Development and implementation of a web site for Maycock Optical

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Abstract
Maycock Optical was not using the Internet to its advantage by providing patients with a well designed, informative, and user friendly Web site. With today's market becoming increasingly competitive, it was imperative that Maycock Optical employ every opportunity to further its growth in the optical industry and embrace the Web as another means to fulfill its objectives. This project concentrated on the development of a dynamic, information based web site for Maycock Optical. This project focused on producing a functioning Web site for Maycock Optical. This site was designed with Microsoft Front Page 2003 and was uploaded to the World Wide Web on January 16th 2005. With the implementation of a Web site, Maycock Optical has been able to provide patients with information about the company in a form that allows access at their convenience. The Web site is an effective means to inform customers of our store's history, our locations, the services we provide, and the products we offer. With today's computer savvy consumers spending a considerable amount of time online, the majority of current patients and prospective patients will expect a presence on the Web. When an optometrist is aware of the nuances of Web site development, a company Web site can be custom built to the exact specifications that a doctor desires. It can aid in building a practice by educating patients, as well as offering convenient e-commerce possibilities.

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DEVELOPMENT AND IMPLEMENTATION OF
A WEB SITE FOR MAYCOCK OPTICAL

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Jason Maycock came to Pacific University from Victoria, British Columbia where he was born, raised and received his undergraduate degree in Biology and Psychology in June of 2002. He will receive his Doctor of Optometry degree in May of 2006. While at Pacific University Jason was the president of Beta Sigma Kappa Optometric Honor Society, a member of the American Student Optometric Association and the Student Optometric Association. After graduation, Jason plans to return to Victoria to practice primary care optometry at several locations of Maycock Optical.
ABSTRACT

Maycock Optical was not using the Internet to its advantage by providing patients with a well designed, informative, and user friendly Web site. With today's market becoming increasingly competitive, it was imperative that Maycock Optical employ every opportunity to further its growth in the optical industry and embrace the Web as another means to fulfill its objectives. This project concentrated on the development of a dynamic, information based web site for Maycock Optical. This project focused on producing a functioning Web site for Maycock Optical. This site was designed with Microsoft Front Page 2003 and was uploaded to the World Wide Web on January 16th 2005. With the implementation of a Web site, Maycock Optical has been able to provide patients with information about the company in a form that allows access at their convenience. The Web site is an effective means to inform customers of our store's history, our locations, the services we provide, and the products we offer. With today's computer savvy consumers spending a considerable amount of time online, the majority of current patients and prospective patients will expect a presence on the Web. When an optometrist is aware of the nuances of Web site development, a company Web site can be custom built to the exact specifications that a doctor desires. It can aid in building a practice by educating patients, as well as offering convenient e-commerce possibilities.

KEYWORDS

Web site
Web page
World Wide Web
Internet
Maycock Optical
Optometry
Primary Care
INTRODUCTION
Maycock Optical was not using the Internet to its advantage by providing patients with a well designed, informative, and user friendly Web site. Current research indicates that over 80% of US and Canadian populations have access to the Internet and that 65% are regular users. These substantial numbers imply that a large percentage of Maycock Optical’s existing and potential patients are already using this medium to gain access to information and purchase products. With the implementation of a Web site, Maycock Optical has been able to provide patients with information about the company in a form that allows access at their convenience. The Web site is an effective means to inform customers of the store’s history, locations, services, and products. Eventually the Web site will be seamlessly integrated into the daily activities and management of Maycock Optical including opportunities to schedule appointments, reorder contact lens and download case history sheets. With today’s market becoming increasingly competitive, it was imperative that Maycock Optical employ every opportunity to further its growth in the optical industry and embrace the Web as another means to fulfill its objectives.

WEB SITE DESIGN
This project focused on producing a functioning Web site for Maycock Optical. This site was designed with Microsoft Front Page 2003 and was uploaded to the World Wide Web on January 16, 2005.

One of the primary goals of this Web site was to increase a patient’s confidence that they will gain unique or superior value by buying from and using the services of Maycock Optical. The feel of this Web site portrays a high-tech image, informing patients that Maycock Optical is staying current with technology, not only on the Internet but also in the products it offers and the services it provides.

The homepage of this Web site contains numerous links to allow the patient to easily navigate to many important pages of maycockoptical.com including Web pages for the history of Maycock Optical, eyeglasses, sunglasses, contact lenses, low vision, patient education and customer feedback. The homepage provides links to pages dedicated to each of the six Maycock Optical stores and explains the services that are provided at that location, pictures of the store and staff, hours of operation and directions to that location. The homepage also provides a friendly welcome to customers and provides an area for advertising current sales, features or promotions.

The history page of the site allows for customers to fully appreciate how long Maycock Optical has been in the business of eye care and that we are proud of what the company has come to represent over the last fifty-five years. Black and white images of the company founder and early store interiors are priceless and showcase the Web’s ability to use images to do what words alone cannot. Several short paragraphs touch on historical highlights of the Maycock Optical history and describe the images seen on this page.

The eyeglass page is one of the most important pages on the Maycock Optical Web site as customers primarily associate Maycock Optical with eyeglasses. This page offers a few paragraphs of general information and provides links for those that seek further information regarding eyeglasses. These links include informational pages on frame
shapes, frame materials, lens types, lens materials, lens coatings and a What’s New in Eyewear page. Images used in Maycock Optical’s newspaper and phonebook advertisements have been incorporated into the eyeglasses Web page to portray a consistent product image. Hyperlinks have been included to many of our more popular eyeglass manufacturer’s Web sites to allow patients to research their products more thoroughly.

The sunglass page is another very important page on the site,informing potential customers that Maycock Optical not only offers amazing eyeglasses, but customized sunglasses. Again, this page offers a few paragraphs of general information regarding both prescription and non-prescription sunglasses, but also provides links for those customers that seek further information about sunglasses. The links from the main sunglass page include sunglass lens materials, sunglass lens types, sunglass lens coatings, sunglass lens tints and children’s sunglasses.

The contact lens page provides those currently wearing contacts or those just considering wearing contacts information on some of the most current market offerings. Images and short descriptions showcase some of Maycock Optical’s most popular contact lenses and provide customers with facts and wearing schedules for each of the new contact lens modalities. This page also recommends patients call the closest location of Maycock Optical to set up a contact lens consultation appointment to see which of the new modalities would be best suited for their ocular needs and lifestyle.

The low vision page is another very important page within the Web site, offering low vision patients information regarding our low vision products, services and common ocular diseases that can produce decreased vision. With an increased font size and reverse contrast, the low vision pages were designed specifically for the patients with reduced vision, showing that Maycock Optical has considerable experience working with the needs of low vision patients. Hyperlinks from the main low vision page include information on popular magnifiers, telescopes, stationary electronic aids and portable electronic aids.

The patient education pages include descriptions and images of common ocular health conditions and common refractive errors. The ocular health conditions described are four common causes of low vision and are linked directly to the low vision area of the Web site, offering answers and solutions to their ocular health issues. A frequently asked questions (FAQ) page will be added once enough content has been gathered from patients and their input through the feedback pages of the site.

The customer feedback page was designed to allow customers to provide us with their thoughts and feelings regarding all aspects of Maycock Optical. A form has been designed into this page to make the interaction more convenient for patients and more valuable for Maycock Optical. The results from this page currently end up in two locations, one directly into the Web masters email account and the other into a private page on maycockoptical.com that can only be viewed by the webmaster. By sending the response directly to the Web master, Maycock Optical becomes immediately aware of the customer feedback and can react in the most appropriate manner. Maycock Optical has
never had such a means of formal feedback and this page will provide the company with extremely valuable information from the people we strive to satisfy on a daily basis, the patients.

Also accessible from almost every page within the Web site is an employment opportunities page, where Maycock Optical can advertise job openings to a large audience. Prospective employees can use the provided links to express their interest in working for the company and to forward their resumes and cover letters. With a good staff being one of the most important factors in the success of a practice, the ability to reach potential applicants on such a large scale will increase the probability of finding the right individual for the position.

CONCLUSION
With today's computer savvy consumers spending a considerable amount of time online, the majority of current patients and prospective patients will expect a presence on the Web. When an optometrist is aware of the nuances of Web site development, a company Web site can be custom built to the exact specifications that a doctor desires. It can aid in building a practice by educating patients, as well as offering convenient e-commerce possibilities. This project concentrated on the development of a dynamic, information based web site for Maycock Optical.

One of the primary goals of this Web site was to increase a patient's confidence that they will gain unique or superior value by buying from and using the services of Maycock Optical. The feel of this Web site portrays a high-tech image, informing patients that Maycock Optical is staying current with technology, not only on the Internet but also in the products it offers and the services it provides.

Through extensive research on Web site design, it has become apparent that certain aspects of a site are critical to its success. Not only must the Web site be well-designed, informative, and user-friendly, but it must communicate an appropriate first impression to patients. Maycock Optical's Web presence is aimed at both internal and external markets and is focused on differentiating our practice from others in the community. The key to this demarcation lies in the overall feel of the site rather than the basic functions it offers. Although the site provides relevant eye care information, it also offers avenues of communication and provides useful services in a manner that emphasizes Maycock Optical's unique nature, its commitment to excellence, its attention to detail, and its outstanding customer service. The fundamentals that have continued to drive the growth of this company are felt throughout the Web site and patients will appreciate that Maycock Optical will exceed their expectations.

Eventually the Web site will be seamlessly integrated into the daily activities and management of Maycock Optical, including opportunities to schedule appointments, reorder contact lens, and download case history sheets. With today's market becoming increasingly competitive, it was imperative that Maycock Optical employ every opportunity to further its growth in the optical industry and embrace the Web as another means to fulfill its objectives.
REFERENCES


Since 1949, Maycock Optical has been proudly serving the eye care needs of British Columbians. Starting from one store in Downtown Victoria, Maycock Optical has grown to include 6 stores on Vancouver Island. Maycock Optical has come to represent optical excellence and one of a kind eyewear.

At Maycock Optical we pride ourselves on our service and optical expertise in all aspects of lens and frame design. A sophisticated, yet comfortable environment ensures a warm relationship with all our patients and an unforgettable eye care experience. At Maycock Optical, attention to detail is combined with a personal touch that has made us
Maycock Optical’s staff has the ability to choose frame shapes and colours that compliment one’s facial structure and complexion, giving each customer their own distinct personality. It is this kind of service coupled with exclusive eyewear lines and fashion forward style that distinguishes Maycock Optical from all other stores. We feel our job is not done until you’re completely satisfied.

Maycock Optical offers an extraordinary level of personalized attention for people who are accustomed to shopping for excellence. We cater to those who demand the best in cutting-edge fashion. Patients commonly travel from Vancouver and Seattle to see us. After all, at Maycock Optical, we understand that what you wear makes a statement about who you are. Or, perhaps just as important, who you want to be.

We would love to serve you and to help you become better acquainted with us. Please use this website to answer any questions you may have about our products, services and locations.

Please browse through the links at the bottom of this page to discover all that Maycock Optical can offer you.