

Design a pet registration flow for veterinarians

Atessa Adle

Project overview



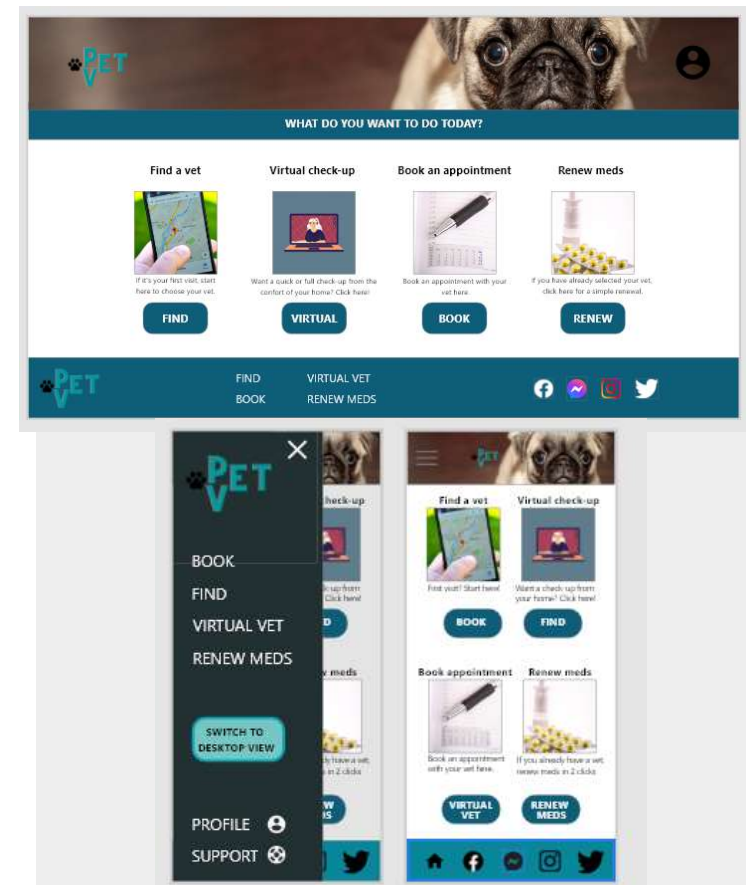
The product:

Pet owners want an easy way to book appointments with their vet, find a new vet and get answers to common questions. Veterinarians need pet owners provide info about their pet when booking an appointment. My design is based on the needs of both the pet owner and the vet to offer a quick complete booking experience.



Project duration:

July 15th to August 4th, 2021



Project overview



The problem:

Pet owners need to call their vets for an appointment. Most of the time, they leave a message then get a call back with the vets' availabilities which makes it a long process. They are confronted to the vets' fees only once the appointment is done. Vets need extra info about their pet patients which is not always possible over the phone.



The goal:

Offering a simple booking experience for pet owners which also provides an overview of vet fees. Giving vets more information on their patients as well as a simplified way of taking appointments and getting discovered by new clients.

Project overview



My role:

For this project, my role was to complete all steps of the design thinking process:

Empathize, Define, Ideate, Prototype & Test.

However, I'm a team player and I'm eager to collaborate with others!



Responsibilities:

UX Research Interviews

Paper and digital wireframes

Low Fidelity prototype

High Fidelity prototype

Testing & Usability Study

Iterating designs & responsive design

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



For this project, I conducted interviews which targeted pet owners who visit the vet at least once a year. I wanted to understand the process of booking an appointment, pain points and how to better their experience. I prepared empathy maps and documented the user journey. I found out that booking vet appointments is very old fashioned and includes a lot of back and forth. I also found out that pet owners are always scared of the price of the visit as they have no idea what they will pay.

User research: pain points

1

Pain point

Pet owners find the process of booking an appointment long and complicated.

2

Pain point

Pet owners are wary of the price they will pay as they are only informed when the appointment is complete.

3

Pain point

Pet owners are scared their pet will become ill on the weekend as emergency clinics cost a lot more.

4

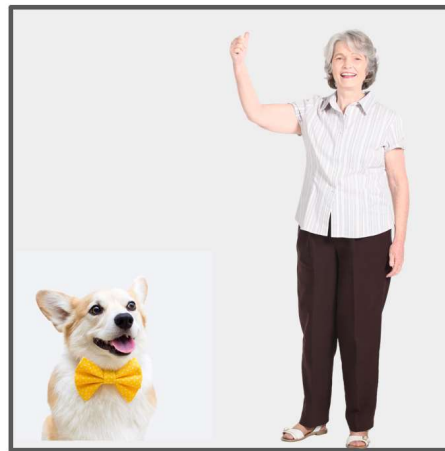
Pain point

Pet owners that are not tech-savvy think online booking would be complicated.

Persona: Marcy

Problem statement:

Marcy is a retired nurse with a tight budget who needs an easy way to book her dog's appointments and view a price list because she needs to plan her budget ahead to avoid unplanned expenses.



Marcy

Age: 65

Education: College Degree

Hometown: Arkansas

Family: 2 daughters, 1 dog

Occupation: Retired nurse

"I really hope my dog doesn't get ill on a weekend as emergency clinics cost so much"

Goals

- Be able to have estimates before heading out.
- Booking appointments quicker.
- Renewing dog meds online

Frustrations

- Doesn't like being upselling
- Doesn't like uncertainty on price
- Doesn't like complicated processes

Marcy is a 65 year old retired nurses whose 2 grown-up daughters have left her home. She lives with her dog Charlie and likes to take him on long walks. She is very good with her dog's health and makes sure he gets all his vaccines and his meds. Because Marcy is retired, she lives on a limited budget so unplanned visits at the vets worry her because she's not sure she can afford it. She hates being pressured into treatments.

Persona: Mikaela

Problem statement:

Mikaela is a mom to 5 kids and 6 pets who needs a simple way to book her appointments in real-time and receive confirmation because she needs to organize her schedule around her kids.



Mikaela

Age: 23

Education: Undergraduate

Hometown: Seattle

Family: 5 kids, 4 dogs, 2

Occupation: cats
At home mom

"I've always known I wanted a really large family and I love caring for them"

Goals

- Booking appointment quickly
- Being able to plan her budget ahead of appointment

Frustrations

- Hates online bookings because not real time.
- Doesn't like being told it's an emergency when she can wait a few days and pay less
- Hates online bookings because always ends up calling because of bug.

Mikaela is in her early twenties and already has had 5 kids. She is a care giver and completed her family with 4 dogs and 2 cats. She enjoys spending time with her family but she also manages all their schedules and appointments so she is very busy. She likes calling to book appointments because she's set while she thinks booking online is never definite and then there is back and forth with emails/calls to move that appointment which translates into a waste of time.

User journey map

The process of booking an appointment with a vet is long and pet owners don't know how much they will spend. We need to simplify the journey and make it more predictable.

Persona: Marcy

Goal: Book appointment with an estimate to better plan out budget

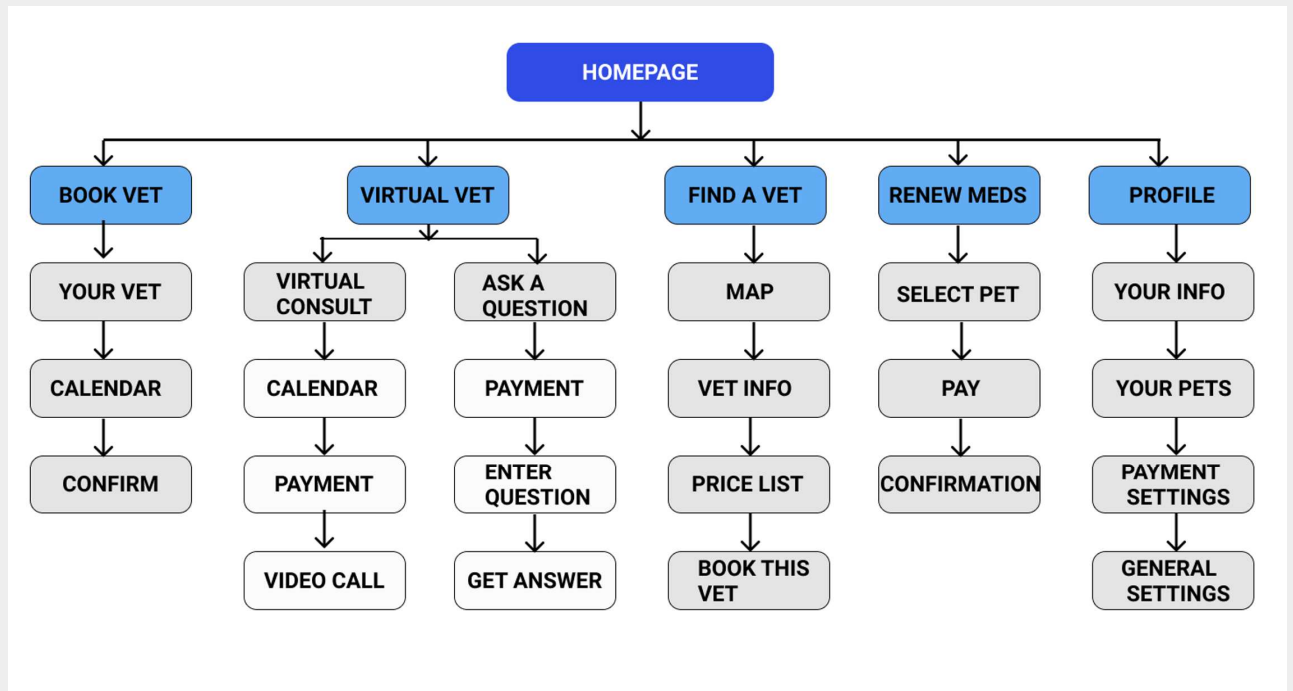
ACTION	Call the vet	Request an appointment	Book appointment	Go to appointment	Renew Medications
TASK LIST	Tasks A. Find number B. Dial phone number C. Dial through the automated menu	Tasks A. Leave a message to request appointment B. Wait for a call back	Tasks A. Talk to receptionist B. Choose a date C. Give pet's details	Tasks A. Take dog B. Get in the car C. Drive to vet D. Wait area E. Have appointment	Tasks A. Call vet B. Leave a message C. Receive call that meds are ready D. Go pickup meds
FEELING ADJECTIVE	Driven by wanting to book appointment Annoyed by automated menu	Uncertain about when she'll get a call back Impatient if it takes a few days	Apprehensive of finding an appointment during the week Uncertain about costs	Stressed about surprise expenses Worried about her bill	Impatient about getting a return Annoyed about the back and forth
IMPROVEMENT OPPORTUNITIES	Offering an online booking that is short and sweet will relieve the user's frustration with the automated menu.	Not knowing when they will receive a call back is a friction in the UX which can be alleviated by an online booking form.	Not being able to pick the date but rather having it imposed causes uncertainty for our users	Not having an estimate prior to the visit causes stresses relative to money concerns	Having to call, leave a message then go pick up meds brings uncertainty and annoyance to the user. Offering a simple renewal form can help the user feel more secure.

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

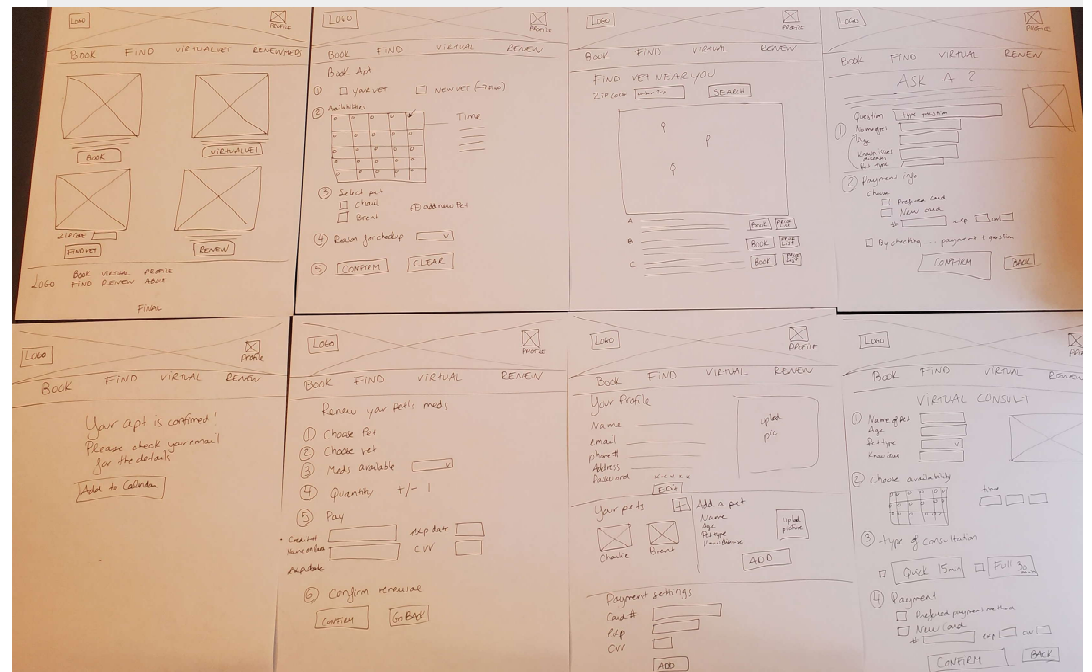
Based on my competitive report, most vet websites include a virtual vet feature and a book an appointment section. I have added two sections to offer more flexibility: **Find a vet** which enables users to find a vet within their budget and **renew meds** to avoid unnecessary calls.



Paper wireframes

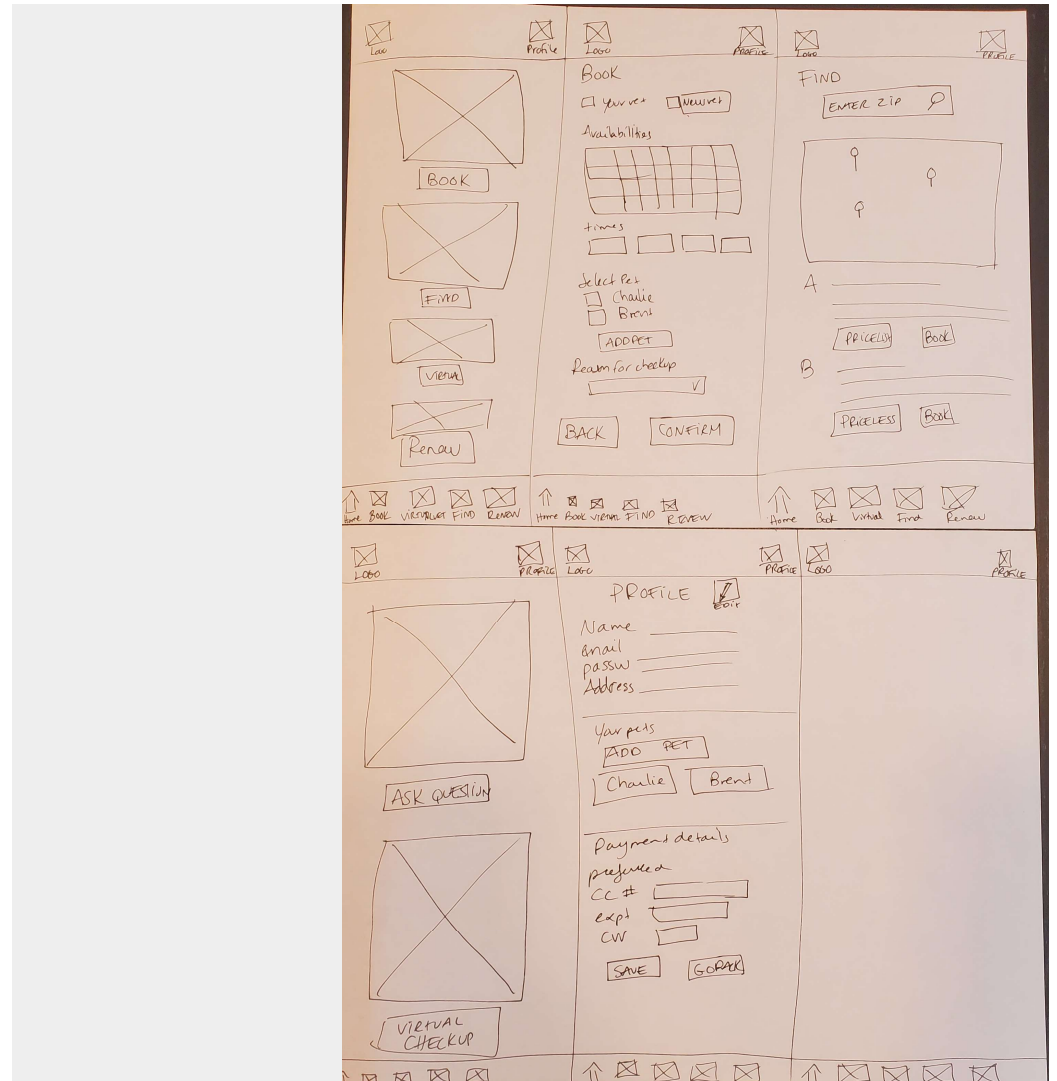
For the home screen, I started by brainstorming my paper wireframes then used my favorite features to bring them into one screen.

Originally, the sections where listed one under the other and there was no navigation bar. Then I drew all the other wireframes for each screen.



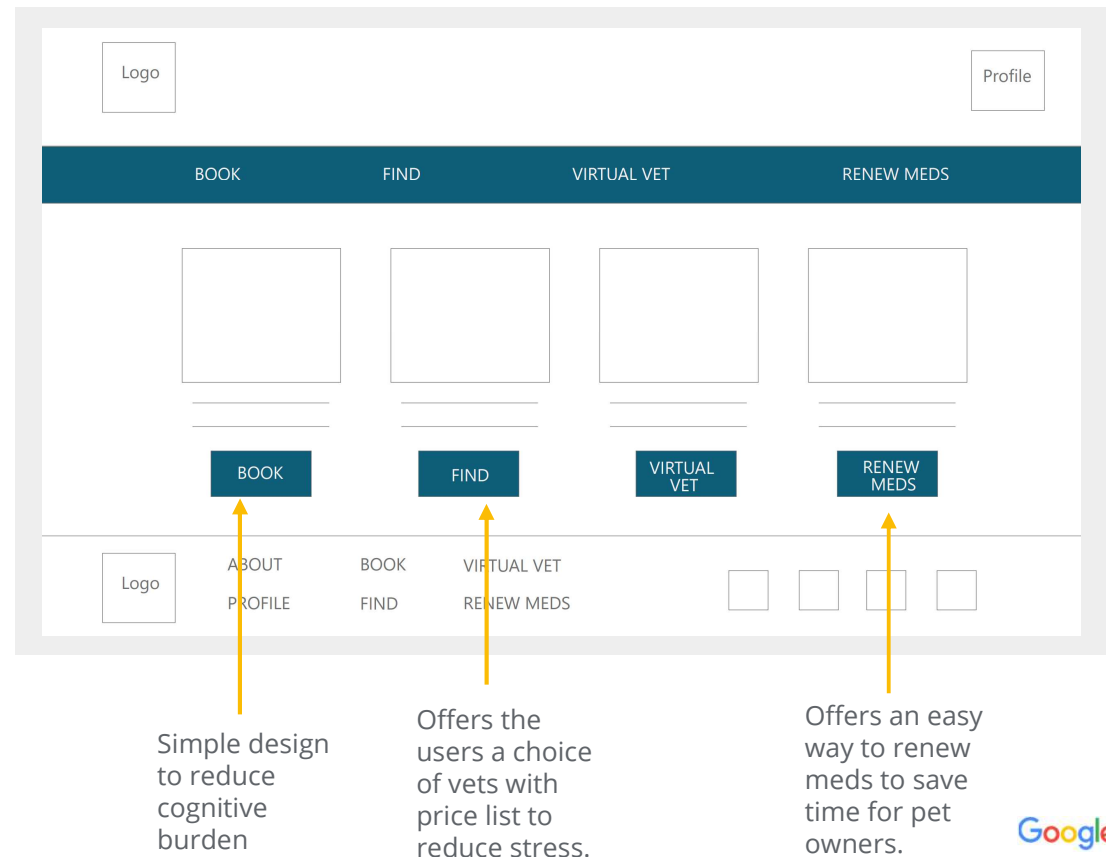
Paper wireframe screen size variation(s)

For the mobile version, I decided to list the sections one below another to fill the screen. I'm going to have to reflect on this later in the design to see how to keep accessibility in focus.



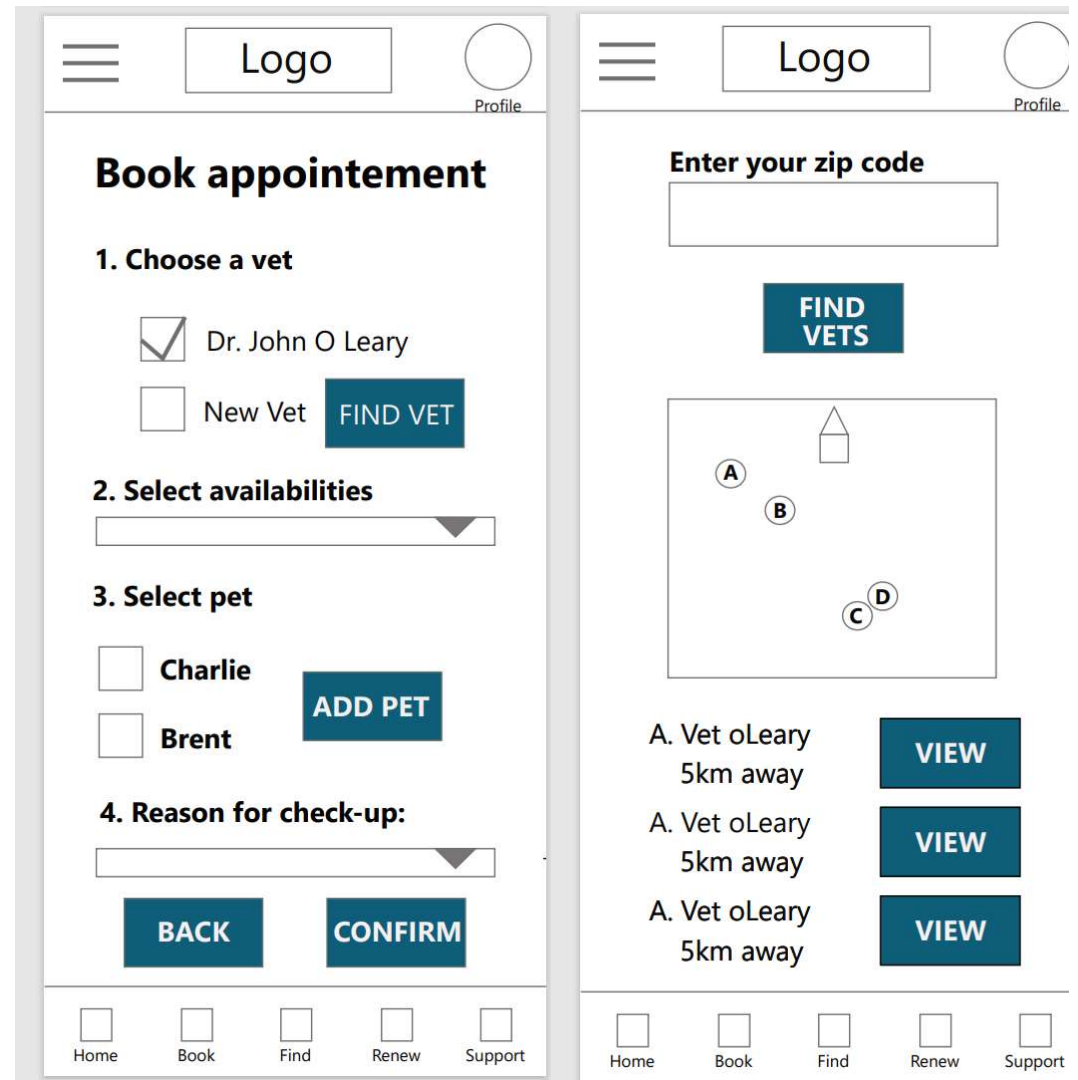
Digital wireframes

My goal is to make it easy for pet owners to book their appointments and choose vets within their budget. My website design is simple to reduce cognitive load and help users achieve their tasks quickly. I repeated the same words and different entry points to help users find what they need.



Digital wireframe screen size variation(s)

When creating my digital wireframes, I focused on designing a simple UI to help users get their tasks done quickly was at the heart of my process. I tried to keep tasks light and reduce the cognitive burden.



Low-fidelity prototype

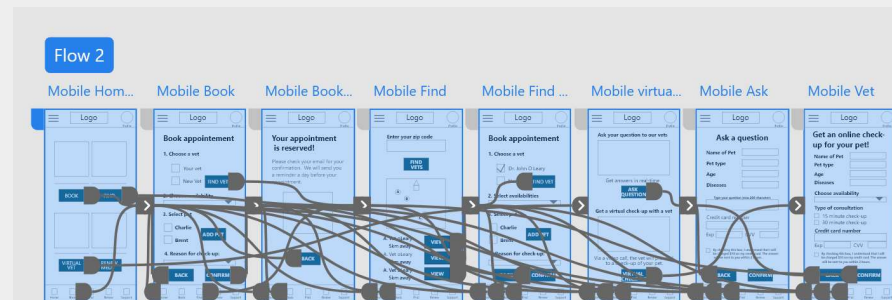
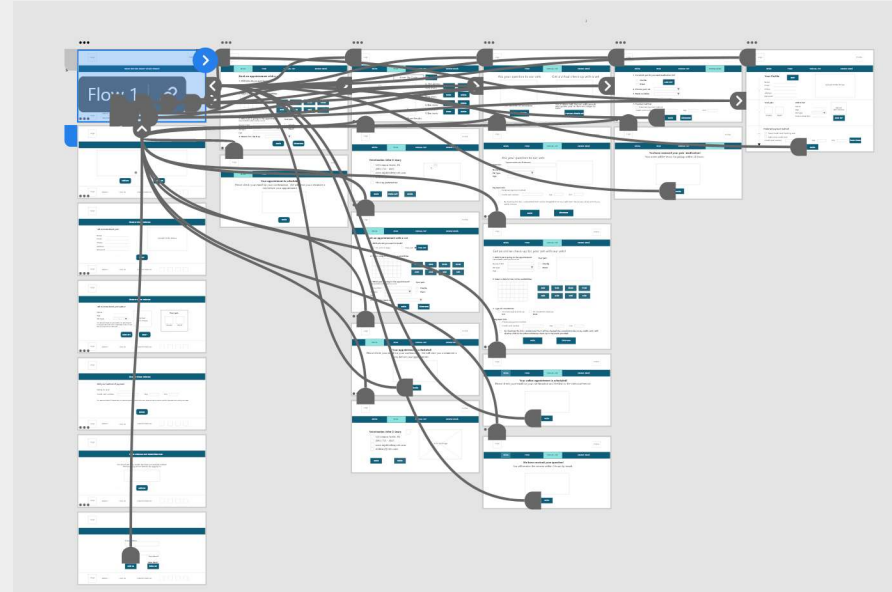
I connected all the screens together and after receiving feedback from my colleagues, I added connections from the logo to the homepage.

Desktop low-fidelity prototype:

<https://xd.adobe.com/view/2a8d1a33-1095-4348-926d-2efd7d218152-7fde/>

Mobile low-fidelity prototype:

<https://xd.adobe.com/view/49b3cbbc-a7c2-4da6-8bdd-d9a737f4529a-1ce0/>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Canada/United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

1

**Home screen is
overwhelming**

Users found the
home screen
overwhelming and
repetitive.

2

**Journey needs to
begin with sign in &
profile**

Most users wanted
to sign in and
create a profile at
the beginning of
their journey.

3

**Lack of guidance
and confusing
navigation**

Some users are
confused by
navigation and
don't know where
to start.

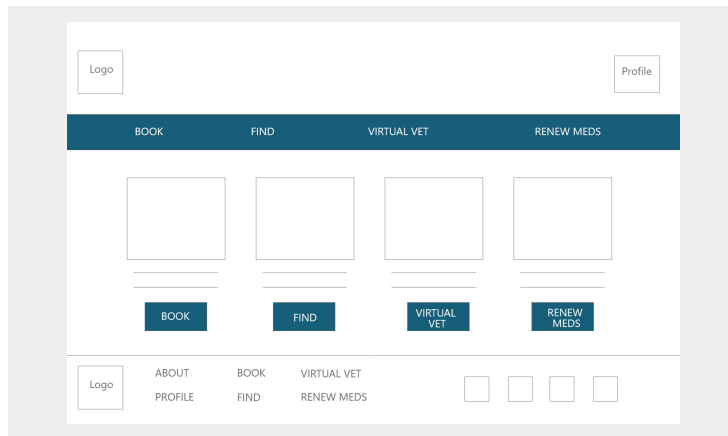
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

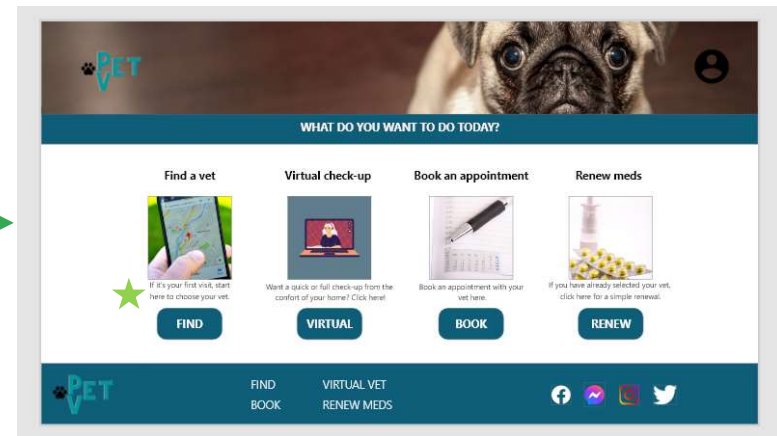
Mockups

To address the feedback of users about the home screen being repetitive and overwhelming as well as the fact that users don't know where to start, I added text to guide the user towards a user flow that is adapted for his journey. I also removed the top navigation bar which was just repeating what was below.

Before usability study



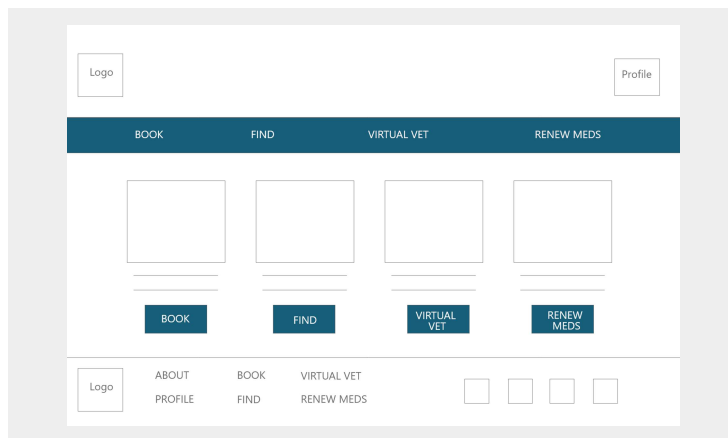
After usability study



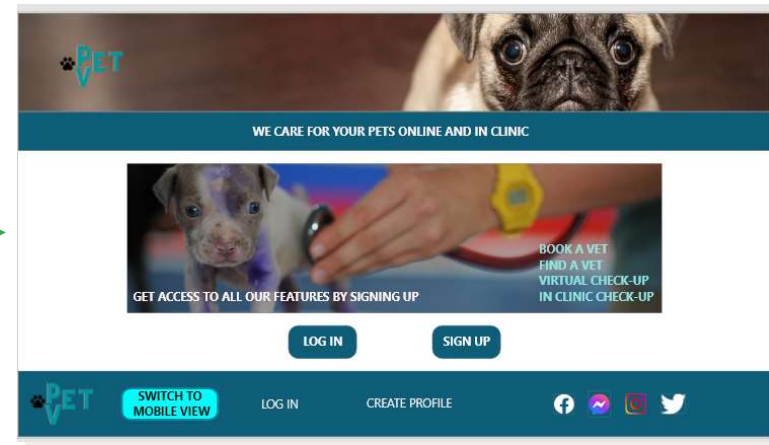
Mockups

Because users wondered how to login and create a profile, I added a few screens that lead to the homepage. These screens are meant to capture the profile information which will later populate forms when booking appointments so the user saves time by entering the info only once.

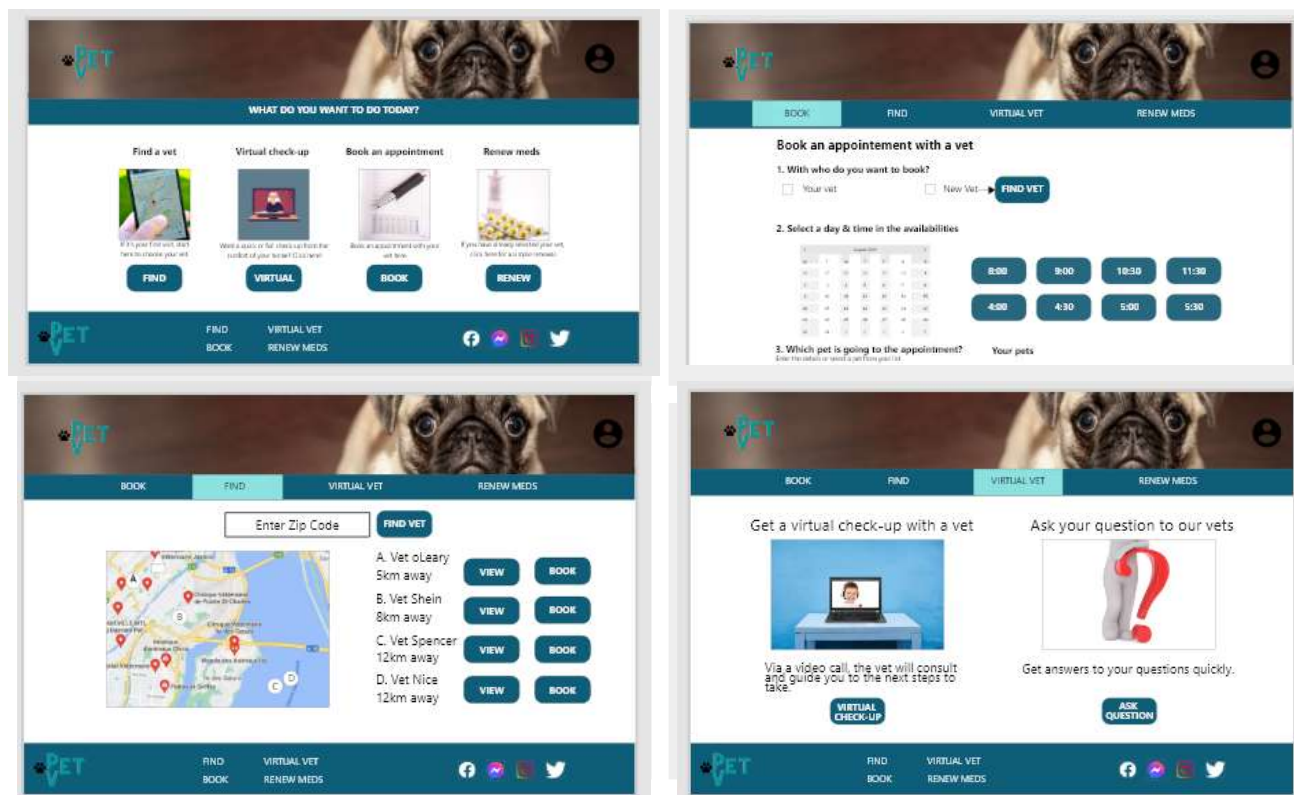
Before usability study



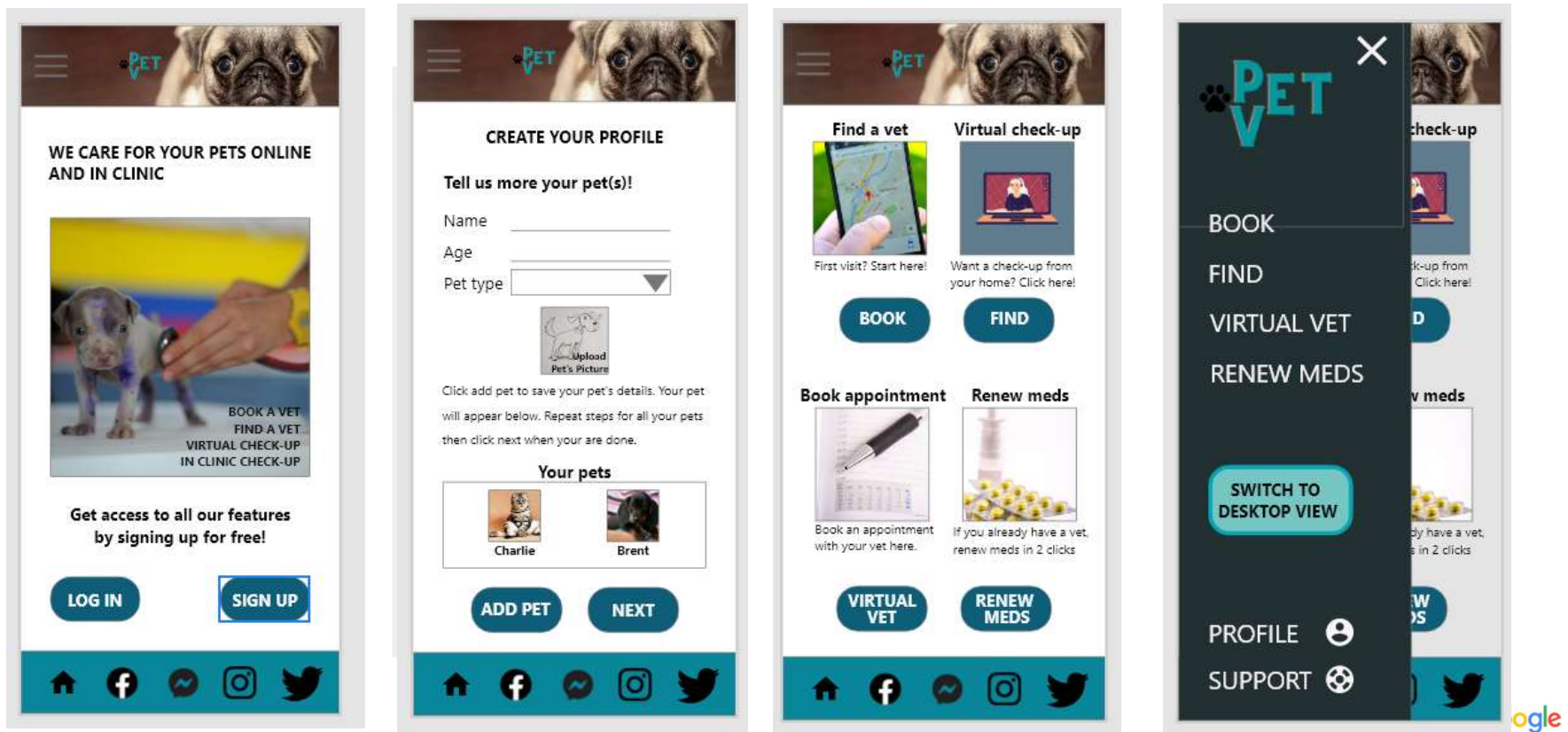
After usability study



Mockups: Original screen size



Mockups: Screen size variations

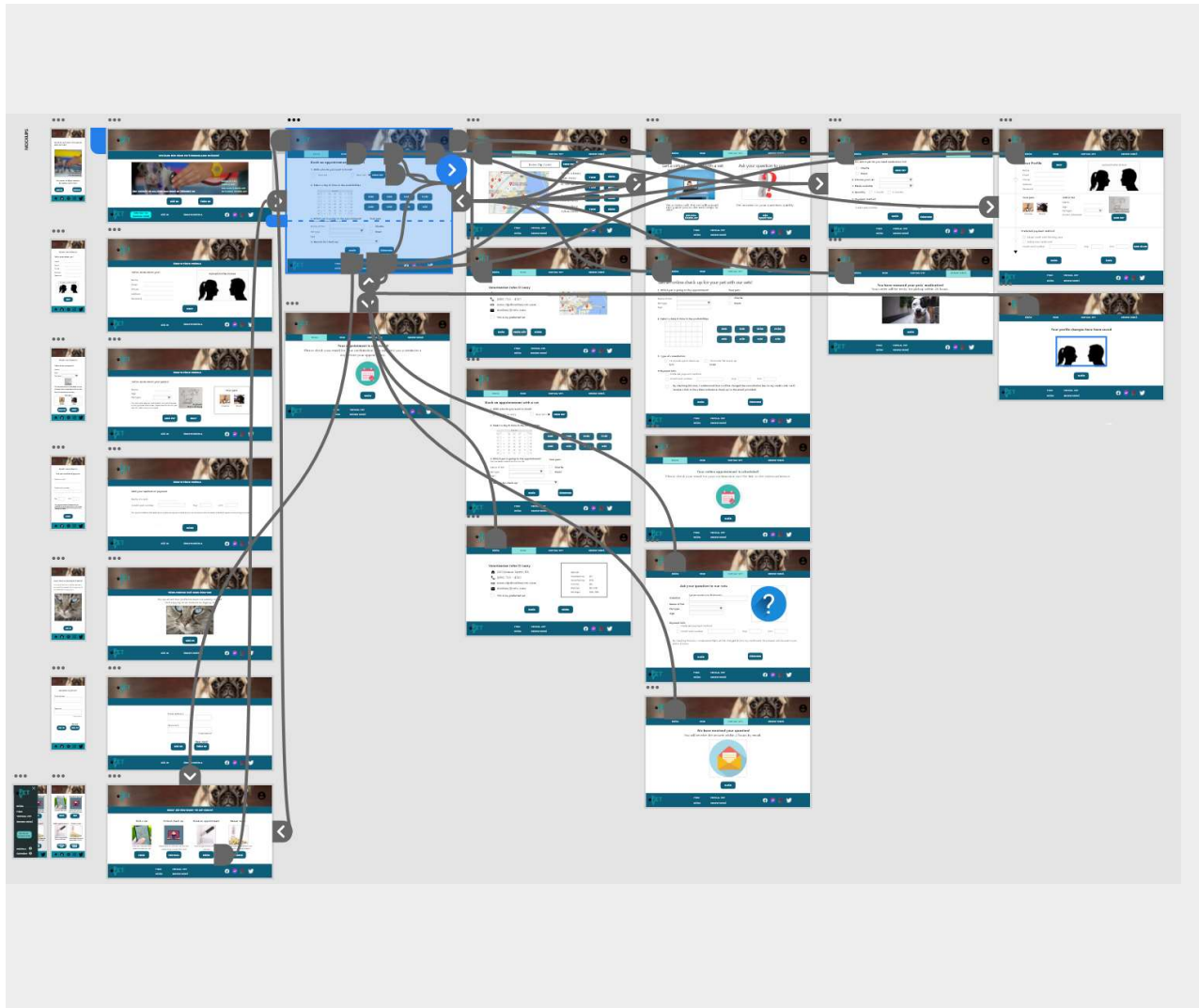


High-fidelity prototype

When connecting all the screens, I added the switch to mobile view for mobile users. I also realized I had 2 booking confirmation screens so I removed one and linked both booking screens to the one left.

High fidelity prototype :

<https://xd.adobe.com/view/2c787be2-3f0c-4a58-96e8-af592d59734e-792b/>





Accessibility considerations

1

To offer accessibility for assistive technologies, I have applied the Gestalt principle of hierarchy throughout all my screens. All my headers are above images and in a larger font size.

2

I chose high contrast between the text color and background to enable users with color vision deficiency to navigate the website easily.

3

I used landmarks to enable users to navigate without reading everything.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

My design aims to simplify booking pets' appointments. I hope that it will help veterinarians and their clients save time and book more efficiently while responding to their budget concerns.



What I learned:

Sometimes less is more and sometimes more is necessary. My low-fidelity prototype was built with not enough words to really get the user where he needed to go. Basically, trying to be too lean made the user flow not functional and confusing. I have learned that moderation is better than less or more!

Next steps

1

First, I would suggest conducting a second usability study to see if all user concerns are addressed and if they are able to easily complete their tasks.

2

I would propose a design review with the stakeholders to see if the design needs more corrections and if there are extra features they would like added

Let's connect!



Thank you for reviewing my work on the Pet Vet!

If you'd like to connect or discuss, please get in touch by:

Email: atessa.adle@hec.ca

Website: [HOME | Portfolio \(wixsite.com\)](#)