



PET RECOMMENDATOR

Made by Deniz Hadjosmanov

As part of the Competitive Analysis for our team, I researched PDSA (a veterinary charity based in the UK). To make the research more fruitful, I examined the website in terms of different criteria.

Link to their website: <https://www.pdsa.org.uk/pet-help-and-advice/choosing-a-pet>

PET RECOMMENDATOR PRINCIPLE

- The user needs to answer 5 multiple-choice questions in order to get a suggestion for a pet that will suit their lifestyle and needs.
- Each question covers one category (e.g. available place that you have, free time that you have etc.).
- Below the question there is a description of how this question is important when it comes to having a pet.
- After answering the questions, the most suitable animals are marked with a green circle around them whereas the ones marked with yellow are less recommended.
- The user can also read some information about the animals that they got as a suggestion based on how they answered the questions.

DESIGN

- Main colors used: Purple, pink and green.
- There are icons next to the buttons in the header which makes it quite intuitive.

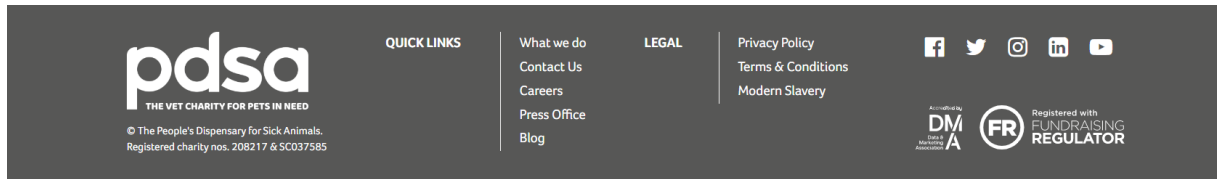
 Get help

 Find us

 MyPDSA

 Donate

- There are links to their social media in the footer.



SERVICES

- Free vet services
- They promote responsible pet ownership
- You can buy different items for your pet from their online store such as medicines or food that is healthy for a particular animal.
- Free treatments and medications at their pet hospitals (some conditions should be met)

CONCLUSION

PDSA's recommendatory is based on multiple-choice questions that the user has to answer. Navigating through their website is quite easy thanks to the good choice for UI elements. Also, the layout of all the elements on the website is well made and not overwhelming. PDSA also offer a number of services from which people can benefit.