

Vladislav Kovalenko

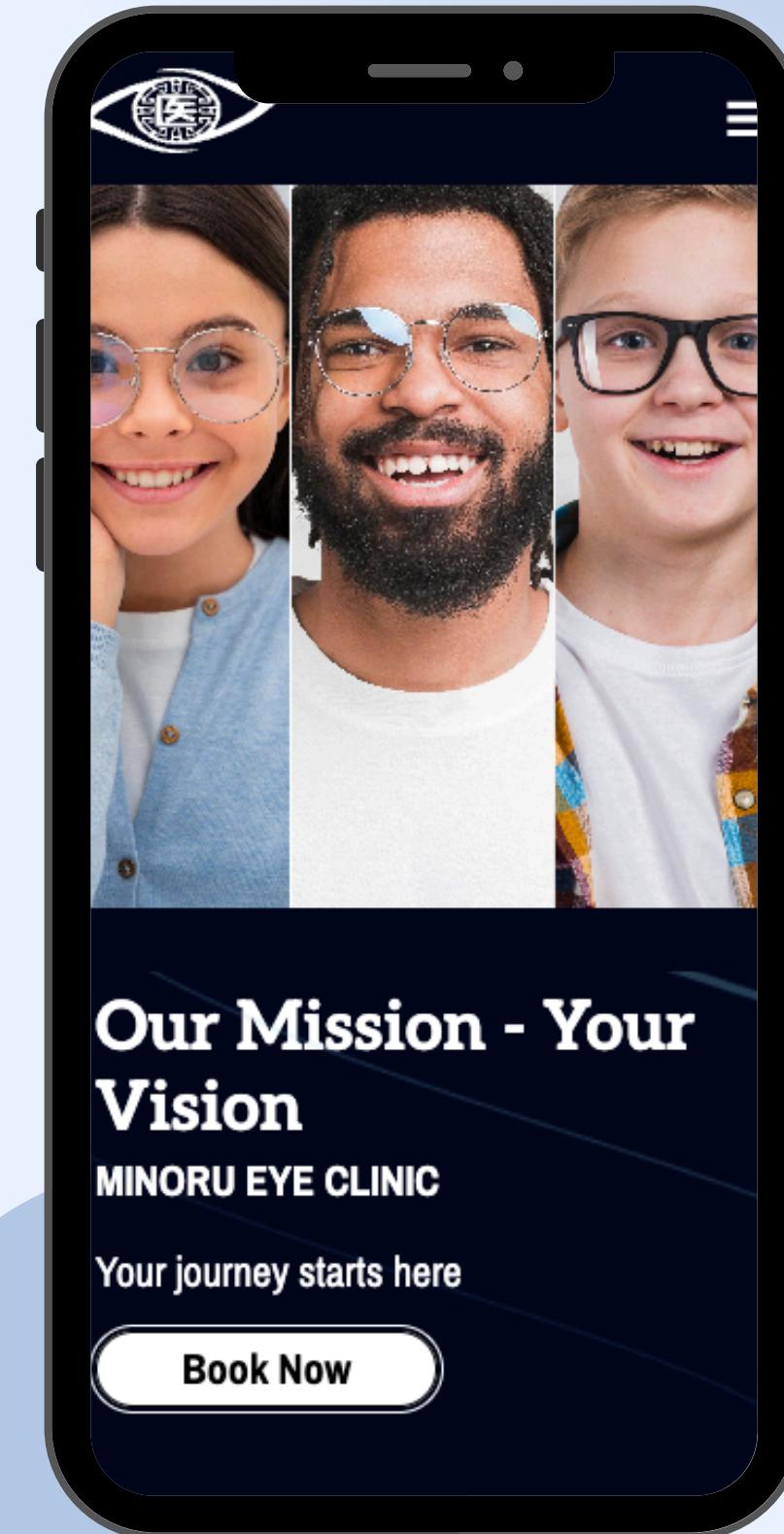
Final Assignment

Applied Responsive Design

Interface Based on Prototype

Minoru Eye Clinic

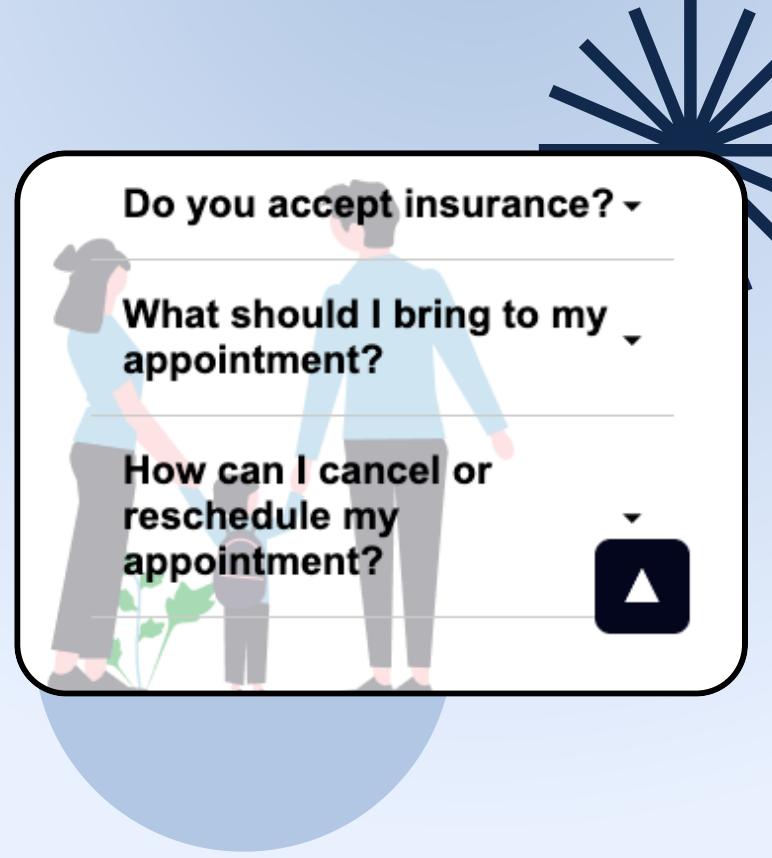
Presentation for FDIT1240



April | 2025

Project Overview

Redesign and implement a fully responsive website for a local eye clinic with improved accessibility, performance, and a clean modern look.



Tools Used



- HTML5, CSS3
- jQuery for interactivity
- Figma for prototyping and design system
- MAMP for local server development

Key Focus Areas

- Clear structure and easy navigation
- Smooth user experience with interactive elements
- Strong visual hierarchy and consistent design

User Research Insights

As part of the planning phase, a survey was conducted to understand what users expect from a modern eye clinic website. Here are the key findings:

01.

Simplicity is key – Users prefer a clean and minimal layout over overly decorative pages.

02.

Quick access to services – Booking and service information should be immediately accessible from the homepage.

03.

Mobile usability matters – Most users access the website via mobile, so responsiveness is crucial.

04.

Trust-building visuals – People respond positively to professional imagery and clearly labeled services.



User Research Insights #2

We conducted a short survey to understand what users value most when visiting a clinic website. Here are the key insights:

01. **Simple and clean layout preferred over busy or complex pages**
02. **Mobile responsiveness is a must — most users visit from phones**
03. **Service information and booking should be visible right away**
04. **Professional visuals increase trust and comfort**
05. **Easy navigation makes the experience smoother**

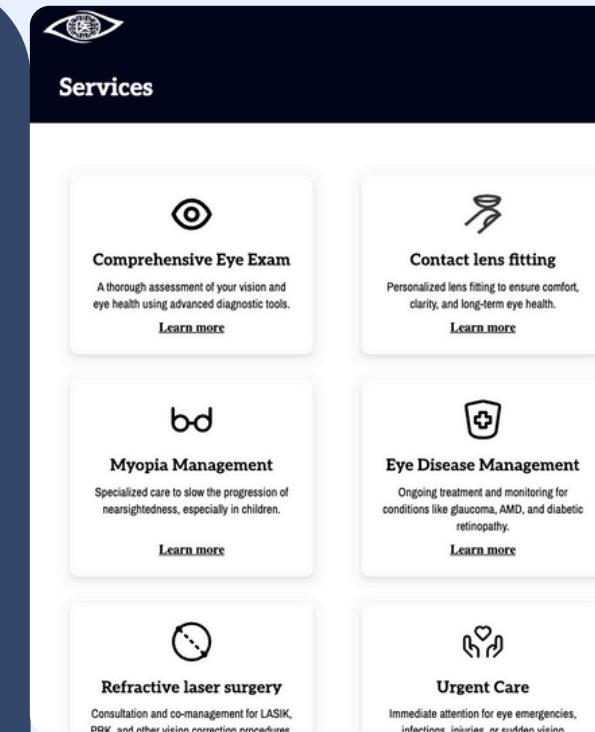
Responsive Implementation

The website was designed with a **desktop-first** approach, then adapted for tablet and mobile using responsive techniques.

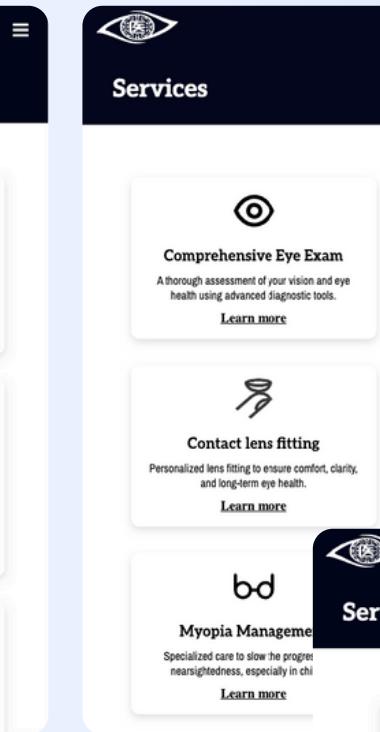
Techniques Used

- CSS Grid and Flexbox to build flexible and scalable layouts
- Media queries to adjust layout and element behavior for smaller viewports
- Clamp() and relative units to control text and spacing across screen sizes
- Container adjustments and stacking behavior for narrow viewports

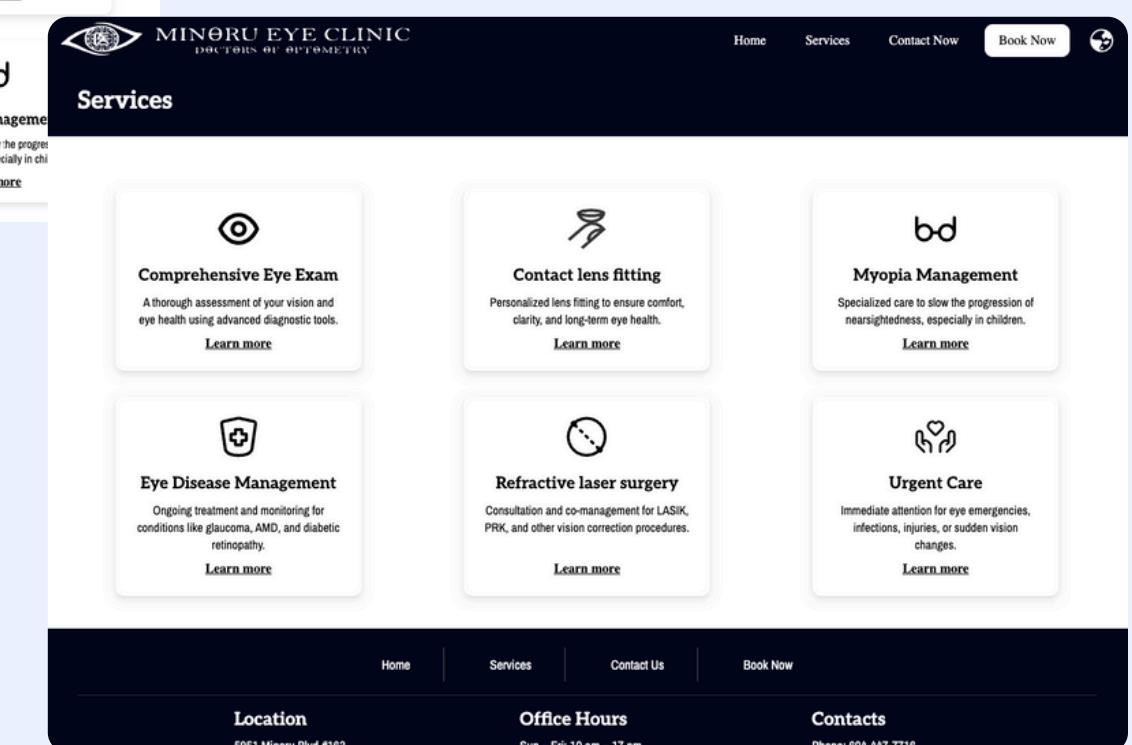
Tablet (max-width: 1024px)



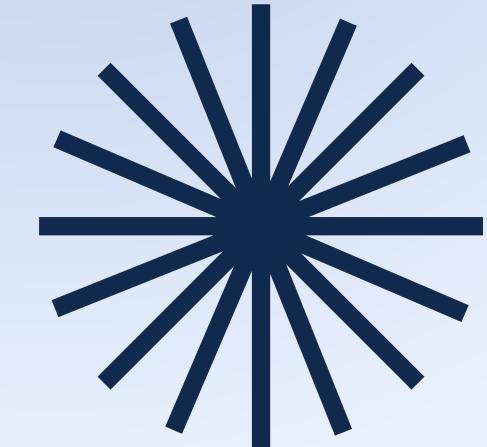
Mobile (max-width: 768px)



Desktop (default)



* All major content blocks, including hero sections, forms, and cards, were adapted to maintain usability and clarity on all screen sizes.



Design System: Tokens

To ensure visual consistency across the project, I created a set of design tokens that define the core visual identity.

```
64     h1, h2, h3, h4, h5, h6 {  
65       font-family: "Aleo", serif;  
66   }
```

```
93  p {  
94    font-size: 1.375rem; /* 22px */  
95    font-family: "Archivo Narrow", sans-serif;  
96    font-weight: 100;  
97    letter-spacing: 1%;  
98  }
```

```
• • • • •  
• • • • •  
  
10  :root {  
11    /* nav bar */  
12    --font-size-nav_bar: 1.375rem;  
13  
14    /* Hero section */  
15    --font-size-Hero_text1: 3.75rem;  
16    --font-size-Hero_text2: 2.813rem;  
17    --font-size-Hero_text3: 3.5rem;  
18    --font-size-Hero_text4: 1.875rem;  
19  
20    /* Spacing */  
21    --padding-xs: 0.313rem; /* 5px */  
22    --padding-sm: 0.625rem; /* 10px */  
23    --padding-md: 1.125rem; /* 20px */  
24    --padding-lg: 2.5rem; /* 40px */  
25    --padding-xl: 5rem;  
26  
27    --margin-sm: 0.625rem; /* 10px */  
28    --margin-md: 1.25rem; /* 20px */  
29    --margin-lg: 2.5rem; /* 40px */  
30    --margin-xl: 5rem;  
31  
32    --max-width-sm: 1200px;  
33    --max-width-md: 1400px;  
34  
35    /* Colors */  
36    --bg-main-color: #01041C;  
37    --bg-secondary-color: #FFFFFF;  
38    --text-primary-color: #0000;  
39    --text-secondary-color: #ffff;  
40  
41  
42    /* Colors hover */  
43    --hover-main-color: #01041C;  
44    --hover-secondary-color: #FFFFFF;  
  
45  
46    /* Border */  
47    --border-main-color: #fff;  
48    --border-secondary-color: #000;  
49  
50    --border-weight-sm: 0.063rem;  
51    --border-weight-md: 0.125rem;  
52  
53    --border-radius-sm: 0.313rem; /* 5px */  
54    --border-radius-md: 0.625rem; /* 10px */  
55    --border-radius-lg: 2.5rem; /* 40px */  
56  
57    /* Opacity */  
58    --opacity-25: 25%;  
59    --opacity-50: 50%;  
60    --opacity-75: 75%;  
61  
62  }  
63
```

Component Usage

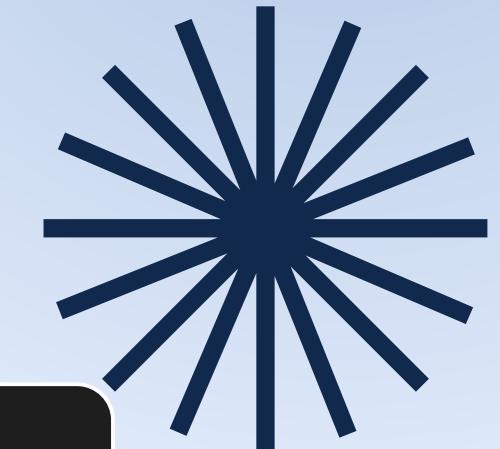
Even though this project doesn't rely on a large component library, some reusable structures were implemented to ensure consistency and scalability.

```
header.html > ...
1  <!-- header.html -->
2
3  <div class="nav_bar">
4    <a href="/" class="logo">
5      <picture>
6        <source media="(max-width: 970px)" srcset="/images/logo-short.svg" />
7        
8      </picture>
9    </a>
10   <button class="burger" aria-label="Toggle menu">≡</button>
11   <ul>
12     <li><a href="index.html">Home</a></li>
13     <li><a href="Services.html">Services</a></li>
14     <li><a href="Contact-Now.html">Contact Now</a></li>
15     <li><a href="booking.html">Book Now</a></li>
16     <li>
17   </ul>
18 </div>
19
20
21
22
23
24
25
26
27
28
29
30
```

Navigation bar

```
<div class="accordion">
  <div class="accordion-item">
    <button class="accordion-header">What services do you offer?</button>
    <div class="accordion-content">
      <p>
        We provide a wide range of medical services, including general check-ups, eye exams, and specialized treatments for various eye conditions.
      </p>
    </div>
  </div>

  <div class="accordion-item">
    <button class="accordion-header">Do I need an appointment?</button>
    <div class="accordion-content">
      <p>
        Appointments are recommended to minimize wait times, but we do accept walk-in patients.
      </p>
    </div>
  </div>
```



Accordion module

Footer

```
<div class="contact-form">
  <h3>Ask a Question</h3>
  <form id="contact-form">
    <label for="name">Enter your name</label>
    <input type="text" id="name" name="name" placeholder="Name" required />

    <label for="email">Enter your email</label>
    <input type="email" id="email" name="email" placeholder="Email" required />

    <label for="comment">Comment</label>
    <textarea id="comment" name="comment" placeholder="Comment" required></textarea>

    <button type="submit">Send</button>
    <p id="form-message" style="margin-top: 10px;"></p>
  </form>
</div>
```

Form

Component Usage

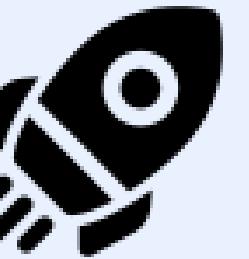
Ensuring an inclusive and efficient experience was a key priority in this project.

Accessibility Highlights

- Semantic HTML: headings, nav, main, footer used correctly
- ARIA attributes: used in accordion and navigation where needed
- Color contrast: all text meets WCAG AA contrast standards
- Form accessibility: includes labels and required field indicators
- Responsive type and layout: supports prefers-reduced-motion and scales well on all screen sizes

Performance Optimizations

- Image optimization: all images resized and compressed
- Font loading: only two fonts used via Google Fonts (Aleo & Archivo Narrow)
- Efficient CSS structure: token-driven styling, minimal duplication
- No large frameworks: jQuery only for lightweight interactivity



Challenges & Solutions

Every project comes with its own set of obstacles — here are a few I encountered and how I addressed them

Challenge #1: Hero Section Responsiveness

Issue: Background images and large CTA buttons overlapped or broke layout on small screens.

Solution: Reworked the layout using clamp() for font and padding, and adjusted background positioning with media queries.

Challenge #2: Prototype Changes

Issue: The original homepage prototype proved too complex to implement with limited coding time.

Solution: Redesigned a simpler but effective homepage layout in Figma, preserving the original intent and content hierarchy.

These solutions reflect my ability to adapt, prioritize usability, and maintain project goals.



Conclusion

This project demonstrates my ability to design and implement a responsive, accessible, and user-informed website for a real-world service.

Key Takeaways

- Developed a clean, functional design system using tokens and consistent styles
- Implemented a responsive layout with semantic HTML, Grid, and Flexbox
- Maintained strong accessibility and performance practices
- Adapted design challenges with creative, practical solutions
- Grounded the design in user research and testing feedback

Figma Prototype



Final look

Desktop

Our Mission - Your Vision
MINORU EYE CLINIC
Your journey starts here
[Book Now](#)

BOOK AN EYE EXAM WITH OUR OPTOMETRIST IN RICHMOND TODAY!

Our optometrist in Richmond
Full Eye Exam by an Optometrist
Vision Update

Eye Disease Management
Explore amazing eye facts — its abilities, unique traits, and the science of vision!

A complete eye exam isn't just about updating your glasses—it also checks your overall eye and general health for issues like diabetes and high blood pressure. Our optometrist in Richmond is here to keep your eyes healthy. Even if your vision seems fine, yearly check-ups are important since many eye diseases show no early signs.

FAQ

What services do you offer?
We provide a wide range of medical services, including general check-ups, specialist consultations, diagnostics, and preventive care.

Do I need an appointment, or do you accept walk-ins?
Yes, we accept walk-ins.

Do you accept insurance?
Yes, we accept most major insurance plans.

What should I bring to my appointment?
Please bring your insurance card and a list of medications you are taking.

How can I cancel or reschedule my appointment?
You can cancel or reschedule your appointment online or by calling our office.

Location
6961 Minoru Blvd #183
Richmond, BC V6X 4B1

Office Hours
Sun – Fri: 10 am – 17 pm
Sat: Closed

Contacts
Phone: 604-447-7718
Email: info@minorueyeclinic.com

Services

Comprehensive Eye Exam
A thorough assessment of your vision and eye health using advanced diagnostic tools.

Contact lens fitting
Personalized lens fitting to ensure comfort, clarity, and long-term eye health.

Myopia Management
Specialized care to slow the progression of nearsightedness, especially in children.

Eye Disease Management
Ongoing treatment and monitoring for conditions like glaucoma, AMD, and diabetic retinopathy.

Refractive laser surgery
Consultation and co-management for LASIK, PRK, and other vision correction procedures.

Urgent Care
Immediate attention for eye emergencies, infections, injuries, or sudden vision changes.

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Contact Now

Protect Your Vision - Get in Touch
Have questions about diabetic eye health or need to book an exam? We're here to help! Contact us today to schedule your appointment or learn more about how we manage ocular diseases. Your eye health is our priority.

Ask a Question

About Dilated Eye Exam
Book an Appointment

Call us
Phone: 604-447-7718
Fax: 604-447-7712
Email: info@minorueyeclinic.com

Office Hours
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Address: 6961 Minoru Blvd #183
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Comprehensive Eye Exam

Но изобретённый им метод
лечения оказался не для слабонервных.

A comprehensive eye exam isn't just about finding the right glasses prescription. Our optometrist ensures your eyes are healthy, free from disease, and working properly together. Regular eye exams are essential for everyone, even without noticeable vision changes, as many eye conditions develop without symptoms.

Adults aged 19 to 65 should have an eye exam every year unless advised otherwise by their doctor.

About Dilated Eye Exam
Book an Appointment

Child Eye Exam
Vision is absolutely vital in the future success of children in school and in future career options. Exams for young ones start as early as 6 months. It is important to do the eye exam as early as possible as some eye conditions are harder to treat the older the child is. Don't wait for your child to complain about his/her vision as most children don't know what "normal" vision is like. Child exams include looking for any need for glasses, any eye turn and childhood eye diseases.

Parents should look for any eye turn while spending time with their children. For example signs of crossed eye while eating a meal or any eye turn while watching the TV. Bring your child in if you are suspicious of anything abnormal.

Senior Eye Exam

Diabetic Eye Exam

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Sat: Closed

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Booking an Appointment

1. Appointment Type

CHILD EXAM
Ages 6mo to 18 y.o. (before 19th birthday)
Exam fully covered by MSP.
Select

ADULT EXAM
Ages 19 y.o. to 64 y.o. Comprehensive Eye Exam is \$115, including refraction, full health exam and fundus photo.
Select

SENIOR EXAM
Ages 65+ Comprehensive Eye Exam partially covered by MSP and fee is \$70.
Select

Please bring your care card, any glasses you may be using and a list of medications to the eye exam.
- We provide direct billing for some third-party insurance providers.
- For adult patients with an MSP billable diagnosis (i.e. diabetes), the fee is \$70, which can be submitted to your third-party insurance.
- If you are on Social Assistance or First Nations, we will need to check for coverage for your eye exam. Please call us.

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2. Schedule
Adult Exam with Doctor Helen Wang

March 23
Sunday
12:30 pm
3:00 pm
4:15 pm

March 24
Monday
3:30 pm
4:45 pm
5:15 pm

March 25
Tuesday
10:30 am
11:30 am

March 26
Wednesday
12:30 pm
1:30 pm
2:30 pm

March 27
Thursday
11:30 am
12:30 pm
1:30 pm

March 28
Friday
12:30 pm

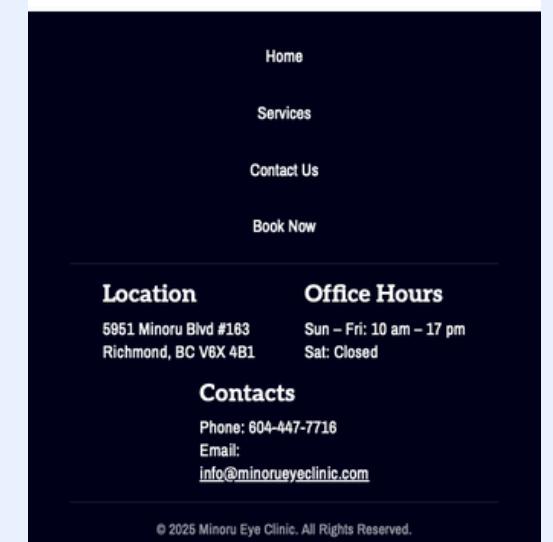
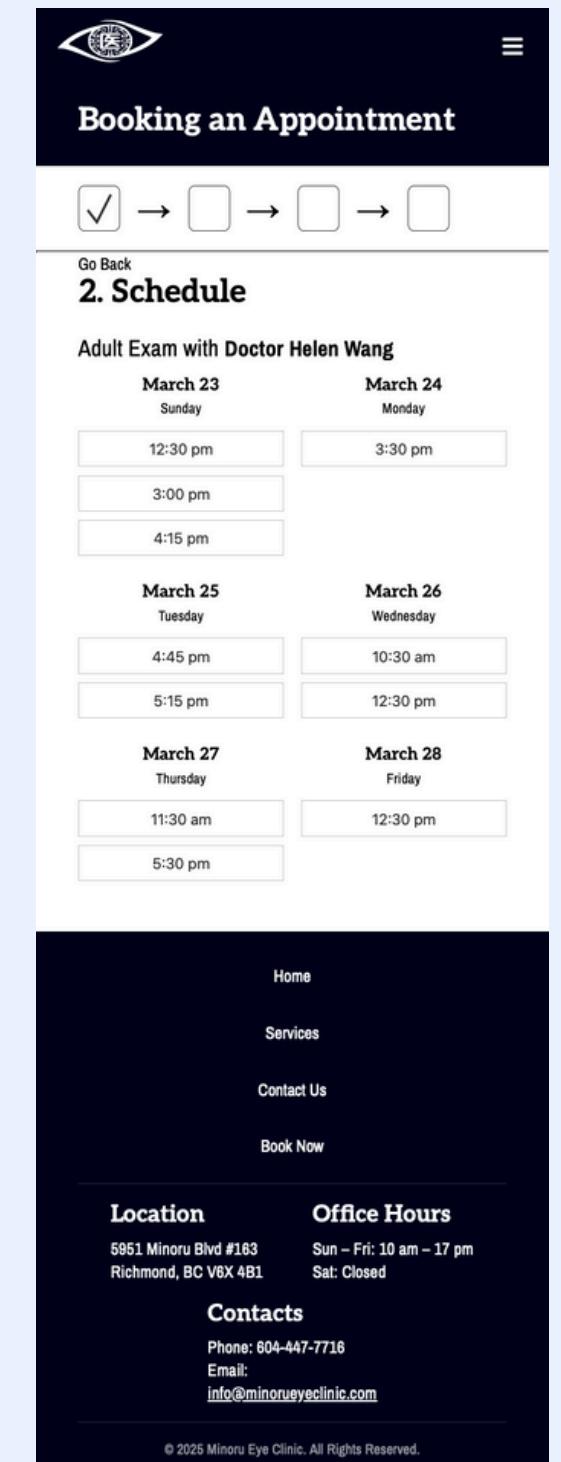
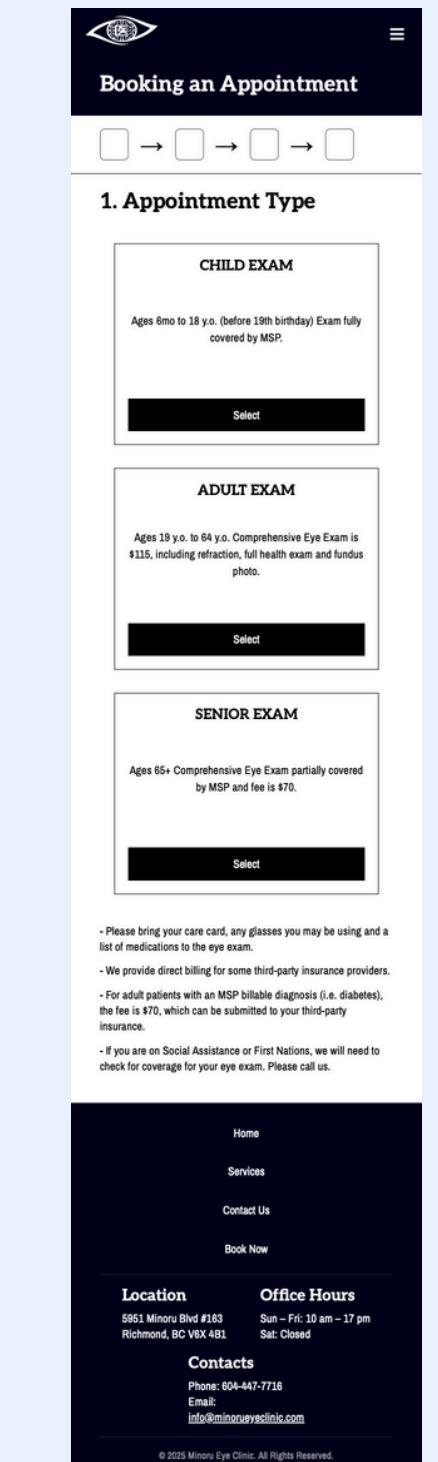
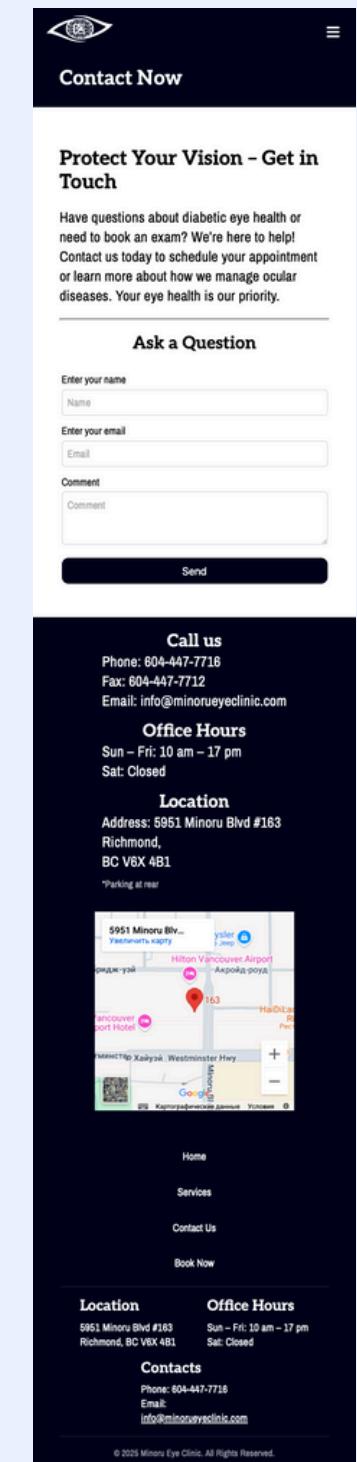
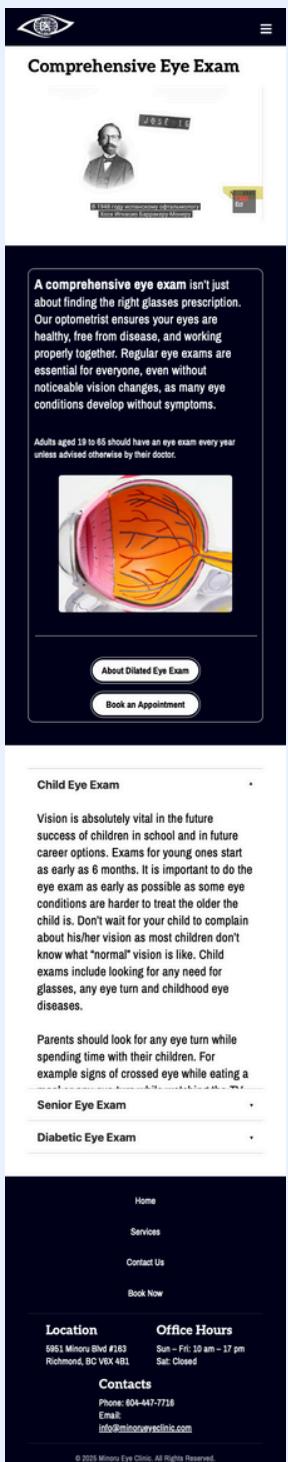
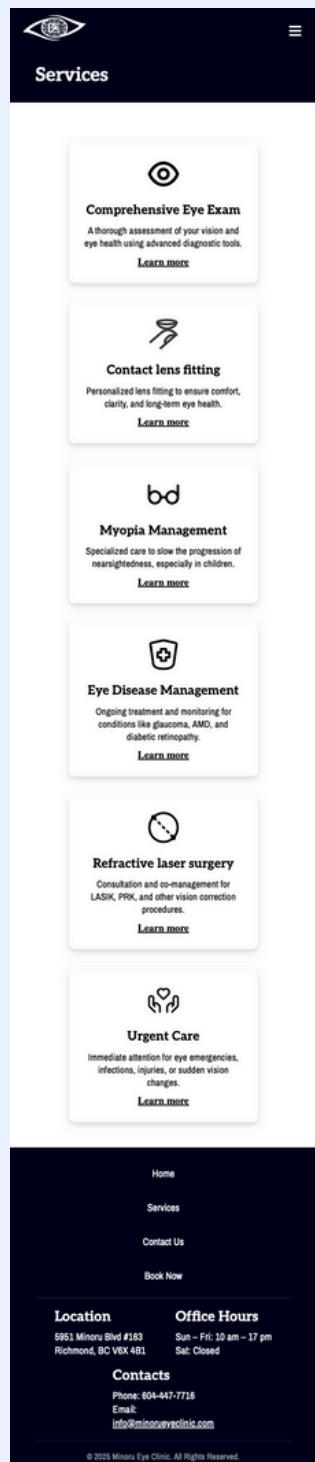
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Final look

Mobile





THANK YOU



vladislav.kovalenko@student.kpu.ca