Design a Dietitian's office responsive website

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About the Project

Dietitian's Corner is a dietitian office in Thessaloniki city, Greece. It has every service about nutrition, diets, food consulting and monitoring various nutritional disorders. The owner commissioned our team in order to create their online website and also strengthen its digital presence. The total branding of the office was quite unique and special compared to most diet offices and that's why we had to transfigure these characteristics to the website design.

*The website created in Greek language as it was in the business requirements of the client. We used English language for the purpose of the UX case study and wireframes/prototypes.

Project Duration

The total duration for the completion of the project was aproximately two months, starting from the 1st of December 2022 and ending in 31th of January 2023. This will be the necessary period in order to achieve all the UX research results and designing the website with all the unique characteristics of company's branding.

Problems

The basic problem that we viewed during the research belongs to the field of website content. We realized that most of the dietitian's websites don't include many information about their services and don't giving scientifically proven material. Our team worked closed with the client in order to import and evaluate all the necessary information for each dietitian service by giving valuable advises to the users for each diet issue.

Goals

For the completion of dietitianscorner.gr project we had 3 main goals that we tried to accomplish:

1. Create a website with unique design that correctly represents the company's branding

2. We comprised many scientifically proven texts in order the user to read valuable information.

3. We wanted the design to be as unique as simple in order the user to be driven to contact the office for further information

Responsibilities

Design Strategy

Problem Solution
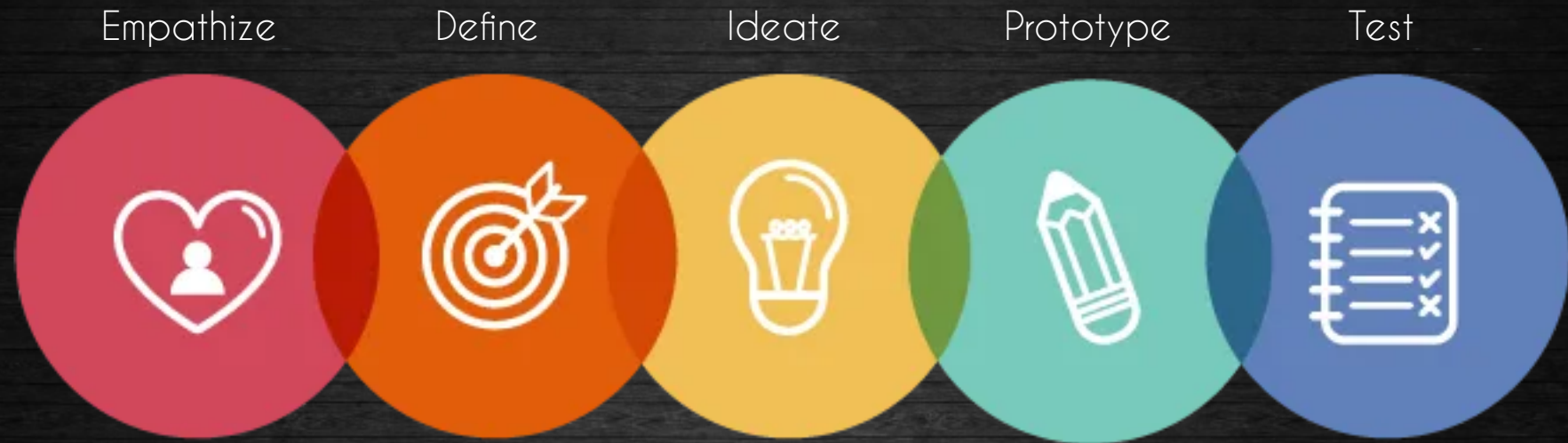
Accesibility

Information Architecture

User Research

Customer Journey Map

Prototyping

Usability Testing

Design Process

Empathize Define Ideate Prototype Test

- We used the design thinking process for the user-centered approach to problem-solving. It helped us to create solutions that address real user problems which are functional and affordable.

Empathize Phase

We used the Qualitative research as a main method for the discover phase.

We Interviewed 10 people at age of 18 to 60 . They also belong in various working sectors like industry, pensioners, Housekeeping and employees of the security forces. We tried to understand what difficulties they face in their eating habits and potential health problems that require a specialized dietitian to treat them.

Here are the questions we asked the participants:

• What are your eating habits?

• Are you following a specialized diet plan?

• How would you go about seeking help with your diet?

• Do you use smart devices and if so how often?

• Would you proceed to a remote conversation with a nutritionist?

• Are you looking for nutrition advice over the internet?

User Personas

John

Age: 44
Education: University
Job: Engineer
Status: Married
Location: Athens

"Healthy diet is very important for me and my family, so we want a long term monitoring from an expierienced diatitian even remotely"

Using the information we gathered from the interviews, we created a persona that embodies the desired website user. Through a deeper understanding of the user's goals, challenges, and personality, the persona enhanced our capacity to develop solutions.

John is a fictional persona who constantly trying to improve the healthy habits of his family. He is 44 years with 2 children. He seeks online information about nutricion and food diet. He prefers to have long-term cooperation with a dietitian who has an updated website with all the info he will need.

Goals

• He prefers healthy nutrition for his family
• He seeks online food diet info
• Long-term monitoring with a dietitian

Frustrations

• Can't find reliable food info online
• Difficulty of specialized food advise online for specific food problems

Define Phase

Says

Empathy Map

Thinks

- "Healthy diet is very important for all the family"
- "He wants to have a permanent cooperation with a dietitian"

- Few of the dietitians websites provide scientifically proven texts
- If his family can have constant dietitian monitoring, it would be great, even it would be remotely

Does

Feels

- He seeks online food information
- Buys healthy food for all his family

- Frustrated when he can't find reliable online food info
- Happy when he can have advise about specific food problems

The goal of the Empathy Map is to provide a clear definition of the target audience and to show what they feel, say, think and do. The user interviews helped us to gather this information.
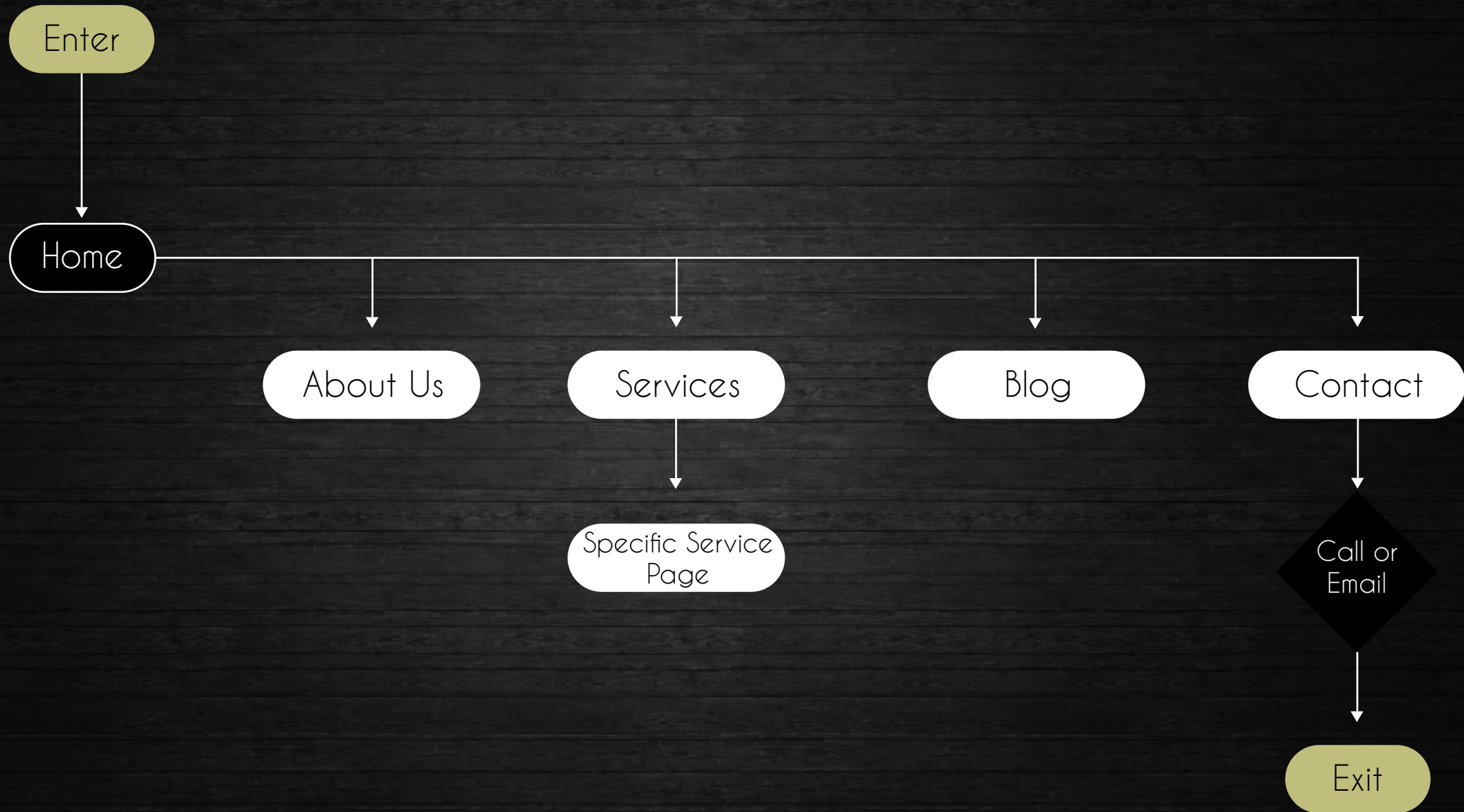
Define Phase

Persona: John
Goal: Find reliable food info and contact dietitian for an appointment

User Journey Map

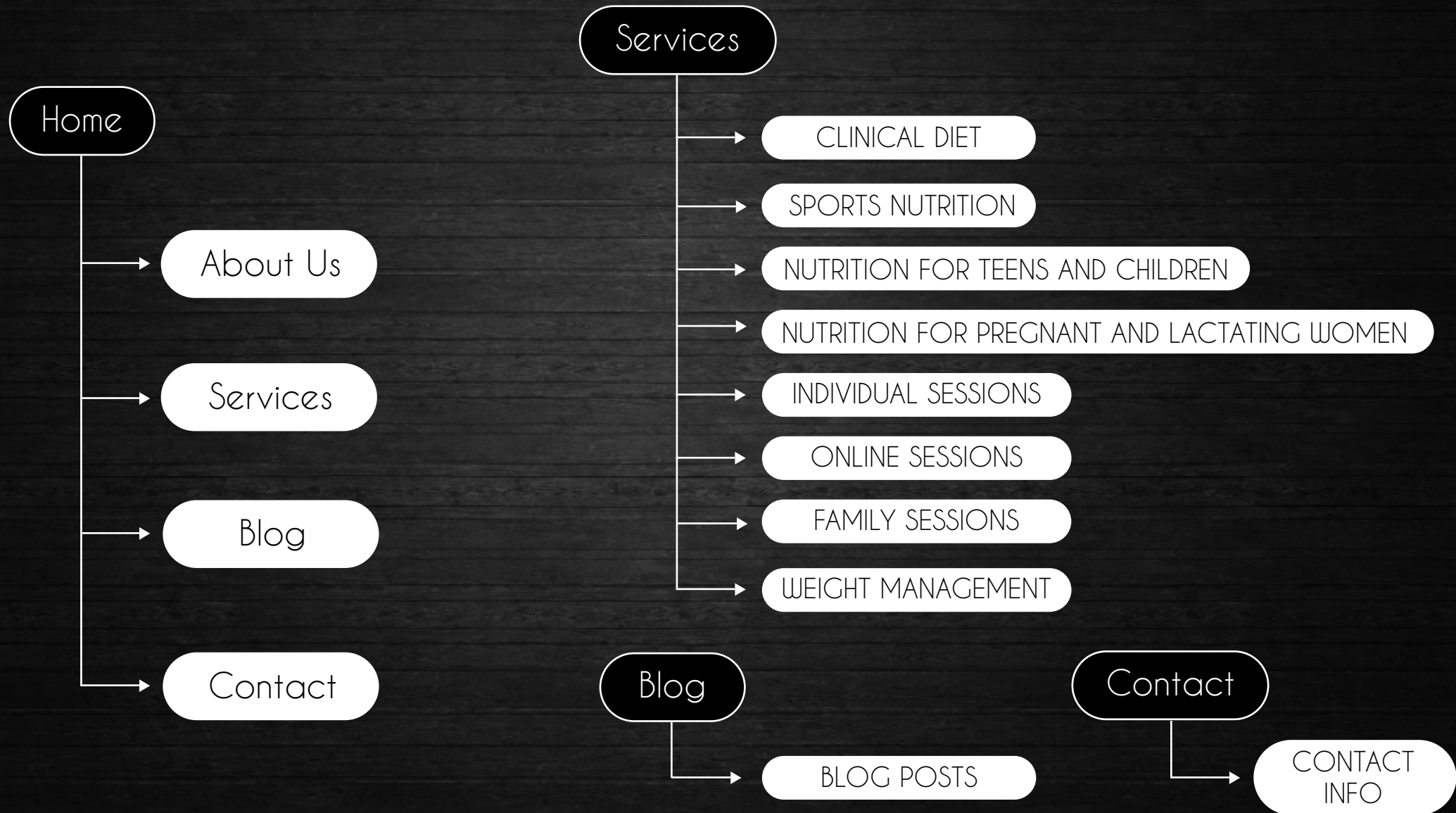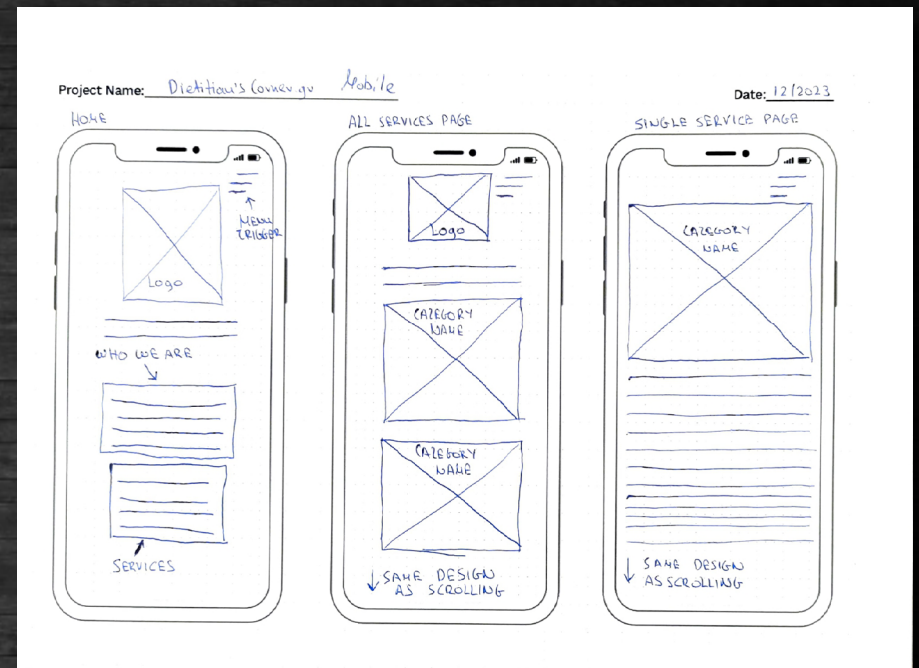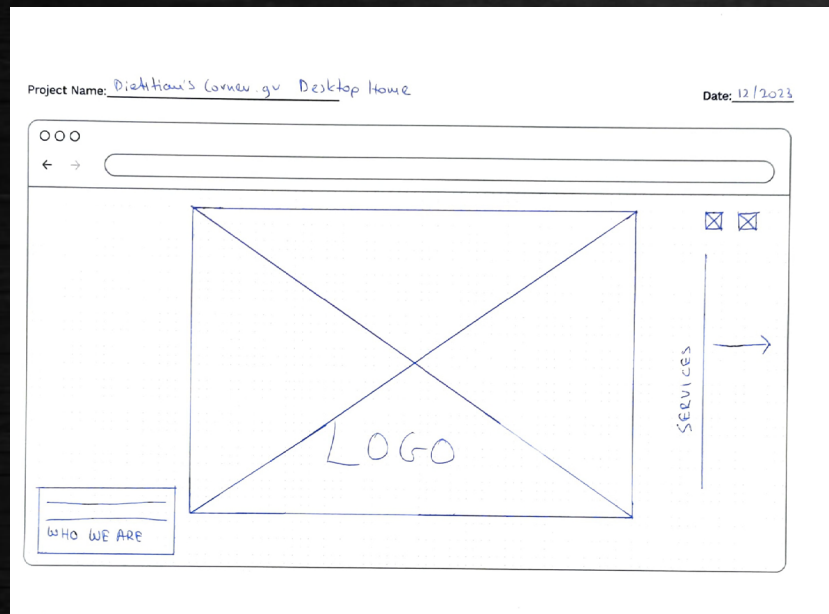| ACTION	Determine there is a goal of start cooperation with a dietitian	Go to dietitianscorner.gr	Explore the website about nutrition info and advises	Explore the services section	Contact the dietitian's office	Arrange an appointment with the dietitian
TASK LIST	A. Identify that there is a need of a professional help of a dietitian B. Explore the dietitian's websites for further info	A. Go to website	A. Explore the blog section of the website for more nutrition info	A. Select the desired service of the dietitian's office	A. Find the contact info of the dietitian's office B. Make the call or send email to the office	A. Book a date for an appointment live in office or remotely
FEELING ADJECTIVE	A. I want to cooperate with a dietitian professional that I can trust B. I want to find scientifically proven texts for nutrition info	A. Feeling happy about visiting a dietitian's website with all the info I need	A. Relief that I finally find a website with the advice and information I want	A. Worry about finding the dietitian's service for me and my family	I decided to contact the specific dietitian's office and I feel impatience	Satisfaction that I booked an appointment
IMPROVEMENT OPPORTUNITIES	Specialized marketing strategies for the potential user to receive recommendations for this dietitian's office	Improved SEO and Google Ads campaigns for higher positions in search engines	More scientifically proven texts for nutrition info	More dietitian's services	Future install of an online booking system	Online Payment for remotely appointments

Ideate Phase

User Flow

Enter

Home

About Us

Services

Blog

Contact

Specific Service Page

Call or Email

Exit

Ideate Phase

Information Architecture

Home
- → About Us
- → Services
- → Blog
- → Contact

Services
- → CLINICAL DIET
- → SPORTS NUTRITION
- → NUTRITION FOR TEENS AND CHILDREN
- → NUTRITION FOR PREGNANT AND LACTATING WOMEN
- → INDIVIDUAL SESSIONS
- → ONLINE SESSIONS
- → FAMILY SESSIONS
- → WEIGHT MANAGEMENT

Blog
- → BLOG POSTS
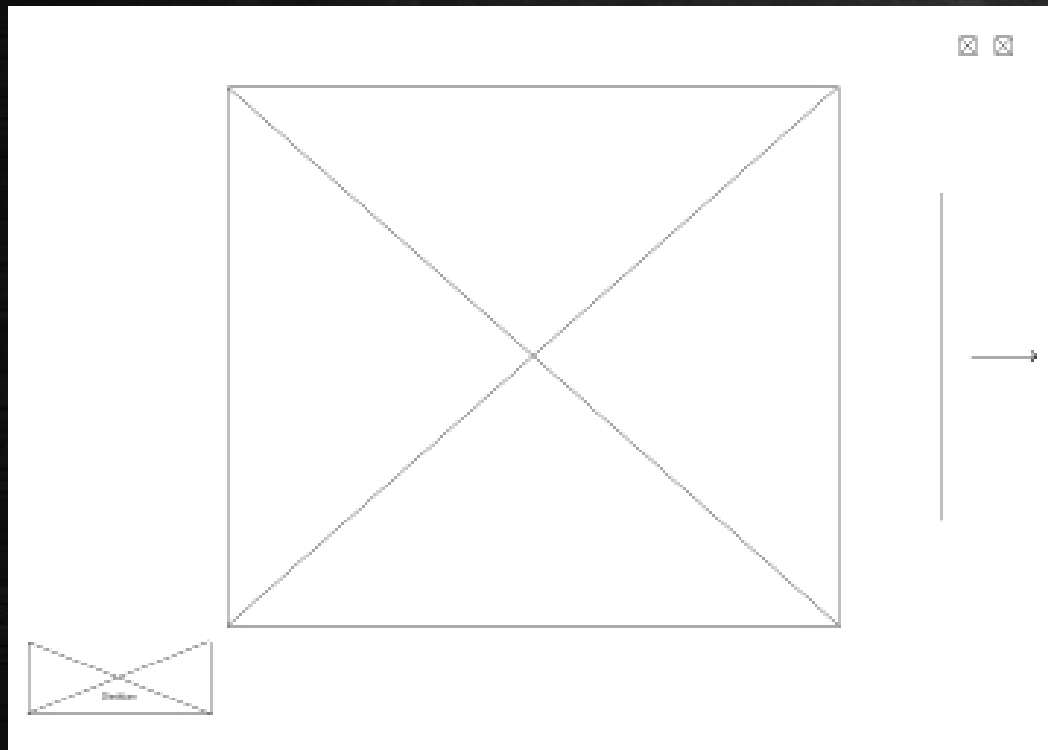
Contact
- → CONTACT INFO

Design Phase

Paper Wireframes Desktop & Mobile

See Paper Wireframes from here

Design Phase

Digital Wireframes Desktop & Mobile
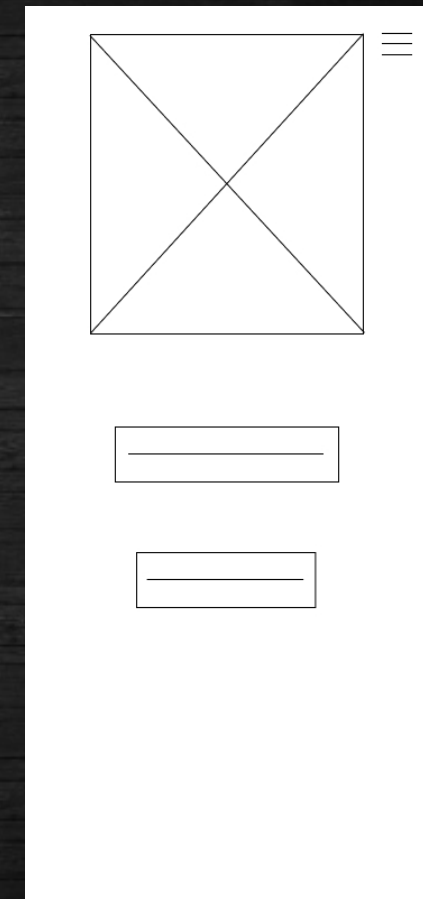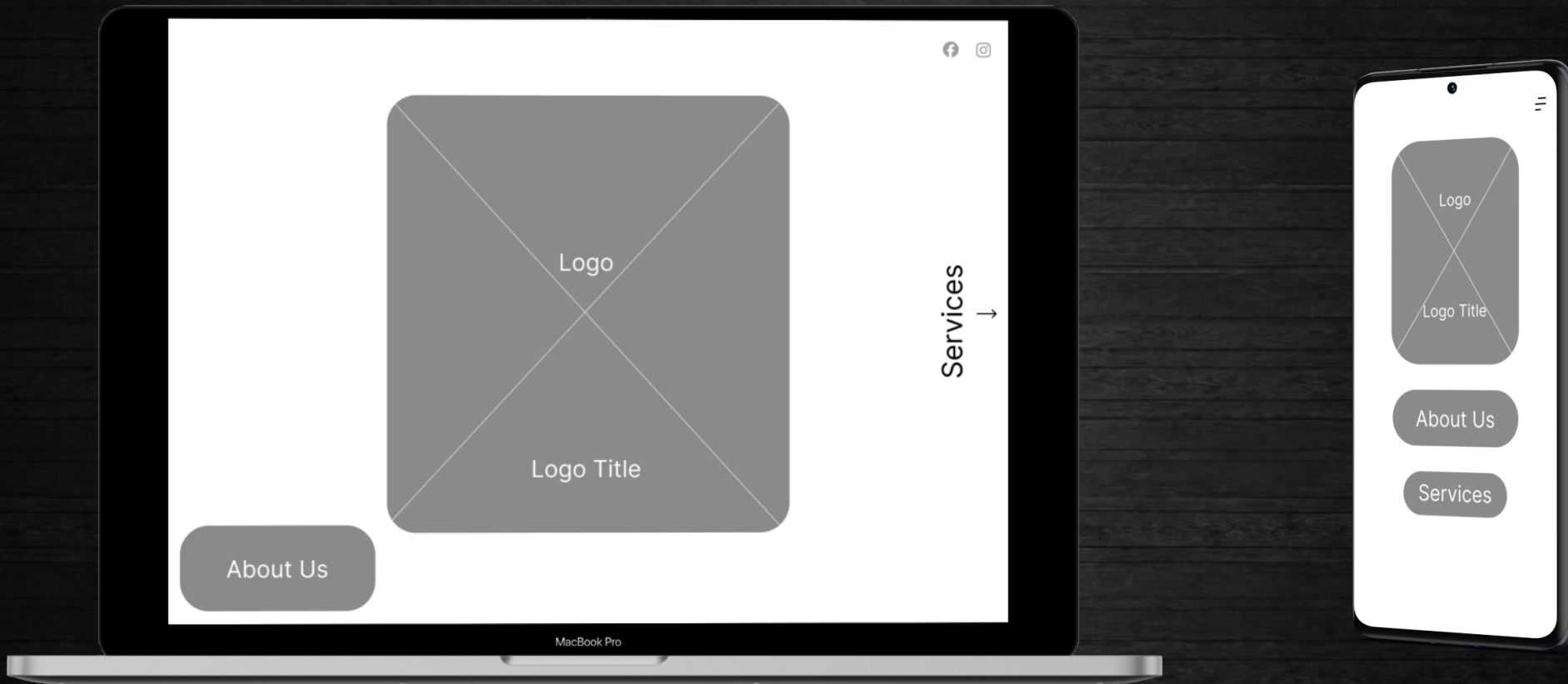

See Digital Wireframes for Desktop from here   See Digital Wireframe for Mobile from here

Design Phase

Low Fidelity Prototypes Desktop & Mobile

See Low Fidelity Prototypes for Mobile from here

See Low Fidelity Prototypes for Desktop from here

Design Phase

High Fidelity Prototypes Desktop & Mobile

See Low Fidelity Prototypes for Mobile from here

See High Fidelity Prototypes for Desktop from here

Usability Testing

After the design was complete, we tested the prototype on four representative people to see how user-friendly the website is.

Throughout the test, we observed the participants using the website to complete the following assignments:

- Find relevant information for varius nutritions and food
- Try to contact the dietitian's office
- Explore the website using desktop, tablet and mobile devices

Suggested Improvements

- Increase website content
- Add search fuctionality with ajax feature
- Improve user flow