



Denton Family Dentistry.

Brand Story



- Denton Family Dentistry is a local Denton practice that serves families and residents of the Denton area
- Offer Pediatric, Adult, and Cosmetic Dental Services
- Pride themselves on convenience and wide array of services

**“We’re here to help you
achieve your healthiest,
brightest smile.”**

Personas

Persona #1: *Veneers/Cosmetic Services*

Louis Wood.



Background:

Sex/Age: Male, 24 years old

Location: Northlake, Texas

Level of Education: College drop-out

Marital Status: Divorced

Occupation: Entrepreneur

Yearly Salary: 150k

Goals:

- ❖ One of Louis Woods' goals is to achieve a business professional look.
- ❖ He wants to grow his business and network with others.
- ❖ He wants to feel the confidence he appears to have on the outside, internally.

Frustrations:

- ❖ No one seems reputable around him.
- ❖ Too many options, he can't narrow it down to just one business.
- ❖ Believes his teeth are getting in the way of his business growth.

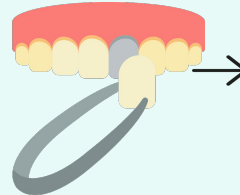
User *flow*:



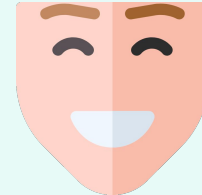
Go to Denton family dentistry's website



Search through their services> go to cosmetic services> go to veneers



Schedule a consultation and then book your appointment,



Show off your smile.

Persona #2: *Find children's services/find financing.* **Larina Morse.**



Background:

Sex/Age: Female, 38 years old

Location: Argyle, Texas.

Level of Education: Highschool

Marital Status: Married

Occupation: Unemployed

Yearly Salary: 55k

Goals:

- ❖ Get her children/family affordable but good dental care.
- ❖ Wants to make sure her children are healthy.

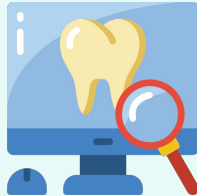
Frustrations:

- ❖ Cost, being a single income household, money is tight.
- ❖ Not many kid friendly environments-- most places do not seem comfortable for kids.
- ❖ Paperwork is a pain, poor communication between doctor and patient.

User *flow*:



Go to Denton family dentistry's website



1. Search through their services>
Children's dentistry>
2. Go to services> go to payment> find financing



1. Look through children's services.
2. Find out about their financing options.



Book an appointment!

Persona #3: *Insurance coverage/new patient registration.* **Michael Wong.**



Background:

Sex/Age: Male, 20 years old

Location: Denton, Texas.

Level of Education: Highschool

Marital Status: Single

Occupation: Undergrad

Yearly Salary: N/A

Goals:

- ❖ Wants nice teeth to pick up girls.
- ❖ Become an established dentist someday.
- ❖ Register as a new patient

Frustrations:

- ❖ Time consuming
- ❖ Insurance coverage is confusing since he is not on his parents' plan anymore.
- ❖ Hard to get appointments.

User flow:



Go to Denton family dentistry's website



1. Search through their services> Find payment> go to insurance coverage.
2. Find new patient section> go to new patient form> register



1. Look at insurance coverage.
2. Register as a new patient.



All set!

Persona #4: *Find out about cavities/fillings.* **Timothy Butler.**



Background:

Sex/Age: Male, 11 years old

Location: Denton, Texas.

Level of Education: Middle School

Marital Status: Single

Occupation: Child

Yearly Salary: N/A

Goals:

- ❖ Get rid of cavities so he can eat more candy.
- ❖ Have fun.
- ❖ Get ladies with his pearly whites.
- ❖ Get an awesome dentist.

Frustrations:

- ❖ Eats too much candy and sweets
- ❖ Dislikes dentists in general
- ❖ Has almost 11 cavities
- ❖ Hates needles
- ❖ Old dentist traumatized him.

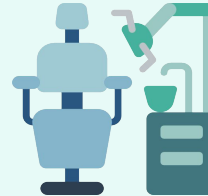
User *flow*:



Go to Denton family dentistry website



Search through their services> go to cavities/fillings



Learn about cavities/fillings and then book your appointment.



Get your 11 cavities filled.

Persona #5: Accessibility of the site Jessica OTole.



Background:

Sex/Age: Female, 38 years old

Location: Denton, Texas.

Level of Education: College Degree

Marital Status: Single

Occupation: Kroger Employee

Yearly Salary: 30,000

Goals:

- ❖ Find a dentistry that can fit her budget
- ❖ Schedule Appointment online
- ❖ Read and effectively use the site
- ❖ Locate her appointment information

Frustrations:

- ❖ Is visually impaired, so she often struggles with reading type in bright colors or when text is too small.
- ❖ The accessible site has almost no architecture and is hard to navigate

User flow:



Go to Denton family dentistry's website



Look at home page>
find accessibility site>
change the text and
color settings.



Change the text
settings



Change the color
settings

Tasks



1. Schedule An Appointment
2. New Patient Info
3. Insurance Coverage
4. Pediatric Services
5. Veneers & Cosmetic Service
6. Payment Plans
7. Fillings & Cavities
8. Accessible site

Heuristic Evaluation:

Scored 1-10 (10 being best)

A **heuristic evaluation** is a usability inspection method for computer software that helps to identify usability problems in the user interface (UI) design. It specifically involves evaluators examining the interface and judging its compliance with recognized usability principles (the "**heuristics**").



User control & freedom.

- ❖ **Doesn't allow** you to go back to pages, for example, you can only navigate back within your own search bar.
- ❖ **Cannot** delete requests.
- ❖ **Spread out** and confusing IA.

2.8

Visibility of System status.

- ❖ **Needs** to have a **clear indication** that your request for an appointment or contact request has actually been completed.
- ❖ No **loading status**
- ❖ Minimal page navigation, most pages do not show you how you got the current page you are on
 - (Home>services>dental implants)

0.6

Match between system & Real world.

- ❖ The sites look **does not run parallel** with the reviews given by users.

3.2

Consistency & standards.

- ❖ show/hide menu bar **does not re-appear** once click on
- ❖ Patient education is a section on the main menu but is **also used** as content on the side bar **on every page**.
- ❖ Different phone numbers.

3.2

Aesthetic & design.

- ❖ Type used does not have enough **visual weight** to be read easily at that size.
- ❖ **Ledding** issues
- ❖ **Random** changes between serif/sans serifs.
- ❖ **Very black.**

1.8

Functionality.

- ❖ Accessible version of the site feels **watered down** and only features the option to zoom in which can be achieved by zooming in with the browser.
- ❖ Needs to have a **clear indication** that your request for an appointment or contact request has actually been completed. Instead, it brings you to the same page telling you in the same text as the instructions that it has been processed.

3.4

Efficiency.

- ❖ Allows you to fill out information **without** even putting a request.
- ❖ **Missing** insurance information
- ❖ Mobile site is **missing links** and keeps you trapped on pages
- ❖ It is **hard to find** certain aspects of the dentistry: like payment options or information on their EXACT services.

1.8

Help users recognize, diagnose, and recover from errors.

- ❖ you can submit an appointment **without** selecting a date/time.
- ❖ **Does not allow** you to fill out a reason for request. (should include both a reason for request/doctors notes)
- ❖ Contact form: just **requires** you to fill out your contact info, **does not require** you to fill in a reason for contacting them.

1.0

Competitor Analysis

—

Comfort Dental

Strengths:

- ❖ Offer dental care plan

Weaknesses:

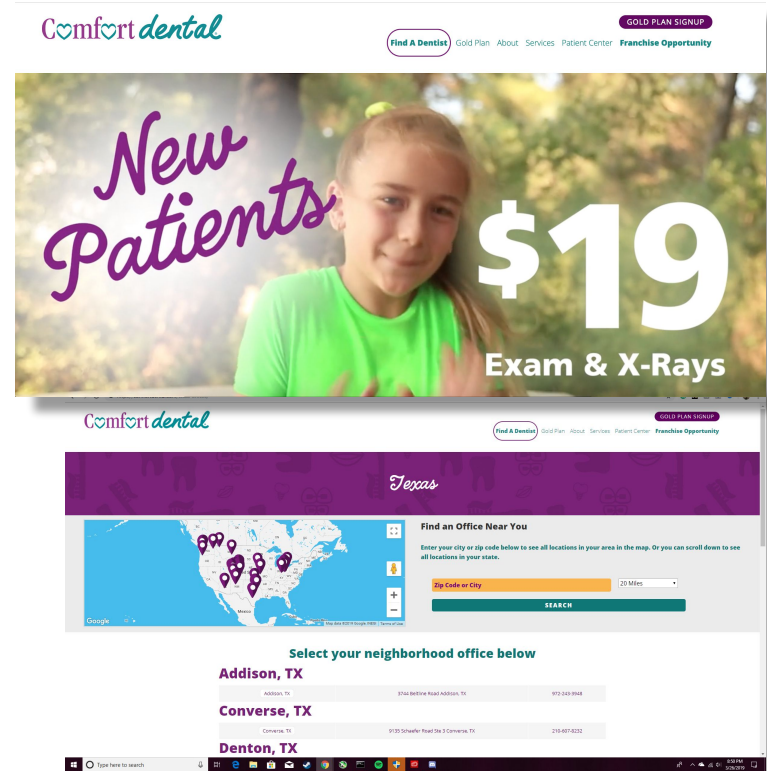
- ❖ Not based in Denton
- ❖ Some services aren't offered at all locations
- ❖ General dentistry is all that's offered in Denton

Opportunities:

- ❖ Based locally
- ❖ Offer more services

Threats:

- ❖ Dentistry Chain
- ❖ Competitive pricing



Mint Dentistry

Strengths:

- ❖ Online patient forms
- ❖ Online appointment scheduling works better
- ❖ Brand identity

Opportunities:

- ❖ Pediatric dentistry
- ❖ More approachable

Weaknesses:

- ❖ Chain appears impersonal
- ❖ No Pediatrics

Threats:

- ❖ Luxury brand appearance
- ❖ Clean design

MINT dentistry
DENTON

SEXY ☐ SEXIER

GET DIRECTIONS | BOOK ONLINE | 972-349-6250 | MENU ≡

OUR ADDRESS:

2416 Lillian Miller Pkwy Suite 180,
Denton, TX 76205

CALL US:

972-349-6250

OUR HOURS:

Open today 8AM - 5PM

OUR ADDRESS:

2416 Lillian Miller Pkwy Suite 180,
Denton, TX 76205

CALL US:

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OUR HOURS:

Open today 8AM - 5PM

Berger Dental

Strengths:

- ❖ Insurance information is on the site

Weaknesses:

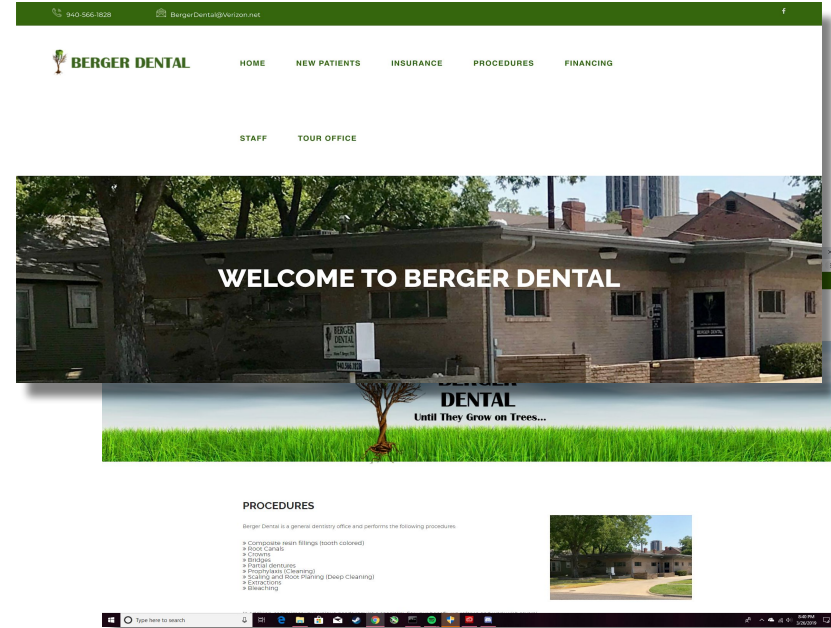
- ❖ No online appointment scheduling
- ❖ Payment is through a third party credit card
- ❖ Don't offer pediatric dentistry

Opportunities:

- ❖ Offer more payment options

Threats:

- ❖ Also a locally based dentist
- ❖ Also offers pediatric dentistry
- ❖ Cleaner design



Denton Smiles

Strengths:

- ❖ Insurance information is on the website
- ❖ More payment options
- ❖ Real reviews on the site

Opportunities:

- ❖ Online payment
- ❖ Appearance needs to be professional but approachable

Weaknesses:

- ❖ Aesthetics look very juvenile

Threats:

- ❖ Well-established
- ❖ Shows appointment, forms and offers off the bat
- ❖ Online payment



Prime Dentistry

Strengths:

- ❖ Emergency Hotline
- ❖ Insurance information
- ❖ Free second opinions

Opportunities:

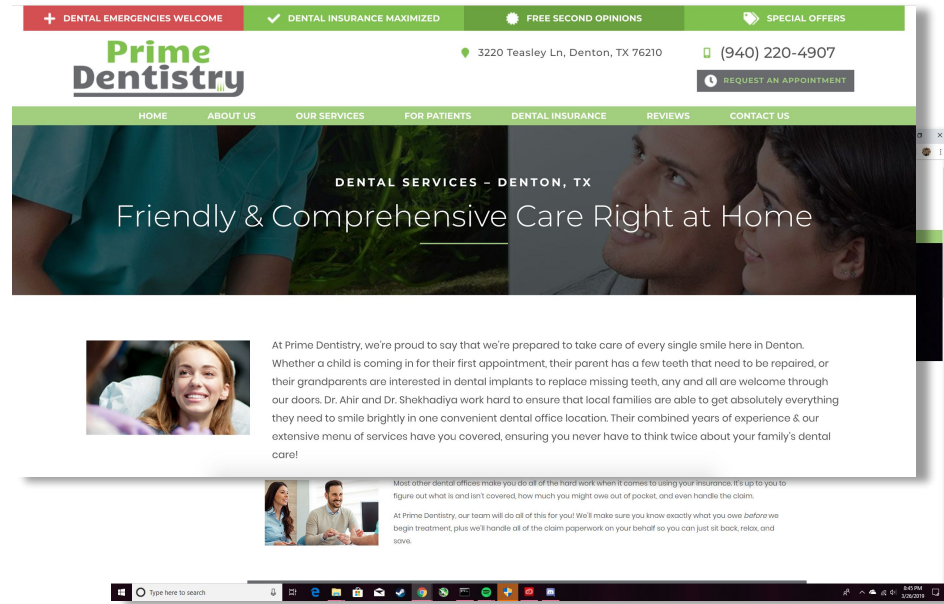
- ❖ Add real patient testimonials to the site

Weaknesses:

- ❖ No reviews or patient testimonials

Threats:

- ❖ Clean website
- ❖ Good introduction & branding.



Henegar Dental

Strengths:

- ❖ Visually appealing site
- ❖ Color scheme
- ❖ The appointment form is very visually appealing.
- ❖ Short quizzes for users to take online.

Opportunities:

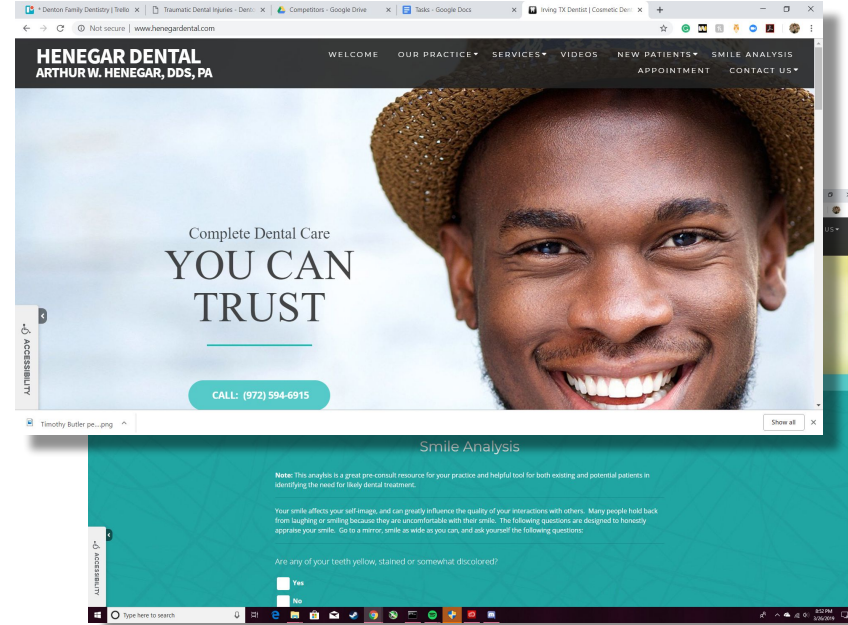
- ❖ Take original photos for the site.

Weaknesses:

- ❖ Formatting in the accessible version of the site is off in certain areas.
- ❖ Stock photography

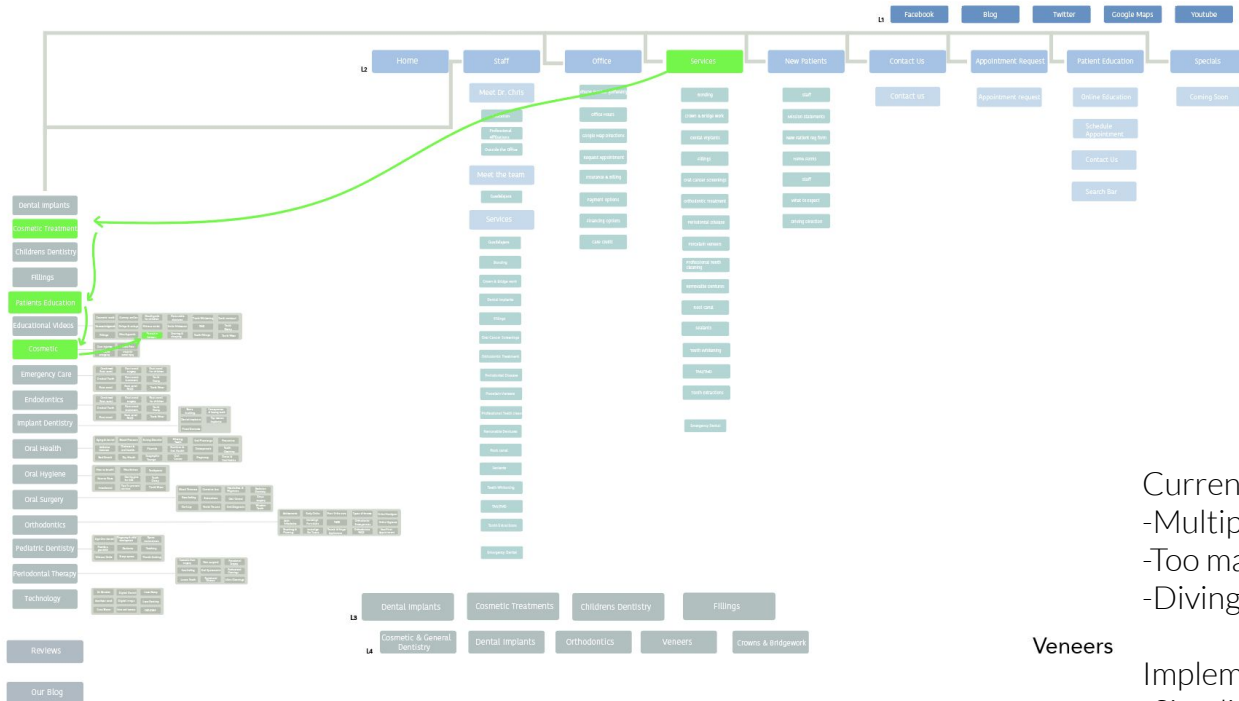
Threats:

- ❖ More professional looking site.



IA & Testing Results

Current A.I Task Flow: Veneers



Current A.I:
 -Multiple Touch points for this Service
 -Too many clicks
 -Diving Deep To find veneer services

Veneers

Implementation
 -Simplify touchpoints and limit them from 1-3

Card Sort Analysis/ Research

Home 6	Home 4
what to expect	office hours
porcelain veneers	map directions
map directions	driving directions
coming soon	mission statement
blogs	
driving directions	
Staff 3	Staff 3
meet the team	meet Dr. Chris
Meet dr chris	meet the team
meet Dr. Chris	Meet dr chris
Office 3	Office 4
mission statement	insurance
HIPPA forms	phone number
payment options	payment options
	HIPPA forms
Services 2	Services 4
contact us	emergency dental
office hours	cosmetic treatments
	porcelain veneers
	teeth whitening
New Patients 1	New Patients 2
new patient registration form	what to expect
	new patient registration form
Contact Us 2	Contact Us 1
phone number	contact us
technology	
Appointment Request 3	Appointment Request 3
request appointment	appointment request
schedule appointment	schedule appointment
appointment request	request appointment
Patient Education 3	Patient Education 4
reviews	blogs
online education	technology
insurance	online education
	reviews
Specials 3	Specials 1
cosmetic treatments	coming soon
teeth whitening	
emergency dental	

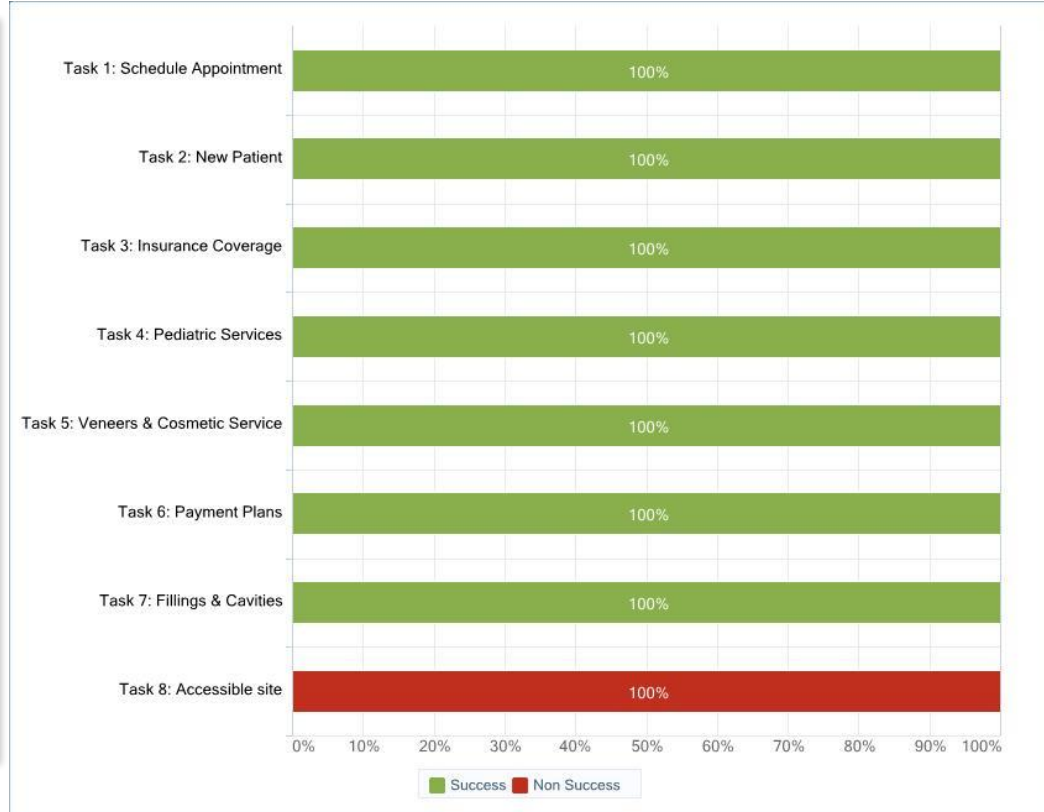
Home:
Preffer;
Driving Directions
Map Directions
Coming Soon

Staff:
Meet the Team
Meet Dr. Chris

Office:
Insurance
Payment Options
Hippa Forms
Phone Numbers
Office Hours

Services:
Contact us
Emergency Dental
Porcelain Veneers

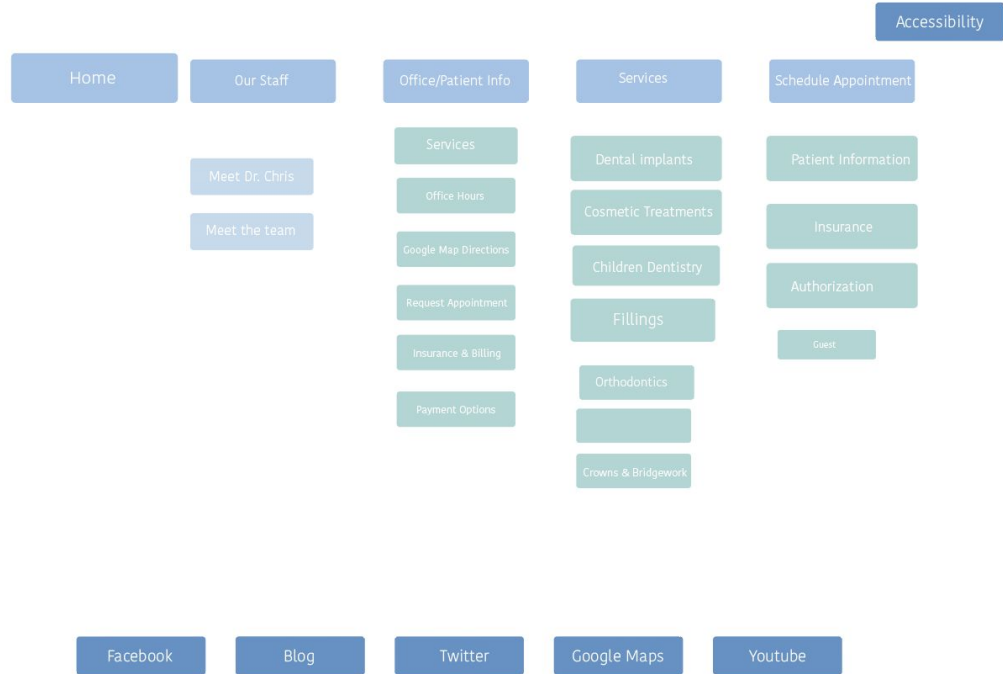
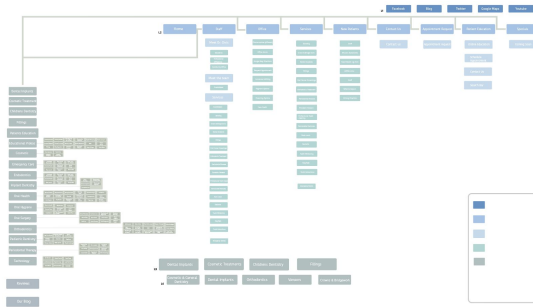
User Zoom Test Results



New I.A.

New I.A.

Original

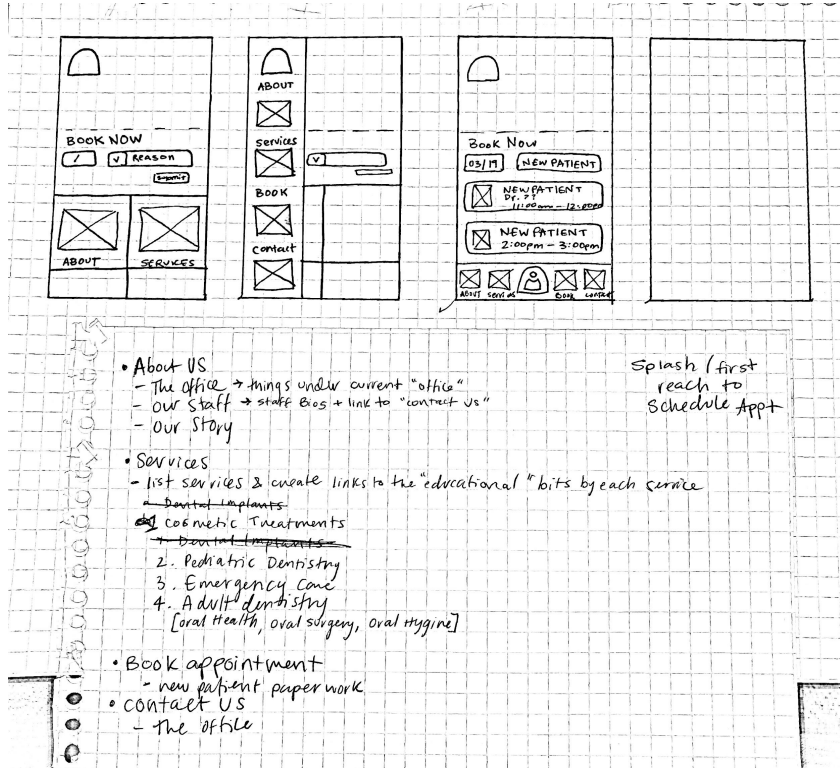


Mobile Sketches:

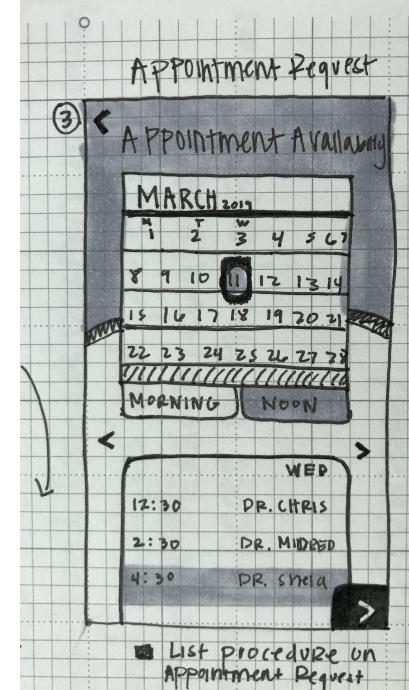
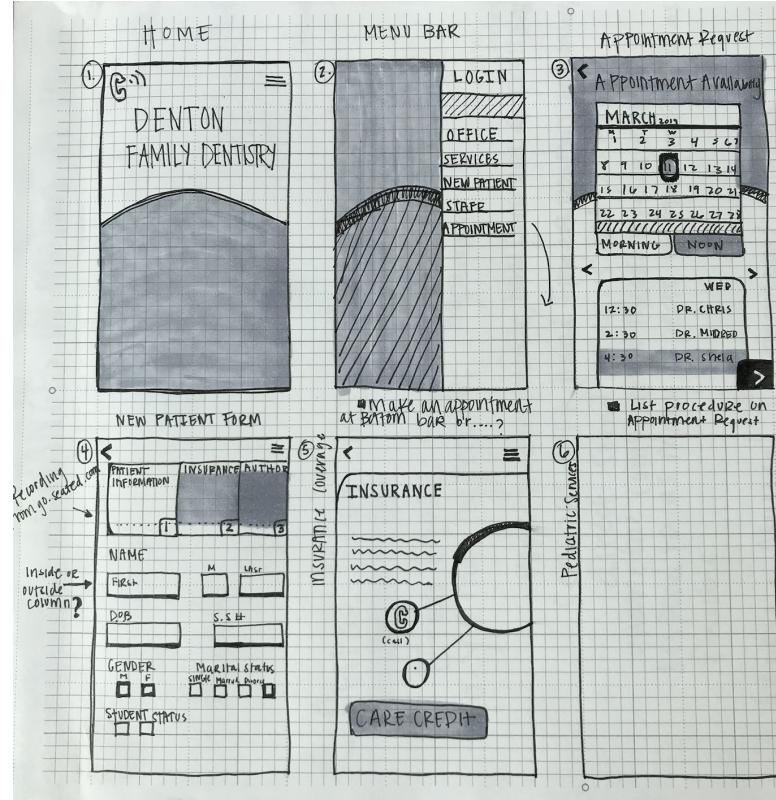
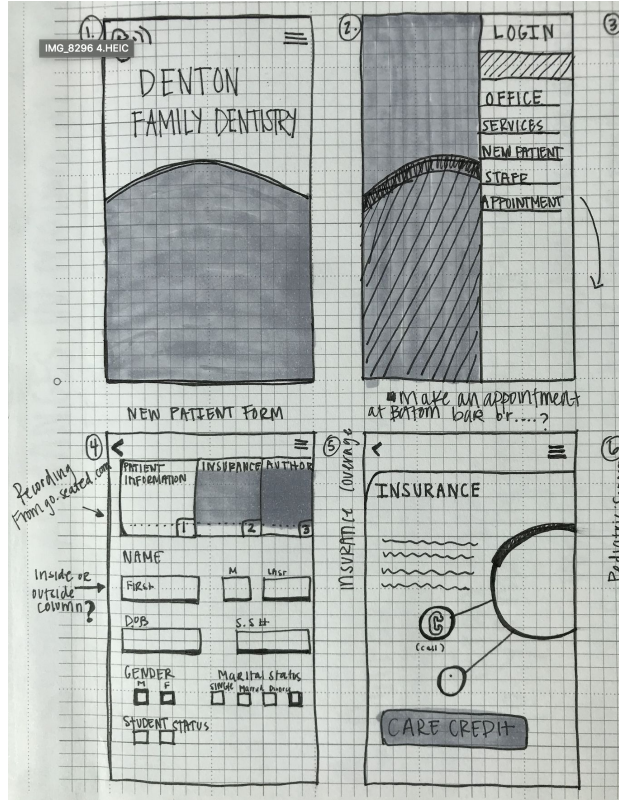
A hand-drawn sketch of a mobile app interface on graph paper. The interface is divided into three vertical sections. The leftmost section contains a large, heavily shaded rectangular area. The middle section has a close button (an 'X' icon) at the top. The rightmost section features a hamburger menu icon at the top, followed by a title 'Schedule an appointment'. Below the title are several input fields: 'First Name' and 'Last Name' (grouped), 'Month' and 'Day' (grouped), 'Time', and 'Reason...'. At the bottom of this section is a 'Submit' button.

A hand-drawn sketch of a mobile app interface on graph paper, showing three screens. The first screen on the left has a hamburger menu icon at the top and a circular loading spinner in the center with the word 'Processing' written below it. The second screen in the middle has a hamburger menu icon at the top and the word 'Success!' written in the center. The third screen on the right has a hamburger menu icon at the top and a title 'New Patient Form'. Below the title are several input fields: 'First' and 'Last' (grouped), 'DOB' and 'SSN' (grouped), 'Gender' and 'Marital Status' (grouped), 'Substance Abuse', 'Home Phone', 'Cell Phone', and 'Work Phone'.

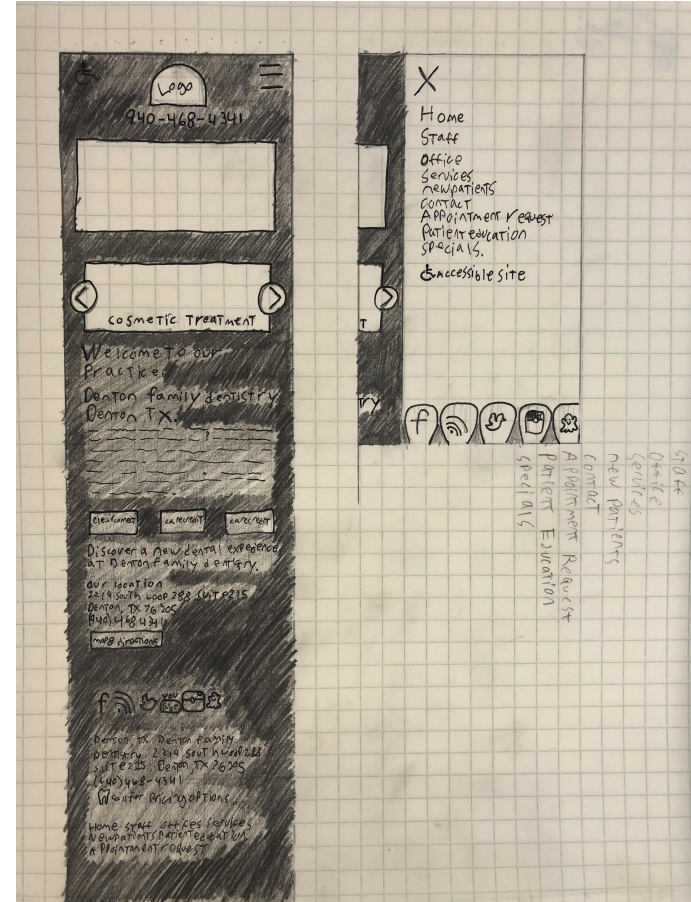
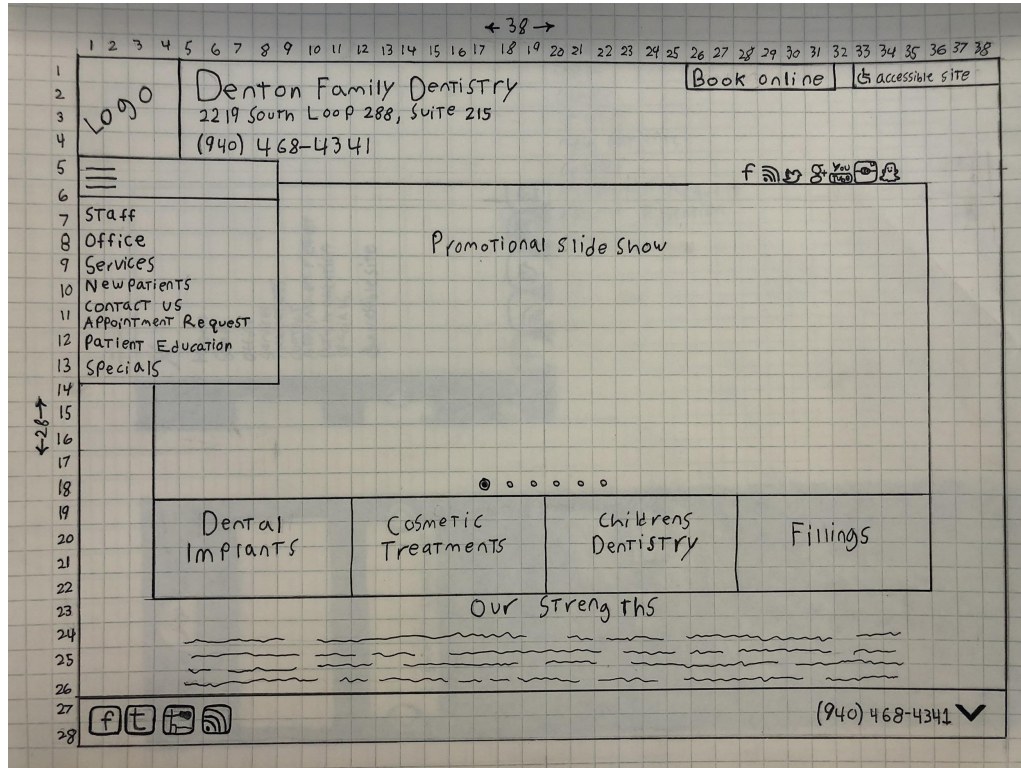
Mobile wireframe sketches



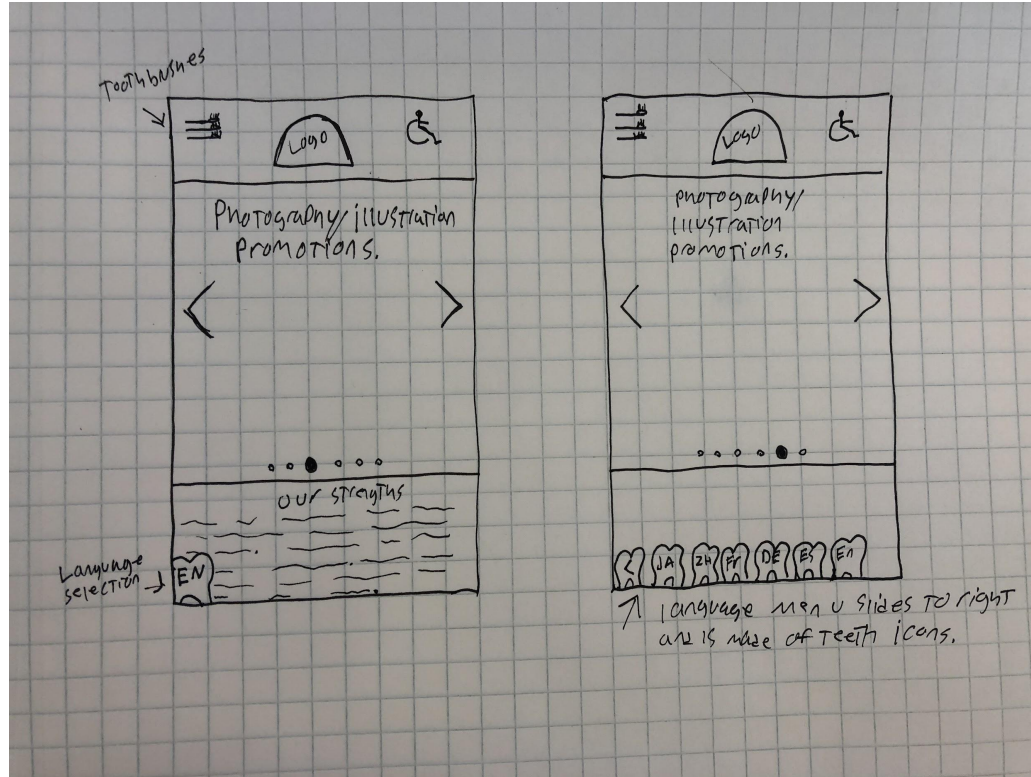
Mobile wireframe Sketches



Desktop/Mobile Sketches



Mobile Sketch



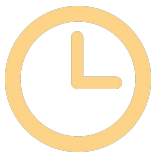
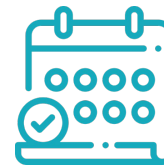
Wireframes & Design Choices



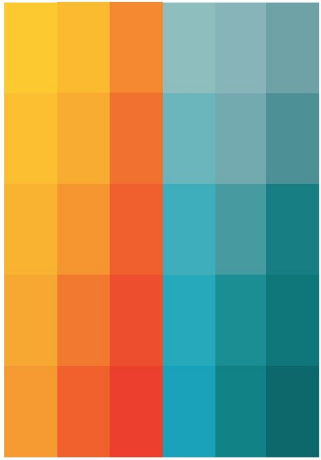
Typography

- **Raleway:** has many different weights to choose from for buttons, menu's, etc.
- **Helvetica Neue:** this font is bolder than raleway so it offers more readability to users who are using the accessibility function. We are also using it for small body text because the line widths are larger than raleway so it will be readable at a smaller text size.



Iconography



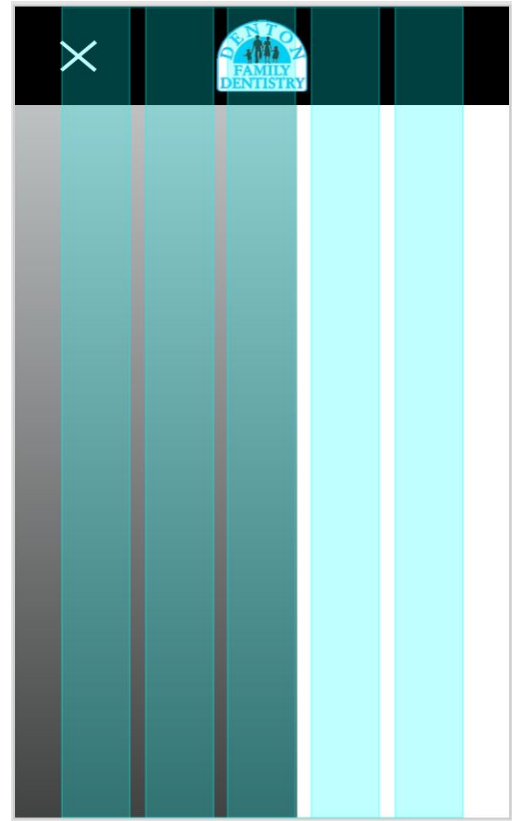
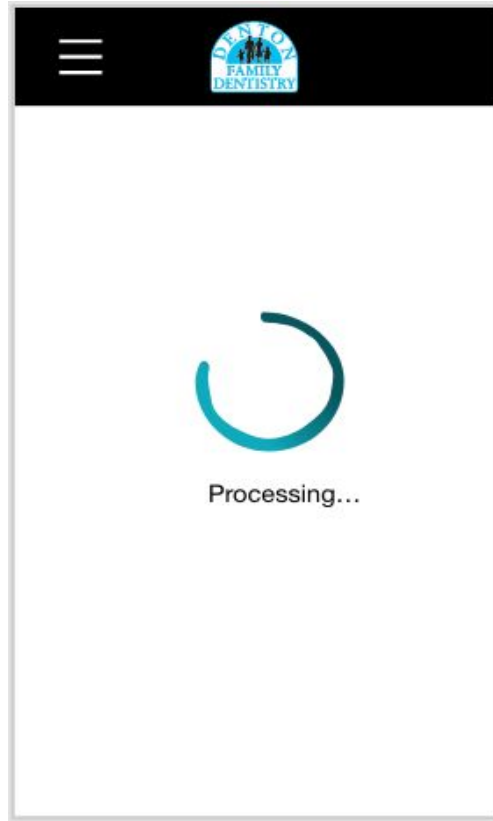
Color Scheme/Icons:



Mobile wireframes:



Schedule an Appointment



Denton Family Dentistry



Book Now

mm/dd



Reason



About



Services



Book



Contact

Denton Family Dentistry



Book Now

mm/dd



Reason

New Patient

Veneers

Pediatrics

Adult Dentistry

Emergency Work



About



Book



Contact

Denton Family Dentistry



Book Now

03/28



New Patient



New Patient w/ Dr. ?

9:00 am-10:00 am



New Patient w/ Dr. ?

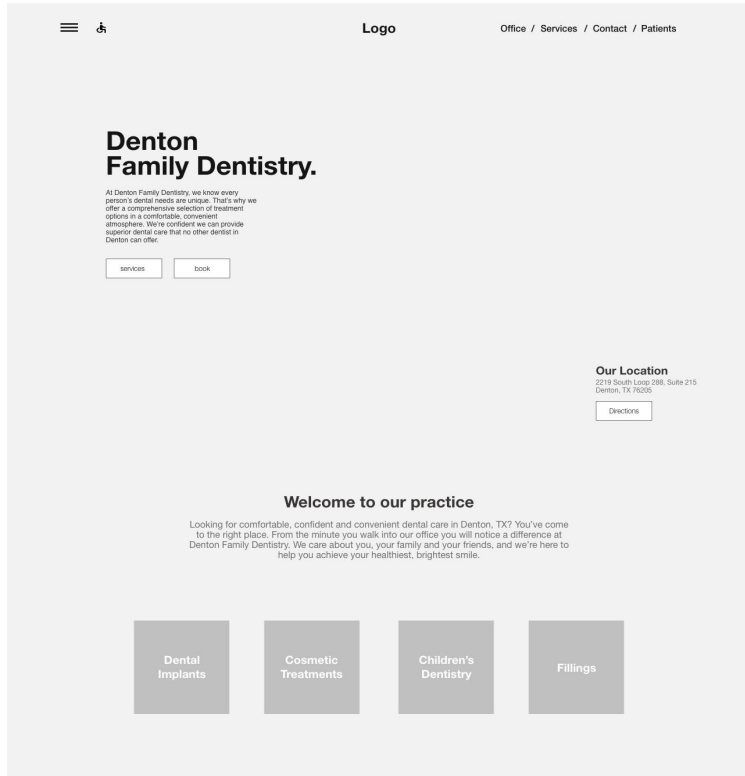
11:00 am-12:00 pm



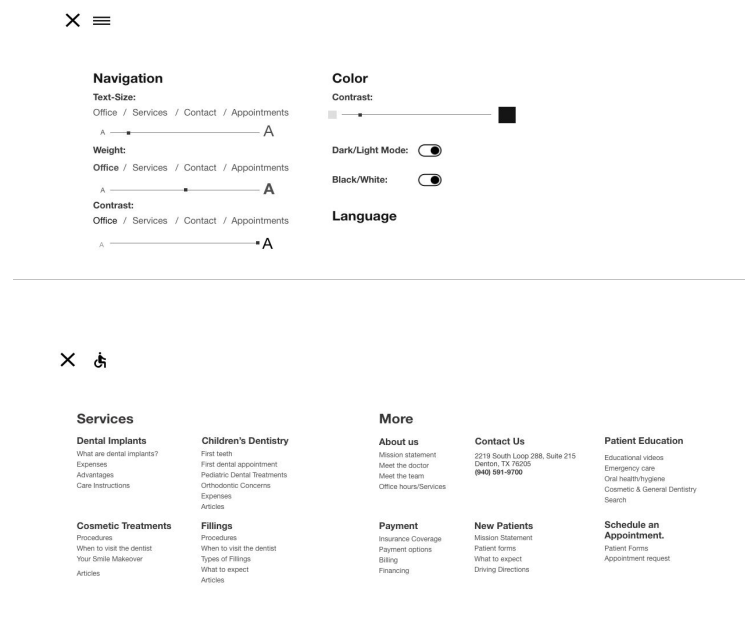
New Patient w/ Dr. ?

2:00 pm-3:00 pm

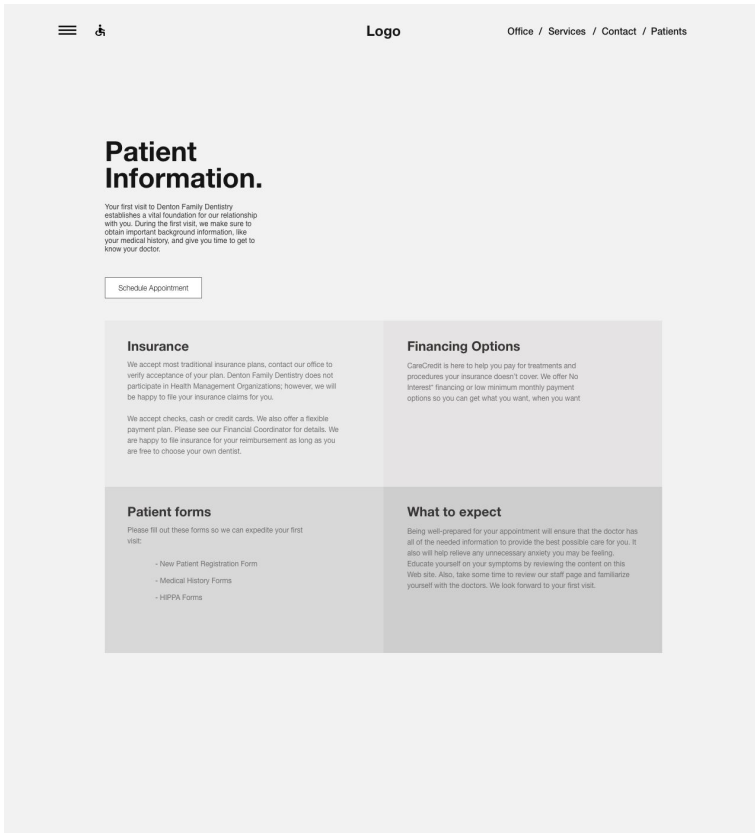
Web wireframes:



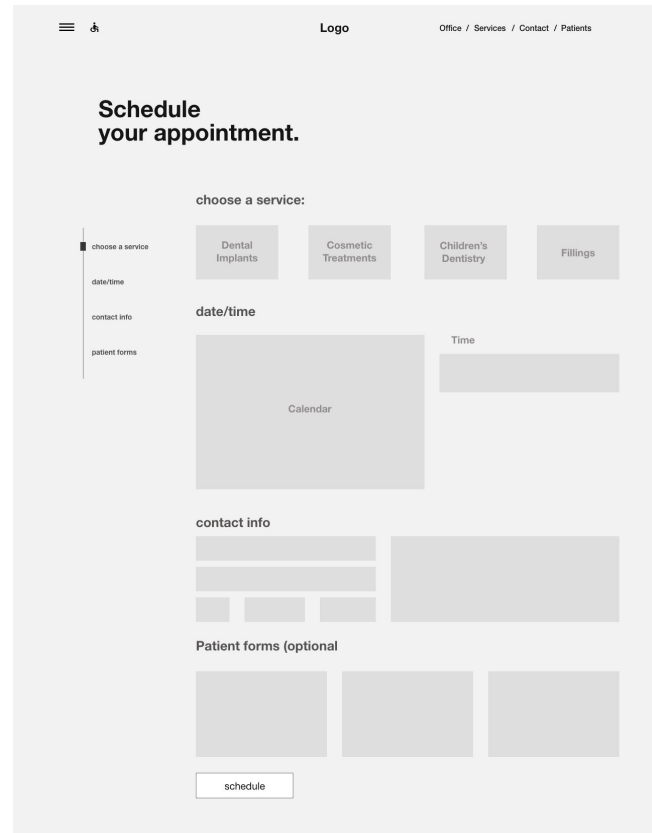
Landing page



Menu/Accessibility



Patient page



Appointment



Logo

Office / Services / Contact / Patients

Learn about our dental services.

Regular dental visits are essential to make sure oral health problems — from tooth decay to oral cancer — are detected and treated in a timely manner. At our office, your oral health is our paramount concern. We want to make sure your teeth stay healthy, function well and look great! From regular cleanings and exams to advanced restorative treatments, all of your routine dental needs can be met right here.

Our services

Dental Implants

A dental implant looks like a tiny screw and replaces the roots of a tooth. During a minor surgical procedure, your dentist creates a small opening in your jawbone and places the implant inside.

Cosmetic Treatments

There's so much that can be done these days to improve the appearance of a person's smile — at any age. From powerful, professional whitening treatments to amazingly realistic porcelain veneers to state-of-the-art dental implants, there's a wide range of exciting possibilities.

Children's Dentistry

Your child won't keep his or her first teeth forever, but that doesn't mean those tiny pearly whites don't need conscientious care. Maintaining your child's dental health now will provide health benefits well into adulthood, as primary (baby) teeth serve some extremely important functions.

Fillings

If you have never had a cavity, congratulations! If you have had one, you are not alone. About 78% of us have had at least one cavity by the time we reach age 17, according to a 2000 report by the U.S. Surgeon General. Fortunately there's a time-tested treatment for cavities: the dental filling.



Logo

Office / Services / Contact / Patients

Pediatric services.

Your child won't keep his or her first teeth forever, but that doesn't mean those tiny pearly whites don't need conscientious care. Maintaining your child's dental health now will provide health benefits well into adulthood, as primary (baby) teeth serve some extremely important functions.

First teeth

Your child's primary teeth will be there for most of childhood, helping your child to bite, chew and speak. For the first six or so years, he or she will be relying on primary teeth exclusively to perform those important functions. Until around age 12, your child will have a mix of primary and permanent teeth. You will want to make sure those teeth stay healthy and are lost naturally — when it's time.

First appointment

The American Academy of Pediatric Dentistry recommends that your child see a dentist by his/her first birthday. Though this may sound early, having proper pediatric oral hygiene techniques, checking for cavities, and watching for developmental problems is extremely important.

Our Pediatric Services

- Topical Fluoride
- Dental Sealants
- Root Canal
- Bonding



Logo

Office / Services / Contact / Patients

Fillings

Ever heard someone's cavity complained if you have had one, you are not alone. About 78% of us have had at least one cavity by the time we reach age 17, according to a 2000 report by the U.S. Surgeon General. Fortunately there's a time-tested treatment for cavities: the dental filling.

About Fillings

Fillings do just what the name implies — seal a small hole in your tooth. In a cavity, caused by decay, the prevents the decay (a bacteria-induced infection) from spreading further into your tooth and, if untreated, continue on to the sensitive inner pulp (nerve) tissue located in the root canal. Should that happen, you would need root canal treatment. There are a variety of materials used to fill teeth these days, but the process of filling a tooth is similar regardless.

The first step is a clinical exam of the tooth with x-rays, to determine the extent of the decay. Then the decayed area of the tooth is removed, usually with a hand-held instrument such as a dental drill. Of course, your tooth will be anesthetized first, so you won't feel any discomfort. If you normally feel nervous about receiving numbing injections, it's possible that taking an anti-anxiety medication or using nitrous oxide can help you feel more relaxed. After removing the decay, the remaining tooth structure is reshaped or "retrofit" with a mildly acidic solution; then translucent cement is applied to bond the tooth and the filling material together.

- Metal Fillings
- Tooth Colored Fillings
- What to Expect After Getting a Filling
- Related Articles



Logo

Office / Services / Contact / Patients

Cosmetic services.

There's so much that can be done these days to improve the appearance of a person's smile — at any age. From powerful, professional whitening treatments to amazingly realistic porcelain veneers to state-of-the-art dental implants, there's a wide range of exciting possibilities.

Your smile makeover

The most important job you have as a member of your own smile makeover team is to communicate exactly what you don't like about your smile and how you'd like it to be different.

Before your appointment

It is extremely helpful for you to bring in pictures you have collected — of smiles you like, smiles you don't like, and/or photos of the way your own smile used to look. If that's the case, you're setting for. Now is the time to get started on creating a smile that will make you feel as good as you look!

Our Cosmetic Services

- Teeth Whitening
- Porcelain Veneers
- Installings Clear Retainers
- Removable Dentures

Mobile Prototype

—

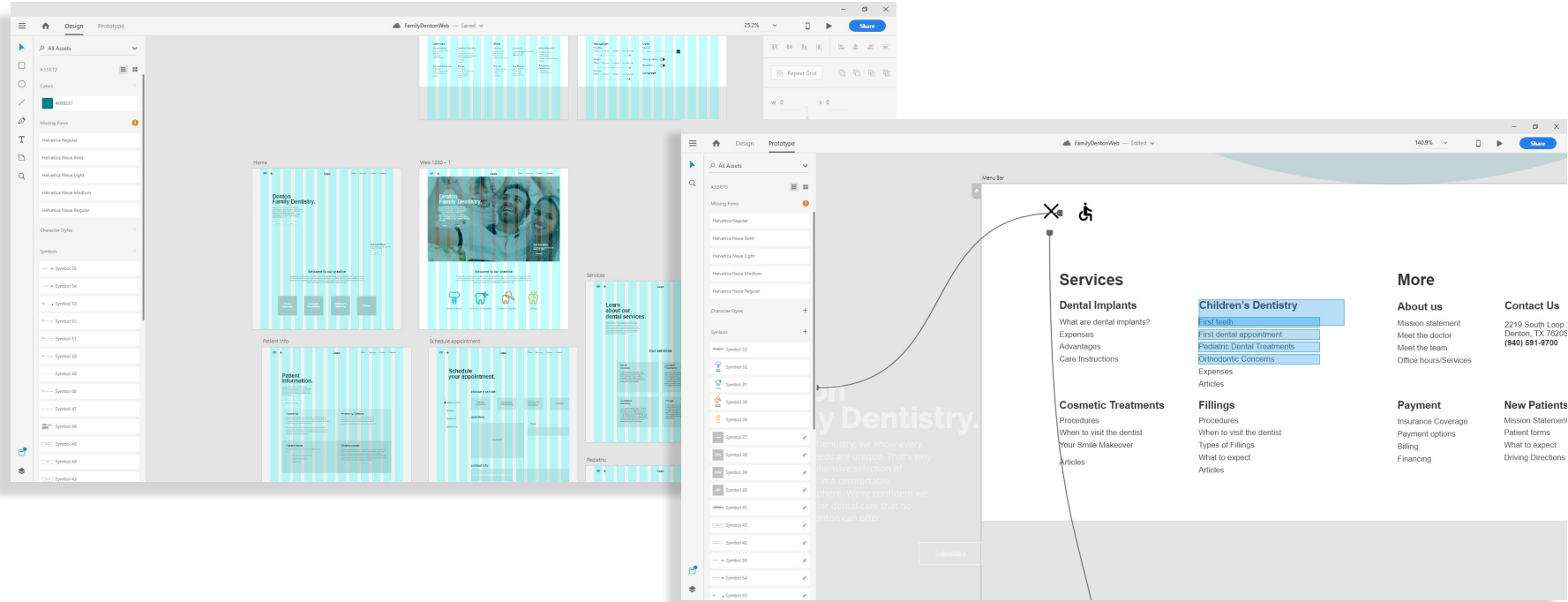
Mid-High Fidelity Prototype



Web Prototype

—

Mid-High Fidelity Prototype



Patient Information.

Your first visit to Denton Family Dentistry establishes a vital foundation for our relationship with you. During the first visit, we make sure to obtain important background information, like your medical history, and give you time to get to know your doctor.

[Schedule Appointment](#)

Insurance

We accept most traditional insurance plans, contact our office to verify acceptance of your plan. Denton Family Dentistry does not participate in Health Management Organizations; however, we will be happy to file your insurance claims for you.

We accept checks, cash or credit cards. We also offer a flexible payment plan. Please see our Financial Coordinator for details. We are happy to file insurance for your reimbursement as long as you are free to choose your own dentist.

Patient forms

Please fill out these forms so we can expedite your first visit:

- New Patient Registration Form
- Medical History Forms
- HIPPA Forms

Financing Options

CareCredit is here to help you pay for treatments and procedures your insurance doesn't cover. We offer No Interest* financing or low minimum monthly payment options so you can get what you want, when you want

What to expect

Being well-prepared for your appointment will ensure that the doctor has all of the needed information to provide the best possible care for you. It also will help relieve any unnecessary anxiety you may be feeling. Educate yourself on your symptoms by reviewing the content on this Web site. Also, take some time to review our staff page and familiarize yourself with the doctors. We look forward to your first visit.



(940) 591-9700



Schedule your appointment.

choose a service:

choose a service

date/time

contact info

patient forms

Dental
ImplantsCosmetic
TreatmentsChildren's
Dentistry

Fillings

date/time

Calendar

Time

contact info

Patient forms (optional)

[schedule](#)

(940) 591-9700



Web Prototype

