

# PROJECT OVERVIEW

DURATION  
OCT 2021 - JULY 2022

The Dental Direct Website is a redesign and update of the old site which had become outdated, leading to a decrease in user engagement.

## The problem

Old website was outdated, unorganised & very text heavy.

## The goal

To create a renewed website which offers a more effortless and visually pleasing way of shopping with Dental Direct, in hope to increase engagement.

## My role

Testing, Wireframing, Content creation

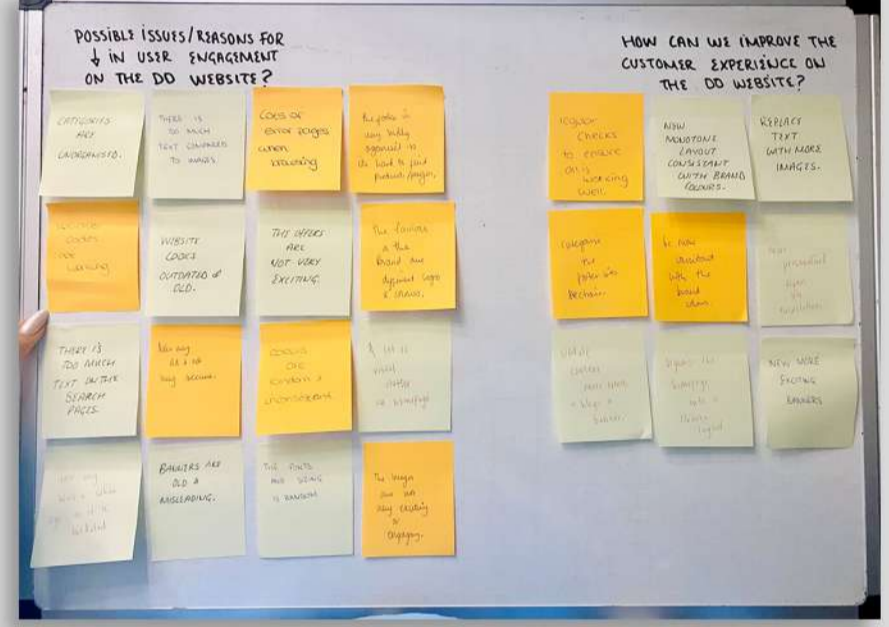


# BRAINSTORMING

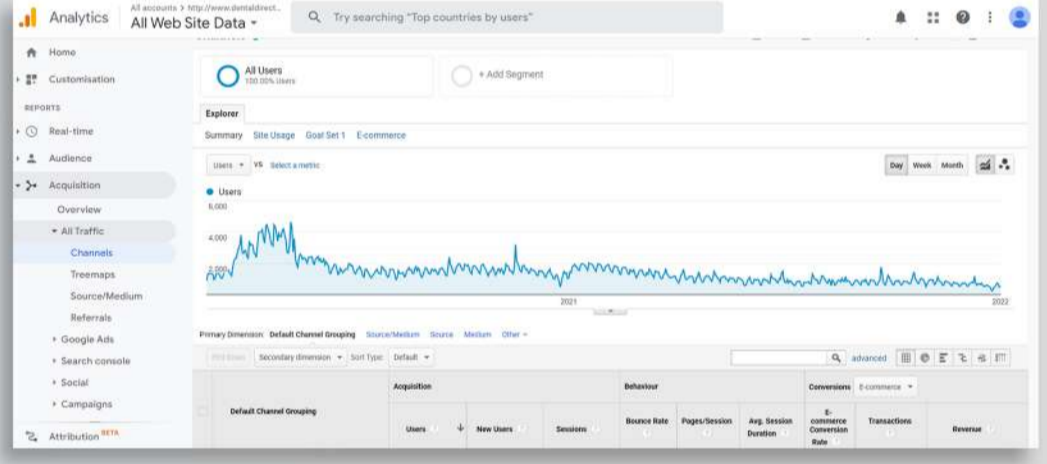
Initial data collected on user engagement on the Dental Direct website showed a decline in sales & engagement over the past 2 years. User reviews also indicated some difficulty with finding information on the site.

In order to fully understand this issue, I conducted a quick inhouse brainstorming session.

This helped me to group all the possible user frustrations together and to formulate potential solutions for them, allowing me to define the main issues and possible flaws in the website which were leading to the decline in engagement.



Brainstorming map



Google Analytics: User engagement

**“It took me a while to find what I was looking for.”**

Quote from user reviews

# Key Issues

1

**ORGANISATION**  
Site info is unorganised and hard to find.

2

**TEXT-TO-IMAGE RATIO**  
Not very visual and incredibly text heavy pages.

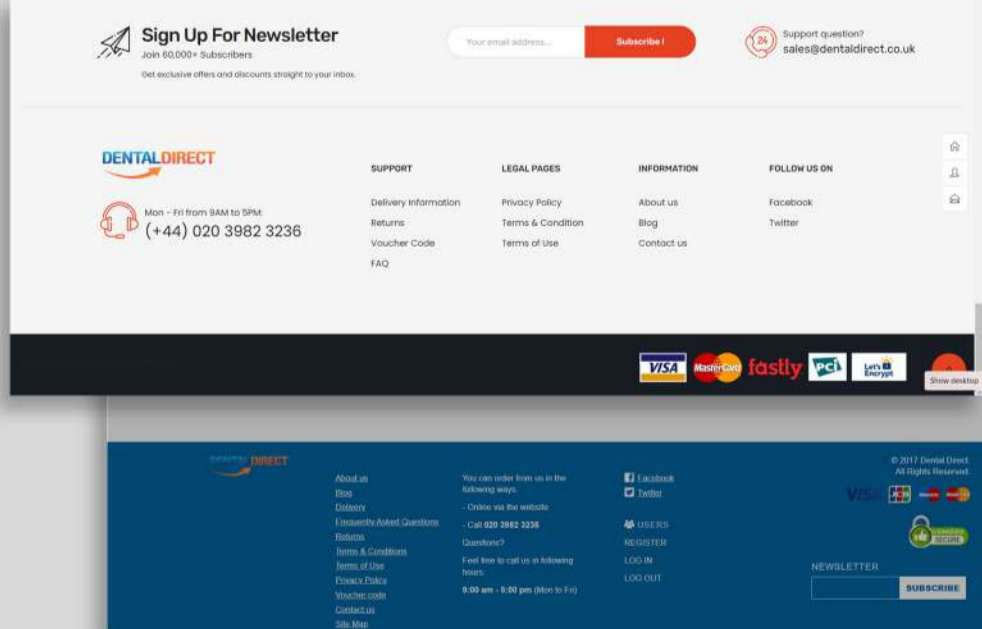
3

**OUTDATED**  
Website is outdated and inconsistent.

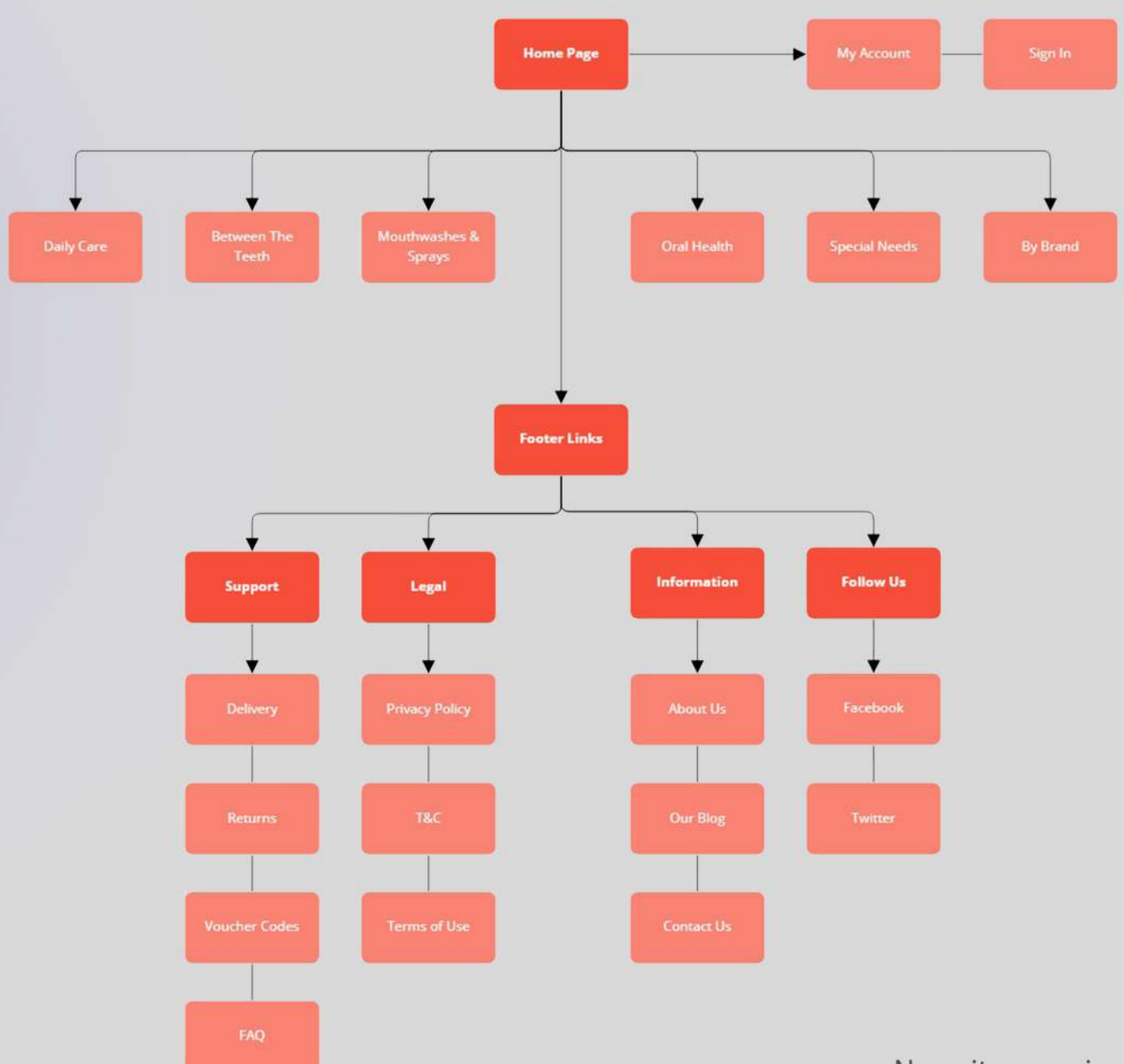
# 1 ORGANISATION

The organisation of the old website was split into multiple random pages within the footer. These were not all relevant and cluttered the footer.

In order to address this issue, I created a new site mapping to help these pages be more categorised and tucked away into more relevant sections, making the overall navigation easier.



Footer: Before & After



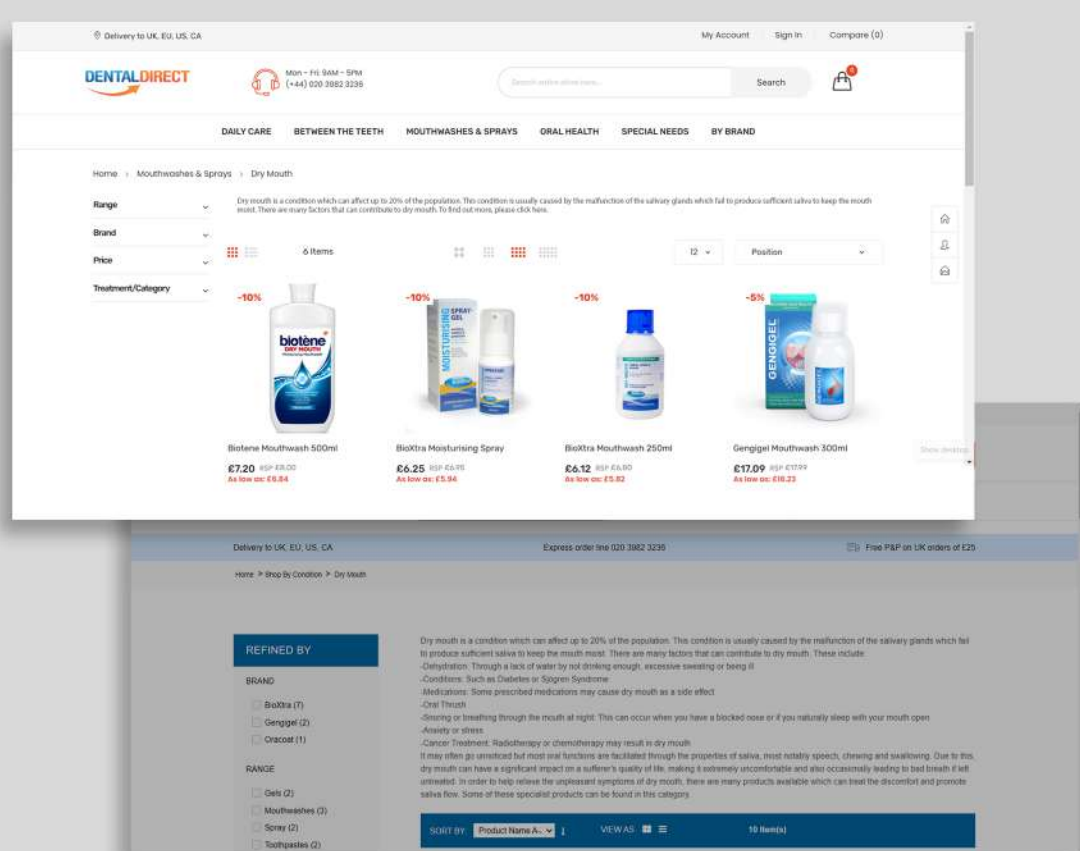
New site mapping

# 2 TEXT-TO-IMAGE RATIO

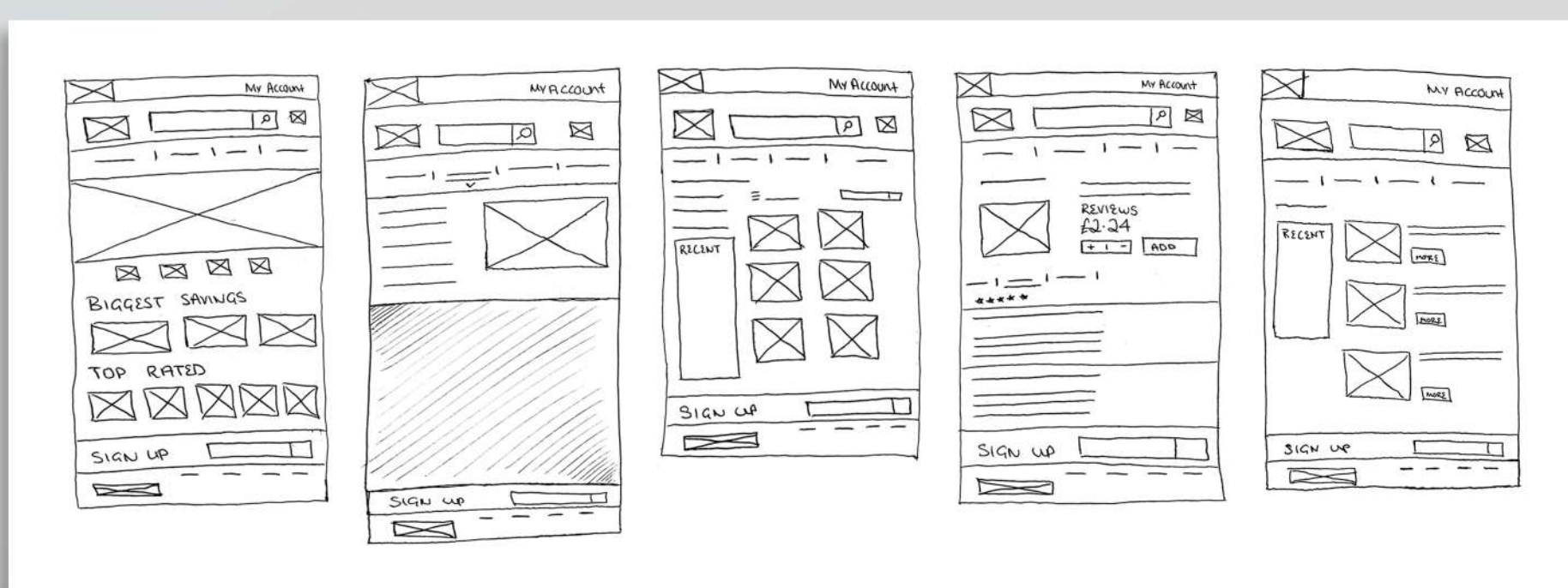
One main issue with the website was the text heavy content on many pages. This was unengaging and caused a disinterest for users.

In order to resolve this, I analysed the existing pages and created new wireframes which organised the text into more visual representations, keeping the text minimal on the main landing pages.

This allowed the pages to look more tidy, free of any clutter and excess text which could bore the user and be less accessible.



Product Search Results: Before & After



Low-Fidelity wireframes

# 3 OUTDATED

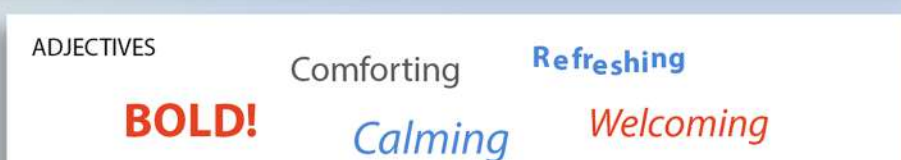
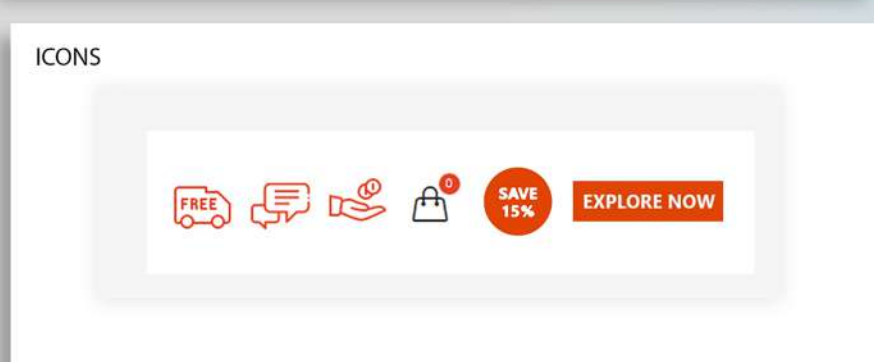
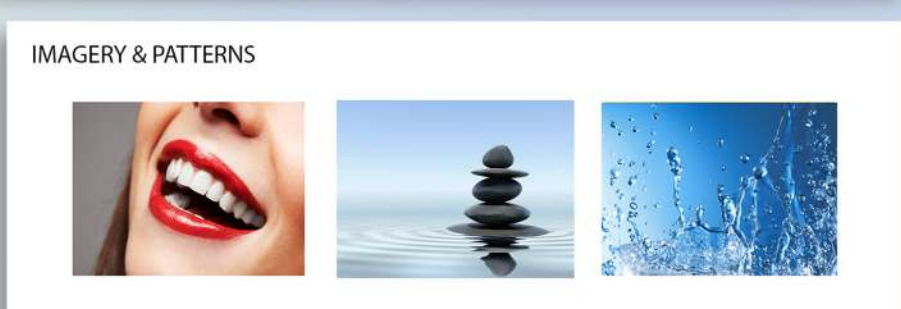
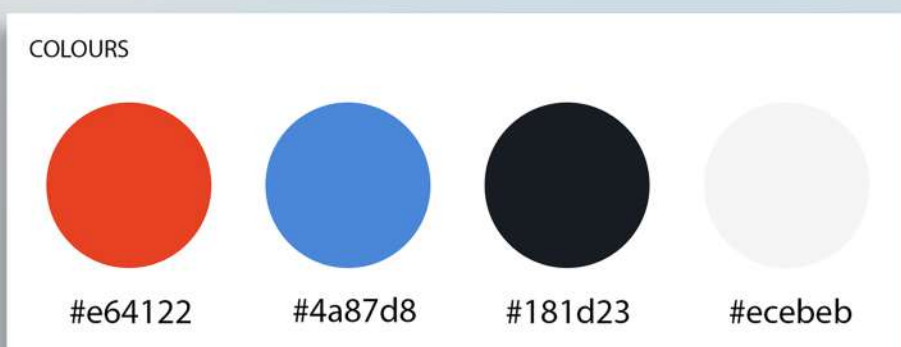
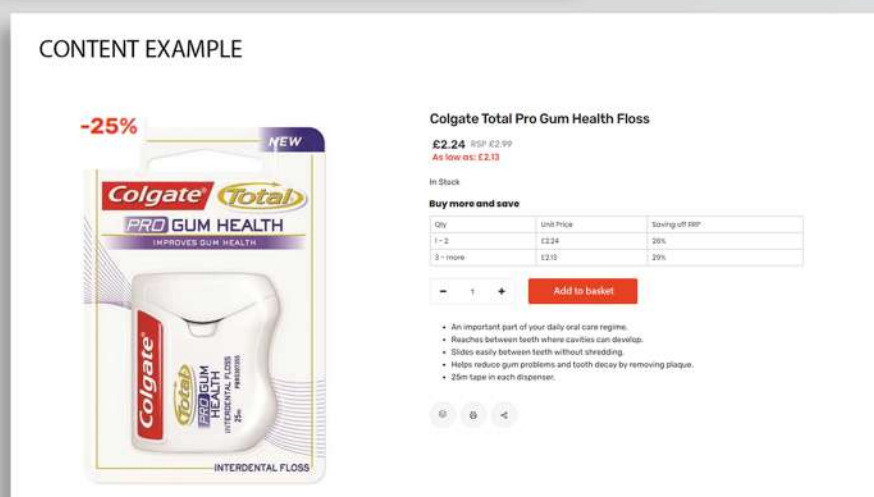
The old Dental Direct Website was both visually and functionally outdated. This caused a sink in SEO rankings and was becoming less appealing to customers due to a lack of new content and outdated design which had become inconsistent with the brand colours.

In order to solve this, I created a mood board to represent the colours and themes the company valued. This allowed me to create new visual content with the focus being the brand colours and what it represented.

One challenge I faced while creating new content was that I had to ensure it was compatible for both mobile & desktop browsers. This often meant using trial and error and testing to recreate content until it was usable on all platforms.



New Mobile Banners



Dental Direct Mood Board

**“The site is not very appealing and looks very old and out of business.”**

Quote from user during brainstorming session

# TESTING

## Testing Goals

1

Find out how users feel about the brand from the aesthetics of the website.

2

Analyse if users come across any issues when searching for products.

3

Observe how users navigate around the website using the menu.

### Testing Results

- Many site error pages
- Missing prices on configurable product pages
- Mobile banners too small and unreadable

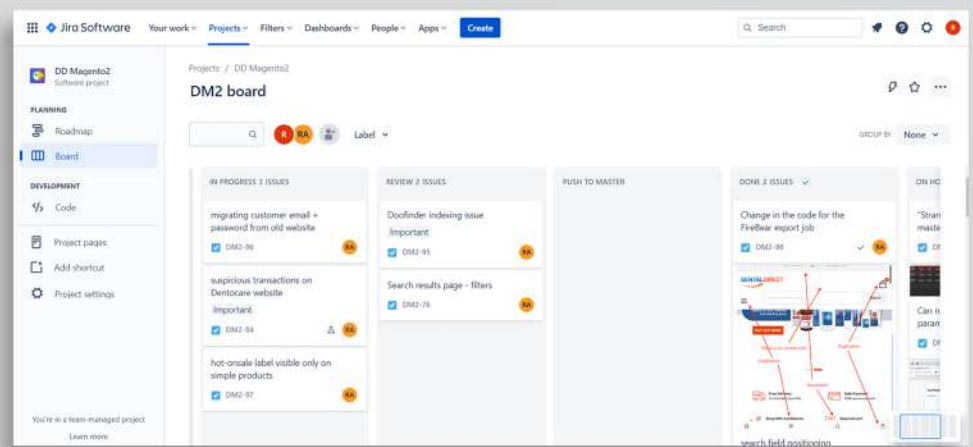
### Learnings & Challenges

• One challenge faced was ensuring that all content & site layout was compatible for different platforms. During testing it was found that the site behaved much differently on mobile than desktop. I learnt that I must be more considerate when creating content to ensure that it is functional and readable for all platforms.

• A lot of time was spent in meetings, working with the engineers after each round of testing. This allows us to ensure all changes were communicated correctly and introduced me to the different roles involved when creating a new site and the importance of effective team work.

### Next Steps

- Subscription programme
- Post launch marketing
- Post launch testing



Issues grouped & filed on JIRA

A screenshot of a user survey form titled 'Please indicate your opinions about each of the following statements regarding your experience shopping with Dental Direct.' The form contains several Likert scale questions with five response options: 'Very Strongly Agree', 'Strongly Agree', 'Agree', 'Disagree', and 'Very Strongly Disagree'. Some questions are checked, such as 'The content is exciting and engaging' (checked 'Strongly Agree') and 'I found it easy to navigate around the website' (checked 'Agree'). Below the scales are three open-ended text boxes for additional feedback, with handwritten notes like 'I love shopping but however there were some working "like" issues "some" displayed' and 'Is there anything that you found frustrating? Why? - Some videos embedded on site causing errors - no time on some products, no savings shown'. There is also an 'Additional Comments' section.

User Survey: Testing new site

