



ali parr

Happy Pets Desktop Website

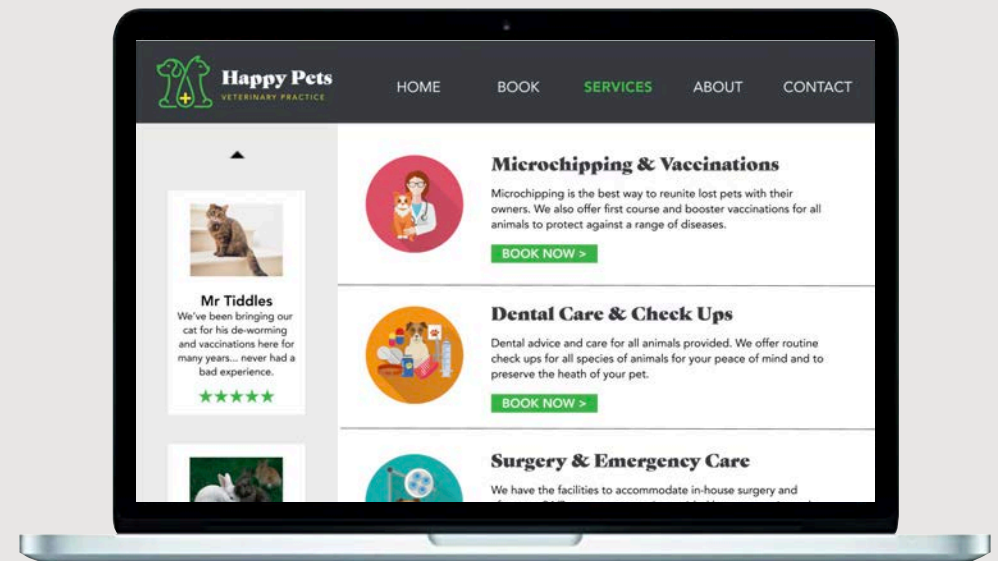
Project Overview

The Product:

Happy Pets is a website for a locally owned small veterinary practice. Happy Pets is unique in that it encourages pet owners to complete tasks online rather than in-person or on the phone, such as registering your pet or booking an appointment. You can also sign up for reminders about things like vaccinations.

Project Duration:

July 2023 - August 2023



Project Overview

The Problem:

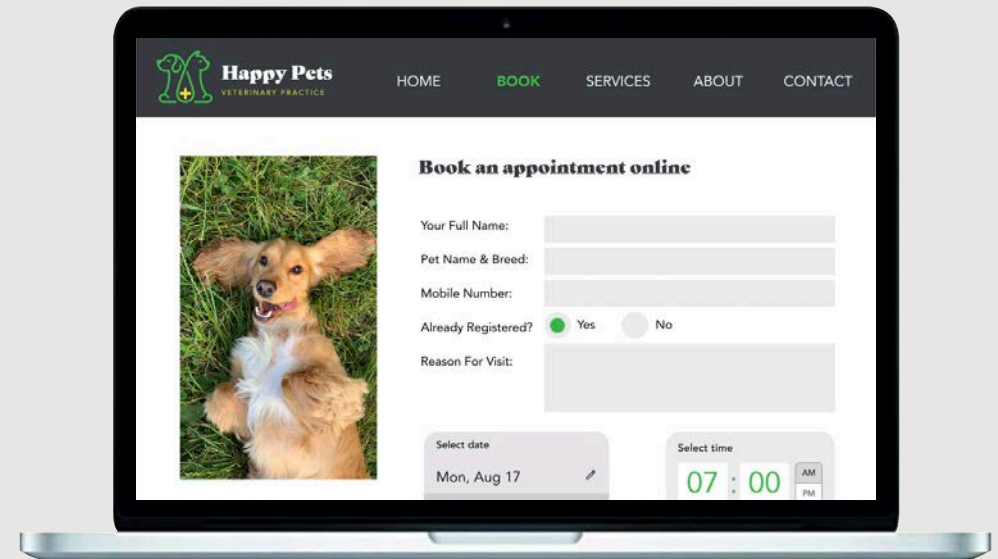
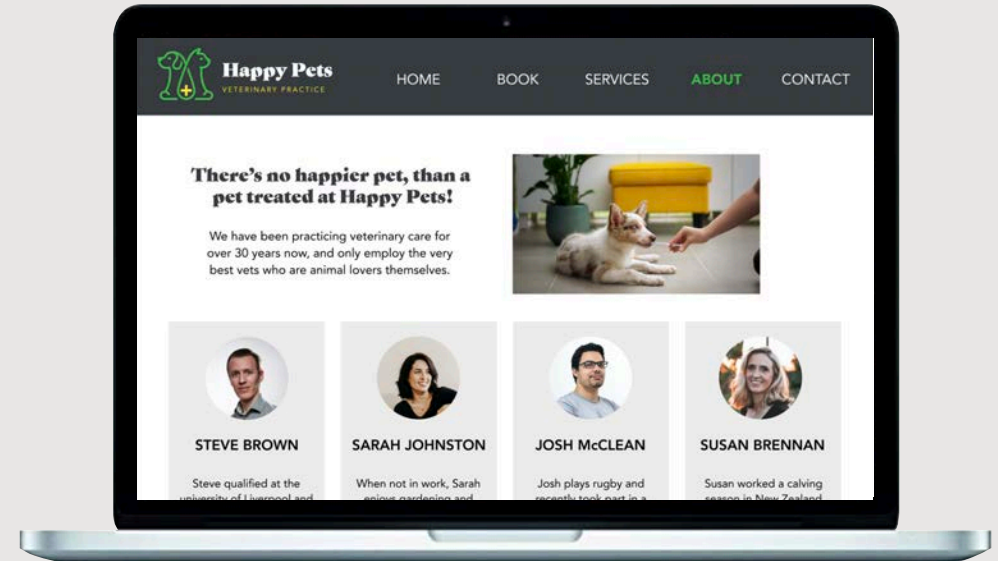
Pet owners are usually busy people who don't have a lot of spare time to be driving to or phoning the vets. Also a lot of pets dislike the car, animal carriers and especially the vets! Is there a way to avoid having to visit the vet in-person?

The Goal:

Design a website where pet owners can complete key tasks online, such as registering your pet, booking an appointment, buying food or medicine and receiving reminders. Reducing the amount of face-to-face time with the vet.

My Role & Responsibilities:

UX designer and researcher, designing a website from conception to delivery. Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.





Understand The User

User Research

Personas

Problem Statements

User Journey Maps

User Research: Summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was people who want to see availability for booking an appointment online.

This user group felt irritated that they had to phone up and speak to a receptionist to find out if there were appointments. Research showed that many smaller vet practices do not have an online option, you have to phone in.

All research indicated that pet owners will only engage with this website if all user flows are simple, easy and quick to use.

Alistair

Age: 47 **Education:** College
Lives: Donaghcloney, N. Ireland
Family: Wife & rescue greyhound
Occupation: Draftsman

- 1. Do you currently have a pet that is registered with a local vet?**
Yes, rescue greyhound called Jake.
- 2. Did you register it in person, over the phone or online? If not online, is this something you would have preferred to do?**
Registered in person, would prefer to do so online.
- 3. What questions have you been asked previously in signing up?**
Address, age and sex of pet, breed.
- 4. What were the difficulties you had in doing this, and what were the highlights?**
No difficulties as not much information was needed. Would have liked to been able to add a photo! No particular highlights.
- 5. Were you asked questions that you didn't know the answer to, or felt were unnecessary?**
No, all very easy.
- 6. What features would you feel would be beneficial? Such as reminders about vaccinations, ability to buy goods, sign up for pet insurance etc.**
Vaccination reminder would be good and booking an appointment/seeing availability of appointments. If they had offers on things like de-worming tablets, or money off at the groomers or something I would like that!
- 7. What is it about registering your pet online that you enjoy, or don't enjoy?**
I like that it's quick and easy, and I can do it in 5 mins. A link that is easy to find would be good and not too many questions so that it is quick to fill in, with only essential information.
- 8. What might your concerns be about this site?**
If it's asking for credit card info, will it be secure?
- 9. What do you feel would be the most important info you could share on this site for the vet to know?**
If there is anything wrong with the pet (eg. pain, vomiting), type of pet and age. Past operations or procedures.

One of my completed questionnaires

User Research: Pain Points

Time:

The whole idea of registering your pet online is that it's meant to be quick and easy. If it's at all time consuming, users will drop off.

Too Many Questions:

If there are a lot of questions being asked that the user doesn't know the answer to, they become frustrated. Keep questions simple and brief.

Information Architecture:

Not being able to find what they needed quickly, the main user flows need a big button on the home page.





David

Age: 38

Education: Degree

Lives: Belfast,
Northern Ireland

Family: Wife and one
rescue collie dog

Occupation: Software
Engineer



I want my dog to feel comfortable at the vets and if I register online they won't get to meet - maybe there could be an option for a meet and greet, or mini check-up?



GOALS

- To give their dog the best life possible
- To keep him happy and healthy and meet his complex dietary needs
- To do as much of this as possible online

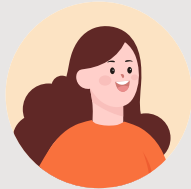
FRUSTRATIONS

- Vets forms that take ages to fill out
- The dog generally hates the vets!
- Not being able to do everything I would like to online

David and his wife love their rescue dog and will do anything for him. They will want to find a vet that will offer everything that a happy dog could wish for, and would enjoy being reminded about treatments or new products on the market. They are computer savvy and appreciate being able to do all this online.

User Story

A fictional story told from a persona's POV to inform design decisions



SARAH

Sarah is a wheelchair user and pet owner who can't easily get around by car or public transport but does need to do business at the vets because she wants the very best for her animals and doesn't want not being very mobile to get in the way of that.

TYPE OF USER : ACTION : BENEFIT

Problem Statement

A clear description of the user's needs that should be addressed



DAVID

David is a busy professional and rescue dog owner, who needs to register his dog online at a vets because his dog is anxious and can't easily travel to a vets in person.

USER NAME : CHARACTERISTICS : NEED : INSIGHT

User Journey Maps

Mapping Alison's user journey revealed that making this a straightforward and quick process was a top priority, she only wanted to provide essential information.



Persona: Alison

Goal: Register pets online and sign up for other useful, time saving online services

ACTION	Open vets website	Find registration online form	Fill in information	Add any photos or vaccination info	Receive confirmation email
TASK LIST	A. Research local vets B. Choose one C. Visit website	A. Find new pets section B. Create account	A. Fill in names B. Fill in breeds C. Look for info you might not readily know	A. Take photos B. Upload them C. Look for any medical history cards or previous vaccination info	A. Hit Save B. Hopefully receive email to say this is successful
FEELING ADJECTIVE	Hopeful about finding a good vets	Happy that the pet will be getting top treatment	Frustrated about having to type in lots of info	A bit annoyed that this bit can be tricky or fiddly, especially from a mobile device	Satisfied that this has been completed, happy to be a good pet owner
IMPROVEMENT OPPORTUNITIES	Have good SEO so website can be found. Have all USPs on home page	Make this a big button at top of home page	Keep info relevant, brief to fill in	Have this as easy as possible eg. will accept all image file types	Maybe offer voucher for treatment, or mini health check up



Starting The Design

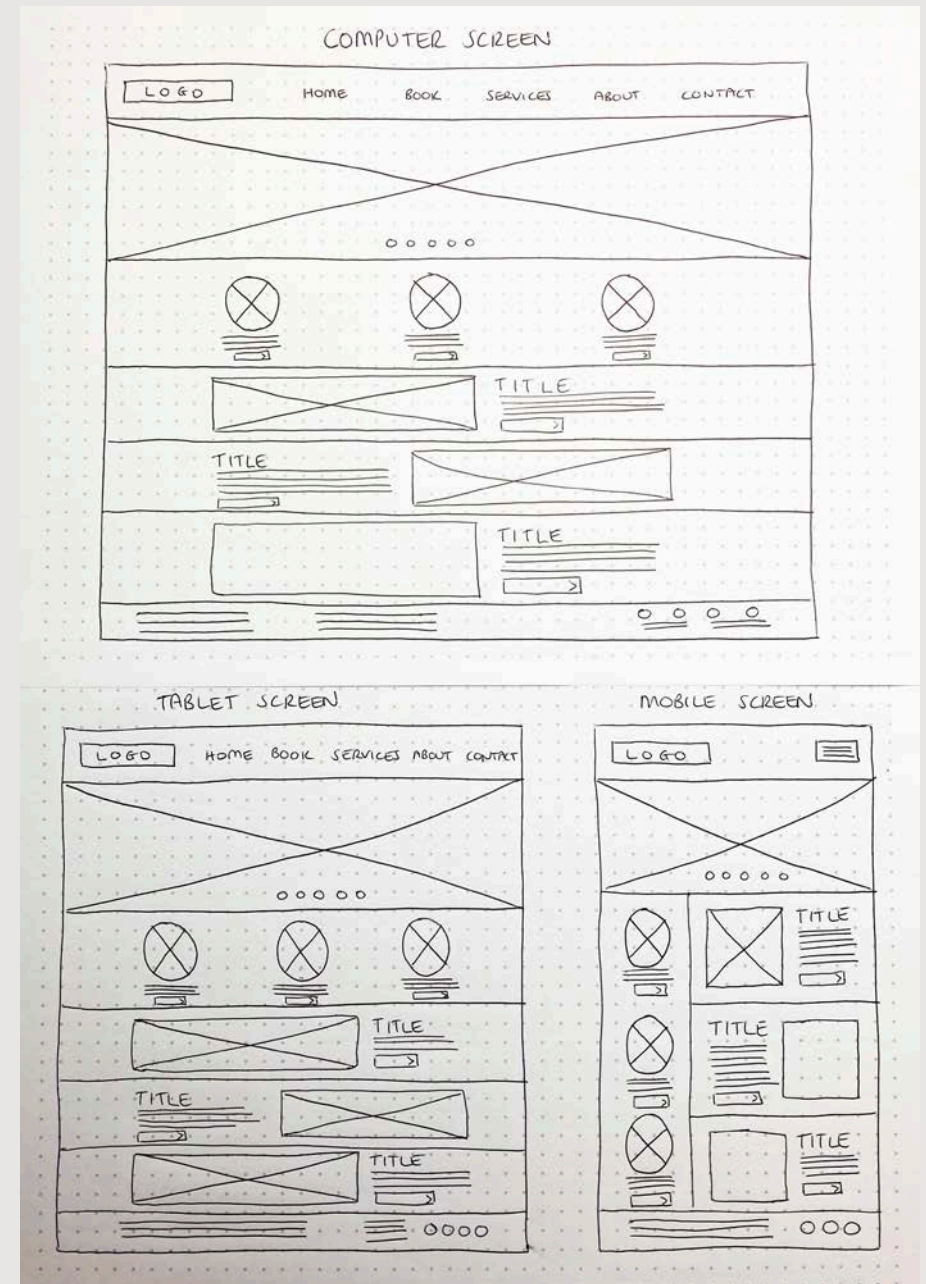
Paper Wireframes
Digital Wireframes
Low Fidelity Prototype
Usability Studies

Paper Wireframes

Taking the time to draft iterations of each screen of the site on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.

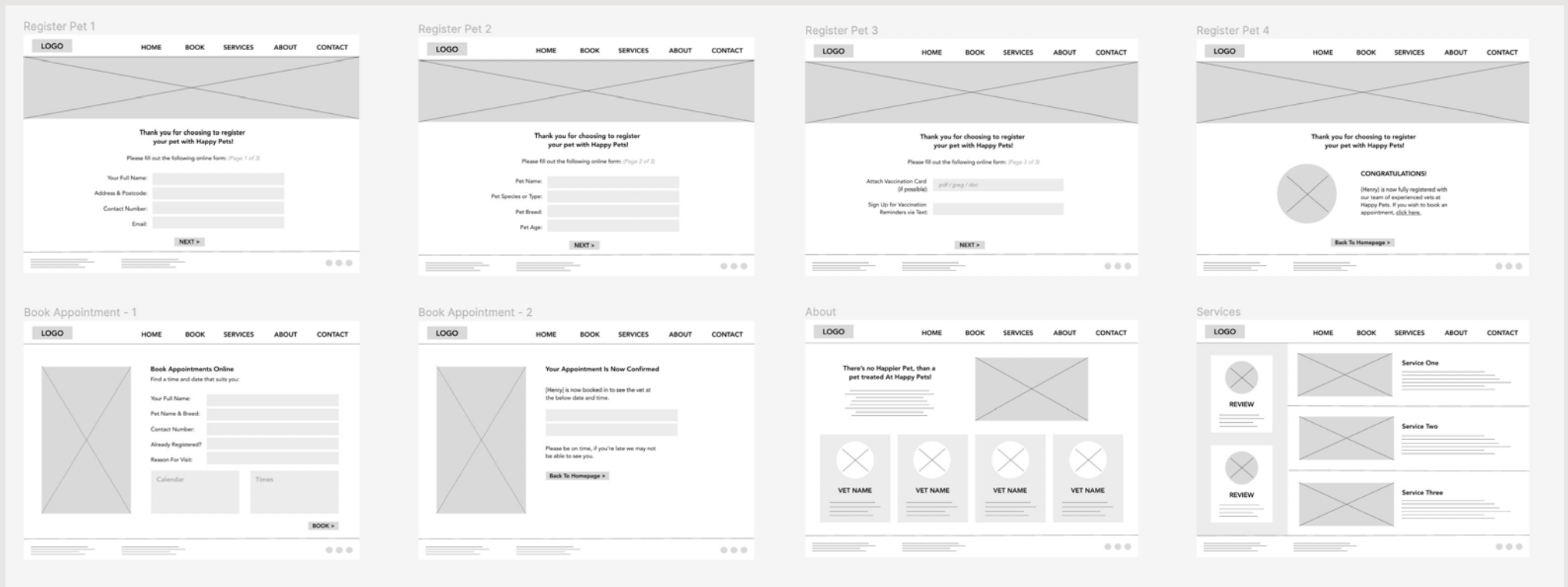
For the home screen, I prioritised registering your pet as this is the main user journey. It has an icon and also a banner in the top carousel.

I designed screens for a desktop website, tablet and also mobile device. Each has the same information laid out differently.



Digital Wireframes

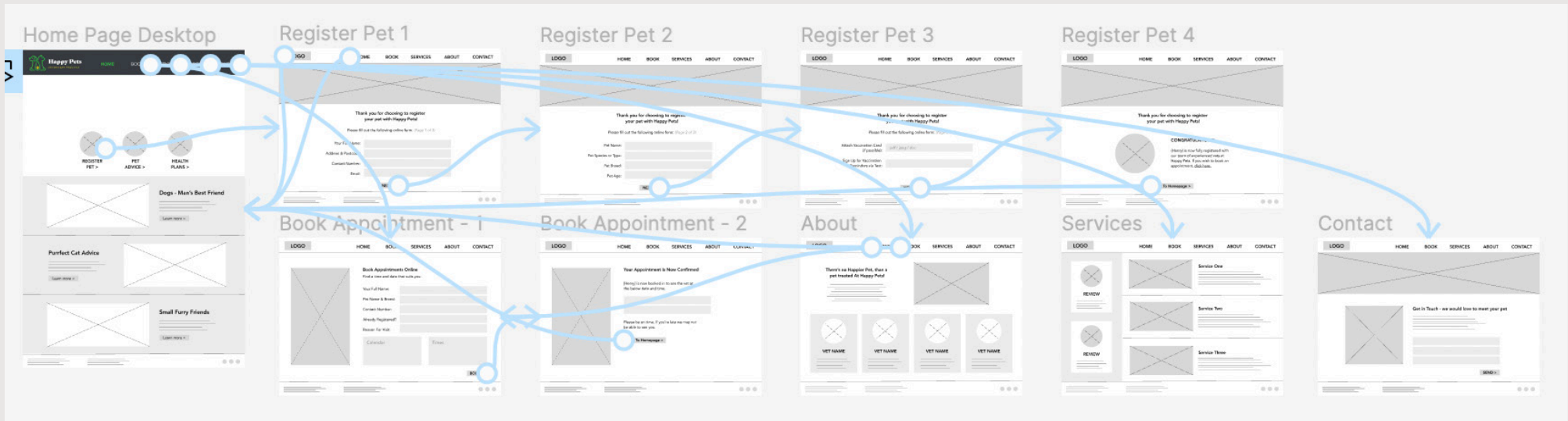
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research. I used a sequential process for registering your pet and when booking an appointment, a drop down calendar and clock to choose an available time.



Low Fidelity Prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was registering your pet online, so the prototype could be used in a usability study.

The secondary user flow was booking an appointment online using the calendar and time-chooser. I also linked up an About page, Contact page and a list of Services offered, which has some customer reviews at the side.



Usability Study: Findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

ROUND ONE FINDINGS

1

Users will only use these services if they are easier than making a phone call

2

Saving time and energy is key, so the user flows have to be very simple

3

Users are nervous about entering credit card details, is this a secure site?

ROUND TWO FINDINGS

1

Users liked the photos and icons, felt it looked friendly and welcoming, not sterile

2

The time chooser, or clock face, is not showing times that are unavailable clearly

3

Would like to see Health Tips, or Symptoms Explained pages, these would be useful



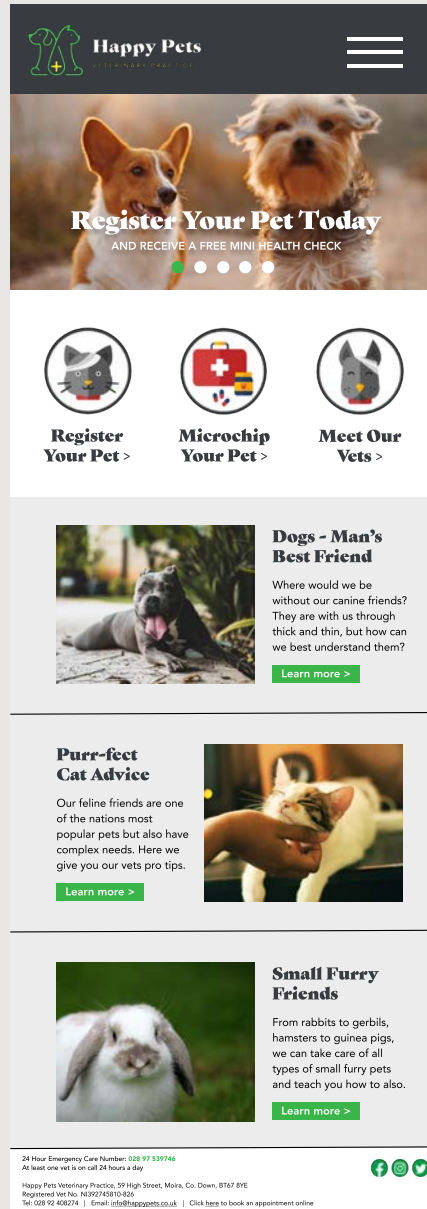
Refining The Design

Mock Ups
High Fidelity Prototype
Accessibility

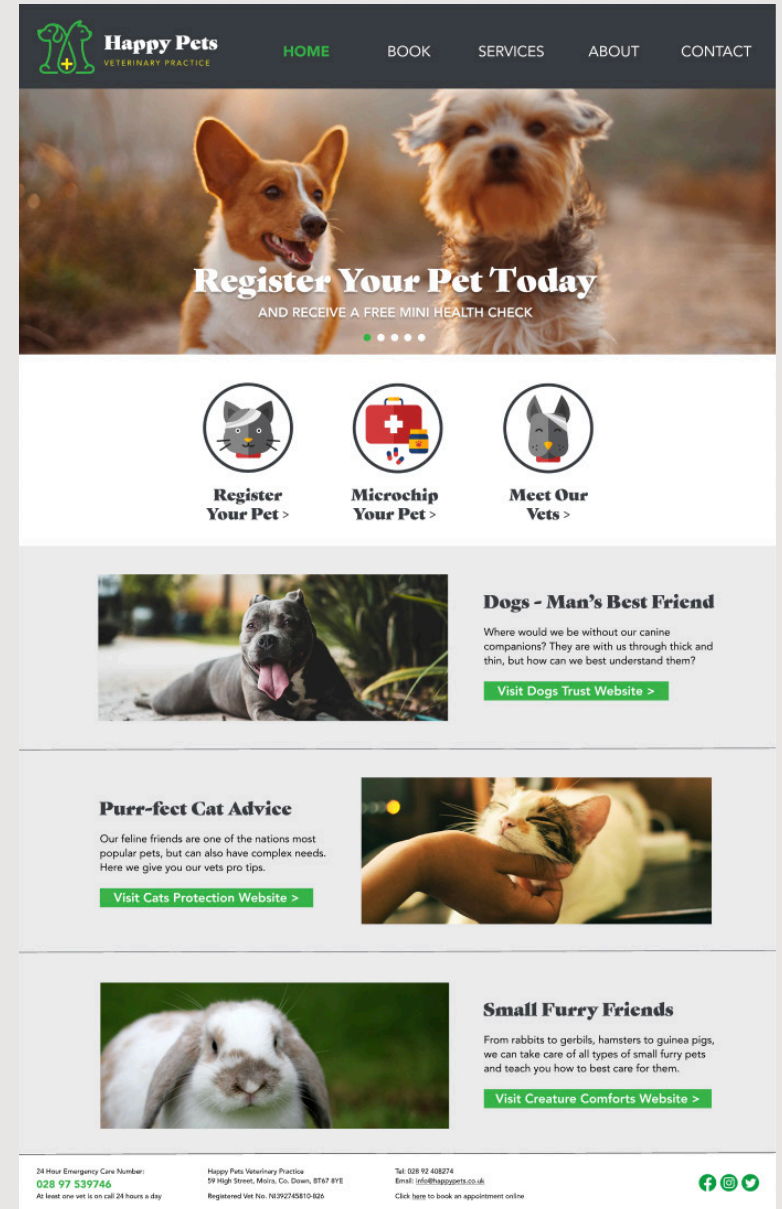
Mock Ups

I designed pages for both desktop and mobile devices. Instead of buttons along a top header bar, I used a hamburger menu for a mobile device to save space.

The three icons still fitted but all other sections needed to be condensed in shape and size, and some buttons needed to have the text shortened to "Learn More".



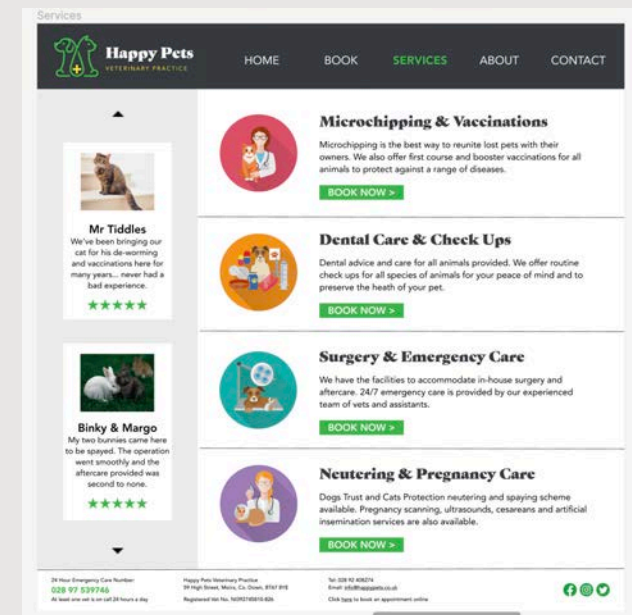
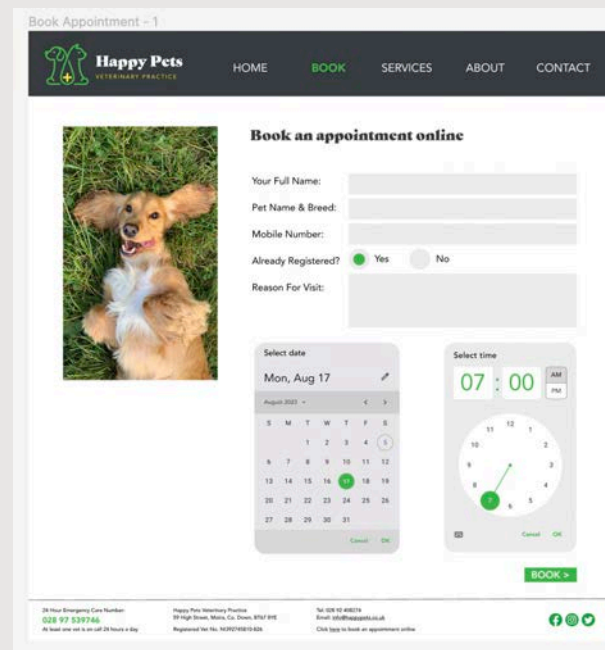
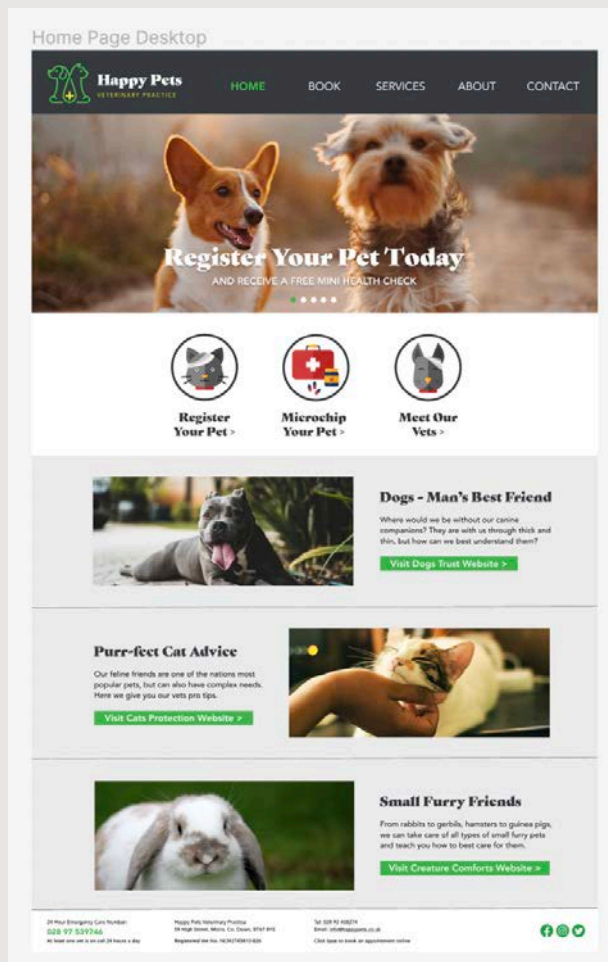
Mobile Homepage



Desktop Homepage

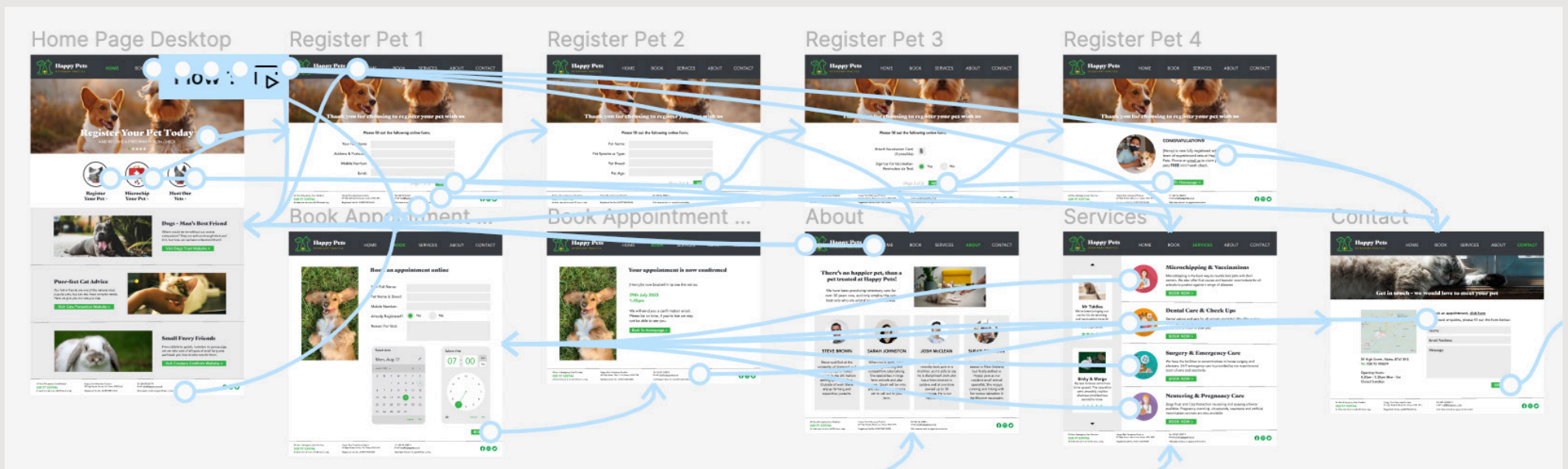
Key Mock Ups

This was my favourite part of the process, the visual design. The logo was designed to include two animal outlines while the “+” sign, symbolises both the medical profession and inclusivity. The dark navy backdrop looks suitably serious, while the green is a nice pop of colour to lift the spirits.



High Fidelity Prototype

The final high-fidelity prototype presented simple and clear user flows for registering your pet and also booking an appointment. It also met user needs for saving time and being efficient. I included 'Back to Homepage' buttons at the end of every user flow for easy navigation.





Going Forward

Takeaways
Next Steps

Takeaways

Impact

The website seems to attract pet owners who value their free time but also love their pets - I consider this a win!

One quote from peer feedback:

“I would love the option at my local vets to book online and see availability. This website looks professional but still friendly, like somewhere I’d like to take my dog.”

What I’ve Learned

While designing the Happy Pets website, I learned that usability studies and peer feedback are essential - they brought up issues or ideas I would never have thought expected. Also, detailed paper wireframes save you so much time in the long run.

Next Steps

Step One

Add in extra pages for Pet Health Tips, or Symptom Checker, which can be advertised on the Home Page

Step Two

Explore better / smoother options for selecting a date and time for online booking

