

UX Research Study — AMFD Website

Introduction	<ul style="list-style-type: none">● Title: Research for Alpine Meadows Family Dental Website● Author: Soley Mathiesen, UX designer● Stakeholders: Dr. Baird, Julie Baird, Janeece Dahl● Date: April 2024● Project background: Modernize and update website● Research goals: Determine what should be changed/added to the website.
Research questions	<ul style="list-style-type: none">● What roadblocks are users running into while on the AMFD website?● What information do users need from a dental website?● What do stakeholders want to see on the website?● How can we increase appointment booking and sign up for the Membership program?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Lead conversion rate● Appointment requests● Membership Program online sign-ups● Website traffic
Methodology	<ul style="list-style-type: none">● Content Audit in person● Online Competitive Audit● Online Web Design Trend research● Date: October 2023 and April 2024
Participants	<p>Content Audit participants must:</p> <ul style="list-style-type: none">● Be in a customer relations position within AMFD● Have experience and be familiar with AMFD's website <p>Direct competitors must:</p> <ul style="list-style-type: none">● Be within 30 miles of AMFD● Offer similar services such as General Dentistry, Cosmetic Dentistry, Family Dentistry● Be either a single dental office or chain● Have a good online presence <p>Indirect competitors must:</p> <ul style="list-style-type: none">● Be on a list of top dental websites by market researchers● Offer similar dental services as AMFD● Encompass one or more of the listed website trends for dental offices in 2024 done by market research companies.



Script

Interview questions:

- What roadblocks do you find your patients are running into on your website?
- What features do your patients request to see on your website?
- What features do staff feel are missing but could be beneficial for your patients?
 - Membership program?
 - Appointment request?
- What features do patients and staff like that are already on your website?
 - Membership program?
 - Appointment request?
- What features could be removed or are not used?

Competitive Audit and Web Design Trend questions:

- Do they offer a Membership program?
 - How is it presented?
 - Can users sign up online or do they need to call/visit the office?
- Do they offer online appointment booking?
 - Is it an appointment request or an online booking?
 - Do users know with what doctor they are booking an appointment?
 - Do users know what office they are going to and how to get there?
- What does their website look like?
 - Do they have patient reviews?
 - Do they have a “About the Doctor” or “About the Team” page?
 - What is the user flow like and navigation?
 - Is the website accessible?
 - What features enhance the user experience?
 - What features or lack of features limit the user experience?
 - How well do they portray their brand?
 - What is the tone of their content?

