

Case Study for



Website

# Project Overview

## **The Product:**

Responsive Website for the Lock Docs Notary

## **Project Duration:**

December 2024 to January 2025 (Initial Website Design)

# Project Overview

## **The Problem:**

Lock Docs Notary needs a website on which clients can go to find information about services and contact notary for appointments.

## **The Goal:**

Design a responsive website that would includes easy access to service information.

# Project Overview

## My Role:

Carey Twiddy – UX/UI Designer

## Responsibilities:

Development of Information Architecture  
Theme Research  
Brand Development  
User Research  
Visual Design

# Understanding the user

- User Research
- Personas
- User Journey Maps
- User Flows

# User Research: Summary

My client helped me with my research. Most notaries cannot leave their places of business or take payment unless they in their place of business. My client on the other hand is a mobile notary. The ability to be able to come to a customer's hospital room, a family's home, or even another business is valuable.

When most think of notaries the thought goes directly to places such as UPS, FedEx, or even notaries with storefronts of their own, where there are persons who will notarize documents within the storefront. The problem is these notaries can not leave their business; they can not come to you if you need a document taken care of right at another location.

# User Research: Pain Points

1

## Pain Point

Most notaries do not travel. They will not come to you; you have to go to them. Think of UPS stores where they have a notary in store.

2

## Pain Point

UPS locations have limited types of documents that they can notarize.

3

## Pain Point

Online platforms like Trust & Will do not have clients dealing with an actual person. You are filling out a form and entering data that someone may review for you to authorize.

# Persona: John



## John

**Age:** 60

**Education:** Bachelor's

**Hometown:** Johns Creek, GA

**Family:** Wife, grown kids

**Occupation:** Retired, Sales

*"I need a notary who can come to the hospital in order to take care of documents."*

### Goals

- Finding a notary who will come to him in the hospital in order to complete documents

### Frustrations

- Only has cellphone to access the internet
- Most notaries will not come to hospitals

John is a 60 year old, retired sales consultant who would like to be able to find a notary to come to his hospital room in order to take care of needed documents. All John has is his cellphone. This is his only way of accessing the internet or being able to talk to a family members outside.

# User Journey Map

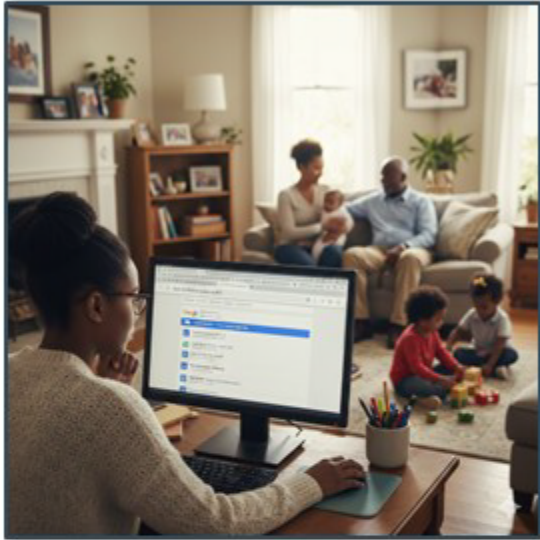
The goal for the website is to be able to access on all devices such as cellphone, tablet, and desktop computer. This is the example of if you are in the hospital and the source of internet is your phone.

## Persona: John

Goal: To find a notary that will come to his hospital room.

ACTION	Open cell phone	Open internet browser	Go to Search engine	Search for Notaries in the local area	Find Notary website
TASK LIST	Tasks A. Pick up cell phone	Tasks A. Tap internet browser	Tasks A. Type in search engine	Tasks A. Search notaries who will possibly come to the hospital	Tasks A. Find notary website B. Contact notary
FEELING ADJECTIVE	Scared Nervous	Scared Nervous Anxious	Scared Nervous Anxious	Scared Hopeful	Calm Scared Relief
IMPROVEMENT OPPORTUNITIES				SEO rankings to appear higher in searches	Finding away to be able to contact notary in case of emergency

# Persona: Ester



*“My father is needing to get important documents in place, like his Will and Trust.”*

## Goals

- Father needs important documents taken care of

## Frustrations

- Most notaries will not come to the home
- Also need a write to lawyer to write up documents

## Ester

**Age:** 37

**Education:** Master's

**Hometown:** Snellville, GA

**Family:** Multi-Generational

**Occupation:** Finance

Ester is a 37 year old woman who works in finance. She is currently a caretaker of her father who lives with her family. She would like to be able to find a notary who will come to their home. She works from home and has access to a desktop computer that has access to the internet.

# User Journey Map

The goal for the website is to be able to access on all devices- cellphone, tablet and desktop computer. This is the example of if you are at home and may not access to cellphone, or you are away from your phone.

## Persona: Ester

Goal: To find a notary that will come to her home.

ACTION	Turn on computer	Open internet browser	Go to Search engine	Search for Notaries in the local area	Find Notary website
<b>TASK LIST</b>	Tasks A. Hit botton to tum on computer	Tasks A. Click on internet browser	Tasks A. Type in search engine	Tasks A. Search notaries who will possibly come to her home	Tasks A. Find notary website B. Contact notary
<b>FEELING ADJECTIVE</b>	Calm	Calm	Calm	Hopeful	Calm Relief
<b>IMPROVEMENT OPPORTUNITIES</b>	Website should be responsive to handle different devices				

# Starting the design

- Sitemap
- Theme Considerations
- Theme Choice

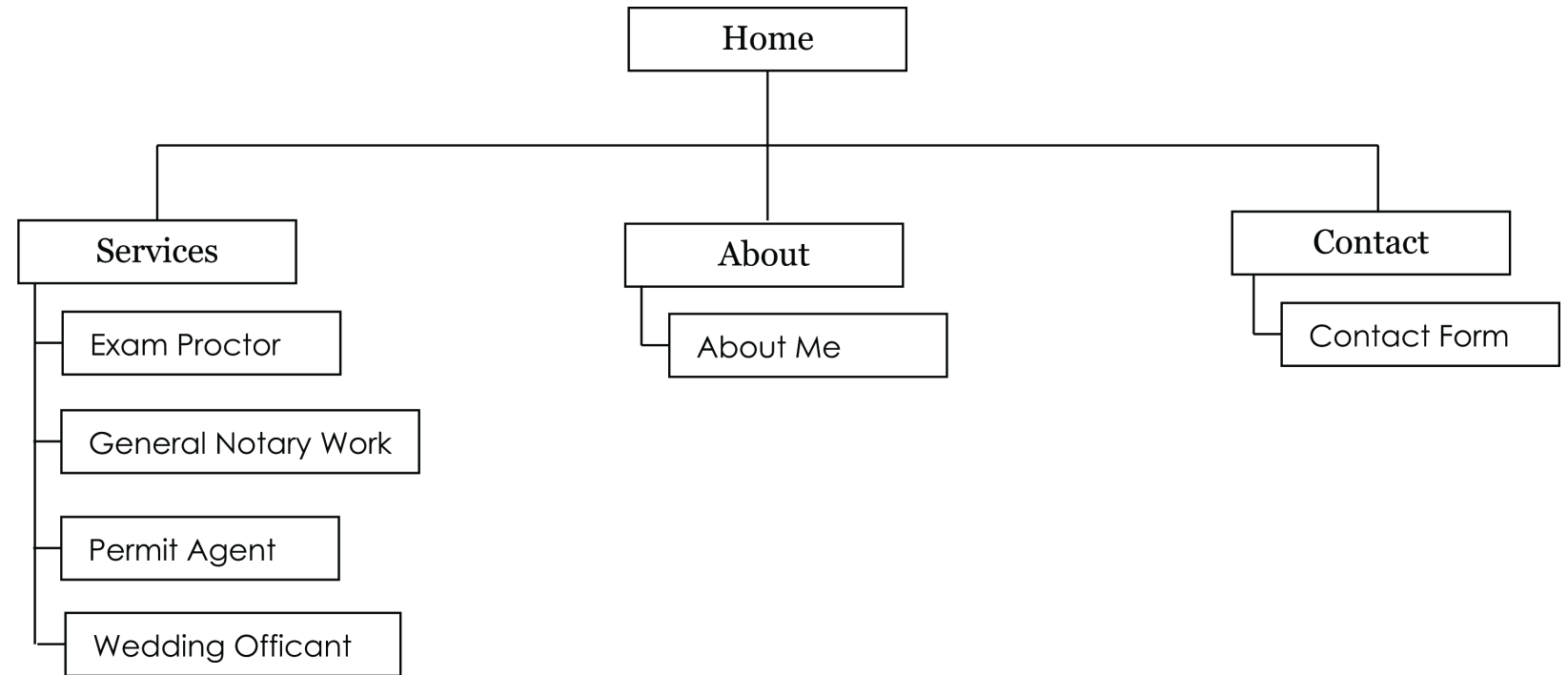
# Information Architecture

The overall sitemap is very simple. This is just the first part of the project; the client would like to expand on building and growing his business.

The site needs to be navigable from not just a menu in header, but also from the footer.

The client has also stated that there needs to be a disclaimer on each page due to the fact he can not give legal advice. This problem was solved by putting the disclaimer in the footer.

As part of the ongoing project the client would like to add testimonials, the ability for customers to schedule appointments, and add more services.



# Theme Considerations

## Client needs:

- Disclaimer on all pages
- Pages for service information
- A way for clients to contact for services
- The theme needs to be able to grow with the business
- Eventually like to add testimonials
- Eventually like to add a scheduling app for online scheduling
- Eventually be able to take payments online

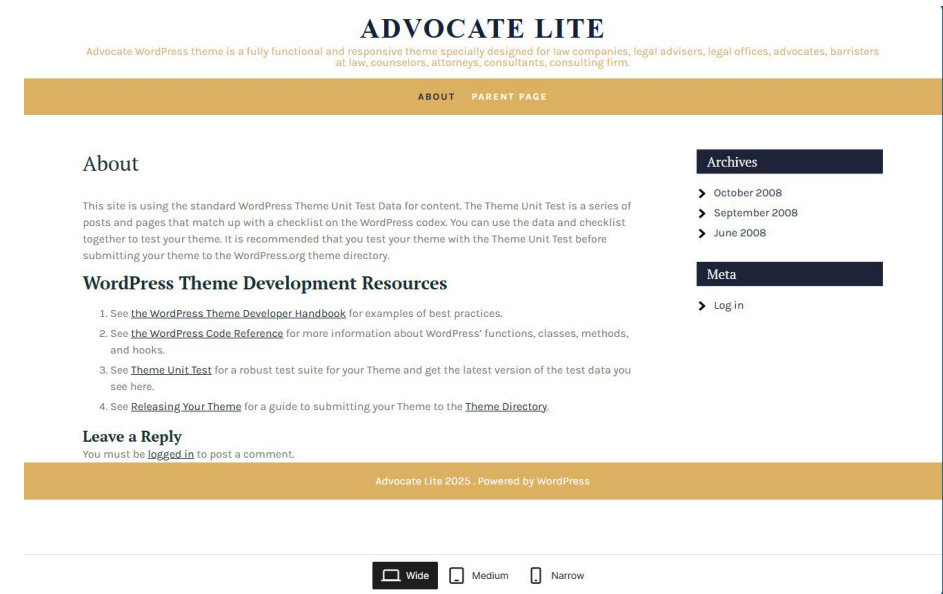
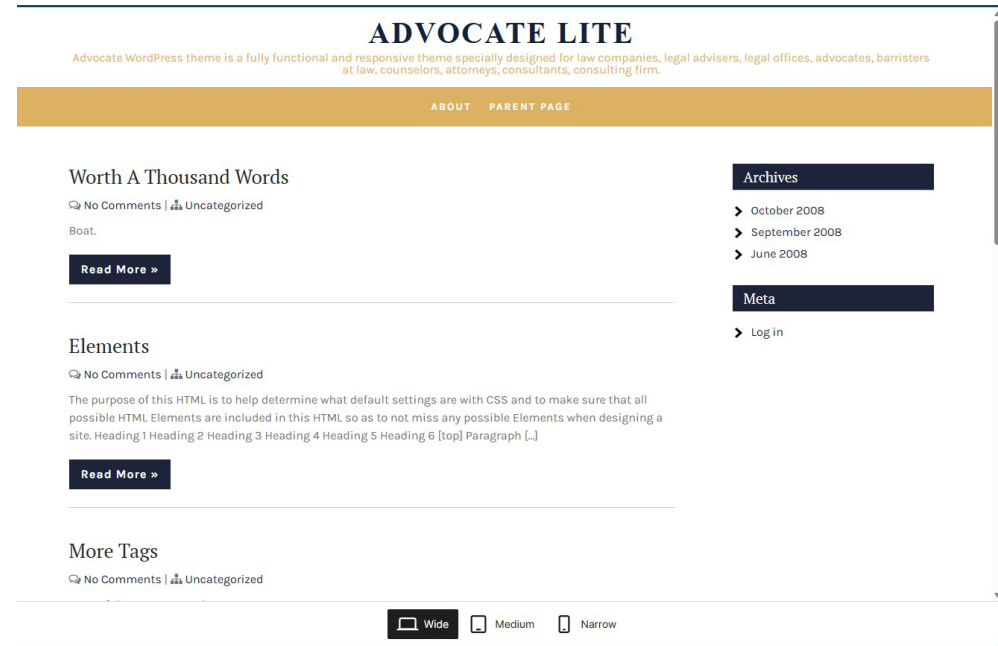
## Designer Recommendations:

- Website must be responsive to all devices including mobile, tablet and desktop
- Disclaimer needs to be displayed in the footer of the website- this guarantees that it is visible on all pages
- Finding a theme that has what client is looking for but also the look and feel is more towards the business side and not that of a legal office.

# Themes for Consideration

## Theme 1: Advocate Lite

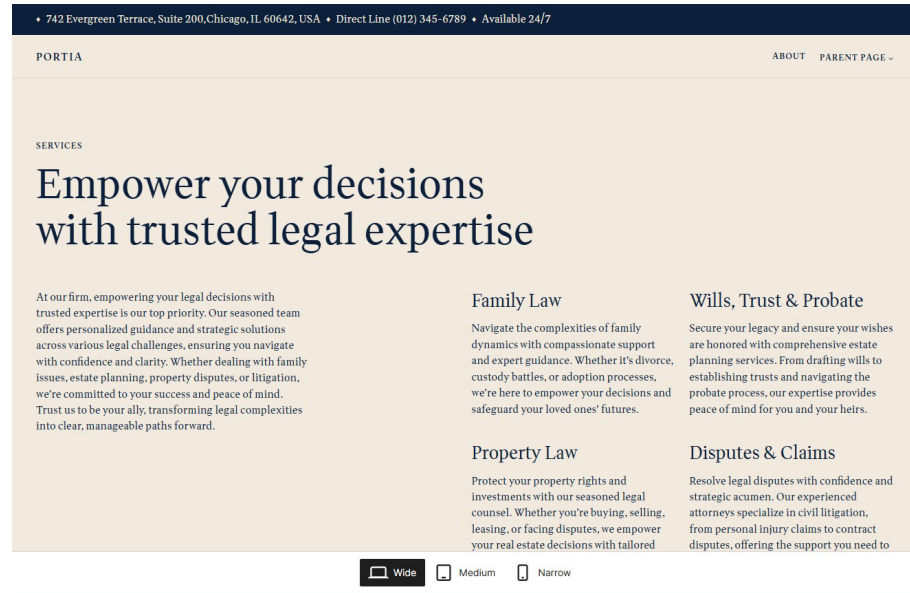
The client liked the responsive website and potential colors. Though the theme read too much towards lawyer and legal, as well as there was not a lot of choice for page patterns. This theme seemed like with its limited choices was not a good fit for a growing business.



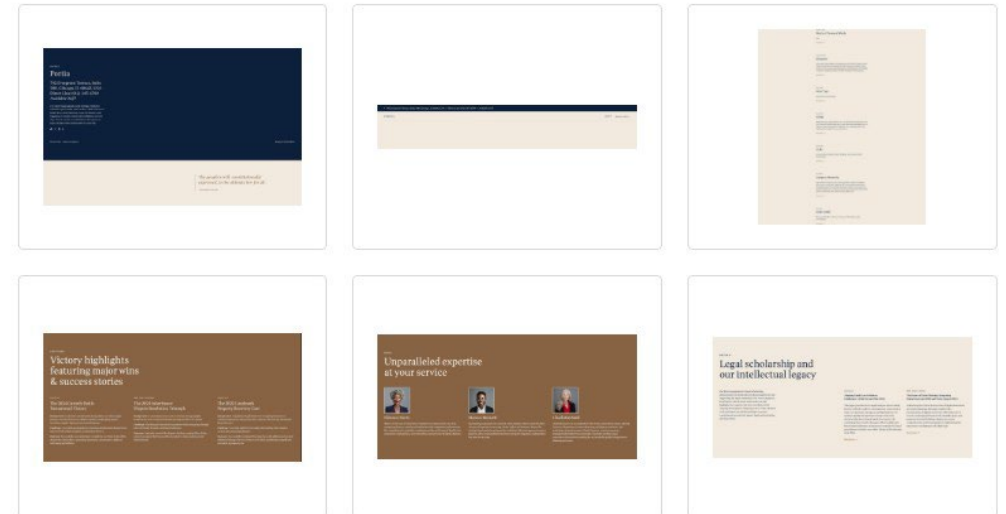
# Themes for Consideration

## Theme 2: Portia

Client liked the responsive website and potential colors. This theme also had some more choices when it came to patterns for different types of pages. Though the theme read too much towards lawyer and legal.



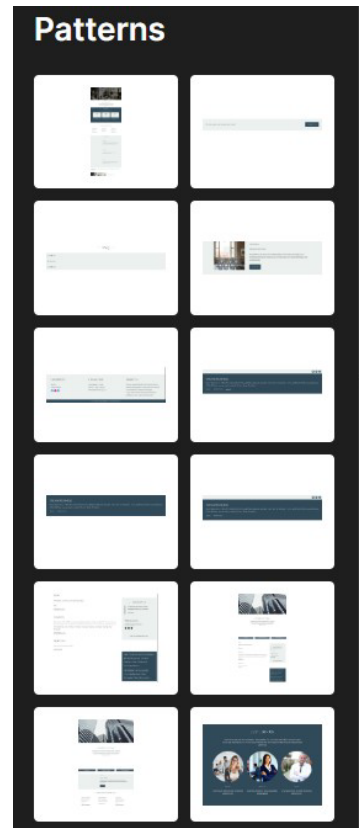
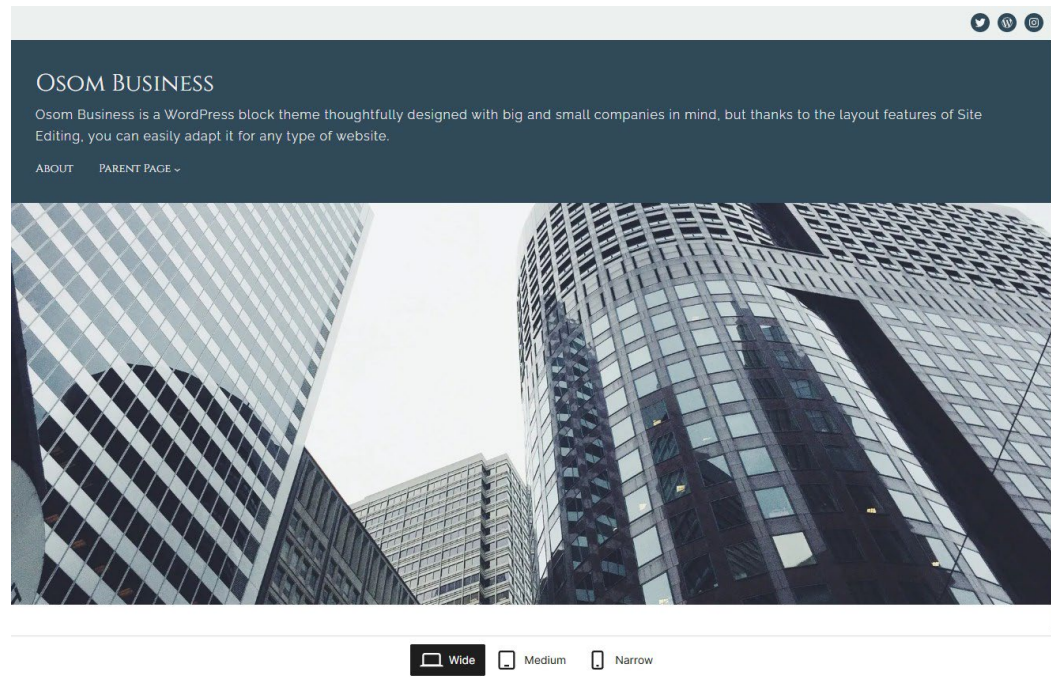
## Patterns



# Themes for Consideration

## Theme 3: Osom Business

Client liked the responsive website and the choice of potential colors. This theme had so many more choices when it came to patterns for different types of pages. The theme was more directed towards business and not legal. The client loved that there was testimonials already included in the patterns and other style variations.



### — WHAT OUR CUSTOMERS SAYS —

I loved that OsomBusiness theme lets me make my website truly unique with three distinct style variations.

—Anne Larson, Photographer



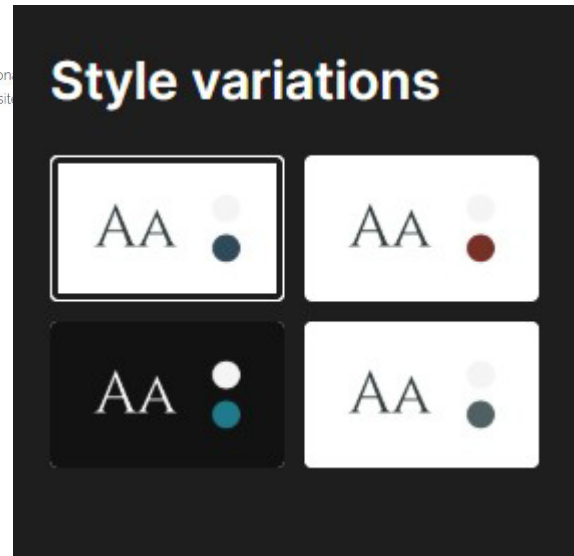
With OsomPress theme I have unlocked the full potential of WordPress with Full Site Editing capabilities.

—Jonas Smith, Lawyer



It is amazing how professional and modern our new website looks with OsomPress WordPress block theme.

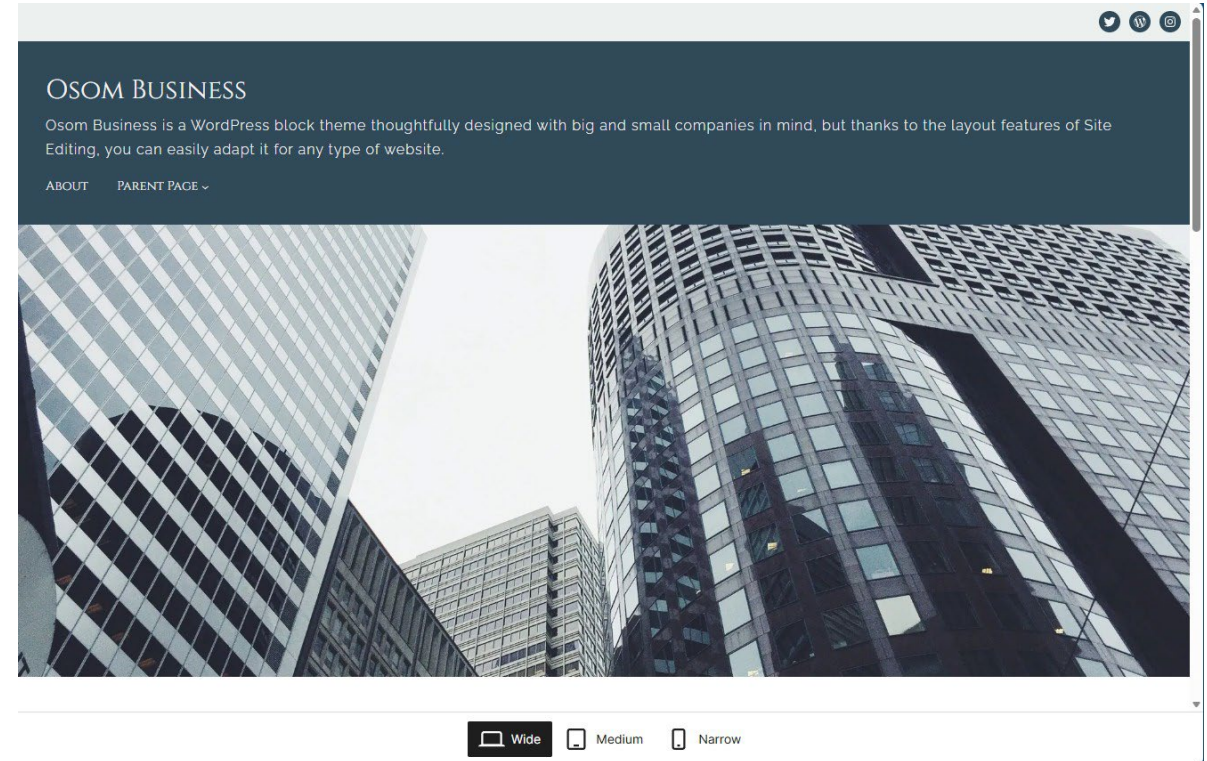
—Clare Sidney, Accounting



# Theme Choice

## Osom Business

This theme became the final choice. The number of patterns available like testimonials, different color palette choices, and the theme is more towards being able to grow his business.



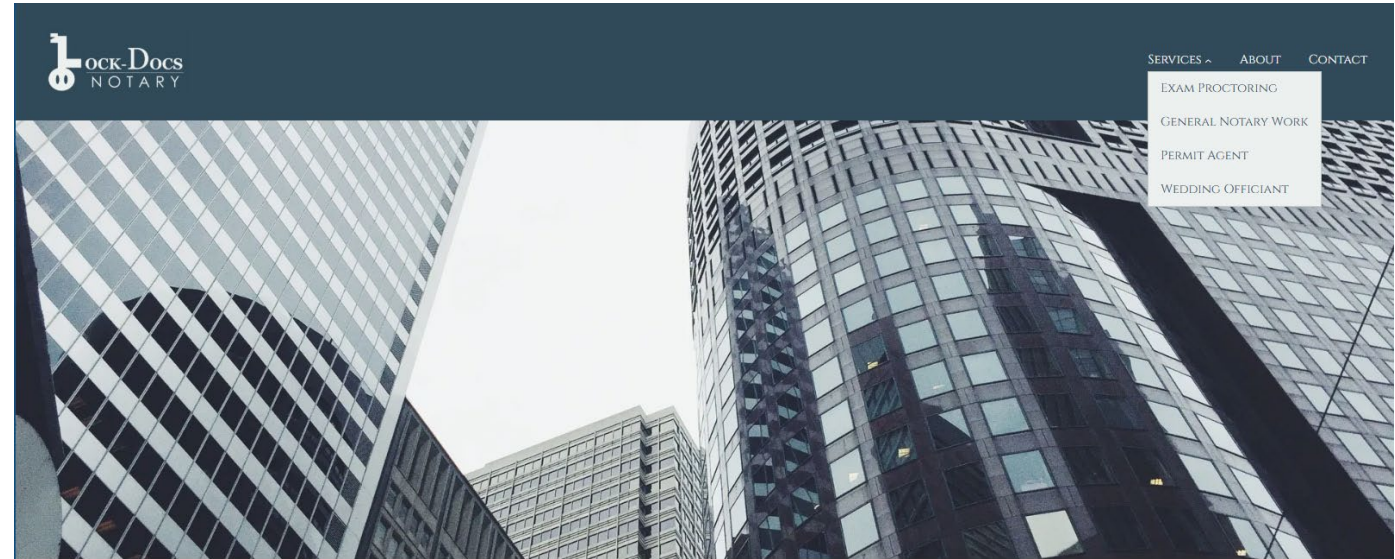
## Refining the design

- Website with Content
- Accessibility

# Website with Content Added

Link to active website:

[lockdocsnotary.com](http://lockdocsnotary.com)



Home Page with Services Dropdown



Footer

## — ABOUT —



### About Me

Thank you for coming to my website.

My name is James Lock; I am a commissioned Notary Public within the state of Georgia. I am authorized to tend to all your notarization needs, as well as providing other services which you will find described on this site. One service I cannot provide is legal advice. I am not an attorney and may not advise on legal matters.

### What is a Mobile Notary?

As a mobile notary, I give you not only professional notarization but also the convenience of meeting at your desired location. When you contact me for a notarization job, we will meet at your home, place of business, coffee shop, park, etc. I will come to you so you can remain in the comfort and familiarity of your chosen location. Our location is up to you. Many times, people need notarizations done in hospitals, hospices, assisted living centers, and other medical facilities; I am happy to go to any such place to tend to your notarial needs. Please be aware that notarizations must be done in person. While Remote Online Notarization (RON) is valid in some states, it is not – at this time – recognized by the state of Georgia.

Prices for my services will be discussed individually when you contact me for an appointment. Different services are billed at different rates, and travel rates are going to be different with each appointment. I always want to give my clients the most accurate information, so I cannot give pricing in advance.

I look forward to working with you! You will find that I treat your important and sensitive documents with the

## About Page

## — CONTACT —

Name

Email

Subject

2 + 3 =

Message

## Contact Page

# Accessibility Considerations

## What Wordpress already has built in:

1. Keyboard Navigation
2. Controls
3. Skip Links
4. Forms
5. Headings
6. ARIA Landmark Roles
7. Content Links
8. Repetitive Link Test
9. Contrasts
10. Images, including Icons
11. Media
12. Screen Reader Text
13. Not Allowed

## What needs to be added:

1

ALT text needs to be added  
to all images on Lock Docs  
Notary website.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Customers really like how easy it is to find information on the website. A customer of my client said that the website was easy to navigate and that the information found was informative for him to engage my client.



## What I learned:

- That every theme in Wordpress is different. From creating menus to how the developers arrange how to put the theme together.
- The information architecture was very important from the start. I felt that if I could not understand where to find information my User would not either.
- Arranging content (text, images) in away that it makes sense to the User.
- Testing pages and content on different screen sizes for readability.
- What Wordpress already has built into their themes for accessibility and what I need to add in order for the theme to fully accessible for all Users.

# Next steps

1

Addition of other services as client works toward other certifications.

2

Addition customer of testimonials.

3

Client would like to have a digital appointment book; this way his customers could make appointments with him through online scheduler.

# Let's Connect!

Carey Twiddy is a UX/ UI Designer with a background in visual design. She lives in Atlanta, Georgia. She looks forward to connecting with you about your projects.

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