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I lived abroad for a year staying in rural Japan with many families on of which is the Nakano family. The Parents own a vet clinic next to the house that has a current website that has aged poorly and needs an update. I want to provide them a free updated website as a thank you to them for taking care of me. The benefits that they would receive is a potential increase in exposure and customers, and the customers would be able to find information very quickly.

Expected List of Features

The features that I expect this site to have are all of the current features:

- Home Page
- Hours / closed days
- Events
- Staff list
- Location
- Photos of facility
- Rules of clinic
- Treatments
- Pet hotel
- FAQ's
- Links
- Accreditations

Features that I wish to implement are:

- Online appointment maker
- SEO optimization
- Contact Page & Phone number at the top of the page
- Make accessible
- Ensure all links work and have content
- Make into PWA
- Change IMG of Google Maps to google maps instance
- Night Hours Number
- Separate services into multiple sections (Vaccines, surgery, check-up, etc.)
- Collapse sections in the menu
- New Photos & Iconography

Market Survey

For the market survey, I looked for larger clinics in major cities such as Kyoto & Tokyo, where I looked at the top 3 results for each city. All of the sites had similar features that Nakano Animal Hospital does not have these features include a phone number at the top of the page, night contact info, and the services separated into different sections under a service page. All of the websites I viewed from the larger cities definitely show that they are newer than Nakano Animal Hospital, and the colors are more muted, I don't think that it is practical to change the colors as the colors permeate the entire clinic so I would leave them unchanged. I feel adding the above features would draw in new customers. Other sites also used icons on tabs so that the user can quickly identify the page they are trying to find.

References

Nakano Animal Hospital [なかの動物病院]:

- <http://nakanoah.jp/>

Kyoto Animal Hospitals [動物病院 京都]

- <https://animal-kyoto.jp/>
- <https://www.daktari.info/>
- <http://mebae-ah.com/>

Tokyo Animal Hospitals [動物病院 東京]

- <http://www.daktari.gr.jp/>
- <http://tamc.jp/>
- <https://animal24.tokyo/>