



BrightNow

Phase I

BrightNow Dental
Dental Healthcare Company

Objective

NowCare Dental provides dental healthcare with their focus being on their emergency dental care, as well as their general dental services they offer. The website provides the necessary information about the clinic, but does not have consistency or a professional look. Reworking the website and adding additional elements will make navigation easier for viewers .

Audience

The audience for this website would be anyone seeking dental healthcare, which can range from all ages. There is an emphasis on their emergency services, which could include younger audiences more than other dental clinics. However, the standard services available target anywhere from young adults to elders.

Content

The main content for this website is in relation to the types of treatment they offer. They offer emergency dental as well as general and cosmetic care. They have sections explaining more about the company and the dentists on site. The website also currently emphasizes the methods of payment insurance options available. Another emphasis which goes along with the emergency aspect is the convenience of the office. It is on a main street and is open every day of the year from 10am-8pm.

Goals

There are three main goals of this project I have. I would rebrand the website as a whole, since it currently does not have a particular direction. I would also rework the information presented so it is clear to the viewers, especially those seeking emergency care. Lastly, I would like to have it target the viewers, making it seem family friendly and welcoming to all.

Solutions

To accomplish my goals, I would create and branding for the website that offers consistency and a clear direction. To do this, I would create a new logo and stick to a specific color palette across the website. The information that the viewer would seek is present on the website, but is not presented in a modern or welcoming manner. Modernizing the website is necessary in the rebranding, and will clearly offer information on the company and their services to make it easy to find for the viewer. Lastly, keeping their emergency services and convenience an emphasis of the website will be a goal, since it is something that stands out about the company compared to others.



Richelle

Female • 38 • Mother

Tech Skills

Desktop



Mobile



Tablet



Bio

Richelle is a mother with three children who would all be interested in getting dental healthcare. She strives to put her family's needs first, and is interested in a family-friendly institution that she can trust. She is busy with her full-time job and her children, so she seeks a company with a quick and easy scheduling process. She wants to be able to quickly navigate and understand a company's website and outlook.

Goals

- Company that presents themselves as family friendly
- Quick & painless scheduling
- Easy online navigation for company info

Pain Points

- Struggles finding out what the dental healthcare institution offers
- Takes too long scheduling her and her family





Gary

Male • 45 • Dentist

Tech Skills

Desktop



Mobile



Tablet



Bio

Gary has been a dentist for 15+ years, and has recently become the head dentist for his company. He is interested in creating a brand that puts nervous patients at ease, and is accessible for all people. He wants to be able to keep his schedule organized while also making it easy for patients to schedule. Another big part of his dentistry is the access to emergency care, which stresses the functionality of the online interface.

Goals

- Branding that appears friendly to everyone
- Easy online navigation & scheduling
- Emphasis on emergency dental care

Pain Points

- Trouble keeping schedule organized
- No current branding
- Website lacks current tech. advances that company has





Miranda

Female • 29 • Assistant Dentist

Tech Skills

Desktop



Mobile



Tablet



Bio

Miranda is a recent graduate and new to working in dental healthcare. She was hired because of her easy going and friendly spirits, in hopes of helping the patients feel more relaxed during their treatment. Miranda has faced some struggles with patients complaining about how difficult it is to navigate dental websites and figuring out how to help their needs. She works with patients of all ages, and knows that an accessible website across all platforms is necessary.

Goals

- Equal accessible website across desktop, mobile & tablet
- Appear friendly to all patients
- Make dental issues easy to find on the website

Pain Points

- Has trouble keeping patients' nerves under control
- Patients do not understand what procedure they are receiving
- New to dental healthcare systems





Richelle: Patient Scenario

Female • 38 • Mother

Scenario

Richelle recently moved to Eagen with her three children and is seeking a dental care provider. Her coworker recommended Now Care Dental because of their family friendly staff. Richelle needs to be able to put her trust into a dental institution where her children to receive necessary dental checkups. One of her children gets nervous before receiving treatment, so Richelle seeks a staff that is not intimidating and can make the children feel safe.

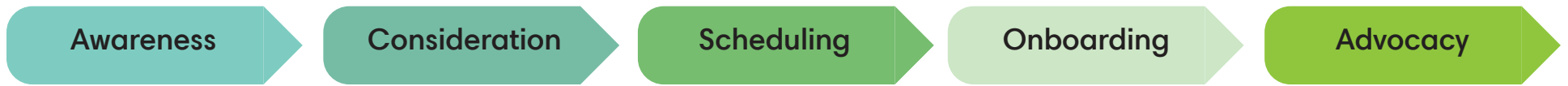
Needs

Richelle mainly wants to find a company that can work well with her children. However, she is busy with her new job and prefers a quick and easy scheduling system that is well organized for the customers

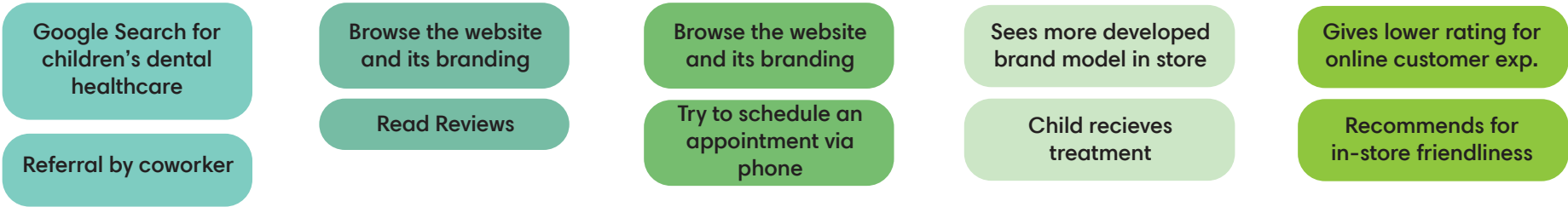
Past Challenges

Richelle has had struggles finding a provider that she feels she can put her full trust in while also making for easy scheduling.

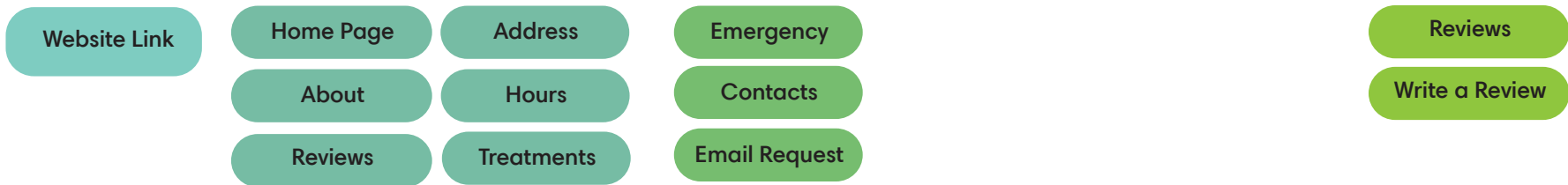
Patient Scenario



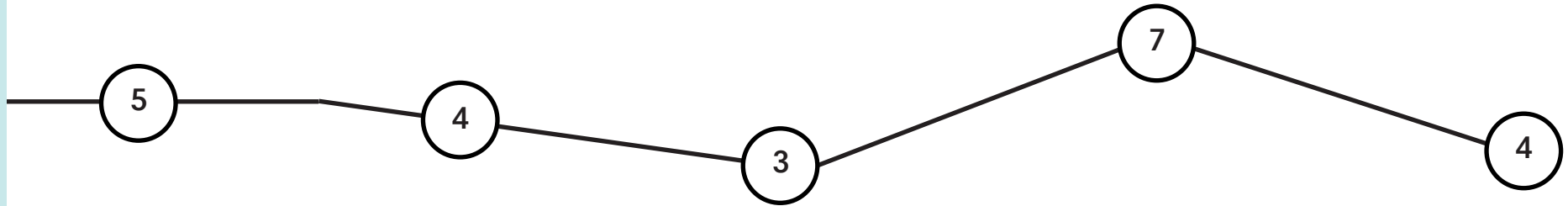
Actions



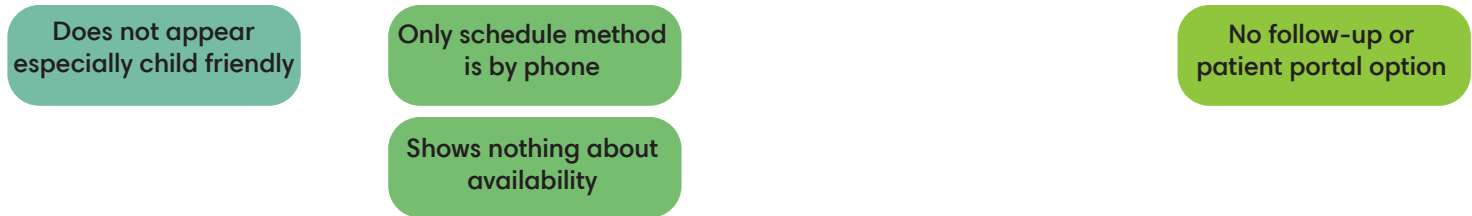
Touchpoints



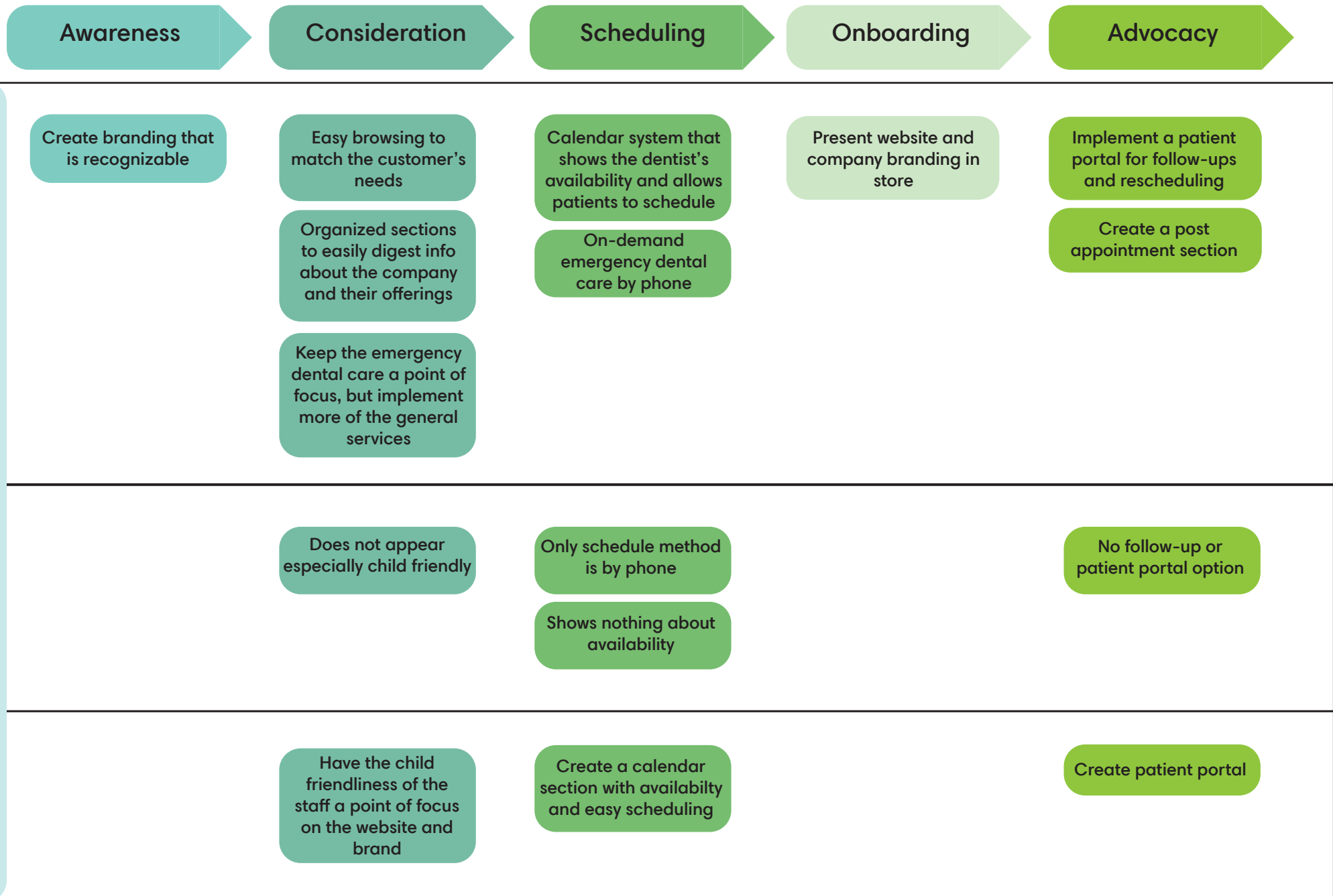
Emotion Graph



Pain Points



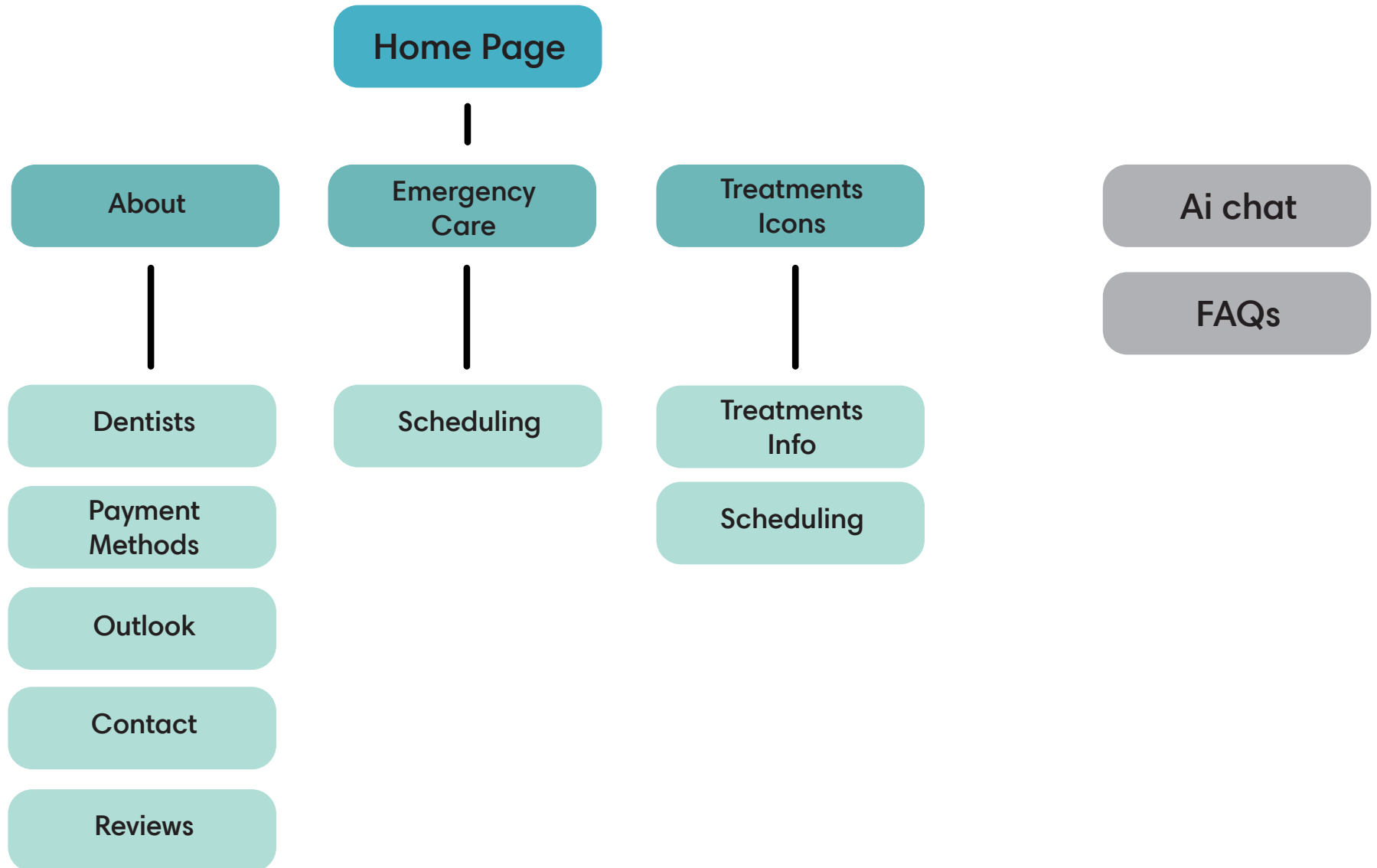
Future Website



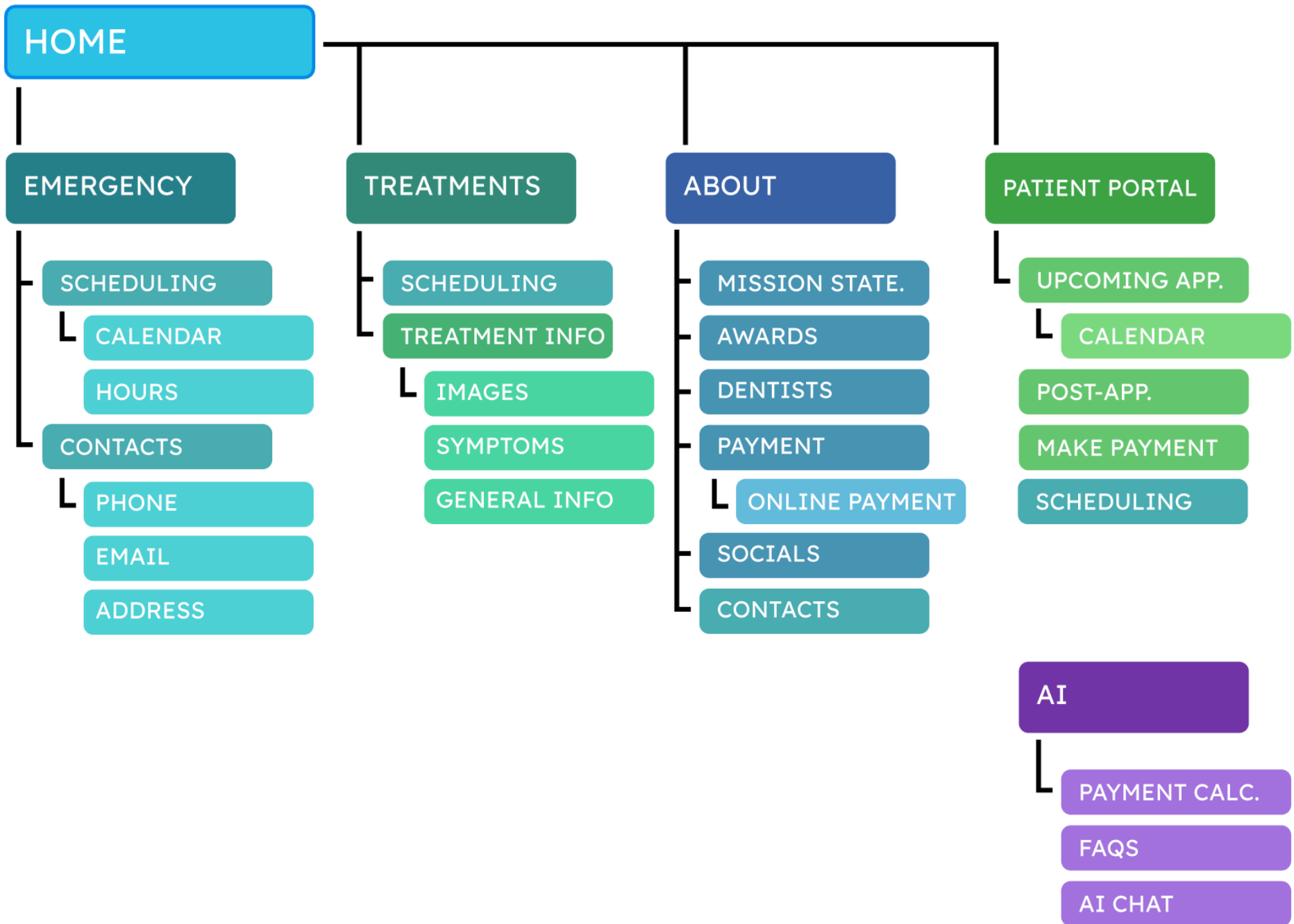
Phase II

BrightNow Dental
Dental Healthcare Company

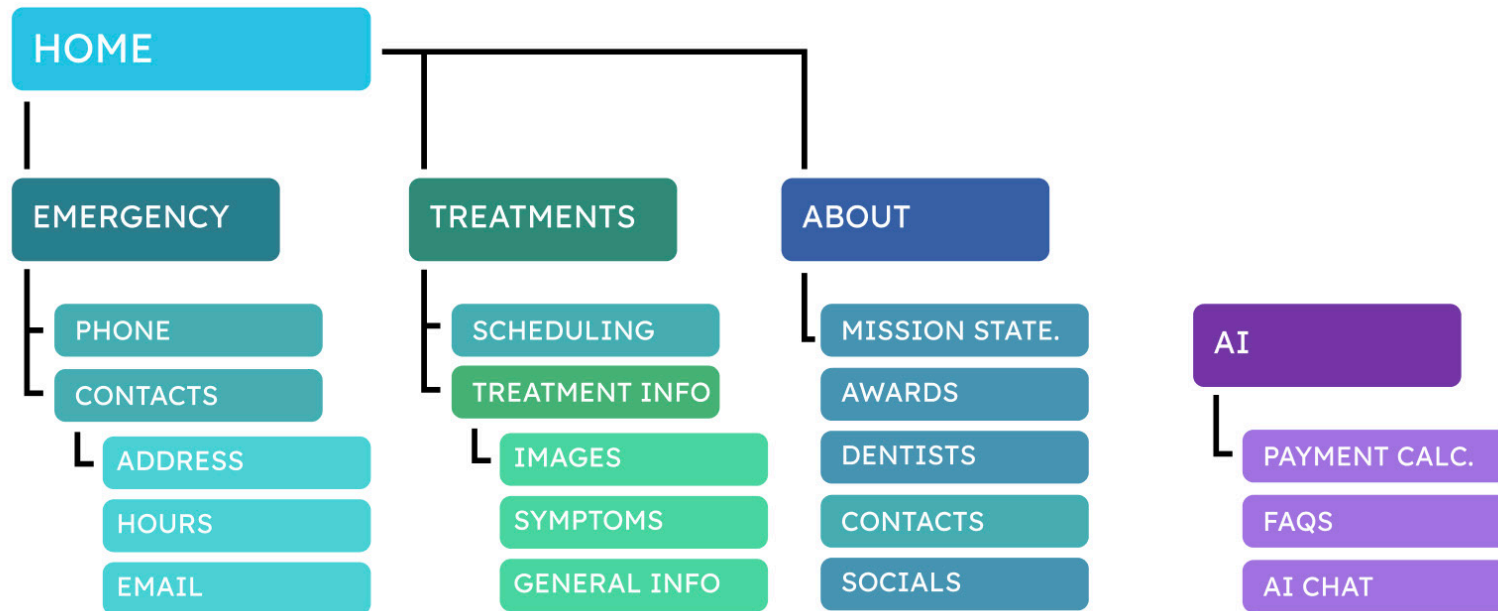
Content Map



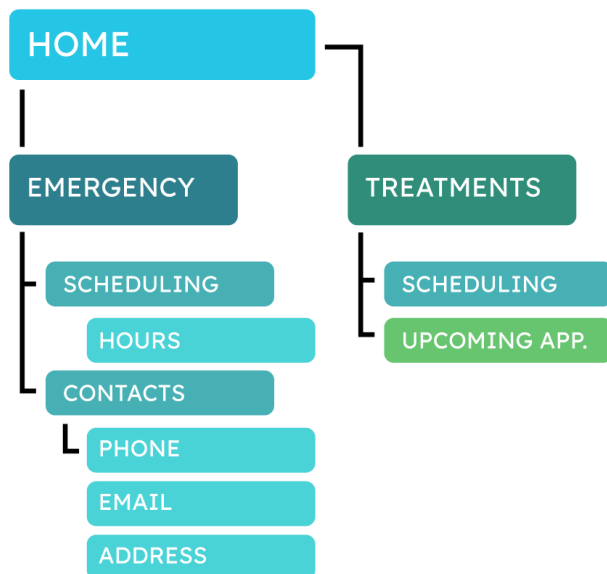
Desktop



Mobile



Smart Watch



Phase III

BrightNow Dental
Dental Healthcare Company

Branding



Colors Used

#23AAE1

#000000

#96d2b4

#A994C6

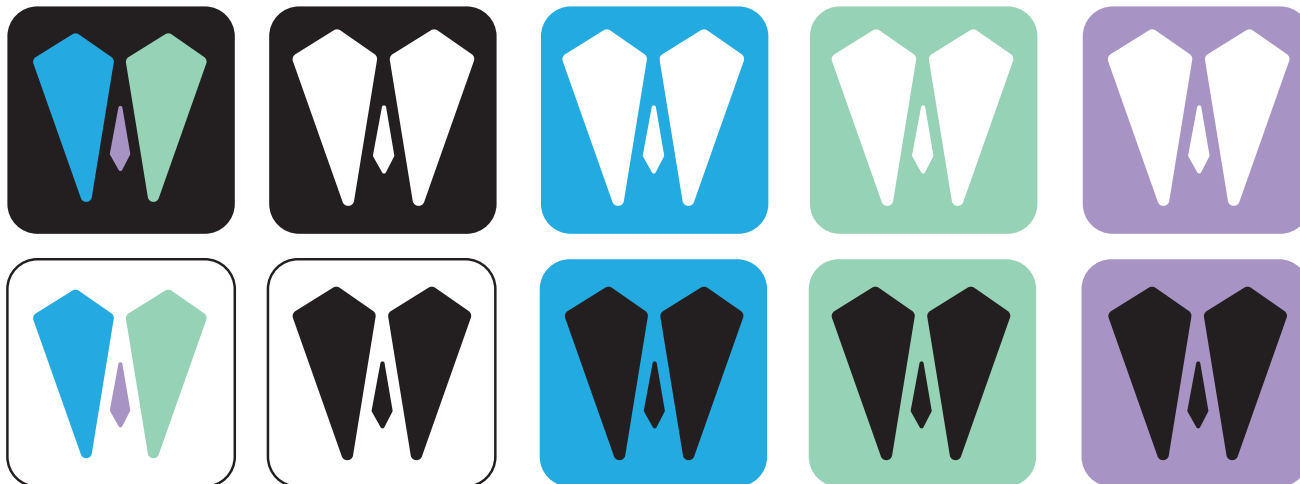
Branding

Heading 1

Heading 2

Heading 3

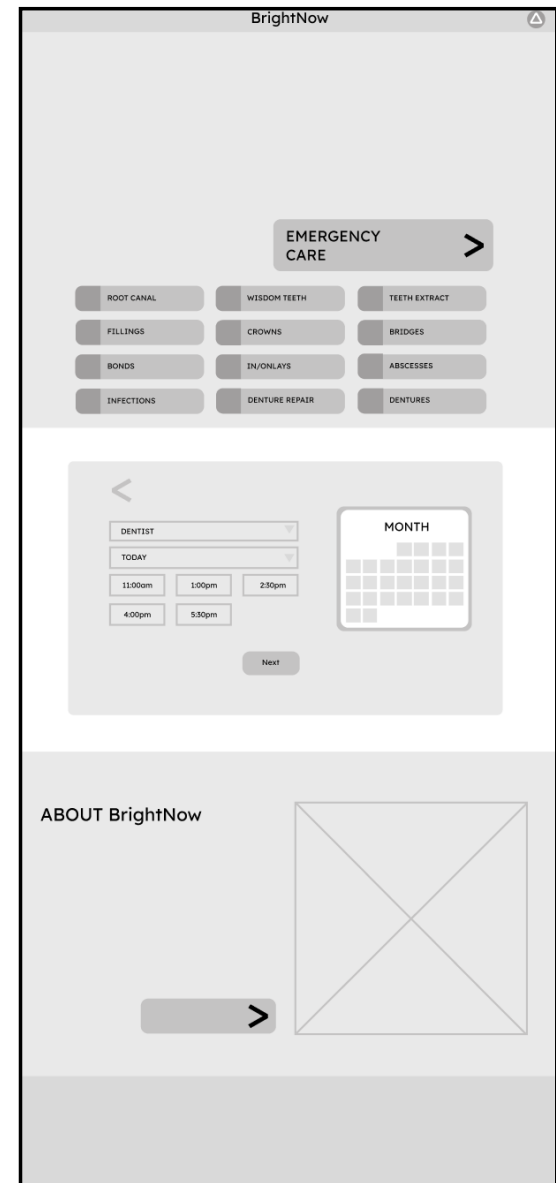
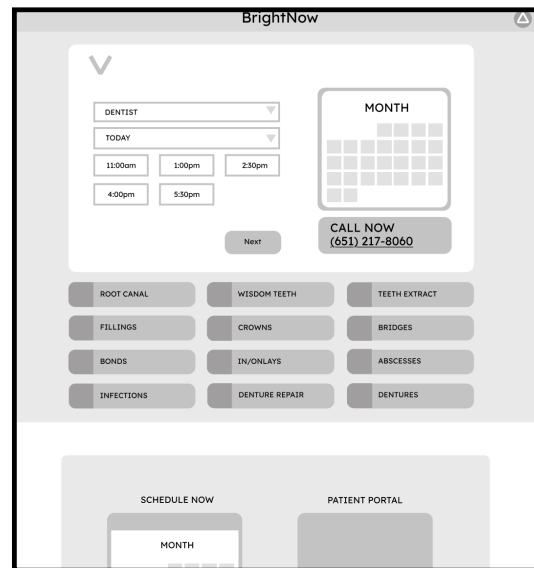
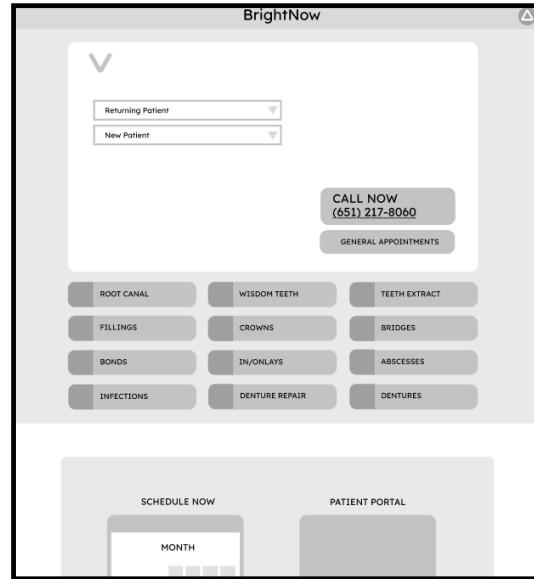
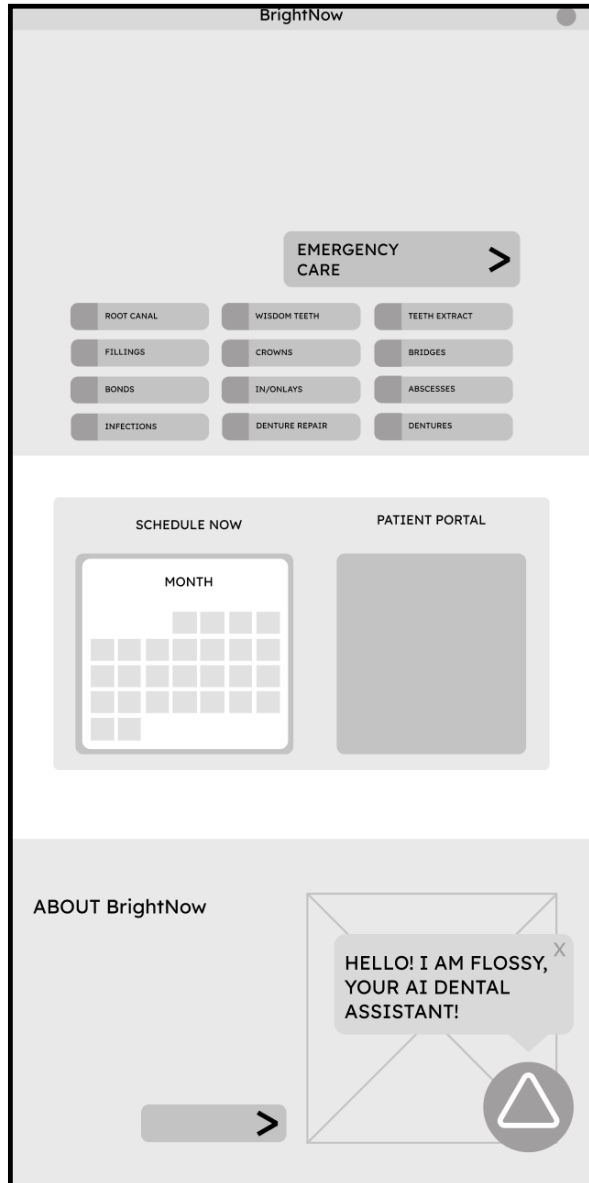
Body text example



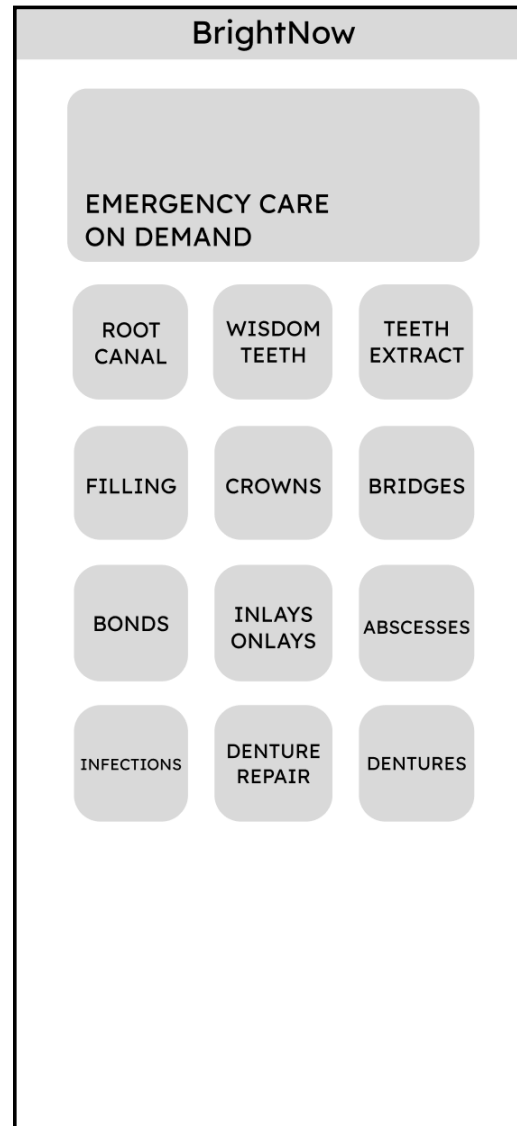
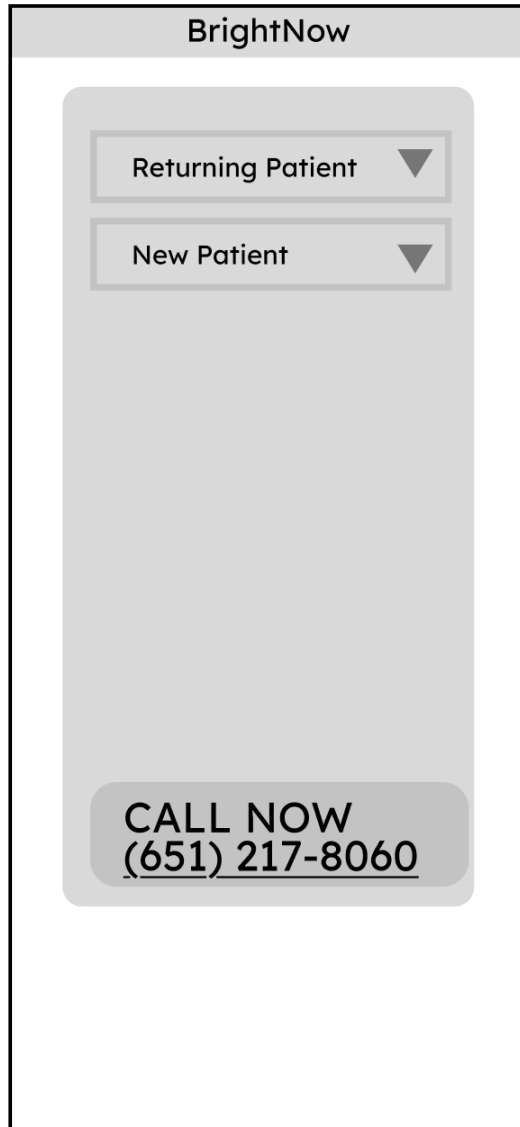
Phase IV

BrightNow Dental
Dental Healthcare Company

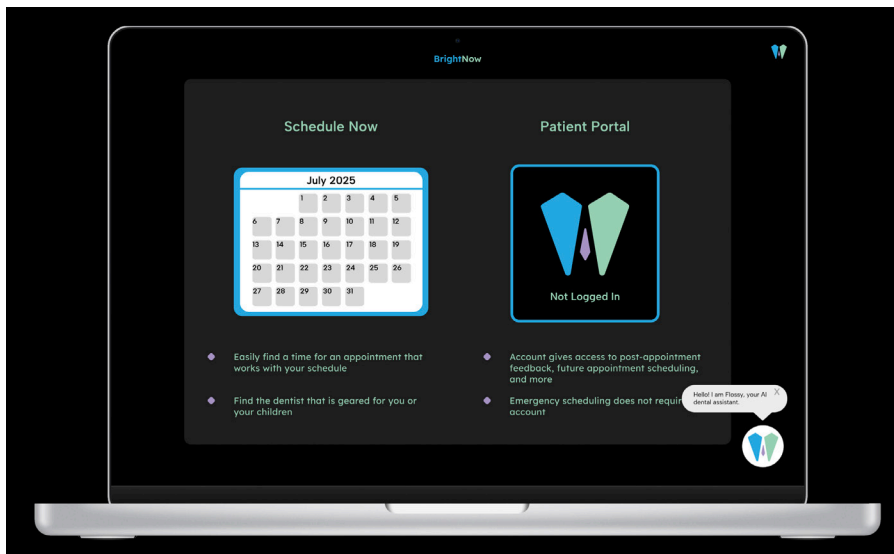
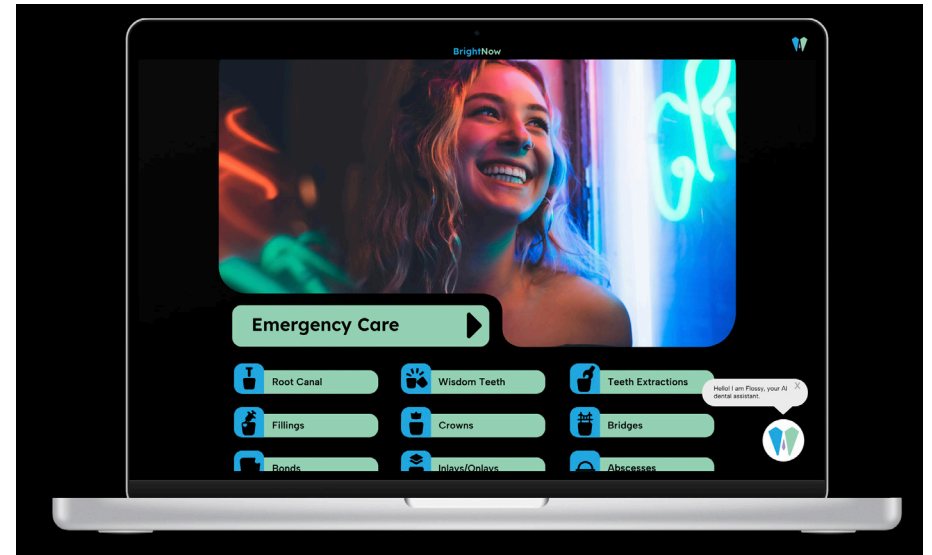
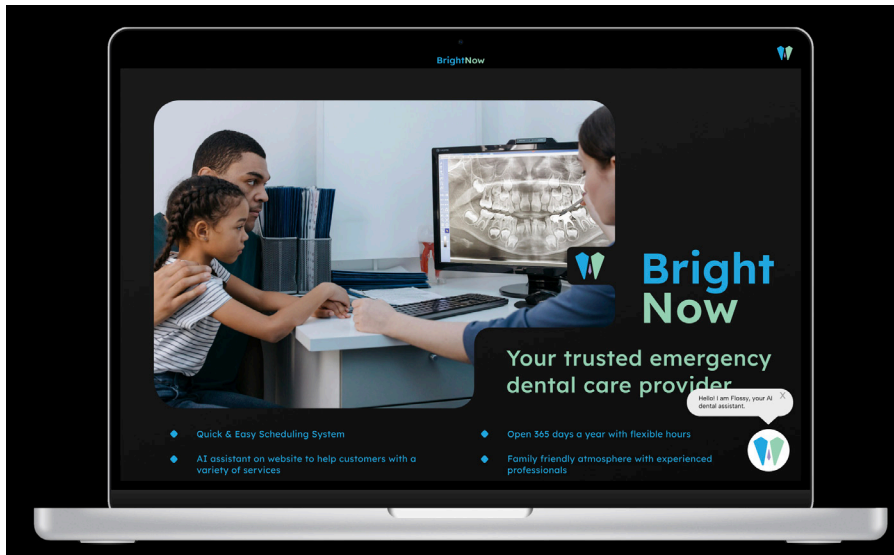
Mid-Fidelity - Desktop



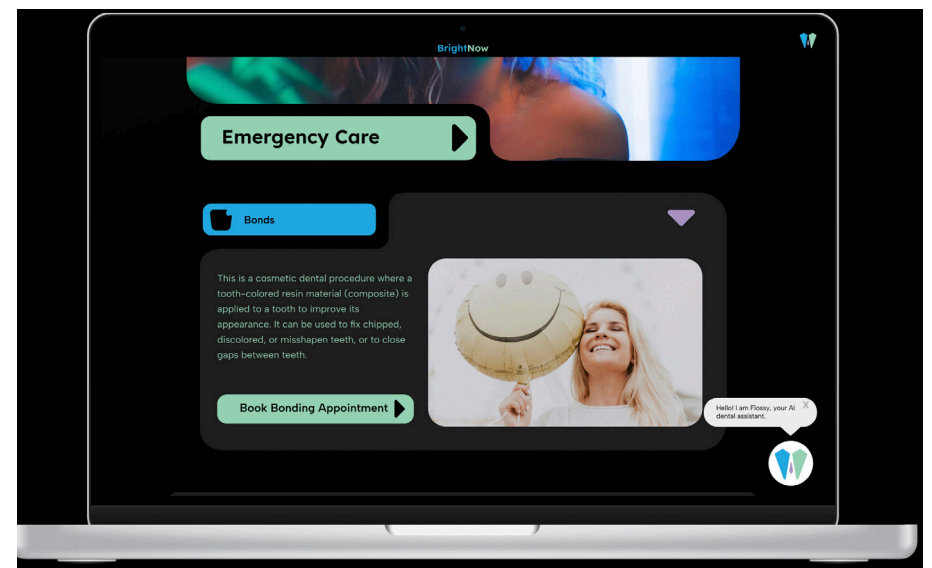
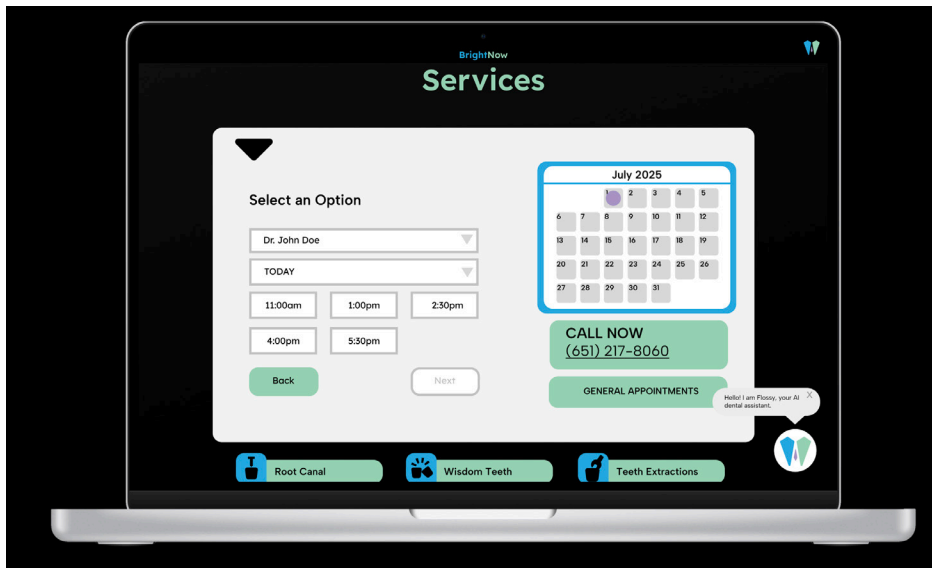
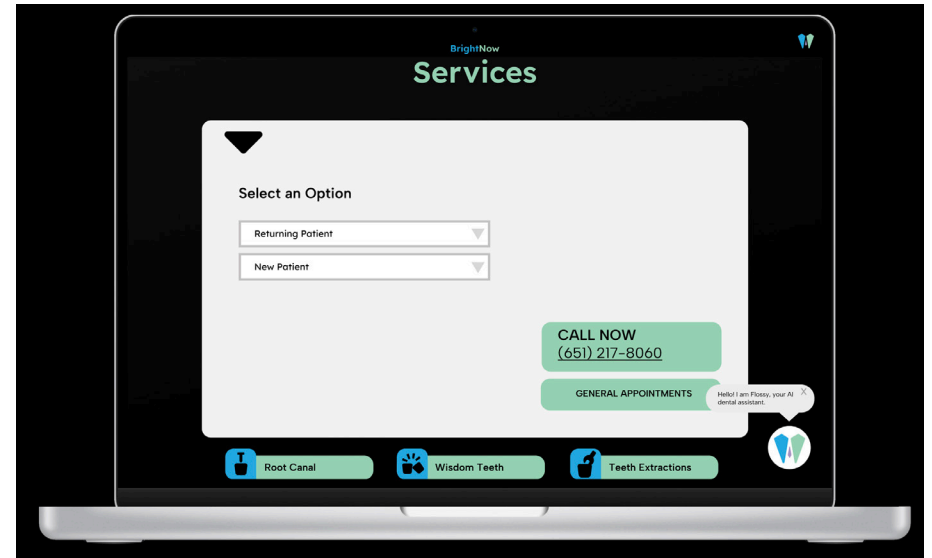
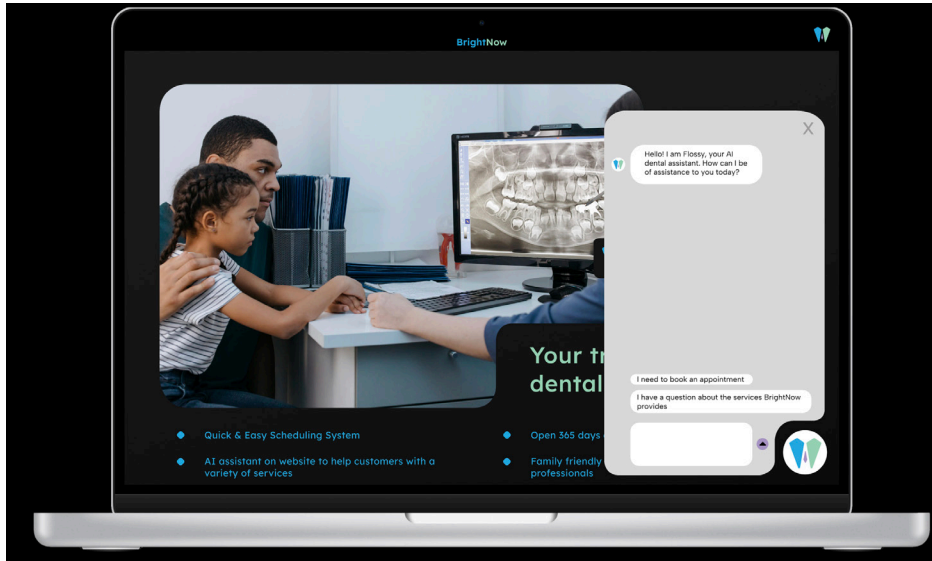
Mid-Fidelity - Mobile



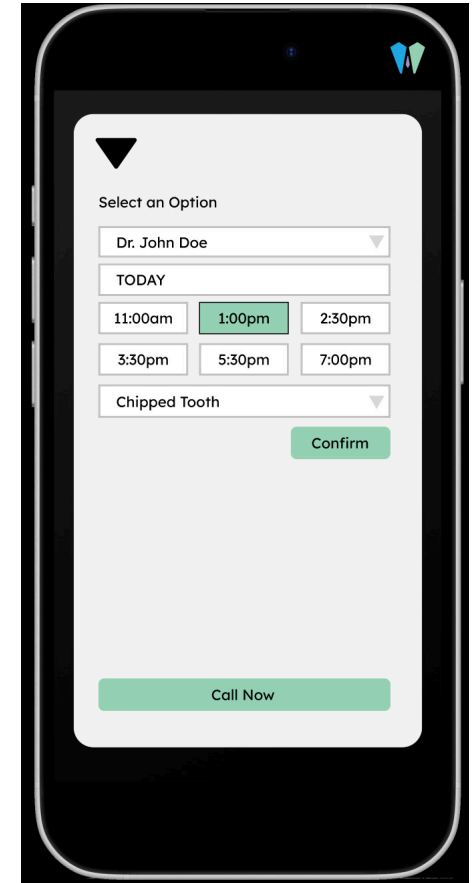
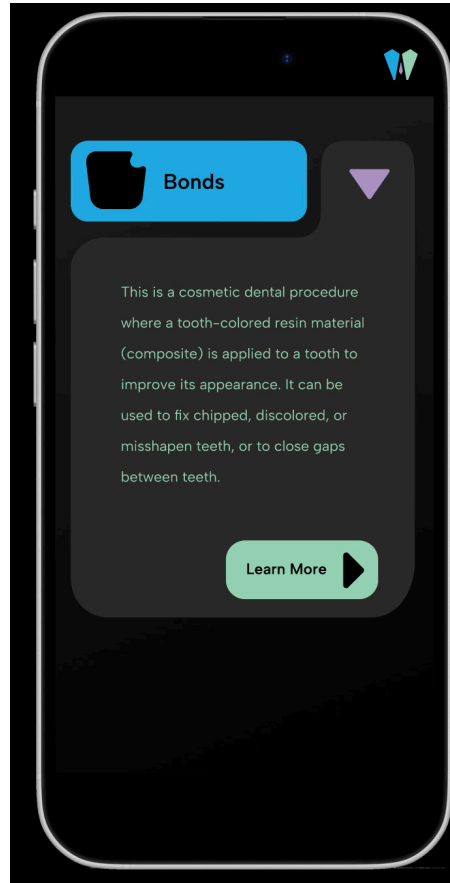
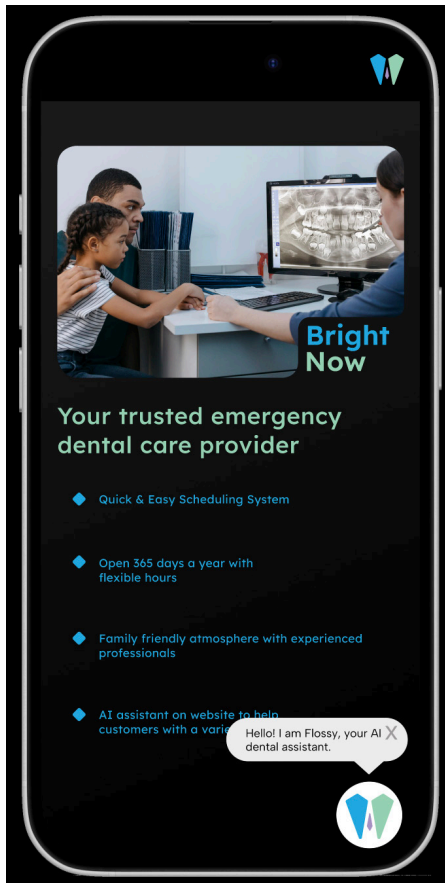
High-Fidelity - Desktop



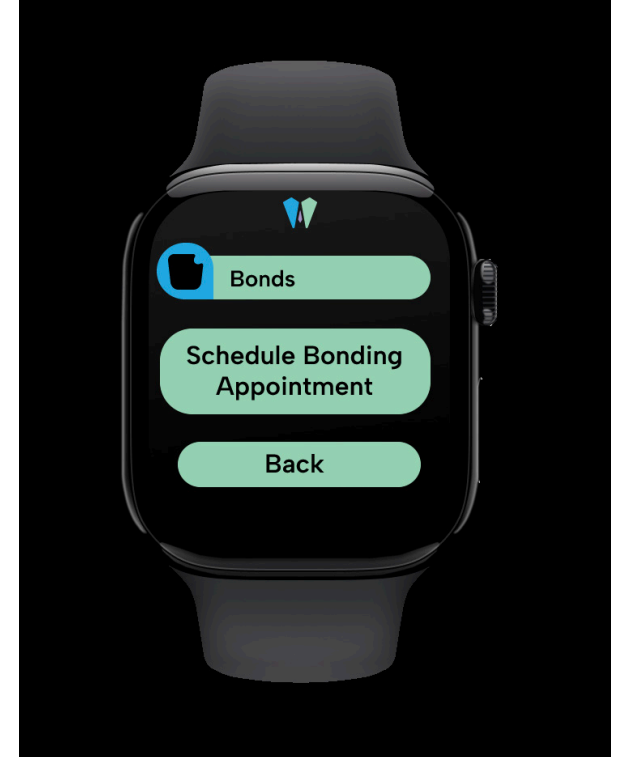
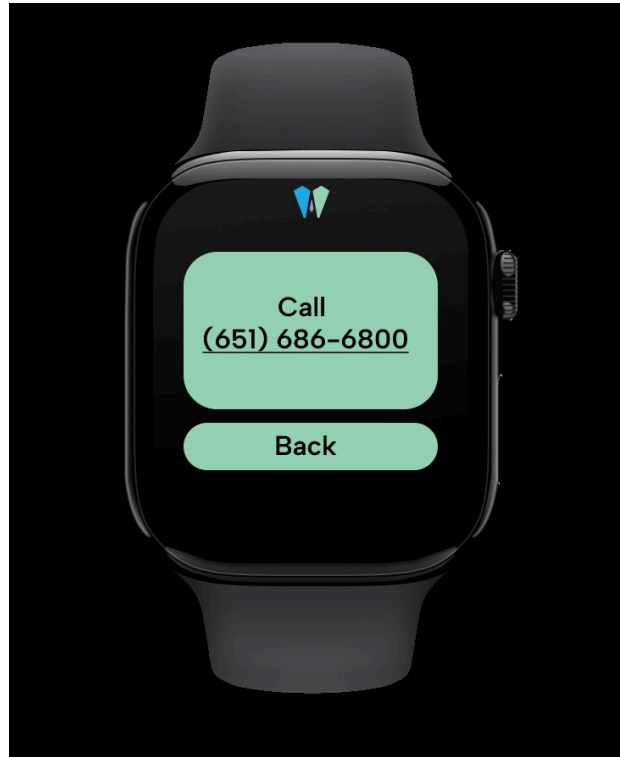
High-Fidelity - Desktop



High-Fidelity - Mobile



High-Fidelity - Smartwatch



Phase V

BrightNow Dental
Dental Healthcare Company

User Feedback

User average opinions on the following aspects:

Branding



Accessibility



Layout



Readability



Consistency



User Feedback

Question #1 - What do you think of the home page and branding off first glance?

Positive Feedback

- Users enjoyed the color palette and the logo
- Users liked the icon system in the “services” section

Negative Feedback

- Users thought there should be more imagery suited for all age ranges
- Users wanted the family friendly aspect to be focused on more

Solutions

- Add more imagery that makes all ages comfortable

Question #2- Can you easily find and schedule an emergency appointment?

Positive Feedback

- Users quickly were able to find the emergency dental care button. This was the popular method rather than the AI

Negative Feedback

- No users struggled with being able to schedule

*All screenshots of the high-fidelity prototypes have been taken after user feedback adjustments

User Feedback

Question #3- What do you think of the website's layout? Should there be more/less negative space?

Positive Feedback

- Users thought there was enough negative space and found the black space pleasing
- Users enjoyed the rounded edges of the imagery as it varies from normal formatting

Negative Feedback

- Some users felt the buttons felt too cramped and “grid-like,” and should be adjusted
- Some users did not prefer the gradient in the “scheduling” and “patient portal” area

Solutions

- Add more of the rounded corner and “not perfect rectangle” elements to the layout and the buttons

Question #4- Looking deeper than first glance, what do you think of the consistency and readability of the website?

Positive Feedback

- Users found it mostly easy to read and understand each website element
- The sections of the website were easy to follow and separated well

Negative Feedback

- Users felt there were some issues with consistency in the shapes of all the elements
- The “bonding” or “services” section was more “square” compared to the rest of the site

Solutions

- Reshape/format some objects to match the rest of the site

User Feedback

Question #5 - Any additional concerns/adjustments?

Suggestions

- Add some more information about the establishment itself on the home page so the user does not have to find all of it in the about section
- Make the home page feel like the dentist itself while also creating a user-friendly atmosphere/experience
- Make sure all the user pain points are being focused on in the home page, as that is what the user will see right away and will want to receive a good first impression

Final Prototypes

Desktop

<https://www.figma.com/proto/dSnx98mZolwPrO2nkOfg1w/BrightNow-Dental?node-id=122-532&p=f&t=Y3kJ7B4gIKNU4B1v-1&scaling=scale-down&content-scaling=fixed&page-id=39%3A2>

Mobile

<https://www.figma.com/proto/dSnx98mZolwPrO2nkOfg1w/BrightNow-Dental?node-id=140-5313&p=f&t=RK6oREocQvtiXdKb-1&scaling=scale-down&content-scaling=fixed&page-id=140%3A5312>

Smartwatch

<https://www.figma.com/proto/dSnx98mZolwPrO2nkOfg1w/BrightNow-Dental?node-id=146-6410&p=f&t=w3swjdBqSwKSlu4S-1&scaling=scale-down&content-scaling=fixed&page-id=146%3A6409>

