronger personal connection.	While the request form and prominent phone numbers are effective, implementing a real-time booking system where a user could see available slots and book a confirmed appointment directly would be a significant enhancement.

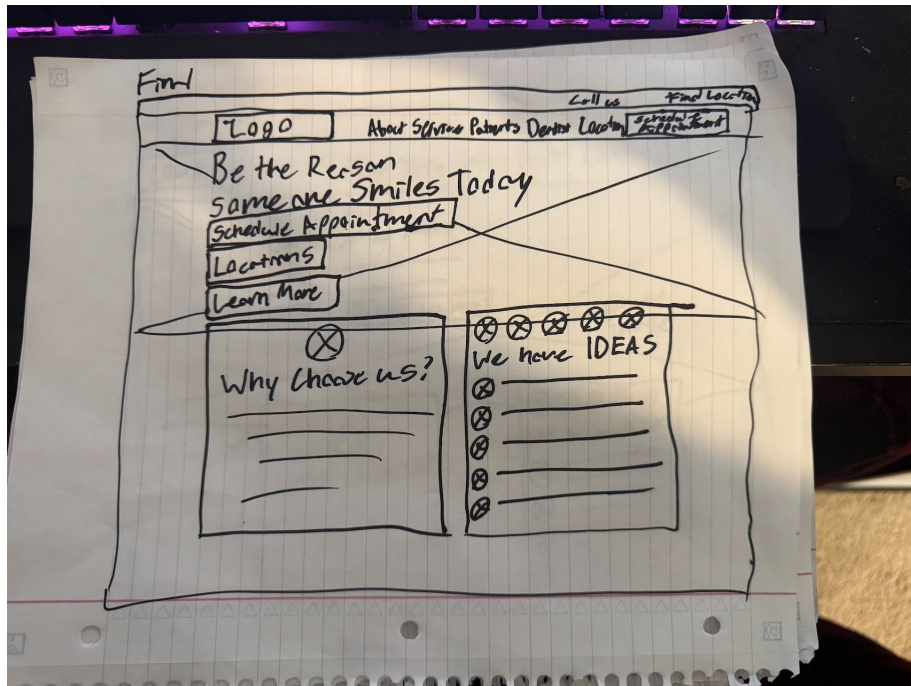
Sitemap

Our main goal was to update the navigation to make it easier to use and find information. The nav bar items were ordered based off of importance to the user.



Paper wireframes

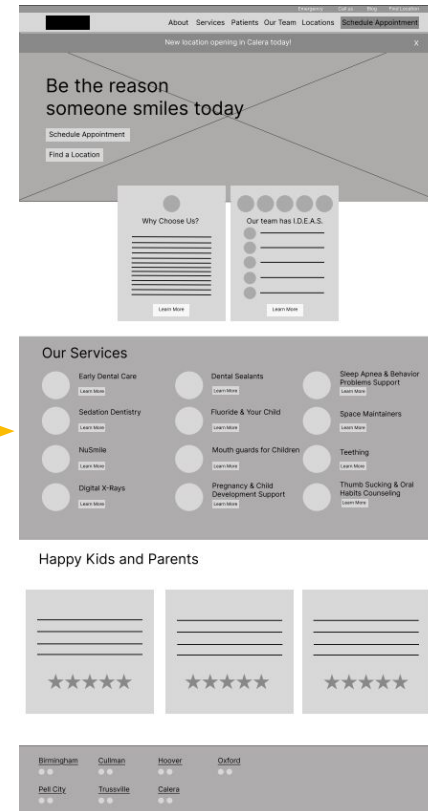
With the goal of improving navigation in mind, I designed the homepage to be focused around the main CTAs, “Schedule Appointment”, and “Locations”.



Digital wireframes

My goal was to include only the most important information on the home screen, but allow users to find more if needed. Due to peer feedback, the “learn more” button was removed from the top section.

Clearly displays main services offered, as well as a respective “Learn More” button

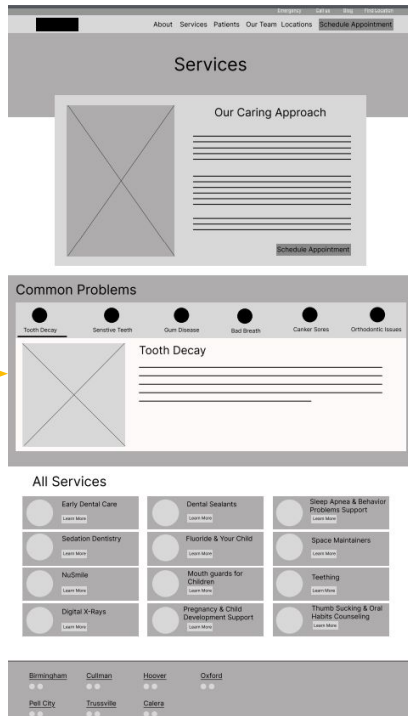


Very clear CTA, bar for displaying announcements, and hero image

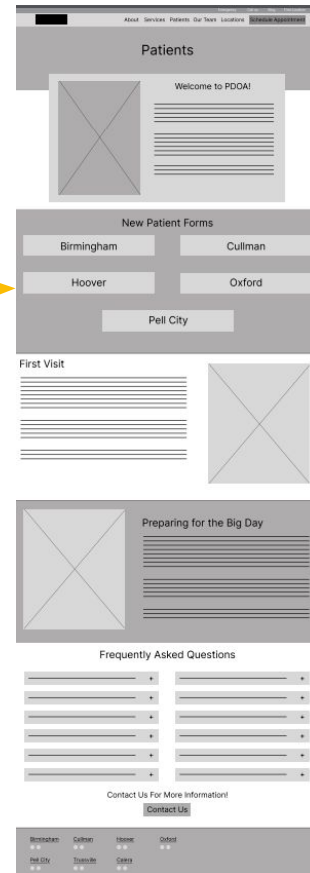
Testimonial section to ease the nerve of cautious parents

More Digital wireframe Screens

Lists information about common dental problems



Clearly lists forms new patients will need to fill out, organized by location



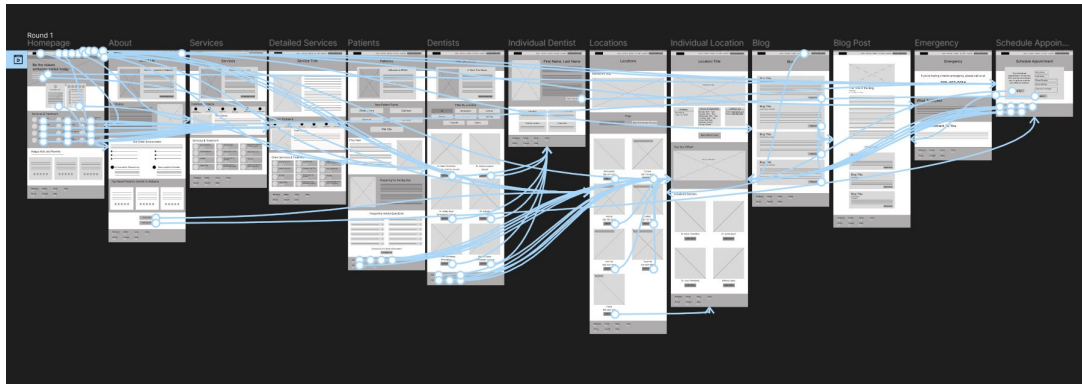
Information about what to expect on the first visit as well as how to prepare. This information helps ease the nerves of parents.

"Learn More" will send users to an individual service page

Low-fidelity prototype

View lo-fi prototype [here](#).

With the main CTA being “Schedule Appointment”, I made sure to feature it on all prominent screens. Originally, the “Dentists” page listed the information of every dentist. However, my peers recommended I create a individual page for each dentist. This has improved the UX greatly.



Refining the design

- Final Product
- Accessibility

Final Product

View it here.



Work In Progress

Accessibility considerations

1

A persistent main navigation bar and footer are present on every page, providing a predictable and consistent user experience. This helps users, especially those using screen readers, easily orient themselves and find key information from anywhere on the site.

2

The design uses clear, hierarchical headings to structure content. This logical flow is crucial for users who rely on assistive technologies to navigate page content.

3

All images, such as dentist headshots and blog post pictures, will require descriptive alt-text. Video content, such as the "Tour Our Office!" video, will include synchronized captions and a full transcript to be accessible for users with hearing or visual impairments.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This project has resulted in a 30% increase in website traffic and a 25% increase in appointments booked. The new website has received positive feedback from users.



What I learned:

The most important thing I learned is that it is crucial that the design process not only include UX designers and users but also other parts of the team. Peer review is one of my most powerful tools, so I should use it.

Next steps

1

My first thought is to focus on mobile. There are some areas that if improved could greatly capitalize the user experience.

2

Next, we could implement a booking software. This would greatly improve and simplify the scheduling experience.

3

Lastly, we could link the items under “Services & Treatments” to a direct link to schedule an appointment. This could reduce potential confusion.

Let's connect!



Please feel free to reach out, I would love to chat!

Email: joshuabrad03@gmail.com

Phone: (205) 585-5935

LinkedIn: <https://www.linkedin.com/in/jbradley6/>

Website: joshuabradleyux.com