Web Application Development Assignment 1

WEBSITE DESIGN
PROPOSAL

2022

IS221

PREPARED FOR

EXCEL Health Clinic

[62 Ratu Sukuna Road, Suva, Fiji]
[+679- 2876767]
[excelhealth@gmail.com]
[www.excelhealth.com.fj]

PREPARED BY - Sky Limit Solutions

1. **Aditi Sodagar**   -   **S11194519**

2. **Karan Parmar**   -   **S11198967**

3. **Savindya Fernando**   -   **S11199815**

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1. Introduction

In a world where society is driven by technology, medical facilities are being digitalized. Online platform provides a communication medium between the customers and the company at the comfort of their home. Many health clinics uses websites which allows the patients to book an appointment, find a doctor, purchase medicine, provide health information, professional medical care, laboratory facilities and other services.

The COVID-19 pandemic has made people rely more on digital aspects which also increased the number of users visiting medical websites. Due to the high demand of health clinic websites, we selected Excel Health Clinic as our client. This website will assist the patients for booking an appointment, finding specialists, international patient care.

The mission of Excel Health Clinic is to improve the lives of Fijians by unleashing a standard shift at all service levels and deliver with excelling in preventative and compassionate patient care. The purpose of Excel Health Clinic website is to provide a digital medium to interact with the clinic online. This platform will allow users to consult an expert in various medical expertise, to book appointments for consultations and special arrangements for international patients. The website will also provide medical awareness about COVID-19 and treatments offered at the clinic from the comfort of their home.

We selected 'com' as our top-level domain because it is accessible across the globe while being a trusted top-level domain. Furthermore, since our website is commercial, 'com' is the most suited top-level domain name. Since Excel Health Clinic is based in Fiji, the 'fj' abbreviation has also been implemented.

2. Content Goals

Content goals creates and distributes valuable, relevant, and consistent content to attract and retain a well-defined audience and ultimately drive profitable customer behavior.

Content goals states the service provided by the website. It helps to construct a connection with the target audience by identifying the type of website. A targeted approach will assist them a purpose to return back, in place of simply a onetime visit.

Excel Health Clinic is a portal and a blog website. It is a portal because it allows users to create an account which will store the patient's information, medical records and transactions history. So, the existing patients can view their medical records by log-in to the website.

The website will also contain blogs. The blogs will provide patients with information regarding COVID-19.

3. Audience

A user or audience is that part of the population whose purpose is to access or influence a website. This is closely related to the nature of the proposed site (Kushan, 2017)

Audience guides the intent and determines how complex or simple the site should be. This will help to decide from what perspective the website should be designed and help to understand the purpose for the target audience visiting the website which helps in determining the type of information for the website (Grant, 2019).

The target audience of our website would be,

1. Patients

Users seeking or any kind of medical health service will be the most targeted audience for the website. User wanting to make appointments online, view lab results online can access the website. Patients search for physicians with specific experience under physician information and directory provided in the website.

2. Doctors-Physicians/Surgeons

To access the medical records online of the patient through the website.

Track patient Appointments.

3. Employers

To Access existing patients' and physicians' records.

Add new patients and physicians.

Schedule online appointments for the patients.

The patients can be categorized by their**,**

1. <u>Gender</u>

Both female and male are eligible to access the services provided by the clinic.

2. <u>Age group</u>

The clinic is suitable for any child aging from 13-17 years. Furthermore, it is suitable for adults aging 18 or above. Moreover, the clinic can also facilitate for women of childbearing age.

3. <u>Nationality</u>

Since the Health Clinic is situated in Fiji people from Fiji will be the main audience. Except from that there are specific signup options for international patients, mainly the Pacific Islanders, seeking to get any medical service.

4. Site Content and Functional Requirements

Website functionality is basically stating the capabilities of website.

Excel Health Clinic will provide the following functionalities:

- ➢ The website will provide the information about the services provided by the Health Clinic.
- ➢ The website shall provide a login/signup option to store the patient's medical history.
- ➢ The website shall have a specific signup option for the international patients, whereby the patient seeking to get medical help, from the Clinic which is situated in Fiji, can book prior appointments
- ➢ Users should be able to book an appointment by selecting a suitable date and time.
- ➢ Users should be able to search for information from the website using the search function.
- ➢ Users should also be able to search for a professional heath expert from the "Find an Expert" button or "Doctor" function which will be visible in the home page content and the Navigation Bar respectively.
- ➢ The website shall contain blogs feature which will make users aware about COVID-19 symptoms, vaccines and safety precautions.
- ➢ The website shall allow patients to express their ideas about the services offered in the clinic under "patient feedback" link. This will eventually help in improving the website in future by knowing what the user expects from the website.

5. Site Structure

Site structure refers to how you organize your website content. The sites often include content from different related topics appear on posts and pages.

Page structure deals with how this content is grouped, linked, and displayed to its users (Moutsos, 2020)

Our website depicts a web structure as shown in **figure 1**. Web structure has been used in the website to implement interlinking between the web pages and, so that everything can be accessed with minimal clicks (LeSuer, 2022).
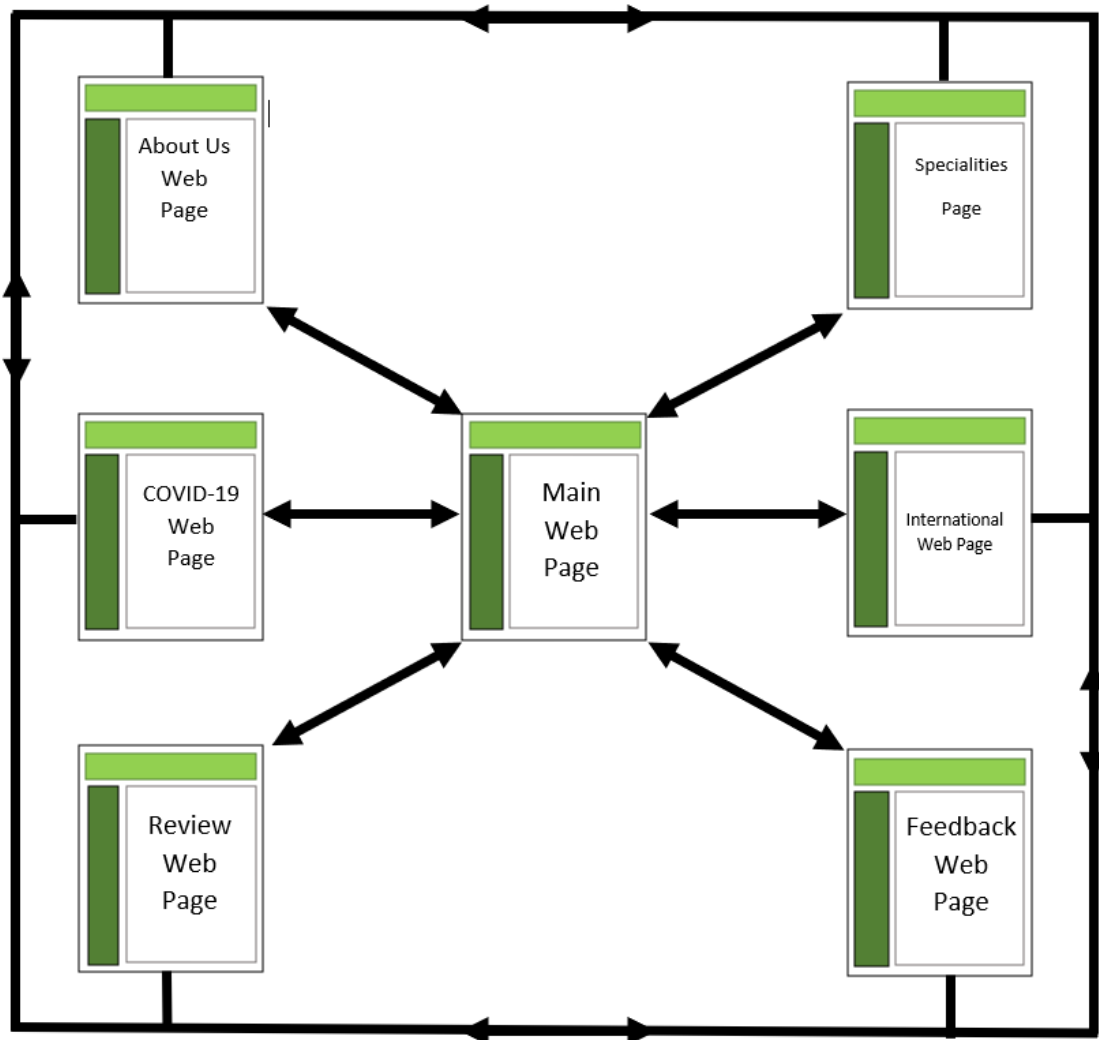

Figure 1: Site Storyboard showing web structure of our website

6. Site Navigation

Website navigation is the act of clicking on a resource on the Internet to browse it. Users navigate the website using a web browser and click the link to go to another page. Search engines use navigation to determine the site's ranking, which turns into site traffic and conversions (Pittman, 2021).

Users will be first directed to the homepage of the website. A navigation bar will be displayed on the top on each web page along with same navigation graphics. Through the use of hyperlinks in the navigation bar users will be able to navigate through the services provided by the websites like find a doctor, services, contact. Our website will use bread-crumbs to provide easy navigation. Website will also provide direct links to other functionalities of our various webpages. The user can go back to the home page by clicking the logo provided in the navigation bar.

7. Layout of the web site

To enforce smooth transitions the navigation bar has been placed on top on each webpage along with the same navigation graphics. Same color palette has been used throughout the website and a grid has been used to provide visual structure which creates a unified site design. Active and Passive white spaces have also been included.

1. Home Page
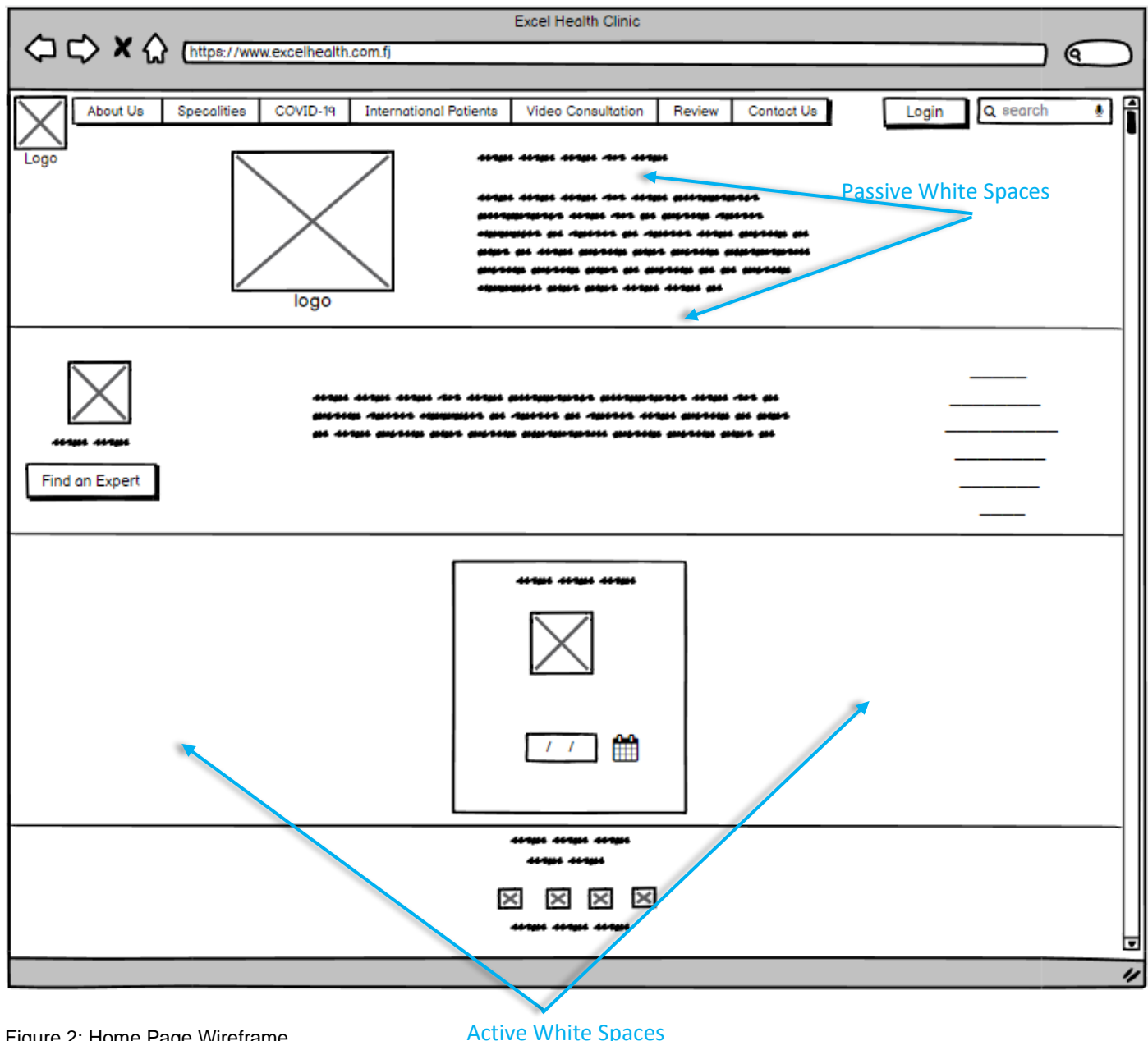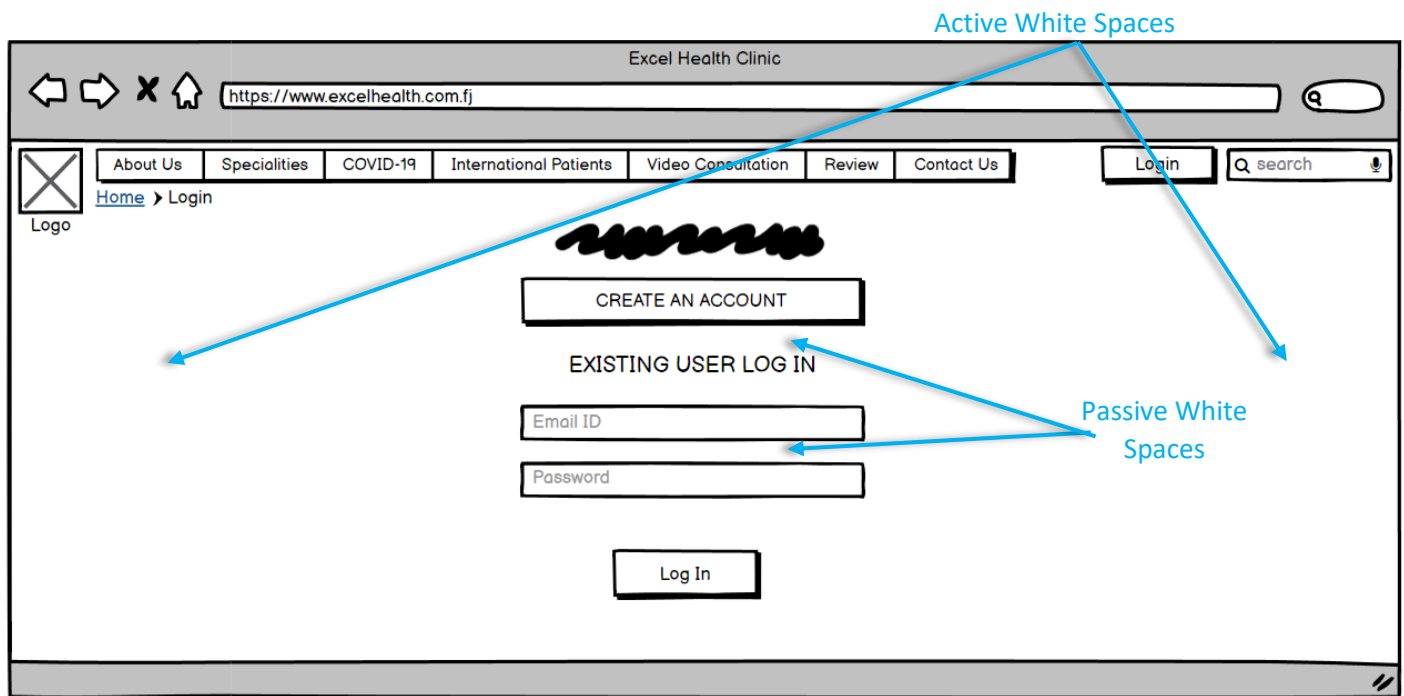

Figure 2: Home Page Wireframe

2. Log-in Page

Figure 3: Log-in Page Wireframe

3. Sign-up Page for Local Patients

Figure 4: Sign-Up Page Wireframe

4. About Us Page
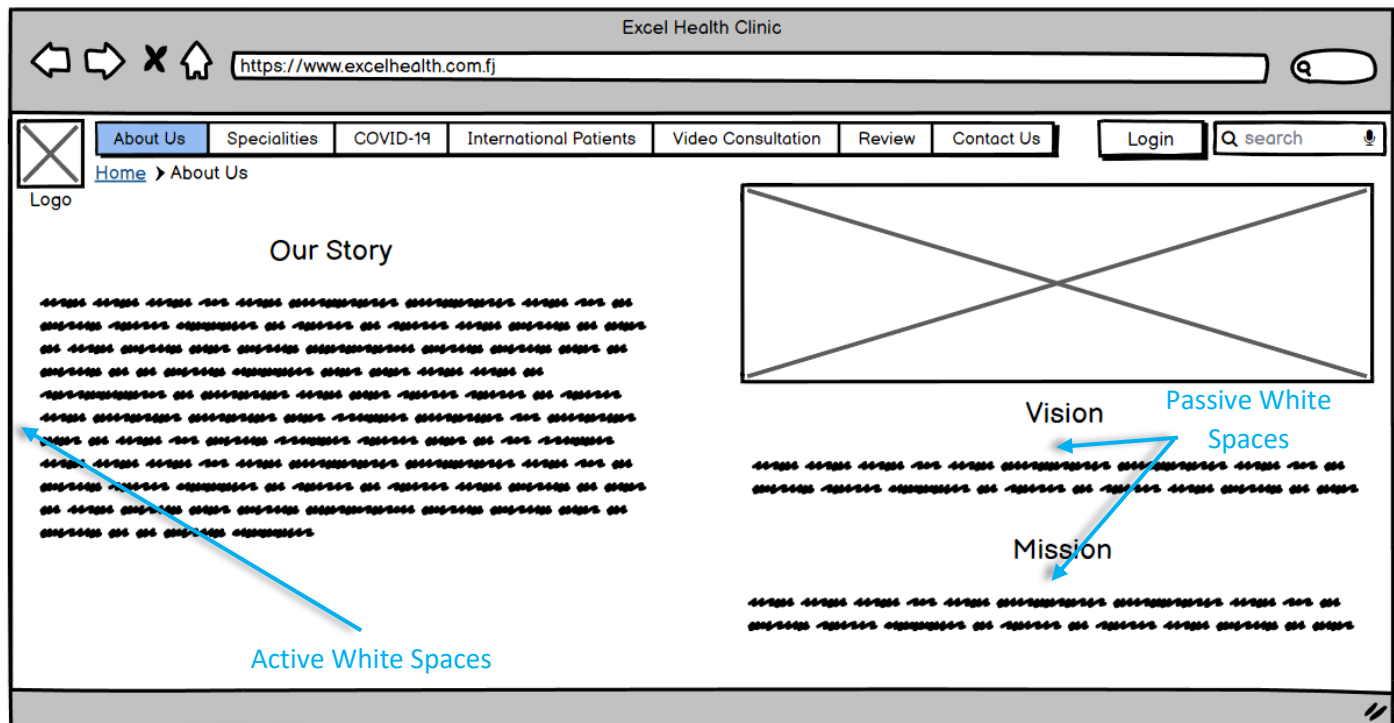
Figure 5: About Us Page Wireframe
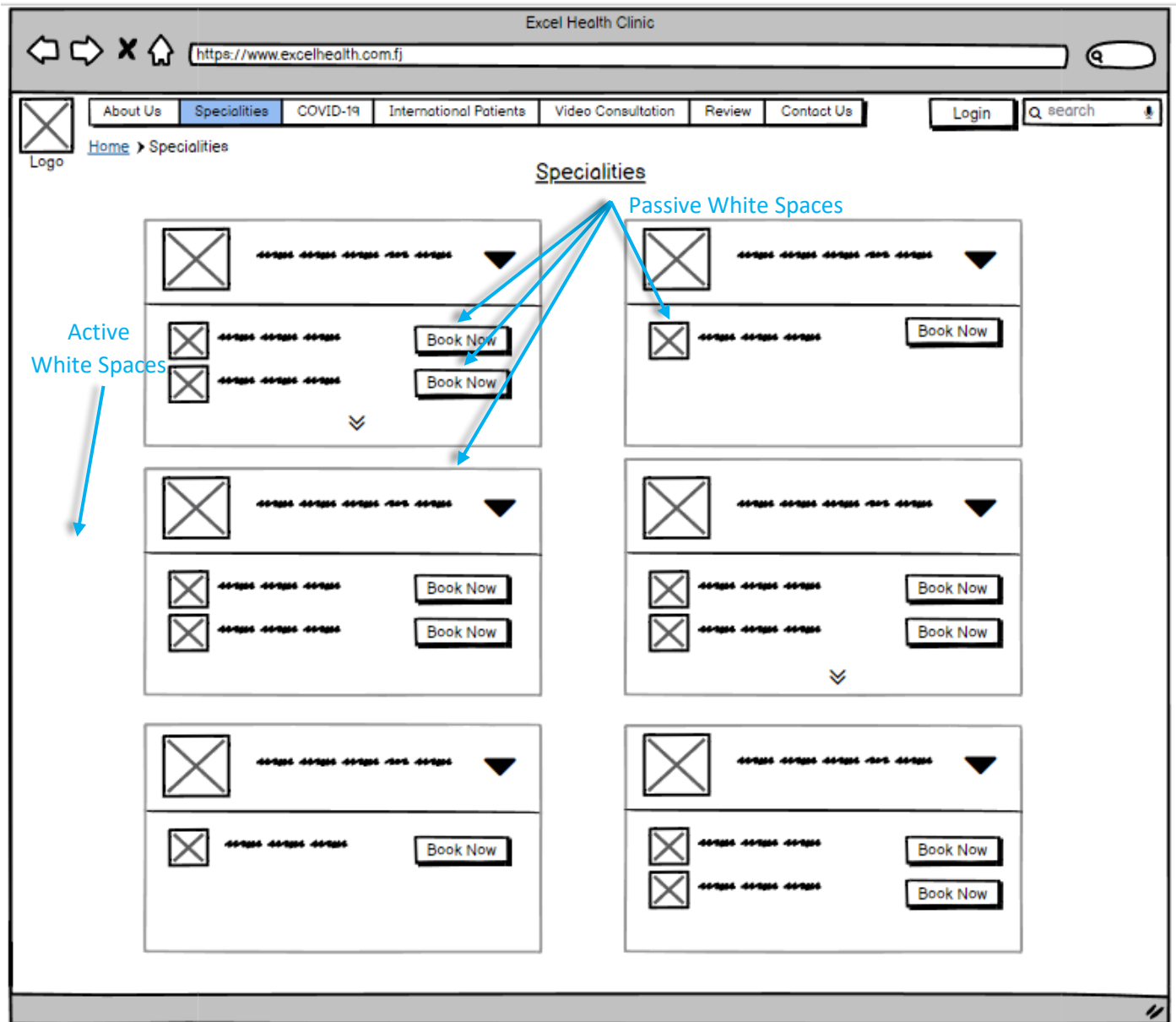
5. Specialties Web Page

Figure 6 : Specialties Web Page Wireframe

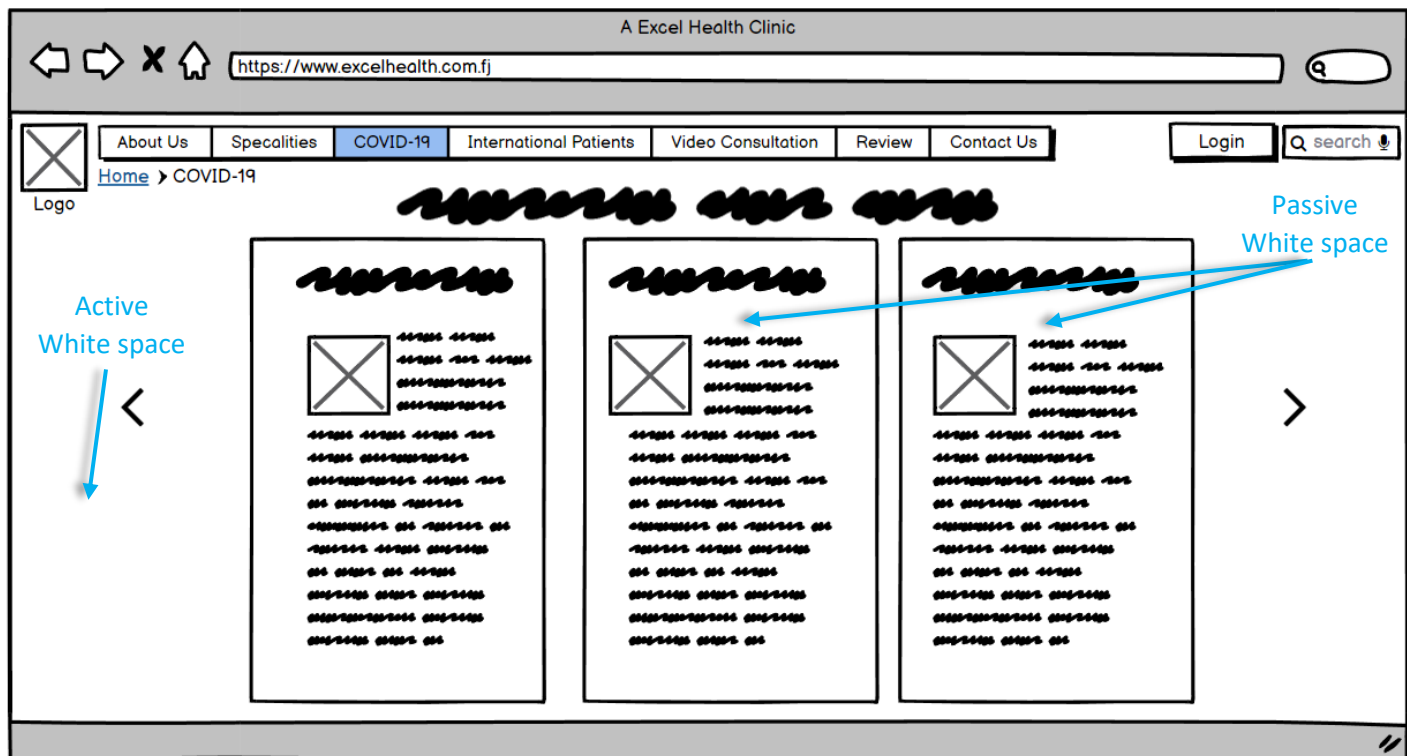## 6. COVID-19 Information Related Web Page

Figure 7: COVID-19 Information Related Web Page Wireframe

7. International Patient Sign-up Web Page

Figure 8: International Patient Web Page

8. Review Web Page
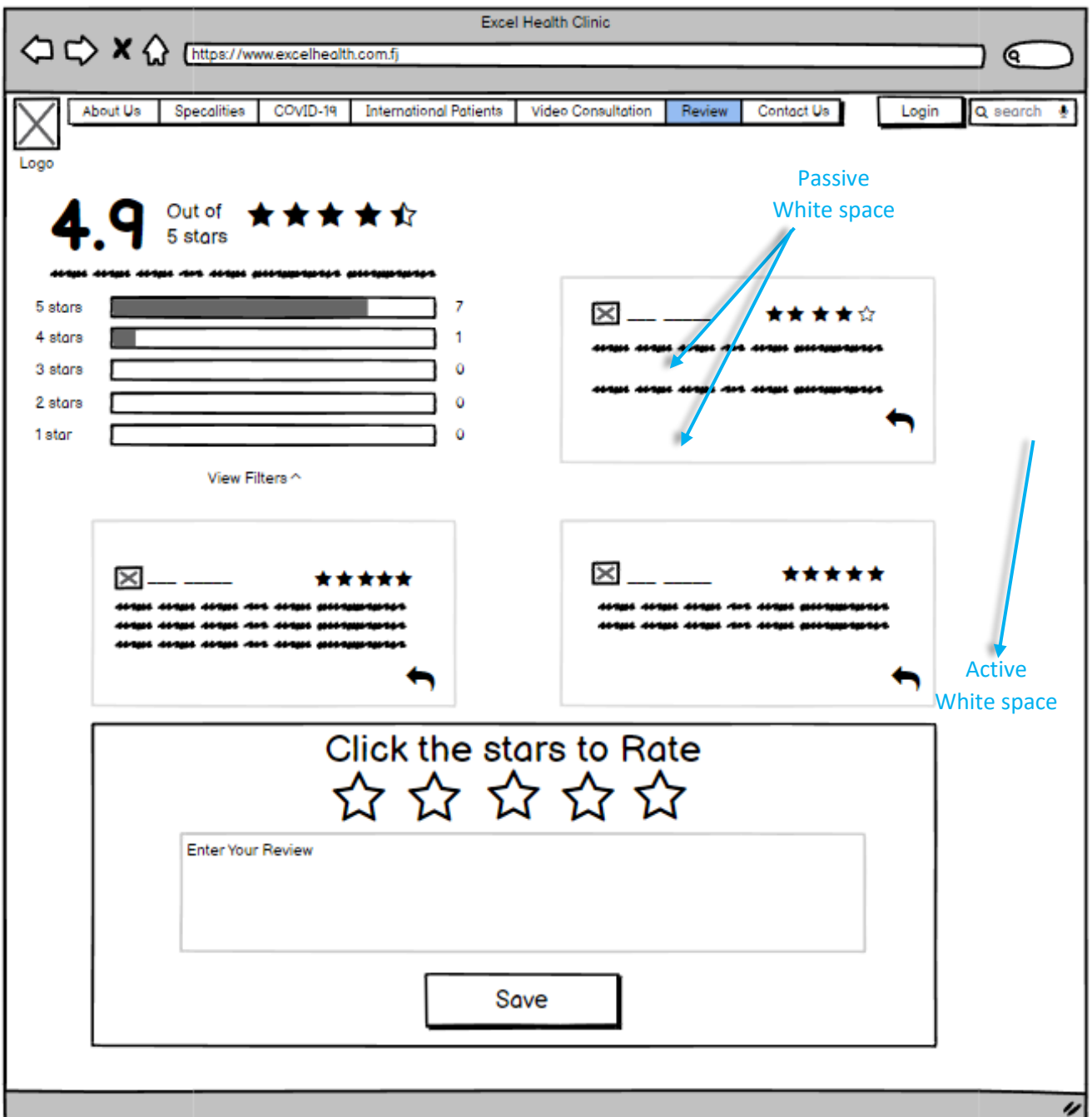
Figure 9: Review Web Page wireframe

9. Contact Us Web Page

Figure 10: Contact Us Web Page wireframe

8. Accessibility

Accessibility is important to ensure that all potential users have the right user experience and easy access to the website. Our website will also cater for most of the accessibility requirements to welcome as many people as possible.

1. Our website will add Alt Text to All Images which can enter the alternative text for an image. This text acts as a replacement for the image if it fails to load.
2. The website will also be accessible via mobile devices.
3. We have carefully selected the colors so that the color contrast of the website is chosen so that everyone can distinguish the various elements of the website.
4. Our website provides clear headers which makes it much easier to provide in-page navigation. It's also simple to do as you only need to ensure you use the correct heading levels in your content. Clear headers are also provided to help screen readers interpret the pages.
5. The site will also allow users to resize the text for those having visual impairments (Ellice, 2020).
6. The site will also facilitate for users who are not familiar with English by providing other language options.

9. Domain name registration and hosting

The domain name represents an IP address. This is a cumbersome and hard-to-remember string of numbers that is unique to your website. A company's domain name contains both company-specific parts and extensions such as **.com**, **.net** or **.org**. These suffixes are called top-level domains (Freedman,2020).

Some of the popular Web Hosting Sites will be Dream Host, Blue Host, Hostinger, HostGator and Network solutions.

We selected www.excelhealth.com.fj as a suitable URL. 'com' was used as the top-level domain because our website is a commercial website. The website provides commercial services which makes 'com' the most suited domain. We used "101domain.com" to check whether the selected domain name is available or not. After verifying the availability of the domain name, it was purchased from "Telecom Fiji Limited" to register before creating the website. It cost nearly FJD $120.00 to register and FJD $50 for further maintenance.

We used "Telecom Fiji Limited" to register our domain name because they have affordable charges and since it is based in Fiji further maintenance can be done easily. The web hosting service charges at Telecom Fiji Limited – Fiji is shown in figure 12. (Uploads: Telecom Fiji, 2020)

DOMAIN DETAILS (Please Fill)

Select (✔)		New Domain Registration (One-Off Charge)	$121.10 VIP
Select (✔)		Domain Renewal (Yearly Charge)	$76.66 VIP
Select (✔)		Existing Domain	No Charge
Domain Address		*(www.companydomain.com.fj)*	

PLAN DETAILS

Plans (✔)	Rental (VIP)	Set-Up Fee (One Off)	Website Storage	Bandwidth	Email Addresses
Web Hosting Starter	$24.17	$24.17	1 GB	3 GB	10
Web Hosting Budget	$48.40	$24.17	3 GB	10 GB	25
Web Hosting Premium	$71.09	$24.17	5 GB	50 GB	35
Web Hosting Ultimate	$94.78	$24.17	10 GB	100 GB	50
DNS Hosting	$25.00	$24.17	N/A	N/A	N/A
Minimum Term of 1 Year or 12 Months, Early Termination Fee of 3 Months Rental					

ADDITIONAL CHARGES (Optional)

Options (✔)	Price (VIP)	Quantity
100 MB Storage	$11.14	
1 GB Bandwidth	$11.14	
1 Email account	$2.84	

Figure 11: Web Hosting Charges

10.   A Static Home page for your client

Excel Health Clinic

Welcome to EXCEL HEALTH CLINIC.
Compassion, Innovation & Excellence.
Dedicated to you.

EXCEL HEALTH CLINIC has been a trusted name in Fijian healthcare for more than seven decades. Since our foundation in 1945, we have built a reputation for regional leadership in medical excellence and innovation, based on a simple philosophy: that improving the health of our community should be driven by passion as well as compassion.

We offer 260 beds – including 60 in our critical care department – across a range of spacious, modern rooms. We also accept various insurance policies while offering the best consultants, specialists and employees, all of whom are dedicated to providing exceptional clinical outcomes and utmost customer satisfaction.

To begin your medical journey browse our comprehensive directory

Find an expert

Our multidisciplinary team of specialist consultants are available to help you meet your Healthcare needs. Excel Health Clinic delivers integrated healthcare across multiple specialties. Our consultant specialists diagnose, evaluate, and treat patients with skill and compassion to ensure the best outcomes for your medical and surgical needs.

Specialities

Surgery
Gynocology
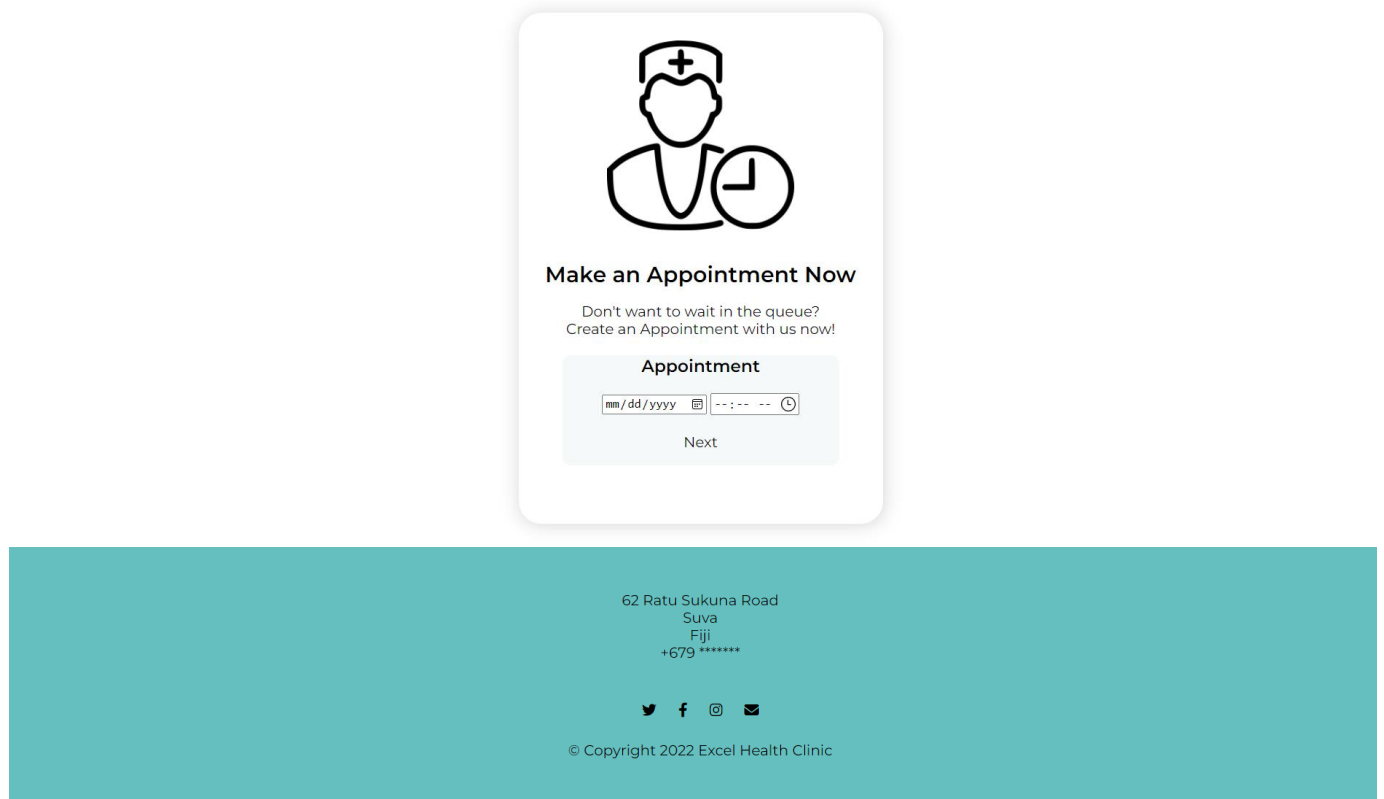**Orthopedics**
Physiotherapy
Ultrasound
Dental

Figure 12: Static Web Page

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12. Appendix

Figure 13: Validation