

# Team Name: forrest shaw / ethan jones

## Summary

What you did

In general, what worked and what didn't (summary of findings below)

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## Competitors Evaluated

*List 5 competitors, their URLs. descriptions of their websites or businesses and how they were chosen. You may use competitors determined by the client or your own.*

**Stow Kent Animal Hospital / Portage Animal Clinic: <http://www.wetreatpets.com>**

**Memorial Animal Hospital: <http://www.memorialanimalhospital.com>**

**Buckeye Veterinary Clinic: <http://www.buckeyevetclinic.com>**

**Twin Lakes Vet Hospital: <http://www.twinlakesvethospital.com>**

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## Navigation and Labeling

*Common labels (terms) used to navigate the sites*

*Common navigation designs used to navigate and different screen sizes ( drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)*

**Each site had a navigation bar at the top that was static. No site played with other space in order to further engage the user. Each site also had a rollover > highlight on their navigation system**

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## Content and Features

*What features and types of functionality do competitors offer their users.*

*What types of content is available on the sites.*

*What content is missing on the sites that would be helpful.*

**The content has pretty much everything on the sites. I did find a lack of reviews, though it might be nice to hear what other people are saying about this place, as you will be entrusting the well being of your pet to them. If you heard other good / bad experiences you would probably be open to using their services.**

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## Voice and Tone

*What is the common “voice” of the competitors (friendly, serious, helpful, excited, boring)*

**The common voice throughout all the websites was friendly and helpful. At times, they were serious as well, but it fit well with the subject matter. They were all reasonably intriguing and kept me engaged as a potential customer.**

*Is there consistency in voice and tone across the sites?*

**The websites seem to be very consistent across all sites. No site really stood out with their use of language. The serious matters were described seriously and everything else was light-hearted and fun. The language makes it really seem like they will take good care of your pet and give it a good time. Nobody wants to take their pet to an apathetic and seemingly careless clinic.**

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## Design Aesthetics and Layout

*What are common design choices across the sites (colors, typography, layout)*

A common theme that each website has is a white or off-white background highlighted by a color, often being blue or red. Each website starts on a home page that describes their mission/goals as a clinic. They all have an easily accessible nav bar at the top of the page. All of the nav bars include drop-down menus for the buttons with one exception being the Twin Lakes Vet Hospital website. They all have a page to request an exam besides the Stow Kent Animal Hospital. They all give a thorough background of each staff member on a single page. Each site has an easy way to contact them when not looking to schedule an appointment. Overall, the layouts of each site are almost identical. The major differences seem to only truly be the design.

*How does the design contribute to the usability of the site on various devices?*

The design of each website is very functional and gets the job done. It is very easy to find what you are looking for. The only website that doesn't seem to be laid out as well is the Twin Lakes Vet Hospital. It seems oddly spaced and almost intrusive. It does not look nearly as nice as the other sites. Their homepage seems especially strange, almost as if it has too much going on. The best looking one is by far the Buckeye Veterinary Clinic. Usability is pretty equal between Buckeye Vet Clinic and Stow Kent Animal Hospital. Next, Memorial Animal Hospital is good but could be more user friendly. Twin Lakes Veterinary Hospital feels the most inaccessible. It works, but could be better.

*Which design pieces (patterns) could be utilized on our website?*

Decent usage of pet pictures throughout the page. A large header photo. If possible, we could cycle between a few photos. Maybe include a sidebar that goes down along the page with the main text. My favorite feature that I want to include on our site is how the nav bar is implemented on the Buckeye Vet Clinic site. As you scroll down the page the main navigation bar follows at the top of the page. This enables easy access to all pages and looks sleek. We would like to include social media links with simple images that indicate which site the user will be directed to. Having a footer with contact info and

hours for every page is simple and accessible while looking clean. Hopefully we are able to implement most of this with ease.

Show side-by-side screenshots of each website evaluated.



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[Staff](#)

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### Pet Hospital Hours

Monday 8:30AM - 5:30PM  
Tuesday 8:30AM - 7:00PM  
Wednesday 8:30AM - 12:30PM



### Our Pet Clinic Location

Twin Lakes Veterinary Hospital  
7303 State Route 43 Kent, OH 44240



### Online Pet Health Records

First Time User? Click [HERE](#) to Sign Up



[HOME](#)[OUR PRACTICE](#)[SERVICES](#)[OUR TEAM](#)[SHOP/E-PET HEALTH](#)[CONTACT](#)[BLOG](#)

## Our Mission

Memorial Animal Hospital is a full-service practice that strives to offer excellent care to our patients. We understand the uniqueness of each pet, and we are committed to working with each pet owner to help ensure his or her pet's overall wellness.

Our highly trained staff and state-of-the-art equipment are important to the care we provide, but that is only part of our story. We advocate for our patients through client education, identifying a client's resources, ability and expectations to yield the best possible outcome for both. We strive to care for our patients compassionately using preventative wellness care, education, diagnostic tools, medicine and surgery.

We approach each client as an individual with a unique set of needs and circumstances. You and your pet will be treated with the care, compassion, and professionalism, which are critical to the friendship we hope to build with you. Contact us today to learn about our services or to schedule an appointment.



2222 State Route 59  
Kent, OH 44240


Phone: (330) 678-2770  
Fax: (330) 678-3901



The Bed and Biscuit:  
(330) 474-0239



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Quality care in a warm and friendly atmosphere


Stow Kent Animal Hospital  
4559 Kent Road Kent, OH 44240  
**330-673-0049**

Portage Animal Clinic  
4148 Ohio 43 Kent, OH 44240  
330-673-7387

[HOME](#)
[SERVICES](#)
[OUR STAFF](#)
[LINKS](#)
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**Beacon's Best and Akron Hot List winner**




## Services

### Stow Kent Animal Hospital and Portage Animal Clinic Services


Your pet is an important part of your family, and when he or she is ill, you want the best medical care and services available for your animal.

The veterinarians and staff of Stow Kent Animal Hospital and Portage Animal Clinic are ready to provide your pet with cutting edge veterinary medical care. From wellness exams and vaccines to advanced diagnostics and complex surgical procedures, your dog, cat or ferret will receive high quality care at our hospital.



Other services we provide include but are not limited to:

- » Dental Care
- » Pain Management
- » Radiology (x-rays)
- » Senior Care
- » Ultrasounds
- » Microchipping
- » Blood Transfusions
- » Behavioral Medicine
- » Endoscopy
- » Euthanasia Services
- » Nutritional Counseling
- » Parasite Prevention and Control
- » Behavioral Medicine
- » Endoscopy
- » Fully Stocked Pharmacy
- » Euthanasia Services
- » Birds
- » Blood Transfusion
- » Dental Care
- » Microchipping




**New Client/ New Pet Registration Form**

#### Stow Kent Animal Hospital

Mon. – Thurs. 7am to 9:30pm  
Fri. & Sat. 7am to 6pm  
Sun. Closed  
Call for emergency instruction  
Sundays and after hours.


#### Portage Animal Clinic

Mon. – Thurs. 8am to 7pm  
Fri. & Sat. 8am to 6pm  
Sun. Closed  
Call for emergency instruction  
Sundays and after hours.



Quality care in a warm and friendly atmosphere

Welcome to Stow Kent Animal Hospital



Associate with  
**Yellow Dog**  
participants

CLICK HERE

**Home Delivery**  
of medications  
and pet nutrition.

Powered by  
**VetSource**

## Recommendations and Strategy

*Based on the findings above, what top recommendations do you have for your client's website, based on the top goals that they've shared already.*

*Do not include design solutions at this point, just recommendations.*

**We recommend having a simple and sleek nav bar that follows the user scrolling through the page that hangs from the top. Having a way to search the website would be a great feature. Including many photos from the practice throughout the site will really give it a warm feel. Personally, we believe having an easy access appointment scheduler on its own page is critical. Having a place for forms and such is also of high importance. It is necessary to have social media links somewhere on the site. Having a main header with photos that cycle would really stand out. A simple footer with the necessary information would definitely bring each page on the site together. There are many recommendations we have, these are just the few we believe are of utmost importance.**





